



Appraisal Report Functions, Activities and Records Evaluation

Appraisal Report

Functions, activities and records evaluation for New Zealand Tourism Board

File/Document ID	APP2017/0006
Agency	New Zealand Tourism Board (trading as Tourism New Zealand)
Contact Name and Details	[Name removed]
Date	May 2018

Purpose

This appraisal report and disposal schedule is for the New Zealand Tourism Board operating as Tourism New Zealand. It is for all offices (both New Zealand-based and off-shore) and, can be applied to, and implemented with, both electronic and physical records to provide an effective and efficient records management framework. It replaces any previous Disposal Authorities. The report will:

- ensure on-going coverage for the legal disposal of records created by Tourism New Zealand in alignment with the Public Records Act 2005;
- enable the identification of records of high value which will require permanent retention as archives;
- enable the identification of records of no archival value which may be destroyed once no longer required for on-going business purposes;
- enable the implementation of management systems for electronic and hard-copy records; and
- support a culture of best practice for recordkeeping within the organisation.

Scope

Existing and future physical and electronic records. Applies to all Tourism New Zealand offices.

This appraisal report excludes the physical source documents of electronic records digitised in accordance with AS-NZS ISO 13028-2012. These physical source records can already be legally destroyed if the requirements of the 'Authority to Retain Digitised Public Records in Electronic Form Only' have been met and the digitisation process appropriately documented. Where physical source documents have been destroyed, the digitised public records are considered the official record and as such are covered by this appraisal.

Format

This disposal schedule is intended to cover both paper records and electronic records stored and managed in the electronic document management system. It covers records in all formats created by Tourism New Zealand in carrying out its functions.

Agency and System Information

Agency information

The New Zealand Tourism Board (trading as Tourism New Zealand) is a Crown entity established under the New Zealand Tourism Board Act 1991 and is a Crown agency for the purposes of the Crown Entities Act 2004. Tourism New Zealand was established to market New Zealand as an international visitor destination for the long-term benefit of New Zealand. Specific statutory functions under this Act include:

- Develop, implement and promote strategies for tourism
- Advise the Government and the New Zealand tourism industry on matters relating to the

development, implementation and promotion of those strategies.

Tourism New Zealand is governed by a Board appointed by the Minister of Tourism. All decisions relating to the operation of Tourism New Zealand are made by, or under the authority of, the Board in accordance with the New Zealand Tourism Board Act 1991, and the Crown Entities Act 2004. The Minister's formal line of accountability with Tourism New Zealand is through the Board's Chair. Board appointments are generally for two or three years, with reappointment possible. The composition of the Board reflects a balance of tourism industry and commercial expertise.

Tourism New Zealand has had a varied administrative history with a mixture of independence and amalgamation with other government departments. Below is a summary of the various predecessor agencies to Tourism New Zealand:

1901	Department of Tourist and Health Resorts were established as part of the Department of Industries and Commerce. It was the first government department in the world established specifically to develop the business of tourism.
1909	Part of the Commerce and Tourism Department
1912	Department of Tourist and Health Resorts
1930	Part of the Department of Industries, Commerce, Tourist and Publicity
1946	Department of Tourist and Health Resorts
1954	Renamed Tourist and Publicity Department
1990	New Zealand Tourism Department
1991	New Zealand Tourism Board
1999	Tourism New Zealand

The New Zealand Tourism Board Act 1991 disestablished the Tourism and Publicity Department and set up a small policy advice unit (Ministry of Tourism) within the Ministry of Commerce. In 1999, New Zealand Tourism Board (NZTB) was given the trading name of Tourism New Zealand.

Today Tourism New Zealand is the organisation responsible for marketing New Zealand to the world as a tourist destination. International tourism is New Zealand's second largest export sector, with international tourism expenditure of \$11.8 billion for the year end March 2015. In a very competitive global tourism marketplace Tourism New Zealand is responsible for ensuring New Zealand remains an internationally attractive visitor destination.

Tourism New Zealand's mandate is to market New Zealand as an international visitor destination for the long-term benefit of New Zealand. Tourism New Zealand aims to improve tourism's contribution to economic growth in New Zealand by growing the value of international visitors to New Zealand.

Tourism New Zealand, as New Zealand's national tourism organisation, is the only entity with the mandate and resources to promote New Zealand across the wide range of international visitor markets which New Zealand seeks to draw on.

Tourism New Zealand's work is carried out primarily through delivery of the '100% Pure New Zealand' campaign through paid, earned and owned media channels. The campaign was conceived in 1999 and has continued to evolve over the past seventeen years to communicate the combination of unique experiences available to people who visit New Zealand, the character of the people of New Zealand, and the spectacular New Zealand landscapes. Through the 100% Pure New Zealand campaign the organization's team of approximately 160

staff in 15 offices takes New Zealand's story to consumers, the travel trade and the global media, while working with the industry in New Zealand to ensure they deliver on the promises made through the campaign.

Headquarters: Auckland, New Zealand

Company locations: Tourism New Zealand has 15 offices across the globe, including in the United States, Europe, South America, Asia, Australia and New Zealand.

System information

Since November 2005, Tourism New Zealand has used an electronic document and records management system TRIM to store all electronic records. This system has been replaced in 2012 with Kete – an electronic document and records management system developed on the SharePoint 2010 platform. All TRIM records have been migrated into Kete. All electronic records are filed by function and activity which will allow easier implementation of the disposal schedule.

Apart from Kete, there are other standalone business systems covering finance and HR records. Interactions with external parties (emails, meeting and phone conversation notes) are captured and stored in the Microsoft Dynamics CRM (Customer Relationship Management system).

Most Tourism New Zealand records are in electronic format.

Hard copy records are stored offsite with TIMG (The Information Management Group).

Methodology

Design of the disposal schedule

The disposal schedule has been designed so that it can be easily managed and applied by Tourism New Zealand staff. Previous appraisal report (DA189) was reviewed in the development of this disposal schedule.

Classes and sub-classes

The disposal classes are designed around functions rather than being based upon organisational structure, as organisational structures change more frequently than functions. The sub-classes are mostly based on core business functions; however, there are some sub-classes based upon information type. There is some repetition in the schedule as some activities are performed under more than one function.

Application of Archives New Zealand's General Disposal Authorities (GDA's)

This schedule excludes:

- Common Corporate Services public records (Common Human Resources and Personal Records, Financial and Accounting Records, and Administration and Corporate Services Records) as well as common facilitative, transitory and short-term value records covered by the Archives New Zealand General Disposal Authorities (GDA6 DA558 and GDA7 DA576), except where there is a disposal recommendation that differs from the GDA recommendation; and

- Physical objects/artefacts as they are not records under the Public Records Act 2005

Format of the schedule

The schedule has the following fields:

Records class	The disposal class to which a record may belong – describes a function of Tourism New Zealand or a type of information
Activity	The disposal sub-class to which a record may belong - specific activity relating to a broader function or to a type of information
Description of type of records in class	Describes more fully the types of information and records included in this class/activity
Disposal action	What to do with the records once the minimum retention period has been met (e.g. transfer to Archives New Zealand or Destroy)
Trigger Point	The point in the lifecycle of a record at which the retention or disposal decision is activated and the retention period begins.
Retention period	How long Tourism New Zealand needs to retain this class of records. This date takes into consideration both legal and business requirements. It may be the same period as the legal requirement or it may be longer. It starts when records are non-current.
Appraisal Criteria	The principles used to identify for preservation records of long-term value and for destruction records of short-term value.
Restriction	If a restriction period is to be imposed once the records are transferred to Archives New Zealand

Appraisal process

Representatives of all functions within Tourism New Zealand were involved in the development of this schedule via a series of meetings. The draft report has been provided to the Core Leadership Team for final review and approval. General managers from all Tourism New Zealand teams were involved in that review and approval process.

Principles of appraisal practice

- The appraisal of information and records has been undertaken with the following principles in mind:
 - Lawfulness** - During the process of appraisal, identification and compliance with statutory or other legislative obligations for the creation, maintenance and destruction of information and records relevant to the public office, local authority or function must be applied.
 - Accountability and transparency** - The decisions made in regard to appraisal must be transparent and enable accountability for the justifications and rationale of those decisions.

- **Responsive to stakeholders** - The rights and interests of relevant stakeholders should inform the decision-making process. Identification and involvement of internal and external stakeholders will provide different perspectives such as external accountability, operational importance, public interest, cultural and historical significance as well as providing a whole of government and longer term view.
- **Consistent** - Appraisal should be done in a planned and systematic manner, following standards and guidance provided by Archives New Zealand.
- **Considerate of resources** - Appraisal should promote the efficient use of resources to enable the undertaking of the process and its implementation, with information and records not of long-term value destroyed as soon as possible.

Appraisal criteria

Archives New Zealand's Appraisal Statement 2014 was used in making the value statements for each class, to reflect the criteria set in the Appraisal Statement criterion below:

1. **Business value:** Information and records that are fundamental to the ability of a public office or local authority to carry out its business and enable continuity of services to the New Zealand public.
2. **Accountability:** Information and records that are fundamental to providing citizens with trust in government; providing evidence of the well-being of the community and the impact of government activities on them, in compliance with relevant legislation and regulations.
3. **Rights and entitlements:** Information and records providing evidence of the legal status and fundamental rights and entitlements of individuals and groups.
4. **Legitimacy of Authority:** Information and records that identify and document the source of authority and foundation of the machinery of government of New Zealand and its public sector bodies.
5. **Treaty of Waitangi/Te Tiriti o Waitangi:** Information and records that provide evidence of recognition and respect for, fulfilment of or aspirations to the Treaty of Waitangi/ Te Tiriti o Waitangi principles and the Crown's obligations, or in the absence of this, evidence of failure to fulfil obligations and/or principles.
6. **Knowledge:** Information and records that will substantially contribute to knowledge and understanding of New Zealand, its history, geography, society, culture and achievements and New Zealanders' sense of their national identity.

Consultation

Internal consultation

A draft Appraisal Report and Disposal Schedule was circulated within Tourism New Zealand leadership team and published on the intranet for further clarification and input. All teams within Tourism New Zealand were able to provide input for the development of this disposal schedule. A list of Tourism New Zealand staff that provided input in the development of the disposal schedule is provided below:

Name	Role
[Name removed]	Chief Executive (acting)
[Name removed]	General Manager Corporate Affairs
[Name removed]	Director Marketing
[Name removed]	Director Trade, PR and Events
[Name removed]	General Manager Finance & Operations
[Name removed]	General Manager People (acting)

External consultation

Copies of the draft Appraisal Report and Disposal Schedule were published on the Tourism New Zealand Corporate website and sent to a range of external stakeholders, including:

- Ministry of Business, Innovation and Employment (MBIE)
- Te Puni Kokiri
- New Zealand Maori Tourism Council
- Tourism Export Council of New Zealand
- Tourism Industry Aotearoa (TIA)
- Ministry for the Environment
- Department of Conservation (DOC)
- Qualmark New Zealand

Responses have been received from the following organisations:

Name	Role
[Name removed]	Manager Tourism Policy, MBIE
[Name removed]	Manager Monitoring and Compliance, MBIE
[Name removed]	Policy Advisor, MBIE
[Name removed]	Principal Advisor, Information and Data (Acting)
[Name removed]	Information Services and Security Advisor, DOC
[Name removed]	General Manager, Qualmark
[Name removed]	Senior Sales and Accounts Administrator, Qualmark
[Name removed]	Communications Manager, TIA

Feedback received was taken into consideration and where appropriate incorporated into the schedule. As a result the following significant change was made to the schedule:

- Record classes have been linked with the Archives New Zealand's appraisal values outlined in the Appraisal Statement 2014

Class 1: GOVERNANCE

Description

The New Zealand Tourism Board is a Crown Entity established under the New Zealand Tourism Board Act of 1991. The Board trades as Tourism New Zealand and its primary function is to market New Zealand as a travel destination overseas. It is essentially a marketing organisation run on a day to day level by a Chief Executive Officer (CEO) and Executive Management team.

Tourism New Zealand is headed by a Board appointed by the Minister of Tourism, and is accountable through the Minister to Parliament. The Board has eight members and represents industry, community and education interests.

This class covers those records concerning high-level decision making as well as containing summary information about the core activities of the organisation.

Value statement

The records (class 1.1 and 1.2) document the high level strategic management, governance and overall accountability of Tourism New Zealand. These records provide evidence of how the Board and Executive Management team manage their obligations under the New Zealand Tourism Board Act 1991. These records are recommended for retention as public archives as they meet the Accountability criteria of the Appraisal Statement.

This class also contains the records (class 1.3) that are low level operational and/or routine administrative. They are of short term business value and recommended for destruction.

Retention and disposal recommendation

Class number	Class/Activity	Class description	Disposal action
1.1	New Zealand Tourism Board papers	Papers, reports to the Board, decisions. Original master signed minutes and agendas, Board members and Board Chair correspondence.	Transfer to Archives New Zealand
1.2	Executive Management Team papers	Minutes and agendas, papers, reports to Executive Management Team	Transfer to Archives New Zealand
1.3	Board and Executive Management administration	Records relating to low level operational or administrative records (e.g. routine correspondence, instructions)	Destroy

Class 2: MARKETING

Description

This class encompasses some of the core functions of Tourism New Zealand. Tourism New Zealand's mandate is to market New Zealand to the world as a tourist destination. In a fiercely contested global tourism market place, Tourism New Zealand is responsible for ensuring New Zealand remains attractive internationally as a visitor destination. Through the 100% Pure New Zealand marketing campaign the organisation's team of approximately 160 staff in 15 offices takes New Zealand's story to consumers.

This function includes the creative development, planning and implementation of campaigns and advertising, promotions and online marketing activity across Tourism New Zealand's target global market.

Value statement

Marketing New Zealand to the world as a tourist destination is the legislative mandate of Tourism New Zealand under the New Zealand Tourism Board Act 1991 (the Act). This class covers records created while marketing activities are carried out, such as marketing campaign planning, development and review.

The records (class 2.1) documenting high-level policy, strategic planning and its results for marketing New Zealand provide evidence of how Tourism New Zealand carried out their mandated function under the Act and its decisions at its leadership level.

The records (class 2.2 and 2.3) of final designs from high profile marketing campaigns, such as 100% Pure New Zealand, will substantially contribute to knowledge and understanding of New Zealand, its history, geography, society, culture and achievements and New Zealanders' sense of their national identity. These high profile marketing campaigns have brought the unique stories of New Zealand history, land and its people to the international travellers. The final outputs represented these stories in various ways (e.g. print, television, online channels).

Therefore, these records are recommended to retain as public archives as they meet the Accountability and Knowledge criteria.

This class also contains a large number of the records (class 2.4) that have only short term business value as these records are low level operational and administrative records. They are therefore recommended for destruction.

Retention and disposal recommendation

Class number	Class/Activity	Class description	Disposal action
2.1	Marketing planning	Strategic planning of marketing campaigns on all channels including social media and websites (e.g. final planning documents, formal meeting papers)	Transfer to Archives New Zealand
2.2	Marketing activity results	Final outputs resulted from the marketing campaigns carried out on	Transfer to Archives New Zealand

		all channels including social media and websites. (e.g. overview, final evaluation reports, legal advice, and final designs)	
2.3	Brand development - final outputs	Guidelines, final designs and legal advice relating to brand materials	Transfer to Archives New Zealand
2.4	Marketing administration	Records relating to low level operational or administrative records supporting marketing and brand development activities (e.g. routine correspondence, low-level contracts, agreements, periodic reporting, budgeting, content management, brand asset requests)	Destroy

Class 3: INTERNATIONAL PUBLIC RELATIONS

Description

The purpose of the International Public Relations (International PR) is to tell stories that inspire travellers to choose New Zealand as a travel destination. The aim of the International PR is to drive international media coverage of New Zealand as a destination. This is achieved through a diverse PR approach and capitalising on opportunities to tell the best stories at scale.

A structured International Media Programme (IMP) targets select media outlets in their core markets. International media are invited and hosted in New Zealand and the resulting coverage impacts the preference for their audience. The on-shore and off-shore PR team work closely to manage the process seamlessly, maintaining strong relationships with media and Regional Tourism Organisations (RTOs)/operators.

The evolving media landscape offers strong opportunities to enhance and extend traditional media work. Social influencers and opinion leaders, large scale broadcast, and content distribution deliver strong results. A global content strategy underpins the work of the PR team to push more New Zealand coverage that is relevant and aligned to the Tourism New Zealand brand.

This function includes strategic planning of international PR, hosting and supporting international media visits to New Zealand, developing media programmes, providing media with story content on all formats, monitoring of the media outputs and reporting on PR outcomes.

Value statement

International PR programme represents one of the core functions of Tourism New Zealand. There is a substantial volume of records created as part of this function, given the high volume of media visiting each year. While many of the records created in this class have only administrative or routine operational value, there are some records significant enough to retain as public archives.

Records (class 3.1) documenting strategic planning for international PR provide evidence of

how Tourism New Zealand implemented its strategic priorities. These records will enhance public confidence in the actions of Tourism New Zealand taken for international PR to carry out its mandated function.

Records (class 3.2) documenting outcomes from the international PR are comprehensive and unique as they provide a view of New Zealand as a tourism destination. These records will substantially contribute to knowledge and understanding of New Zealand, its history, geography, culture and New Zealanders' sense of their national identity.

Records (class 3.3, 3.4 and 3.5) only have short term administrative or routine operational value. For example, these records are low level correspondence, media resources, operational planning and reporting. These records are recommended for destruction.

Retention and disposal recommendation

Class number	Class/Activity	Class description	Disposal action
3.1	International PR programme planning	Strategic planning of the international PR programme	Transfer to Archives New Zealand
3.2	International PR programme results	Final results and reports	Transfer to Archives New Zealand
3.3	International PR programme administration	Planning, itineraries, budgets, routine correspondence, administration	Destroy
3.4	International Media	Media Evaluation	Destroy
3.5	International Media resources	Images, story angles, pitches, itineraries, standard replies, media clippings	Destroy

Class 4: EVENTS FOR CONSUMER, TRADE AND BUSINESS

Description

Tourism New Zealand is involved in a large number of events each year.

Consumer events help Tourism New Zealand to increase the destination coverage of New Zealand as well as attract visitors for the events. Tourism New Zealand is involved in a wide variety of consumer events, both in New Zealand and off-shore.

Tourism New Zealand arranges and participates in a number of trade shows and events each year. These include: Tourism New Zealand Kiwi Link events (product manager training); Tourism New Zealand frontline training events (travel agent training) Tourism New Zealand roadshows; major trade shows; consumer expos

The Business events programme aims to attract new conferences and incentives to New Zealand and grow delegate numbers and value. A key tool to achieve this is the Conference Assistance Programme that supports international conference bids.

This function includes strategic planning, reporting, hosting, organising and coordinating events

both in New Zealand and overseas.

Value statement

There is a substantial volume of records created as part of this function, given the high volume of events Tourism New Zealand is involved with each year. While many of the records created in this class have only administrative or low-level operational value, there are some records significant enough to retain as public archives.

Records (class 4.1) documenting strategic planning and final reports of high profile events (e.g. Rugby World Cup) for consumer, trade and business provide evidence of how Tourism New Zealand implemented its strategic priorities. These records will enhance public confidence in the actions of Tourism New Zealand taken to carry out its mandated function.

Records (class 4.2) only have short term business value as these records are low level operational and administrative records. They are therefore recommended for destruction.

Retention and disposal recommendation

Class number	Class/Activity	Class description	Disposal action
4.1	High-profile Events planning and reporting	Records relating to consumer, trade and business events strategic planning, final bids, final reports and evaluations	Transfer to Archives New Zealand
4.2	Minor Events and administration	Records relating to low level operational or administrative records supporting events management as well as low profile events management records (e.g. routine correspondence, low-level contracts, agreements, periodic reporting, budgeting, itineraries)	Destroy

Class 5: RELATIONSHIPS WITH OTHER AGENCIES/ORGANISATIONS/IWI

Description

Tourism New Zealand works closely with various external stakeholders (both national and international) by sharing advice, collaborating on projects, conducting community engagement, consultation, information flow dealing with a wide range of issues and activities have an impact on Tourism New Zealand and stakeholders. This underpins the organisation's core functions to market New Zealand to the world as a tourist destination.

The external stakeholders consist of other government departments (e.g. MBIE, Ministry of Transport), tourism organisations (e.g. the Regional Tourism Organisations, Tourism Industry Association of New Zealand (TIANZ)), Iwi/Māori group and international agencies.

This class covers records documenting high-level relationships, liaison and collaboration with

external agencies, organisations and/or iwi.

Value statement

Records of high-level relationships, liaison and meetings with external organisations have high Business, Knowledge, Accountability and Treaty of Waitangi value. These records demonstrate Tourism New Zealand's influence and input into the development of relationships with other organisations and provide information on cross-agency initiatives led by Tourism New Zealand and therefore are recommended for permanent retention as public archives.

These records will, over time, assist researchers to understand how Tourism New Zealand developed its strategic relationships and built partnerships with the sector to maximise tourism and economic benefits to New Zealand. They demonstrate Tourism New Zealand's accountability to government and citizens about how it consulted on and performed its function and fulfilled its legislated mandate.

This class also contains a large number of the records that have only short term administrative or routine operational value. For example, these records are routine correspondence, meeting records not led by Tourism New Zealand. These records are recommended for destruction.

Retention and disposal recommendation

Class number	Class/Activity	Class description	Disposal action
5.1	High-Level Relationships Management	Information providing evidence of Tourism NZ's interaction with central and local government, Iwi/Māori groups, Regional Tourism Organisations, and international agencies, high profile public figures – e.g. - memorandum of understandings (MoU's); - service agreements and contracts; - meeting records chaired/led by Tourism NZ; - final reports related to cross-agency initiatives led by Tourism NZ;	Transfer to Archives New Zealand
5.2	Low-Level Relationships Management	Records related to cross-agency meetings not lead by Tourism NZ and/or records of a routine administrative nature, for example: - meeting records not chaired/led by Tourism NZ; - routine correspondence; - background information; - routine internal memos	Destroy

Class 6: CHINA MARKET DEVELOPMENT (Approved Destination Status)

Description

This class includes records related to monitoring and oversight of the China Approved Destination Status (ADS) group visitor market. Approved Destination Status is an arrangement between the Chinese Government and another country, that lets Chinese holiday travellers visit a country in a tour group, on an ADS visa. New Zealand gained ADS in 1999 which gives Tourism NZ permission to promote New Zealand as a holiday destination in China.

Tourism New Zealand is responsible for approving companies that wish to run ADS tour and for approving tour guides. The rules and criteria for tour operators and guides are outlined within the ADS Code of Conduct. The aim is to ensure Chinese visitors enjoy quality holiday experiences in New Zealand, helping to drive the long-term growth of this market.

This class covers records documenting the following activities: strategic planning and reporting, guidelines and procedures, approving and monitoring inbound tour operators and tour guides under the China ADS system.

Value statement

The records (class 6.1 and 6.2) documenting policy decisions, strategic planning, guidelines, standard and procedures (e.g. ADS Code of Conduct), and final reports have high business, accountability and knowledge value to retain as public archives.

These records will, over time, assist researchers to understand how Tourism New Zealand developed its strategic partnerships with China across the overall sector to maximise tourism and economic benefits to New Zealand. They also provide evidence of how Tourism New Zealand carried out their mandated function, its decisions and performance.

The records (class 6.3) documenting ADS applications approvals and administering accreditation have mid to long-term high business value, but these records do not have long term archival value as the result from this activity is available in a summarised form in class 6.1.

This class also contains a large number of the records (class 6.4) that have only short term administrative or low level operational value. These records are recommended for destruction.

Retention and disposal recommendation

Class number	Class/Activity	Class description	Disposal action
6.1	China market development planning and reporting	Strategic planning, final reports and evaluations	Transfer to Archives New Zealand
6.2	China market development guidelines and procedures	Final guidelines, procedures, proposed ADS Code of Conduct amendments, accreditation registers	Transfer to Archives New Zealand

6.3	Approved Destination Status (ADS) accreditation	Final ADS applications, supporting materials, assessment results	Destroy
6.4	China market development administration	Routine notices and correspondence, associated administration, budgets.	Destroy

Class 7: TRADE DEVELOPMENT

Description

The key role of the global trade development programme is to partner with, educate and inspire in-market travel sellers (travel trade) to sell more New Zealand holidays. This class includes records related to:

- Partnerships and trade training
- 100% Pure New Zealand Specialist programme designed for in-market travel sellers to gain more in-depth knowledge of New Zealand to help increase their New Zealand sales.
- Trade familiarisation (famil) programme for targeted travel sellers from all levels and all markets invited to New Zealand to get to know regions and available tourism products. This programme aims to educate travel sellers about New Zealand and motivate them to sell New Zealand over other destinations.
- Support and product development

It should be noted that this class excludes Trade events as these are in a separate class.

Value statement

The records (class 7.1 and 7.2) documenting strategic policies, decisions, procedures, guidelines and in travel trade area and final reports outlining the results of the Trade Development programme have high business, accountability and knowledge value and it is recommended to retain as public archives. These records provide evidence of how Tourism New Zealand implemented its strategic priority related to the travel trade area.

This class also contains a large number of records (class 7.3, 7.4 and 7.5) that have only short term business value as these records are low level operational and administrative records. These records are recommended for destruction.

Retention and disposal recommendation

Class number	Class/Activity	Class description	Disposal action
7.1	Trade planning and reporting	Strategic planning, final reports and evaluations	Transfer to Archives New Zealand

7.2	Trade guidelines and procedures	Final guidelines, procedures	Transfer to Archives New Zealand
7.3	Trade programme	Final reports, evaluations, results of trade familiarisation and projects	Destroy
7.4	Trade and training resources	Images, standard replies, product updates, fact sheets, templates	Destroy
7.5	Trade administration	Records relating to low level operational or administrative records supporting trade development (e.g. routine correspondence, low-level contracts, agreements, periodic reporting, budgeting, project administration)	Destroy

Class 8: RESEARCH

Description

Tourism New Zealand conducts a range of research projects across target visitor markets, to gain greater understanding of the markets, and the thinking and behaviour of potential travellers. Tourism New Zealand also conducts special interest and sector research. Special interest sectors are activities or a travel style that potential visitors have high personal interest or passion for, which drives their travel decision. For New Zealand, it is about identifying those activities and interests where New Zealand can deliver an experience that is a world class standard and which delivers an opportunity that spans multiple core visitor markets. Special interest and sector research helps Tourism New Zealand to identify the sectors and special interest which are showing the potential to deliver greater economic returns for New Zealand. A significant amount of research is contracted out to external providers.

Value statement

The records (class 8.1) documenting strategic research planning and research outputs such as unpublished reports have high business value and knowledge value and it is recommended to retain as public archives. These records provide high-level view of how Tourism New Zealand develop and implement its strategy to maximise the economic benefit to New Zealand. Tourism is the largest export industry in New Zealand in terms of foreign exchange earnings. These research records will provide valuable information for on-going policy and strategy development, and contribute to better understanding of the New Zealand economic growth.

The published versions of research outputs (e.g. data, final report) are recommended for destruction as they are available from other sources. The other administrative records (class 8.2) supporting research activities have only short term business value and they are recommended for destruction.

Retention and disposal recommendation

Class number	Class	Class description	Disposal action
8.1	Research planning and reporting	Strategic plans, consolidated summaries and unpublished final reports, forecasts, analysis not available anywhere else	Transfer to Archives New Zealand
8.2	Published research outputs and administration	Published research data and reports and records relating to low level operational or administrative records supporting research activities (e.g. routine correspondence, raw data, interview notes, data sheets)	Destroy

Class 9: QUALMARK AND I-SITE SUBSIDIARY COMMITMENTS

Description

Tourism New Zealand is a shareholder in a number of subsidiary organisations including Qualmark and i-SITE.

Qualmark helps make sure Tourism New Zealand deliver 100% Pure New Zealand experiences to our visitors by providing a national quality and environmental accreditation system. Owned by Tourism New Zealand and backed by leading industry organisations, it provides a star grading system for accommodation providers and venues, and a quality endorsement programme for other tourism businesses.

Qualmark helps our visitors and international travel sellers select the right tourism product to suit their needs. By looking for the Qualmark logo, consumers and travel sellers can book and buy with confidence, knowing that the products are quality assured.

i-SITE Visitor Information Centres are an important part of the distribution channel for tourism businesses. They help to ensure international and domestic visitors are doing and spending more while they travel around New Zealand. The i-SITE brand is owned and managed by Tourism New Zealand and accredited members must meet standards in staff training, professionalism and information technology.

Established in 1990 by the New Zealand Tourist Publicity Board (now Tourism New Zealand), there are now almost 500 i-SITE staff in over 80 Visitor Centres around New Zealand. Each year, these centres welcome over 1 million international visitors and collectively assist with 7.5 million visitor enquiries.

The management, administration and marketing of i-SITE New Zealand is largely funded through an annual grant from Tourism New Zealand and membership fees. The day-to-day running of individual centres is funded by booking fees, retail sales and other income, and supported by local government either directly or indirectly (through incorporated societies,

trusts or Council controlled organisations).

i-SITE New Zealand is the trading name for Visitor Information Network (VIN Incorporated), an incorporated society. Legally it is a subsidiary of Tourism New Zealand although each i-SITE is individually owned and operated.

Value statement

Tourism New Zealand carries out business planning for the subsidiary boards and undertakes a number of projects on behalf of the subsidiaries.

The records of the subsidiary boards (class 9.1) document the high-level decision-making processes as well as contain summary information about their functions and activities. They provide information at a high-level about the performance of the subsidiary's functions, and strategic direction and decisions, as well as the information used to make those decisions. They are therefore recommended to retain as public archives.

The records (class 9.2 and 9.3) documenting plans and outcomes of core activities such as marketing, branding and event management have high business, accountability and knowledge value. They provide evidence of how the subsidiary organisations performed and its results. They are therefore recommended to retain as public archives.

Records (class 9.4) where there is consolidated information of high-level relationship management captured, such as memorandum of understandings (MoU's) or formal agreements signed by the leadership level or formal meeting papers, these records are recommended to retain as public archives because they provide evidence of and information about strategic relationships and collaboration with external organisations and the tourism sector. These records will, over time, assist researchers to understand how the subsidiary organisations developed its strategic relationships and built partnerships with the key stakeholders such as local governments. They demonstrate Tourism New Zealand's accountability to government and citizens about how it consulted on and performed its function and fulfilled its mandate.

Records (class 9.5) relating to maintaining the quality standards and criteria have high business, accountability and knowledge value. They provide evidence of how Tourism sector maintains its quality assurance to ensure consumers buy in with confidence.

Subsidiary registers (class 9.6) such as i-SITE membership, Qualmark licensed operators are recommended to retain as public archives. These records provide evidence of accountability and the rights and entitlements of companies and individuals, as well as contribute to knowledge through research into the development of tourism industry in New Zealand over time.

This class also contains a large number of records (class 9.7) that have only short term business value as these records are low level operational and administrative records. These records are recommended for destruction.

Retention and disposal recommendation

Class number	Class	Class description	Disposal action
9.1	Subsidiary Board papers	Subsidiary board papers, reports to the Board, decisions. Original master signed minutes and agendas.	Transfer to Archives New Zealand
9.2	Subsidiary planning and reporting	Final plans and reports including business plans, annual reports, project reports, major events reports	Transfer to Archives New Zealand
9.3	Subsidiary brand and marketing	Final plans, final designs	Transfer to Archives New Zealand
9.4	Subsidiary high-level relationship management	Information provides evidence of the subsidiary's interaction with central and local government, Iwi/Maori groups, Regional Tourism Organisations, and international agencies – e.g. - memorandum of understandings (MoU's); - service agreements and contracts; - meeting records chaired/led by Qualmark/i-SITE;	Transfer to Archives New Zealand
9.5	Subsidiary accreditation criteria	Records relating to accreditation standards and criteria	Transfer to Archives New Zealand
9.6	Subsidiary registers	The registers refer to the summary information about i-SITE members and Qualmark licensed operators created to support subsidiary operations and compliance with standards and criteria	Transfer to Archives New Zealand
9.7	Subsidiary administration	Records relating to low level operational or administrative records supporting subsidiary organisation's activities – e.g. routine correspondence, internal memos, periodic reports, advice to stakeholders	Destroy

Access Recommendations

[Removed]

General instructions

These general instructions apply to the entire authority:

- Common Corporate Services public records (Common Human Resources and Personal Records, Financial and Accounting Records, and Administration and Corporate Services Records) as well as common facilitative, transitory and short-term value records covered by the Archives New Zealand General Disposal Authorities (GDAs), are excluded from this schedule except where there is a disposal recommendation that differs from the GDA recommendation.
- Record examples given in this schedule are only representative of records types. They are not an exhaustive list and should not be used as such.
- Records must be kept for the minimum retention period specified in this schedule.
- All classes with the disposal action of 'Destroy' can be securely destroyed once the minimum retention period has passed. However, records do not have to be destroyed at this point and Tourism New Zealand may keep them for longer.
- All classes with the disposal action of 'Transfer to Archives New Zealand' can be transferred only if Archives New Zealand is satisfied with the transfer requirements and conditions. Consult with Archives New Zealand before initiating transfer process.
- This authority is valid for a period of 10 years from date of signing, unless previously agreed with the Chief Archivist.