

**New Zealand Tourism Board
(Tourism New Zealand)
Disposal Schedule**

Class/Sub-Class	Class Title	Class Description	Minimum Retention Period	Trigger Point/Date	Disposal Action
1. Governance					
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.	10 years	Date of last action	Transfer to Archives New Zealand
1.2	Executive Management Team papers	Minutes and agendas, papers, reports to Executive Management team	10 years	Date of last action	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)	2 years	Date of last action	Destroy
2. Marketing					
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)	10 years	Date of last action	Transfer to Archives New Zealand
2.2	Marketing activity results	Final outputs resulted from the marketing campaigns carried out on all channels including social media and websites. (e.g. overview, final evaluation reports, legal advice, and final designs)	10 years	Date of last action	Transfer to Archives New Zealand
2.3	Brand development - final outputs	Guidelines, final designs and legal advice relating to brand materials	10 years	Date of last action	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)	7 years	Date of last action	Destroy
3. International Public Relations (PR)					

3.1	International PR programme planning	Strategic planning of the international PR programme	10 years	Date of last action	Transfer to Archives New Zealand
3.2	International PR programme results	Final results and reports (i.e. publication in written, electronic or video format resulting from visit to New Zealand)	10 years	Date of last action	Transfer to Archives New Zealand
3.3	International PR programme administration	Planning, itineraries, budgets, routine correspondence, administration	7 years	Date of last action	Destroy
3.4	International media	Media Evaluation	7 years	Date of last action	Destroy
3.5	International media resources	Images, story angles, pitches, itineraries, standard replies, media clippings	When no longer administratively required		Destroy
4. Events for Consumer, Trade and Business					
4.1	High-profile events planning and reporting	Records relating to consumer, trade and business events strategic planning, final bids, final reports and evaluations	10 years	Date of last action	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 minor events management records (e.g. routine correspondence, low-level contracts, agreements, periodic reporting, budgeting, itineraries)	7 years	Date of last action	Destroy
5. Relationships with other agencies/bodies/organisations/iwi					
5.1	High-Level Relationships Management	Information provide evidence of Tourism NZ's interaction with central and local government, Iwi/Maori groups, Regional Tourism Organisations, and international agencies, high profile public figures, for example: - 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	10 years	Date of last action	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	7 years	Date of last action	Destroy
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6. China Market Development (Approved Destination Status (ADS))

6.1	China market development planning and reporting	Strategic planning, final reports and evaluations	10 years	Date of last action	Transfer to Archives New Zealand
6.2	China market development guidelines and procedures	Final guidelines, procedures, proposed ADS Code of Conduct amendments, accreditation registers	10 years	Date of last action	Transfer to Archives New Zealand
6.3	Approved Destination Status accreditation	Final ADS applications, supporting materials, assessment results	7 years	Date of last action	Destroy
6.4	China market development administration	Routine notices and correspondence, associated administration, budgets	7 years	Date of last action	Destroy

7. Trade Development

7.1	Trade planning and reporting	Strategic planning, final reports, final summarised reports of trade famils [familiarisation] programme/projects and evaluations	10 years	Date of last action	Transfer to Archives New Zealand
7.2	Trade guidelines and procedures	Final guidelines, procedures	10 years	Date of last action	Transfer to Archives New Zealand
7.3	Trade programme	Final reports, evaluations, results of trade famils and projects	7 years	Date of last action	Destroy
7.4	Trade and training resources	Images, standard replies, product updates, fact sheets, templates	When no longer administratively required		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)	7 years	Date of last action	Destroy

8. Research

8.1	Research planning and reporting	Strategic plans, consolidated summaries and unpublished final reports, forecasts, analysis not available anywhere else	10 years	Date of last action	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)	7 years	Date of last action	Destroy
9. Qualmark and i-SITE Subsidiary Commitments					
9.1	Subsidiary Board papers	Subsidiary board papers, reports to the Board, decisions. Original master signed minutes and agendas	10 years	Date of last action	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	10 years	Date of last action	Transfer to Archives New Zealand
9.3	Subsidiary brand and marketing	Final plans, final designs	10 years	Date of last action	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	10 years	Date of last action	Transfer to Archives New Zealand
9.5	Subsidiary accreditation criteria	Records relating to accreditation standards and criteria	10 years	Date of last action	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	10 years	Date of last action	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)	7 years	Date of last action	Destroy

Cross reference

- For the New Zealand Tourism Board and Subsidiary Board **members' appointments and terms of reference**, see *GDA6 class 3 Human Resources Management*.
- For **administration of meetings**, see *GDA6 class 6 Committees, Meetings, Boards, Working Parties, Seminars, Workshops, etc.*
- For **legal advice**, see *GDA6 class 2 Ministerial, Parliamentary & Legal Records*.
- For **working papers and drafts**, see *GDA7 class 1 Facilitative, transitory, and/or short-term value records*.