



BLUE FLAG

NEW ZEALAND

BEACH PROGRAMME INFORMATION SHEET

THIS DOCUMENT PROVIDES AN OVERVIEW OF THE BLUE FLAG PROGRAMME FOR BEACHES AND SHOULD BE READ ALONGSIDE THE FOLLOWING DOCUMENTS:

- ▶ **Blue Flag Beach Handbook**
- ▶ **Blue Flag Annual Calendar**
- ▶ **Blue Flag Beach Application Form**

▶ **WHAT IS BLUE FLAG?**

Blue Flag is a world renowned eco-label that is trusted by millions of people around the globe. It is awarded annually to beaches, marinas and sustainable tourism boating operators which have met strict criteria in relation to Environmental Education, Environmental Management, Safety & Services and Water Quality.

A beach can be eligible for the Blue Flag if it is a nationally (or internationally) officially designated bathing area with at least one sampling point for water quality analyses. The name and boundaries of the beach follow the official national recognitions. The beach must have the necessary facilities and standards to comply with the Blue Flag criteria. A responsible person in the local authority must be appointed to deal with the relations to the Blue Flag Programme. The beach must be accessible for unannounced inspection by KNZB.

The Blue Flag programme was founded in 1987 and is run internationally by the Foundation for Environmental Education (FEE), a non-profit organisation based in Denmark. New Zealand's National Operator of the Blue Flag Programme is Keep New Zealand Beautiful (KNZB).

There are currently over 4,000 Blue Flags flying in 48 countries.

The Blue Flag programme is embraced by the World Health Organisation, the World Tourism Organisation, and the United Nations Environmental Programme.

▶ **CRITERIA FOR BEACHES**

The Blue Flag criteria for beaches are organised into four main categories:

- ▶ **Environmental Education and Information**
- ▶ **Water Quality**
- ▶ **Environmental Management**
- ▶ **Safety & Services**

The criteria are further categorised as either imperative or guideline. Imperative criteria must be complied with in order for a beach to be awarded a Blue Flag. Guideline criteria are strongly encouraged, but are not mandatory.

Blue Flag performs random and announced control visits to Blue Flag beaches during the season in order to ensure that all criteria are being met. This is critical to ensure that all awarded beaches uphold the integrity of the programme.

Please refer to the Blue Flag Beach Handbook and Blue Flag Application form for full criteria.



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► STEPS TO THE BLUE FLAG AWARD

FEASIBILITY STUDY: (optional) The beach completes a preliminary application form, highlighting and noting criteria where the operation currently does not meet compliance, or where there is uncertainty of compliance. KNZB will then visit the site to conduct a preliminary audit of the beach, assess the facilities and will provide the beach with a report outlining the steps required to meet all Blue Flag criteria.

CANDIDATE PHASE: If the beach agrees to adopt the recommendations of the Feasibility Study and proceed with Blue Flag certification the beach will enter the pilot phase and become a Blue Flag candidate. During this phase, the beach works through the recommendations in the Feasibility Study until all criteria are met.

BLUE FLAG APPLICATION: The beach submits an application form to KNZB in May

NATIONAL AND INTERNATIONAL JURY REVIEW APPLICATIONS: The Jury is made up of environmental education, management and safety experts. The national Jury reviews all applications in June and forwards successful applications to the International Jury for final approval.

BLUE FLAG SEASON BEGINS: During November and December beaches are presented with the new season flags. *Please see Blue Flag Annual Calendar for full details.*

► FEE SCHEDULE (EXCL GST)

ALL NEW APPLICANTS (OPTIONAL)

Feasibility Study. This is an optional study conducted by KNZB. There is a one time payment for new operators requesting a Feasibility Study.

\$1,000

BLUE FLAG BEACH ANNUAL FEES 2017

	POPULATION UNDER 20,000	POPULATION UNDER 50,000	POPULATION UNDER 100,000	POPULATION OVER 100,000
1 st beach	\$600	\$750	\$1,000	\$1,500
2 nd beach	\$250	\$350	\$450	\$600
3 rd beach plus	\$150	\$200	\$250	\$300