



# BLUE FLAG

## NEW ZEALAND

### SUSTAINABLE BOATING TOURISM OPERATOR (SBTO) PROGRAMME INFORMATION SHEET

**THIS DOCUMENT PROVIDES AN OVERVIEW OF THE BLUE FLAG PROGRAMME FOR SBTO'S AND SHOULD BE READ ALONGSIDE THE FOLLOWING DOCUMENTS:**

- ▶ **Blue Flag SBTO Handbook**
- ▶ **Blue Flag Annual Calendar**
- ▶ **Blue Flag SBTO 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, Water Quality and Responsible Tourism.

A Blue Flag SBTO makes a special effort to implement sound management to operate with respect to the local environment and nature, and provides users with information on environmental issues.

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. In 2016 Blue Flag extended its programme to include boat-based tourism activities. The Sustainable Boating Tourism Operator Award recognises boating tourism operators who aim to implement environmentally friendly practices and who put an effort into offering responsible and sustainable tourism products.

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

#### ▶ **CRITERIA FOR SBTO'S**

The Blue Flag criteria for SBTO's are organised into four main categories:

- ▶ **Environmental Education and Information**
- ▶ **Environmental Management**
- ▶ **Safety & Services**
- ▶ **Social Responsibility**
- ▶ **Responsible Tourism**

Depending on the activities offered to the tourists, the sustainable boating tourism operator also has to comply with respective additional criteria relating to:

- ▶ **Seal watching**
- ▶ **Recreational fishing**
- ▶ **Cage diving**
- ▶ **Bird watching**
- ▶ **Recreational diving**
- ▶ **Whale and dolphin watching**



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

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

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

### ► STEPS TO THE BLUE FLAG AWARD

**FEASIBILITY STUDY:** Note: The Feasibility Study is optional (fee of \$1000).

The SBTO 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 operation, assess the facilities and will provide the SBTO with a report outlining the steps required to meet all Blue Flag criteria.

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

**BLUE FLAG APPLICATION:** The SBTO 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 SBTO's 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.** (Optional) This is a one time payment for new SBTO's entering the Blue Flag programme

**\$1000**

#### SUSTAINABLE BOATING TOURISM OPERATOR ANNUAL FEES 2017

NUMBER OF BOATS	UP TO 20 SEATS	21-50 SEATS	51-100 SEATS	MORE THAN 100 SEATS
1 <sup>st</sup> boat	<b>\$650</b>	<b>\$900</b>	<b>\$1,250</b>	<b>\$1,600</b>
2 <sup>nd</sup> boat	<b>\$250</b>	<b>\$400</b>	<b>\$550</b>	<b>\$700</b>
3 <sup>rd</sup> boat plus	<b>\$150</b>	<b>\$300</b>	<b>\$400</b>	<b>\$500</b>