



BRINGING TIAKI TO LIFE  
IN YOUR BUSINESS



## ABOUT THIS GUIDE

This guide will help you to share Tiaki with your visitors, reminding them to travel Aotearoa New Zealand with care.

By showcasing Tiaki in your tourism business, you're not only inspiring positive travel behaviour but also showcasing the importance of sustainability to your business.

This is important as visitors to Aotearoa increasingly expect our tourism sector to care for people, place, and culture.<sup>1</sup> Likewise, the communities of New Zealand expect us to be educating visitors on how to travel responsibly.<sup>2</sup>

Join us in sharing this special kaupapa with your visitors.

<sup>1</sup>The Role of Sustainability in Destination and Operator Choice, Kantar

<sup>2</sup>Views on Tourism: New Zealand, Angus & Associates

**TIAKI MEANS TO CARE  
FOR OUR PEOPLE, PLACE,  
AND CULTURE.**

## **WHAT IS TIAKI?**

Tiaki is an industry wide movement that was created to share a connection to the natural world. It is used as an open-source tool to help inspire and guide visitors to travel with care.

With industry behind this and by adopting the suggestions in this pack, we can all make a real difference in ensuring the long term sustainability of our tourism industry.

By embracing the principles of Tiaki, we can create a sustainable future and ensure that the beauty of New Zealand remains for visitors to enjoy. It is an empowering asset for all industry.

**KO RANGINUI E TŪ IHO NEI**

RANGINUI IS OUR SKY FATHER

**KO PAPATŪĀNUKU E TAKOTO NEI**

PAPATŪĀNUKU IS OUR EARTH MOTHER

**KO TĀNE MAHUTA NĀNA TE NGAHERE**

TĀNE MAHUTA IS OUR FOREST

**KO TANGAROA NĀNA TE MOANA**

TANGAROA IS OUR OCEAN

**KI UTA NGĀ AWA ME NGĀ ROTO**

OUR RIVERS, OUR LAKES

**KO AOTEAROA TŌ TĀTOU ŪKAIPŌ**

NEW ZEALAND IS MY HOME

**TIHEI, MAURI ORA!**

## TIAKI TOHU AND KARAKIA

The Tiaki tohu (symbol) is based on this karakia composed by Dr Vallance Smith and gifted to the tourism sector.

It acknowledges four atua (spiritual beings), representing the elements of our environment that make New Zealand so special.

This karakia is a unique tool that can be incorporated into your business. Use it to open and close staff meetings or encourage your guides share it at the beginning of tours.

This karakia belongs to all of us in the tourism sector to use.

RANGINUI / OUR SKY

TĀNE MAHUTA / OUR FOREST

PAPATŪĀNUKU / OUR EARTH

TANGAROA / OUR WATER



# TIAKI PROMISE

The Tiaki Promise is a tool to inspire visitors to commit to the principles of Tiaki. It is an invitation that prompts visitors to become guardians themselves. You might share this with visitors during your experience, or display it visually at your business.



## TIAKI PROMISE

WHILE TRAVELLING  
IN NEW ZEALAND I WILL



CARE FOR LAND, SEA AND NATURE,  
TREADING LIGHTLY AND LEAVING NO TRACE



TRAVEL SAFELY, SHOWING CARE  
AND CONSIDERATION FOR ALL



RESPECT CULTURE, TRAVELLING WITH  
AN OPEN HEART AND MIND



TIAKINewZealand.com  
#TIAKIPromise

## VISITOR BEHAVIOUR

There are five areas of behaviour that align with the Tiaki Promise. While the Tiaki Promise is a commitment to responsible travel at a high-level, these behaviours help us get more specific about what visitors should be doing at place.



**PROTECT  
NATURE**



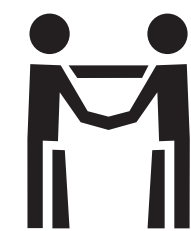
**KEEP NZ  
CLEAN**



**DRIVE  
CAREFULLY**



**BE  
PREPARED**



**SHOW  
RESPECT**

Not all behaviours will resonate with every business and there may be some you align with more strongly than others. Think about what is important in your community and environment. For example, are you in a remote location with windy roads? Perhaps lean into the Drive Carefully message. Are you in an area where your visitors are likely to head into the outdoors? It might be a good time to remind them of how to Be Prepared.

## HOW TO SHARE

Ultimately, how you use and promote Tiaki is entirely up to you. There are various ways businesses have made Tiaki their own. To give you some inspiration here are some examples of how you can share Tiaki.

- Determine which of the behaviours best aligns with your business.
- Integrate Tiaki messaging and the video into your customer briefings and throughout your place of business.
- Display Tiaki posters and table talkers in your public spaces and staff areas.
- Include Tiaki in conversations you have with customers.
- On your website or social media share how your business is living the Tiaki Promise and what visitors can do to support it.
- Add Tiaki messaging to your booking comms to inspire visitors before they arrive to you.
- Add the Tiaki logo or behaviours to your staff uniforms.
- Check out the free downloadable Tiaki assets in the Tiaki Toolkit on Tourism New Zealand's Visual Library.

# TIAKI STORYTELLING

The following pages are guides on how you can speak to visitors about the Tiaki karakia, promise, behaviours, and the sustainable efforts you do as a business.

## TIAKI KARAKIA SCRIPT

The following script will help you speak to the Tiaki karakia as part of your visitor experience. Please seek guidance on pronunciation if you are unsure.

This karakia is part of Tiaki - Care for New Zealand, a nationwide commitment to care for our people and environment. In this karakia we acknowledge the Sky, Earth, Forest, and Water.

You may have seen this symbol around your travels. It is the Tiaki tohu and each of these lines represents an atua, or ancestor, acknowledged in the karakia.

When we see this symbol, it reminds us of our connection to nature and to take care of the place we are visiting. By saying this karakia we set a positive intention that we will care for our sky, land, forest, oceans, rivers and lakes.



## TIAKI KARAKIA SCRIPT CONT.

**KO RANGINUI E TŪ IHO NEI**

Ranginui is our sky father

**KO PAPATŪĀNUKU E TAKOTO NEI**

Papatūānuku is our earth mother

**KO TĀNE MAHUTA NĀNA TE NGAHERE**

Tāne mahuta is our forest

**KO TANGAROA NĀNA TE MOANA**

Tangaroa is our ocean

**KI UTA NGĀ AWA ME NGĀ ROTO**

Our rivers, our lakes

**AOTEAROA TŌKU ŪKAIPŌ**

New Zealand is my home

**TIHEI, MAURI ORA!**

## TIAKI PROMISE SCRIPT

This script will share the Tiaki Promise and encourage your visitors to adopt it. It might be a good one to use following a safety briefing.

Here at \_\_\_\_\_, not only is your safety important to us, but the safety and care of the land we are on is important too.

We follow a commitment to care for the sky, land, forest, oceans, rivers, and lakes that we occupy. We call this the Tiaki Promise, and we encourage you to make this commitment too.

The Tiaki Promise is a commitment for us all to:

Care for the land, sea and nature, treading lightly and leaving no trace.

Travel safely, showing care and consideration for all.

Respect culture, travelling with an open heart and mind.

This promise is yours to keep, a pledge that while you are a visitor here you will travel with care.

## TIAKI BEHAVIOUR SCRIPT

This script is an example of how behaviour messaging might be woven into your experience. Here we have focused on protecting nature, keeping NZ clean, and driving carefully, but you may wish to adapt for behaviours that are relevant for your area.

Here at \_\_\_\_\_, we follow the Tiaki Promise, a nationwide commitment to caring for our environment and wildlife that lives in it. During your time with us it is important for the safety of you and our beautiful wildlife that we protect nature.

For us this means no touching or feeding the wildlife. They have plenty of their own food, they do not need yours!

We also want to keep New Zealand clean so let's not leave any trash behind.

When you leave here today make sure you drive carefully as our wildlife do not know what roads are and you may spot some of them on your way out.

Throughout your time in Aotearoa you will see this symbol, which is the Tiaki logo. Each time you see this remember to protect our nature, keep New Zealand clean, and drive carefully.

## WHAT WE DO SCRIPT

This script is an example of how to bring Tiaki into the work you are doing to support your environment and community. Adapt to suit your work programme as required.

Our environment is special to us, and we try our best to look after it. At our business we follow the Tiaki Promise, a nationwide commitment to care for our environment.

We are involved with several sustainability initiatives. We donate money and our time to help our local wildlife and nature charity. We also started our own program where we plant trees around our business and contribute to efforts of being pest free.

The principles of Tiaki are to care for our environment, travel safely, and respect culture. If you want to follow the principles of Tiaki and contribute to caring for our environment one way you can do this is by donating to our local wildlife and nature charity at reception.

# TIAKI IN ACTION

If you are unsure on how to start incorporating Tiaki into your business the case studies on the following pages share how they have made Tiaki their own.

## FRANZ JOSEF GLACIER GUIDES

Franz Josef Glacier Guides have integrated Tiaki into their business to help connect manuhiri (guests) with Tiaki messaging and values. Janelle Shaw General Manager of Franz Josef Glacier Guides and chair of Glacier Country Tourism Group shared how they use Tiaki and the impact it has had on the business.

At Franz Josef Glacier Guides Tiaki is visible throughout the entire customer experience. Tiaki logos are displayed on staff uniforms in reception, while a Tiaki video is played in the main foyer above reception. Posters adorn the main building and bathrooms to reinforce the messaging even further.

The biggest impact is through their Tiaki trail, a 10-minute walk through native bush lined with Tiaki signage and messaging. Every visitor begins their experience by walking this trail, and it's the perfect opportunity to reinforce how visitors can care for our home.



The walk is a moment of quiet and peace. With visitors and staff having a time of reflection walking back from the heli-pad after being on the glacier.

Janelle shared that for any businesses who are unsure on where to start, it is to just start small, learn and understand the message and share it, the rest will soon develop.

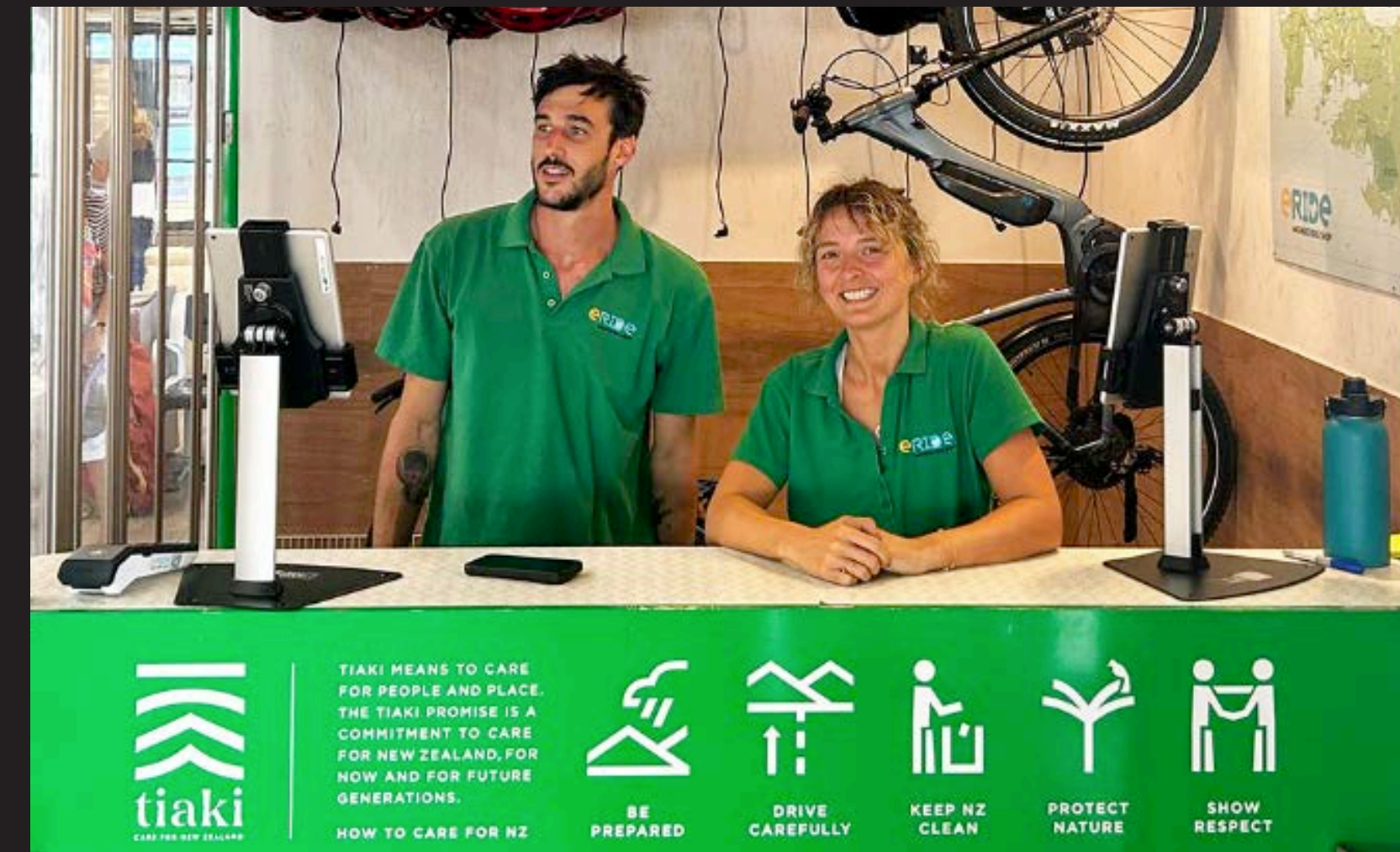
# ERIDE WAIHEKE

For Mark and Katya Seavill at eRide Waiheke, their commitment to Tiaki isn't just a slogan, it's woven into the fabric of their operations. Guests are greeted with reminders of the business's dedication to responsible tourism, including staff wearing Tiaki-branded uniforms and prominent Tiaki displays. This commitment to Tiaki has had a positive impact on their business, driving customer loyalty, fostering community support, and enhancing overall brand reputation.

Tiaki behaviours such as Drive Carefully are shared as visitors are taught that in New Zealand when biking and driving you must stay on the left-hand side. Oftentimes the brakes on the bikes are on the opposite side to what visitors are used to as well. The Tiaki behaviours of Drive Carefully, Keep NZ Clean, Protect Nature, Show Respect, and Be Prepared are woven throughout eRide and staff demonstrate these actions to visitors.

Mark and Katya have observed a shift in visitor behavior, with an increasing number of tourists showing greater awareness and respect for the environment and local culture.

Their responsible tourism extends to their sustainability strategy and unique calculations of their carbon footprint. Their strategy embeds Tiaki, with sustainable tourism having a valuable role in their business.



# TIKANGA

Tiaki has a set of tikanga (protocol) we encourage you to follow.

# TIAKI TIKANGA

Tiaki – Care for New Zealand is a kaupapa Māori grounded in tikanga and mātauranga. We are guided by a Pou Tikanga and Paepae Group of cultural advisors, with Tiaki designed to be culturally safe for all to use.

Do not place the tohu on:

- Edible items.
- Things that are stepped on.
- Items that are laid on the ground.
- Items that are sat on.

Do not sell collateral with Tiaki tohu on it.

The tohu is not a sign of endorsement that your business is sustainable. This is as an opportunity to highlight how your business embraces Tiaki - caring for people and place and what actions you are taking to do so.

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Remember - the Tiaki tohu represents four Atua Māori.

That's why there is some special tikanga around it.



A SHARED KAUPAPA BY



**100% PURE  
NEW ZEALAND**



**CONTACT**

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