



## Kiwi 360

A multi-faceted tourism business that is situated approximately 25 km south of Tauranga. The business offers a range of tourism products including a tour of the region’s premium export – kiwifruit. The site caters for functions, weddings etc in its well established café, has an onsite gift shop and provides access for heli-tours. The main market is international visitors with the local community providing the impetus for functions. The business is Qualmark rated and Green Globe Benchmarked.



### Sustainability in Business

Kiwi 360 was already recycling paper, glass, cans and plastics. The site is also developing as a native tree exhibition. The *Sustainable Tourism Charter* has provided staff new insights into being a more sustainable business. The detail of the assessment process provides in detail opportunities to look after the environment so that the business, community and planet flourish. The *charter* has provided motivation to encourage staff and others to adopt sustainable practices,

**Key Achievements**

- Green Globe Benchmarked**
- Implemented waste management programme**
- Raised staff awareness of sustainability**

### Commitments to Sustainability

Will continue to monitor and reduce waste, energy and water consumption. Will endeavour to source local products for both the café and the gift shop and raise awareness of sustainability amongst staff, suppliers and customers – be proactive in seeking tier feedback. Will continue to develop the onsite native landscaping programme.

### Roadblocks to Sustainability

The three challenges are time, money and knowledge, but have implemented the charter actions to overcome these challenges.

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