

Become net positive

Everything we do now is proactive and intentional and positively impacts the ecosystem from which we all benefit. Success will be measured as a holistic set of positive and negative economic, social and environmental impacts.

This leads to better protection of the environment and a stronger connection to the area and each other.

BECOME NET POSITIVE	ACTION	ACTIVITIES/PROJECTS	WHO	WHEN
Address climate change impacts on our region.	Work with the industry to develop a decarbonisation strategy (minimum target: reduce emissions by 50% by 2030).	<ul style="list-style-type: none"> - Conduct additional studies to better measure the true impact of tourism including carrying capacity, decarbonisation study, economic leakage, and greenhouse gas footprint. 	<ul style="list-style-type: none"> - DMP leadership group - DOC - TCDC / HDC - Iwi 	LONG TERM
	Identify infrastructure that will help mitigate and adapt to climate change and weather risks.	<ul style="list-style-type: none"> - TCDC Shoreline Management Plan. - Weather communication plan to visitor. - Assist tourism operators to develop weather-resilient plans. - DOC Climate Change Adaptation Action Plan. 	<ul style="list-style-type: none"> - Private sector - DHC - TCDC/HDC - DOC 	MEDIUM TERM
Redirect resources towards positive initiatives.	Encourage the development of sustainable visitor experiences where visitors give back.	<ul style="list-style-type: none"> - Develop opportunities for visitors to contribute e.g. voluntourism. - Generate revenue to invest in community initiatives. 	<ul style="list-style-type: none"> - DHC - Industry 	MEDIUM TERM
	Expand the existing sustainability program to support more businesses.	<ul style="list-style-type: none"> - 200 businesses undertaking the Forever Good for your Soul programme. 	<ul style="list-style-type: none"> - DHC 	SHORT TERM
	Progress ecological restoration initiatives.	<ul style="list-style-type: none"> - Unite the people of Hauraki Coromandel to prioritise environmental protection. - Advocate for marine reserve enhancement. - Promote predator free protection areas. 	<ul style="list-style-type: none"> - DOC - Iwi - DHC - Predator Free Hauraki Coromandel - Industry groups - Waikato Regional Council 	MEDIUM TERM
	Develop sustainable funding to support environmental protection and restoration initiatives.	<ul style="list-style-type: none"> - Establish a seat at the table to influence sustainable practices and regulations in areas such as fishing, freedom camping, pest control, cultural protection, etc. - Advocate for a visitor fee to offset the externalities of tourism. 	<ul style="list-style-type: none"> - DHC - DOC - Industry - Ministry of Primary Industries - Central government 	LONG TERM