

The **SCOPE**

February 2015

GUIDED HUNTING IN NEW ZEALAND



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STRAIGHT SHOOTERS WEAR SWAZI



Editorial Team Building

By Adrian Moody

The AGM was held at Tekapo in November. As well as our own members, also present were James Guild of the Association of Game Estates and Rachael Moore from TIA. Game Estates held their own meeting in conjunction with ours but this highlighted how our Association is building a network of alliances which can only be good for our future.

James Guild spoke to our AGM on matters of common interest and James has kindly allowed his notes to be included in this issue. Clearly it makes sense to work alongside the Association of Game Estates as we share many objectives.

Gerald Telford in his Presidents Report spoke of new support from Tourism New Zealand (a government department distinct from TIA). Tourism New Zealand will be hosting the NZPHGA booth at Las Vegas SCI Convention and this is an exciting development which will likely be ongoing and possibly grow considerably.

Meanwhile, in addition to financial support from SCI in establishment of Game and Forest, which has seen a successful conclusion in the establishment of the Game Animal Council, SCI has further provided financial support for our Professional Hunter Academies. New Zealand outfitters have donated many hunts to SCI over the years but this is not a one way street and we are grateful for SCI support in these areas.

Our relationship with the Department of Conservation has strengthened and DOC has voluntarily included a link to our website for overseas hunters considering a trip to New Zealand. Geoff Ensor has moved from TIA to DOC and we can always rely on an understanding ear from Geoff in his role as Director of Commercial Partnerships. I don't know why, I seem to always meet Geoff at Wellington Airport. I believe he thinks I live there.

Rachael Moore is our new liason person with TIA. This

capable and personable lady has contributed an item for this Scope. Thank you Rachael.

Taz Dawson was elected to the executive and we welcome him in that role.

Walter Speck and Gerald Telford organised a game buffet. Sadly our chef had much of his efforts stolen while parked briefly en route but nevertheless we were treated to a wide variety of tasty game.

A point of concern at the AGM was Laurie Proutings collapse. Laurie was taken to Timaru hospital and happily discharged that evening. Our best wishes go to Laurie.

The prolific author Gary Joll offered his new book "50 years of "Trophy Hunting" and sold many copies. Gary and Sues attendance at our AGM can be relied on! Gary told me he has two more books in the pipeline. Good luck with them Gary!

Recently Glenn Martin has been successful in obtaining a great deal for the NZPHGA for Liability Insurance. This demonstrates the opportunities in bulk purchasing and other avenues are being explored to benefit our members.

Notable at the AGM were new faces. All organisations need new entrants to thrive and we certainly have them with membership swelling to over 100.

The NZPHGA is pleased to welcome the following new members: Hayden Sturgeon, Ben Tumata, Grant Drew, Keith Hesselwood, T. Liavaa, Sheldon Lye, Greg Maw, Anthony Sherwood, Craig Smith, Stacey Thorburn, Gareth Turner, Mark Waite.

Special thanks to Zane Mirfin and James Cagney for their photos used in this issue.

Best wishes for a safe and successful season!
Mr. Ed.

Richard Burdon at Glen Dene Academy. Photo Zane Mirfin

The SCOPE

Presidents Report

To the AGM at Tekapo,
7 November 2014

By Gerald Telford

The past 12 months has seen the Game Animal Council go from the establishment committee phase to now being Law. For the first time in almost 80 years we have the opportunity to look upon our wild game animals as a resource with the support of Government, other industry sectors and recreational users.

Questions are still being asked about the value and place of the GAC, answers are coming, but be assured GAC is well lead and beginning to find its way through the assumptions and political mire.

We need to remain very vigilant with our association with GAC, to date it is funding from the trophy export fees our industry will pay that will be funding the GAC. This will change as other options are opened up, for now, I look at it as our advantage, if such a thought is appropriate.

That uncertainty aside the Association is in great shape, membership is increasing and doing so at a rate not previously seen. This brings opportunities and challenges to the association. As long as we stay within the bounds of our Constitution and Code of Ethics our association will continue to grow and bring benefits to all involved. We must remain objective in our endeavours.

The PHA has total industry support, political support and international support. We have successfully negotiated funding from SCI International to the tune of \$7500NZ per year for the next 3 years as we look to continue the course and provide training and industry standards; our standards, specific to our industry.

Staying on the funding theme, there has been considerable effort as we look to TNZ for funding opportunities. The big picture plan is to have TNZ join us in marketing campaigns within the North American and other designated markets. Our objective

is to have TNZ run the campaigns that drive the interest to our members and raise the profile of NZ as an internationally recognized hunting destination supported by government and the tourism hierarchy. TNZ luxury premium sector have acknowledged the \$45m our industry generate p.a and is keen to grow our market and the yields from those markets. TNZ had been reluctant in the past to promote hunting as they were uncertain as to where it sat within their holistic approach, our response and support as focused on TNZ providing the funding and marketing of NZ, we as professional operators will protect their brand and deal to the hunting side of things. My expectations are that TNZ will invest \$200,000 into this project in the next 2-3 years with more to come once there is verification of an ROI to us all.

AATH operations are 1yr into there current 5yr concession with DOC, the value and opportunities are plain to see, so are the threats and the weaknesses. Our partnership with DoC is valued and robust and we have been working together well over the last 12 months, well enough that now it is normal for DoC to update us on any issues surrounding compliance. If we are to maintain this relationship we need to honour our side of the agreement with DoC by staying within the rules and the law, there is too much to loss if we do not.

I have offered the full support to the department from our association in taking action against any member of our association that is proven to have breached any part of our AATH concessions or land based concessions.

Any partnership has to be in balance and offer benefits to all involved, I ask that you pay special attention later in this meeting as the Association of Game Estates outlines its goals and expectations as our two associations look at avenues we can use to work closely

together for the benefit of our member guides, our outfitters and landowners. We all need each other and to support each other collectively on the political arena as we move forward within the GAC and regulatory framework.

Our SMS and H&S manuals are due for an update, we need to align our SMS to the PHA training manuals. We are fortunate that within our association we have the experience and expertise to do this. The executive will be looking for members support as we work through this project.

H&S is at the end of the day YOUR individual responsibility, the association can only advise you and make sure you are up to date with the regulations, we cannot make you do the things we advise you to do. Our advice will remain the same: be compliant and operate under the systems outlined in your SMS.

Your executive give up their time and expertise willingly to provide advise and support to this association, we have made very good progress over the past 12 months and will continue to do all that you direct us to do that benefits the association over the coming 12 months. Whether it be our ongoing projects with insurance and ACC rates, DoC, GAC, TNZ or the PHA we have plans and direction.

Let the next 12 months continue to deliver on the growth our industry saw last season. By working together and supporting our partnerships within the industry we have many opportunities still to be realized.

I would like to think that first and foremost its about New Zealand and what it has to offer our clients and that we are acting as ambassadors for our country and with that responsibility comes our professionalism.

Thank you.

Meeting NZPHGA and Game Estates

By James Guild

NEW ZEALAND ASSOCIATION OF GAME ESTATES – REPORT NOVEMBER 2014

The meeting was very successful and allowed both organisations to better appreciate the interests they had in common, the different spheres of responsibility of the two groups and the benefits of acting in unison on many of the issues facing commercial trophy hunting. There emerged a strong determination to strengthen both associations and drive higher levels of professionalism through formal qualifications and industry standards. Significantly, the meeting was reminded that the Game Animal Council is responsible for operating voluntary certification schemes and codes of conduct for certified hunting guides and game estates. There was unanimous agreement that those codes are best designed by the affected participants rather than have some external (government) agency impose them and the meeting was reminded that it was highly likely that if voluntary codes were not put in place and adhered to, then compulsory regulation was likely to follow.

The following is a summary of some of the meeting outcomes.

- The NZPHGA's Professional Hunter Academy is proving very valuable and two courses are being run over the next two months. The NZPHGA has made it a requirement for members to attend and qualify a PHA course and all new members will be given 24 months to complete a qualification.
- Health and Safety regulations are being reviewed nationally and new standards will be implemented across all sectors by the Government. These are likely to be considerably tougher than in the past,

particularly on the responsibilities of the managers/operators of commercial ventures. Adventure tourism is particularly susceptible.

- The Game Animal Council is still finding its feet in a number of areas, but a levy on trophy exports will be one of the first sources of revenue and currently the only avenue prescribed in its legislation. While implementing this will involve consultation with the affected parties (game estates and guides) it will be better for that consultation to be with representative organisations rather than individual businesses. The GAC has a policy that its funding will be equitable across all sectors, so other sectors particularly recreational hunting will be expected to contribute accordingly.
- Approximately 4000 trophies were exported last year, 2800 of which were deer species and the balance mainly tahr and chamois. The mechanics of the GAC's collection process were discussed but no definitive procedure or per head levy amounts have been established.
- There is a new acknowledgement from Tourism NZ of the value of the managed hunting industry. This is evident in their support at overseas hunting shows and in targeting high net worth visitors who come to hunt. Knowing that the sector has standards and qualifications makes that relationship much easier to support.

- The NZAGE members present met as a group, and agreed a number of specific actions:
- That the Industry Agreed Standards as updated and circulated prior to the meeting be adopted with the addition of new clauses on aerial activity within game estates boundaries and subject to further discussions with DoC on containment/fencing standards.
- Several new applications for membership were received on the day and there have been a number of inquiries since. The short term goal is to get the standards completed and then to re-activate the accreditation process with Asure NZ to start auditing new properties and re-audit properties already accredited previously. The completed IAS will be presented to the GAC.
- A working group was formed to drive this process. The members of this group are James Guild, John Scurr, Todd Stewart, John McBride, Don Patterson, and Ollie Burke. Sheene Ottmann has agreed to act as NZAGE secretary.
- The NZAGE intends to negotiate with the GAC to seek a differential (reduction) in the trophy export levy from Accredited game estates and PHA qualified guides. The NZAGE will also seek the GAC's support to open discussions with DoC on issues such as feral range restrictions, licencing, fencing standards and game animal classifications.
- Both the NZAGE and the NZPHGA will retain their independence which reflects the different legal and statutory obligations of both groups, but they will work in unison on issues of common interest and will likely continue to hold combined meetings.

Summary

The commercial hunting sector in New Zealand is now operating in a new environment - which provides both opportunities and threats.

There is a new awareness of the value of the industry to the national economy but there is also growing concern as to how an unregulated industry can protect itself against malpractice and orchestrated opposition. The establishment of the GAC introduces a new era for game management (particularly on public conservation land) but it also has statutory responsibilities for certification over commercial hunting. There is a new co-operative/partnership approach from DoC, promoted at a senior level but still to be evident at other levels. The Government is bringing in new health and safety standards which place increased responsibilities on managers of workplaces. The NZAGE and the NZPHGA are taking a more global view of their obligations to promote professionalism to underpin the NZ trophy hunting sector's reputation internationally.

While in the past many commercial hunting businesses have 'flown below the radar' that will not be possible in the future. Like it or not, there is now law covering animal health, biosecurity, disease surveillance, animal welfare, environment, animal containment, health and safety, commercial practice, firearms, transport etc., all of which pertain to the operation of game estates.

We have a small window of opportunity to prove we can drive change ourselves, by building alliances and endorsements to safeguard our investment through professional standards. Or we can procrastinate until we are all put at risk by some external threat - whether bureaucratic control or an 'own goal' brought about by an inability to distinguish best practice from the indefensible. 17 Nov 2014



Happenings

By Roger Duxfield

It was really inspiring to catch up with the attendees on both of the Professional Hunter Academy courses and share the enthusiasm that all these guides have for our industry. On both courses the people new to our industry as well as the "old hands" said they learnt something. James Cagney delivered a lot of informative material over the five days. The food and facilities were great - well done High Peaks and Glen Dene Stations.

I strongly recommend that people who have been in our industry for a while attend one of these courses. While some of the course material may be "old hat" for you, I have no doubt you will come away with some useful new ideas and skills - much of which can be put into practise within your business immediately.

Trade Show SCI Las Vegas

Each year we endeavour to improve on the previous one, with our on-going goal of providing valuable benefits for our members in the form of an extension to your current marketing programme. This year our booth is going to be brighter than ever, with Tourism New Zealand (TNZ) sending a senior staff member to assist us for the full four days. This will give us access to more material, funding and knowledge to better promote New Zealand, and your operation, as a destination to potential clients. In addition your executive has upgraded the handouts we give to potential clients. While a number of operators have a booth at this show many don't and we are determined to represent you all.

Tourism NZ does many shows worldwide and their exposure to this show will give them the knowledge to continue to sell our brand 24/7 elsewhere.

This support from TNZ has been made possible through the Tourism Industry Association (TIA) efforts and a doggedly determined president (name eludes me at the moment) of our Association.

Through TIA we were invited to a function open to the top 30 tourism operators in NZ (collectively we are) and I was fortunate to be seated next to Kevin Bower. (CEO Tourism NZ) A couple of points Kevin did mention was that some of the funding available for promotion of "high yield/low impact" sectors has, in the past, been under-subscribed. He also noted that our industry has been "flying under the radar" for some time. We are now in the process of rectifying the fore-mentioned points.

Game Animal Council

As mentioned in the last "Scope" the GAC act (Sec.22) requires that an export levy is to be paid on all hunting trophies leaving NZ. (Deer, Chamois, Pig, Tahr)

It was agreed at the AGM that members would start by paying \$50.00/ trophy this season. The collection of this will be online, and is currently in the development stage.

The process from this point is that a working group (including NZPHGA) is going to recommend a fair levy to the GAC. Once adopted the recommendation goes to Treasury, and will be advertised in all the newspapers. Customs will then be notified of what paperwork should be accompanying each consignment.

This levy should not be added on to your account to the client. Instead it becomes another of the "add-on" costs which include freight costs, taxidermy, firearms permit, export certificate etc.

The working group will also be seeking ways to ensure the recreational hunting sector contribute to the GAC running costs, too. So if you have any great ideas regarding this please give feedback through your NZPHGA Executive members.

Attending PH Academy at Glen Dene

By Zane Mirfin

Acknowledgments to Fairfax Media/Nelson Mail

Waving goodbye to my anglers, I turned the truck right and headed south. We'd been fishing the lakes and rivers of the Lake Brunner area with great success, but now it was time to focus on hunting.

I was enroute to Lake Hawea, Otago, for a week of intensive hunting guiding training under the supervision of the New Zealand Professional Hunting Guides Association. The NZPHGA takes hunter safety and guide training seriously and the Professional Hunter Academy (PHA) is a 5 day course that every member of the Association is expected to attend once, to bring them up to the industry required standard. I didn't really know what to expect so drove south with an open mind and maybe even a little excitement about the week that lay ahead.

In Hokitika, I stopped for a burger and chips, looking out over the placid river mouth and surging surf in the half light as I ate. Soon it was dark and I drove on, destination Whataroa. Sleeping like a log, I awoke to a brilliant South Westland day with not a cloud in the sky. It was a magic drive south, past old stamping grounds like fishing lakes Mapourika, Paringa, Moeraki, or rugged alpine river valleys like the Karangarua and Mahitahi where we had shot tahr, chamois, and deer in years past. I recalled epic jet boat rides up the Paringa and Haast rivers, to the Landsborough and Clarke Valleys and before I knew it I was over the Haast Pass and dropping down the Makarora Valley to Lake Wanaka. It was a magical day, with blue tinted rivers, and high golden sloped mountains where some of the greatest wild stags ever shot were taken. The Scottish highland red deer originally released in these mountains are rightly famed for the symmetry and beauty of their antlers and were sought after in the early 1900's onwards by local and international hunters utilising legendary hunting guides such as Jim Muir, Con and Harold Hodgkinson, Donald Bell, and Leslie Murrell.

Arriving at our rendezvous at the Lake Hawea Motor Camp, I soon found the course participants, instructors, and hosts reclining in the shade of a veranda, and best of all there was even cold beer in the fridge.

It was great to finally meet everyone in the flesh, the only person I knew previously being Gerald Telford, President of the NZPHGA. Gerald and I have known each other for ever through the Professional Fishing Guides Association, shared customers and joint marketing initiatives over the years. Gerald has even guided myself, father, brother and friends on a special fallow deer block at Beaumont, Otago, where we saw hundreds of fallow deer and dozens of rutting bucks, groaning, coughing, and grunting all around us. On the trip I went with Dad, we both took a lovely fallow buck, mine about 200 Douglas Score and Stuart's about 205 DS. I'll always remember hiding under a matagouri bush in the hosing rain with Gerald while we waited for a lovesick trophy buck to emerge from thick cover. The buck's heavily palmated antlers, thrashed above the bushes, and occasionally a bloodshot eye or tongue would be seen but the old veteran knew to stay under cover until an amorous spiker made the mistake of getting too close to the Master's does. The big buck exploded from cover savaging the younger animal with flashing tines. "Shoot now" Gerald hissed with the buck less than 30 metres away. At the shot the buck staggered backwards and collapsed, and with Gerald's expert guidance I had taken one of my best ever trophy animals.

Gerald had told me many times since that I should put more effort and resources into hunting guiding and I guess part of the reason I was now at the PHA was because of Gerald Telford. The course participants were great, a mix of newer and more experienced guides. Stacey was the only female participant of the course but she will make a great guide. Our course tutor was master guide James Cagney of Canterbury whose

experience and professionalism made the course come to life. Best of all with some very experienced industry practitioners on the course, there were great stories, knowledge and wisdom to be shared. With a mixture of classroom and practical sessions our week sure went fast and we covered 23 different topics ranging from bureaucratic requirements, to river crossing, helicopter protocol, firearms safety, taxidermy, and client considerations. It wasn't all work though and we had a lot of fun learning about lodge etiquette, private game estates and Aerial Assisted Trophy Hunting (AATH). The course venue of Glen Dene Station on the shores of Lake Hawea was a great place to meet new people, make new connections, and to be inducted into the inner sanctum of the hunting industry. Every morning we would all meet for breakfast at 6.30am before "school" started at 7.30am at the Glen Dene woolshed. It was a great classroom, adorned with huge racks of antlers and horns that had been shot on the property. Some of these trophy antlers were massive hunks of bone and tine, many over 400 SCI, the likes of which no New Zealand recreational hunter on public lands is ever likely to see. The Safari Club International scoring method scores a point for every inch of bone and many modern red deer heads coming off private game estates are world class and a real incentive for high-value, big-spending tourists to visit New Zealand.

Third-generation owners of Glen Dene Station, Sarah & Richard Burdon, were fine hosts, with Sarah and helpers doing a wonderful job with all the meals and catering. One night we had a formal dinner and lodge hosting skills were tested as course participants poured drinks, served canapes, dinner, and dessert to NZPHGA executive committee members and their wives, and

cleaned up afterwards. It was a late night out but a great finale to the course. Every day had been totally different and some of my favourite sessions were with master butcher Dan Rossiter showing how to break down deer carcasses we had in the chiller, or taxidermist supreme – David Jacobs of Queenstown showing us the tricks of the trade when it came to head skinning, full body mounts, and salting hides. River crossing was lots of fun especially emergency rescue manoeuvres that involved a milk bottle and a rope to haul course participants and their packs across the large and fast flowing Hawea river. Also exciting was hooking a deer carcass up under the chopper on a neck strop and climbing aboard the hovering helicopter with the skid at about shoulder height.

The day of our ground "hunt" began at 4.30am and my group consisted of owner Richard Burdon, Executive member NZPHGA Roger Duxfield of Putaruru (also government appointee on the NZ Game Animal Council www.nzgac.org.nz), "Hunter" Gordy Watson of Minaret Outfitters Wanaka and "Guide" Zane Mirfin. It was pretty intimidating for me "guiding" three experts on their own farm, own political landscape, and own backyard but we did OK managing to stalk 30-40 Otago red deer for the morning on the hill. After the kill of a young spiker, we practised "trophy" photography before I gutted the animal and we headed back to Glen Dene Station house for lunch.

Roger Duxfield himself, is a fascinating character, charming, worldly, and politically savvy. Since 1985, the NZPHGA has been the beneficiary of his drive and vision to set the standard of hunting guiding in New Zealand by having a fully independent incorporated body that can flourish within the tangled web of national politics and bureaucracy. Like any industry, the guided hunting industry has encountered strong commercial and bureaucratic headwinds, but with more than 100 members and climbing, the Association has weathered many storms. Recreational hunting groups are often highly critical of the industry with a focus on hunting private lands and high-wire game estates but perhaps the most contentious issue nationwide is the practice of Aerially Assisted Trophy Hunting where trophy tahr and chamois are located by helicopter and where the hunter and guide are located onto a shootable position on the hillside.

I learnt a huge amount about the guided hunting industry during my stay at Lake Hawea, much of which I'm still processing in my head. After 29 years as a guide, it's always good to go back to school. Maybe I'm living proof that you can teach an old dog new tricks.

Profile

By Taz Dawson-new member of the executive

After an interesting up bringing including a fair bit of time in hospital with hip issues, I made every effort to enjoy the outdoors when I could. Hunting with my Father and best mate was always a great way to get out of town and into the hills.

On leaving school a big passion for the outdoors led me to the Ski fields. What followed was 14 years of teaching skiing, telemark and patrolling/safety and visiting a few different countries to play in the white stuff. In 1995 I started an adventure guiding company to offer clients that I skied with other options while staying here in Queenstown. At the time the company was a side business but after overseas investment from a partner this has grown to take up most of my time.

Just because I needed a bit more stress in my life I took over a Hunting and Fishing shop in Queenstown. This was a great base for the hunting guiding and help build a great client list and also meet some great guides. After 6 years I closed the doors to focus full time on the guiding and this was the best move out.

Now I have great support from my wife Shelley and daughter Jorja and spend a lot of time away from home showing clients all types of experiences while they stay in New Zealand.

With spending a lot of time in hospital early on in life and also after usual school boy accidents I volunteered for the

St John Ambulance and studied towards Outdoor/First Response qualifications. Now I try to maintain one course a year to remain current and up to date. This is something that I believe all guides should be doing plus ensuring that their gear and equipment match the terrain that they are working in. Alpine and Rock climbing is a great pastime and I went through the NZOIA system in summer and winter climbing qualifications.

Today I still enjoy climbing and ski touring mostly around Mt Cook National Park area, a lot of the time I will have the bow attached to the pack, still with the goal of a 13inch plus bull with the bow. A lot of my best hunting is now with my 6 year daughter and she is loving playing in the hills and seeing a lot of new and different areas and experiences.

With the major changes to the Adventure Tourism sector and soon to be focus on hunting and fishing guiding I wanted to be involved in where the NZPHGA is headed. Not wanting to be on the sidelines being on the exec is the best way to have a say in the future of hunting guiding in New Zealand. Illegal guiding is another issue that is effecting us all in the industry and hopefully with the help of DOC and GAC we will be able to stop these guides working under the table and maintain a high standard of guiding in NZ.

With the 2015 season knocking at the door I hope everyone has a safe and enjoyable season in the hills.



Taz Dawson and bull tahr



Jorja and I duck shooting. Jorja is 6 years old

VHNWI

What does that stand for?

By Gerald Telford

Tourism New Zealand and NZPHGA are now on the same page when it comes to the value that our industry brings to New Zealand in regards to visitor spend. Our sector is one of the highest, if not the highest spend per visitor within the whole tourism market.

One of the big projects that TNZ are focusing on for the next 2-4 yrs is the VHNWI visitor, VHNWI translates to Very High Net Worth Individuals, it is suggested that world wide there are 12million people that fall into this category, equally as impressive is the 1.2 million people individually with net worth greater than 30 million US\$.

TNZ is investing to access this market and bring it to New Zealand, the aim simply enough is to show case NZ and what it has to offer. The individuals above are not our (NZPHGA) core business but we all have or wish we had a client or 3 that fits into this niche market.

These people will in all likelihood have a team of trusted employees that have the sole purpose of planning and facilitating family holidays for these people. Typically, mom, dad, the kids and travelling companions, often travelling in private jets ,definitely travelling 1st class on airlines and if the experience is the right one and people are meeting their high expectations they will pay the premium price for a unique and premium product.

Sound like you ? well its not me BUT there are within our industry operators that can and are catering to exactly this sort of clientele, as an Association we can and will all benefit from any involvement by individuals within our industry participating with this market. Why? Well first and foremost people involved with VHNWI are BIG picture people, they use their talents and the talents of others within the wider tourism industry to deliver to their clients.

VHNMI take a lot of time and effort and this time is better used providing to the needs and expectations of a few select clients, many off whom move in the

same circles and trust the same people, get one and others with follow and once they do your business be comes totally committed to a very few extremely high yield clients.

This creates opportunities for the rest of our sector operators to glean the clients that are unable to find availability with the operators mentioned above and so it works all the way down and along the budget expectations of our clients, in short we will all benefit from any involvement our industry has.

One important fact to be mindful of is that VHNWI are often also very private people and despite media expectations do not seek or want publicity, so absolute discretion is paramount. If they can come and go and not even be noticed all the better, they are coming and going and our sector is involved.

We can and should be looking to expand on this market, and this is where TNZ are able to open doors and invite selected operators into the trusted space that is need to operate with this market. NZPHGA is recognized as having access to some very powerful, wealthy and influential people as well as many many more clients that whilst having considerable wealth are not in the same bracket. None the less it is still a segment of the tourism market the TNZ has little knowledge or involvement with. This is our opportunity and we are (your executive) looking to further our involvement with TNZ.

To date we have an understanding for this years SCI convention that TNZ will match NZPHGA booth expenses \$ for \$ as we look to completely revamp the booth and the information we have available for potential clients.

To this end I ask that all members play the long game and see the big picture with out "partnership" with TNZ, yes we all have our own business to run and they have to run profitably but it can not be all about you or



all about me it must be all about our industry and all about New Zealand.

It is envisaged that if we can show a ROI (return on investment) to TNZ, substantially more funding is available. In the short term it may seem that a small handful of operators are benefitting more than others, this is a fact that we all need to acknowledge and accept. Benefits will filter right through our ranks but we must support each other and TNZ if TNZ are going to continue to support us and support us into markets that at present are not open to us but can be opened to us.

Another thing that TNZ are very very supportive of is funding visiting media, specifically media that has influence an access to the VHMWI and Ultra HNMI, so put your thinking caps on and think as high as you can and if you come up with some suitable suggestions talk to me or better still talk to Ariane Kuebler at TNZ, and please link it back to NZPHGA.

In the past we have never been able to market the sector efficiently due to a lack of maturity and self belief, time to shift up a gear guys and girls.

Exciting times as we begin to head to the USA for the convention circuit, for those that are not, rest assured you are represented at the shows via the NZPHGA booth, a booth that I can envisage being a TNZ booth if we are in agreement.

How powerful a message to the show visitors could TNZ deliver if every banner and stair runner was the silver fern (or similar) and New Zealand was present all through the show driven by Tourism New Zealand, they understand marketing and promotions we understand hunting, they do not and do not need to understand hunting, all TNZ requires is a total 100% assurance that TNZ brand will in no way be tarnished by any Professional Hunting guides.

Think BIG .

Targeting high value hunters

By TIA representative Rachael Moore
Tourism Industry Association Industry Advocate
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Working with the NZPHGA has been a key part of my job since moving into the TIA Industry Advocate role in July last year. Effectively supporting the hunting sector requires an understanding of the challenges and opportunities you face as you run your businesses. I'd like to extend a big thank you to Gerald, the rest of the NZPHGA executive and TIA's outgoing Industry Advocate Evan Freshwater for giving me the right information to enable TIA to support you as best as possible. I was also lucky enough to attend your AGM and the river safety day of the Hunters Guides Course in Wanaka; two great events and thanks so much to everyone for welcoming me into the team.

For the last six months the primary focus of our work with NZPHGA has been on international marketing and partnering with Tourism New Zealand (TNZ). Our aim is to increase awareness of NZ as a hunting destination, particularly with very high value visitors. When those people think hunting, we want New Zealand to be their first choice! To do this hunting in New Zealand needs to have a strong and suitable place in TNZ's luxury marketing programme. TIA brokered meetings between NZPHGA and TNZ and the results have been extremely positive:

- TNZ are supporting the Safari Club International event by staffing the NZPGA booth and providing New Zealand marketing collateral.
- Some solid initiatives are on the table for promoting Hunting in TNZ's luxury marketing programme.

The downside of achieving the goal of TNZ support is that TIA is no longer required at the Safari Club International event, so I'll have to make do with seeing the photos and hearing the stories!

Another significant achievement is that NZPHGA has been invited to join TIA's Connect Gold membership group. The aim of this group is to provide NZ tourism

leaders with opportunities to connect and share insights and ideas. Membership of this group is a positive endorsement of NZPHGA's membership and the professionalism of your executive. An example of this group in action was Roger Duffield's attendance at a Connect Gold dinner the evening before TIA's annual Summit in Wellington in November. Roger was able to spend valuable time with Kevin Bowler, the Chief Executive of TNZ – excellent timing as we were right in the midst of discussion on how best TNZ could support NZ hunting.

Although the work with TNZ has been our major focus, adventure safety continues to be a priority. One of the most important outcomes of the new adventure activity regulations and the upcoming changes to New Zealand's overall health and safety legislation is that the benchmark has shifted for everyone. Operators are now expected to use a documented safety system to manage safety in their business and specifically to support staff as they make decisions in the field. Those of you who are within the scope of the adventure activity regulations are required to have your system audited and be registered with WorkSafe, but everyone is expected to have a system in place and to be using it.

The NZPHGA safety plan is a valuable resource, but it's only as useful as the degree to which you've made it fit your operation and actually use it on a daily basis. Printing it out and sticking it on the shelf isn't enough! TIA is running adventure safety workshops later this summer; they will focus on how best to use your safety system. The workshops are free and I strongly encourage you to attend. Dates and locations will be advertised in the SupportAdventure newsletter, go to <http://www.supportadventure.co.nz/supportadventure-news> to subscribe.

TIA works in many other areas to support you and your business. Some key initiatives relevant to NZPHGA members include:

- We are championing the Tourism 2025 initiative and its goal of tourism being a \$41 billion industry by 2025.
- We are working on rationalising immigration and employment processes so that you can better access competent foreign staff if there are not enough NZers to fill these roles.
- We are working with DOC to enable tourism operators and DOC to work together more effectively, aiming for a win/win for both tourism and conservation.

If you want to know more about TIA please visit our website www.tianza.org.nz or give me a call. Most importantly please keep supporting your executive so they can continue to accurately represent your sector. I look forward to working with NZPHGA over the coming year, and to increasing my understanding of professional hunting in New Zealand. Best wishes to you all for a prosperous and safe 2015.

Rachael in the mountains

Professional Hunter Academy Report

By James Cagney

Two NZPHGA Professional Hunter Academy - Guide Training Courses have been conducted during December. The first was hosted by the Guild Family at High Peak Station in the Central Canterbury high country from the 1st to the 5th of December. 11 members participated in the High Peak PHA, including five new members from the North Island; great to see.

Roger Duxfield assisted for the first two days at High Peak and again for three days at the second PHA at Glen Dene. Roger's huge depth and breadth of knowledge and experience in the industry, particularly around historic, political and legal matters adds greatly to the course. Roger fields many questions from the course participants and also adds to the colour of the course with his many interesting and entertaining anecdotes and stories. In his capacity as a councillor on the Game Animal Council, Roger also spoke about the GAC and current and future happenings that affect our industry.

Terry Pierson instructed the trophy measuring lesson in his usual enthusiastic, informative and entertaining manner. Terry's excellent training aids get the concepts of measuring across well. Don Patterson attended for an afternoon and evening; Don spoke to the course and attended the evening hosting and lodge skills lesson. Don is in his element in this setting, and he gets the etiquette and decorum considerations across well in a relaxed and fun way.

We were lucky enough to have Grant Drew from Calibre Taxidermy attend the High Peak PHA. Grant instructed the caping, head skinning and trophy care practical lesson. Grant's easy manner and professionalism made this an enjoyable and informative lesson.

Harley Davies bought Laurie's 500C across to High Peak for the helicopter training. Harley did a superb job of flying the helicopter serials.

John Berry assisted on the practical hunting day. John's knowledge of the High Peak country was utilised and John supervised one of the groups during the day's hunting and associated activities.

The final day saw the river crossing lesson, which was held in the Rakaia River adjacent to the Lake Coleridge Power Station. KT and Hamish from the Methven SAR Team led the practical lesson. Clear sky's in the upper valley were appreciated by all and some reluctant swimmers came away from the afternoons activities with increased confidence in their river assessment and crossing.

The second PHA for 2014 was hosted by Richard and Sarah Burdon at Glen Dene Station at Lake Hawea from the 15th to the 19th of December. 8 members attended the Glen Dene PHA. The group were mainly from the local Otago area with a couple of course members from Canterbury and Nelson. We had a wonderful week of beautiful Otago summer weather in a lovely setting. Two very experienced fishing guides who have added hunting guiding to their repertoire where on this course, their experiences in the fishing guiding industry added some interesting and informative stories and perspectives to the course discussion. Roger assisted again on the Glen Dene PHA, including teaming up with Richard in supervising one of the groups in the hunting practical day.

David Jacobs 'The Taxidermist' provided the practical instruction on caping, head skinning and trophy care. David's wealth of practical experience was appreciated here.

Toby Wallis did an outstanding job of flying the practical helicopter training serials and Dan Rossiter shared his skills in providing a practical butchery lesson.

Thanks to Richard Burdon, Barry Dodds and Duncan Stewart and their Glen Dene local knowledge in assisting on the practical hunting training day.

Gerald Telford rallied his local NZDA HUNTS instructors to provide the practical river crossing instruction. This was held in the Hawea river. River rescue techniques were also instructed and practiced on the day, this added an interesting variation to the river crossing training.

An enjoyable evening was had at the Glen Dene homestead for the hosting and lodge skills evening meal and lesson. Local executive members and their wives attended, including Gerald and Sue Telford and Chris and Bronwyn McCarthy. We even had a lesson from Olly Burke on kitchen door maintenance. Thanks to Sarah and Carol for the wonderful meals and morning and afternoon teas.

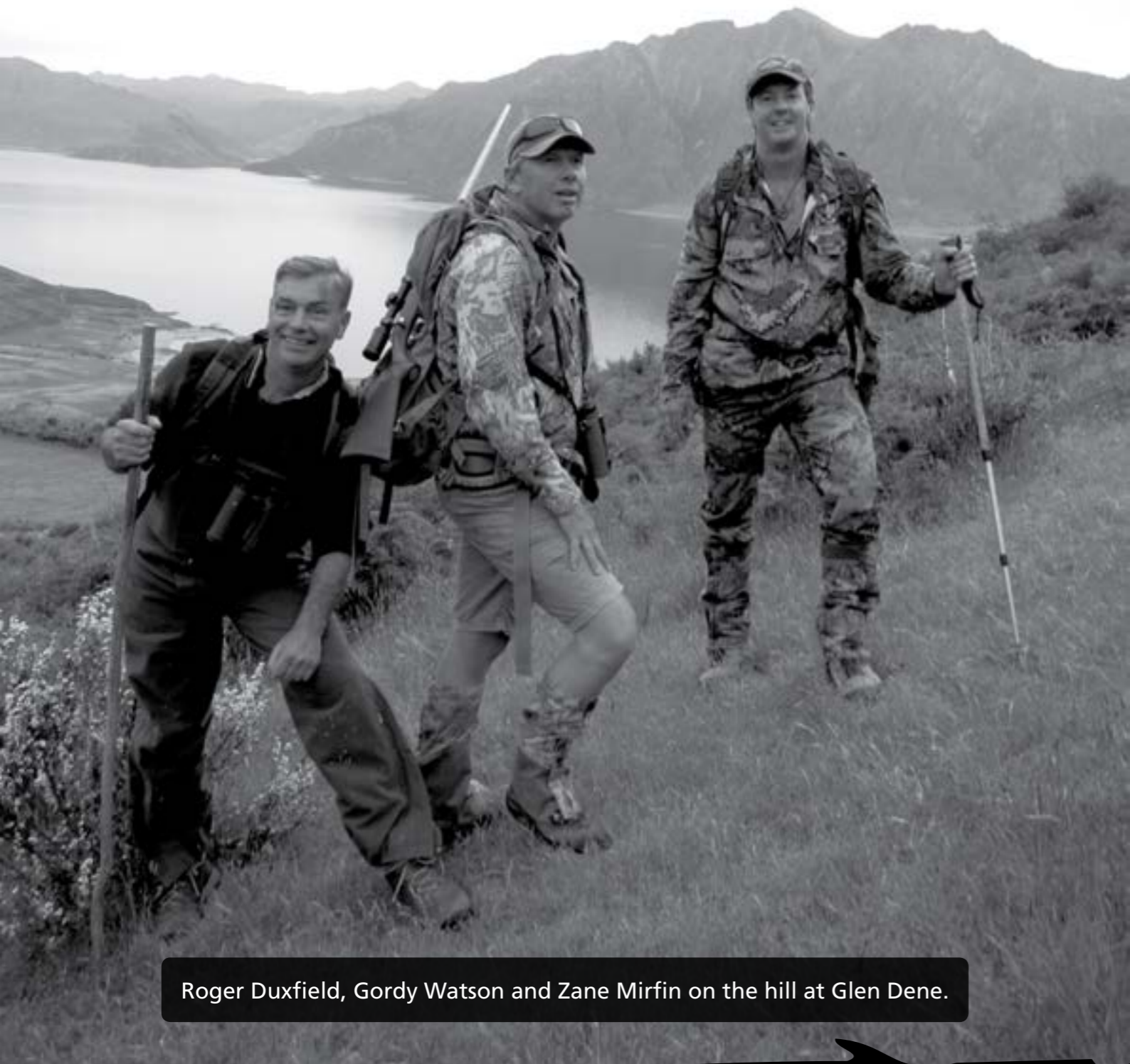
The enthusiastic and social group fully engaged in the training and a great time was had by all.

A big effort goes into putting together and running the PHA's. A number of people are involved in making it all happen. Thanks to all those who assisted in putting together the two 2014 PHA's. Thanks to Simon Guild and Family, and to Richard and Sarah Burdon for hosting the two PHA's. Without suitable venues, hosts and behind the scenes support that is required to run the Academy, it could not happen. Thanks also to those who instructed specialist aspects of the training and to those who assisted. Although I instruct much of the course material, I could not present training of the same standard without the input of all of these specialists and the help of my assistants.

A special thanks must also go to Chris McCarthy who in his role as Membership Officer on the executive, puts in a big effort in communicating and liaising with new member applicants, processing the applications and approvals through the Executive, in formulating the course roles and passing information onto new members prior to each PHA.

Looking forward to the 2015 PHA's which will be run after the end of the 2015 hunting season.





Roger Duxfield, Gordy Watson and Zane Mirfin on the hill at Glen Dene.



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