

Operator Guide

CRUISE SEASON 2016/17

VISION

“To be the premier cruise destination in New Zealand, where passengers and crew want to disembark, and after a memorable experience, they want to return.”

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Cruise visitors

This book will help you with information and tips to help your business and impress visitors. Help Dunedin give our cruise visitors the best experience and be a great ambassador for our city.

Cruise Action Group members, the Dunedin City Council, i-SITE, Enterprise Dunedin, Port Otago, the University of Otago, Dunedin Host and the Otago Chamber of Commerce are committed to improving the visitor experience and supporting cruise industry operator professionalism.

The cruise market presents a large opportunity to grow tourism in Dunedin, both through the immediate ship passenger and crew spend and visitation and through those who return to Dunedin after the cruise or who recommend Dunedin as a 'must see' visitor destination to others.

For more information, familiarise yourself with the Dunedin Cruise Action Plan 2015-2018.
www.dunedinnz.com/Dunedin-Cruise-Action-Plan

- Dunedin currently receives approximately 88% of all cruise ship passengers who visit NZ.
- In Dunedin approximately 80% minimum will disembark, crew approximately 50% will disembark.

The Dunedin visitor industry has worked together for many years to build a professional high quality visitor experience.

TOP THREE TIPS

For your warm Dunedin welcome

- 1. First impressions count.** Be a great ambassador. Greet visitors "Kia ora", introduce yourself and your business, assist with any queries – show a warm Dunedin welcome.
- 2. Wear an easily identifiable uniform and name badge.** The image of your team represents your brand and your business. Keep your vehicle immaculate too.
- 3. Train your team.** Kiwihost training is available from Dunedin providers. Be aware of the location of visitor amenities (toilets, cafes, banks, and internet). Encourage your team to know all local attractions.

You might be the first New Zealander our visitors meet!

Customer service

The cruise customer is king.

When you listen to your customers, they let you know what they want and how you can provide good service.

Never forget that the customer pays your bills and makes your job possible.

The following guidelines and tips are designed to help ensure you give cruise visitors to Dunedin the best possible experience of your product or service, the port, city, Peninsula and hinterland.

In our role as Dunedin city ambassadors we should aim to:

1. Greet visitors to Dunedin in a warm and friendly manner. Say “hello” or “kia ora” when they walk within eye contact of you.
2. Think of customers as individuals. When we think that way, we realise our business is our customer, not our product or services.
3. Have a Dunedin map. Know where the shuttles back to their ship leave from.
4. Consider having a welcome sign with the ships name on and offering a special deal. Ensure your pricing is clear and shows details of inclusions.
5. Make sure you have a cafe with good coffee to recommend. Know where the nearest public toilet and other amenities are, e.g. bank, money exchange, wifi, post box, supermarket, fish and chips, hokey pokey ice-cream.
6. Impress the crew; they’ll be back and they talk to passengers.
7. Be aware of the duration of the ship visit. Ensure your passengers are back in good time.
8. Avoid discussing the price of on-board booking excursions etc. Your customers are on holiday and don’t want to know.
9. Ensure your team is trained with customers in mind e.g. jokes about other nationalities are inappropriate. Display common sense, also cultural sense. Ensure the right level of staffing is in place. International guests are used to proactive service.
10. Accept foreign currency. Check out www.x-rates.com for rates, or a bank’s website. Consider adding a percentage on to cover fluctuations. Main currencies are \$US and \$AUD.
11. Never send a visitor to an attraction without booking. Disappointment may result.
12. Don’t apologise for the weather. Instead you could say, “There are lots of indoor activities to do today, for example...”.
13. Help your customers enjoy their visit by going the extra mile.

Hosting cruise visitors

1. Make sure you know about the ships in town, where they've been and where they are going. This information is available at www.portotago.co.nz. You can also check out the cruise calendar – www.dunedin.govt.nz/cruise-ships.
2. Appreciate that i-SITE staff and volunteers are Dunedin's official representatives; they will greet visitors first.
3. Be honest and respectful at all times to all stakeholders.
4. Avoid putting visitors under pressure to accept any marketing material.
5. Avoid making incorrect, unsubstantiated claims about the product you are offering.
6. Be considerate of other operators when they are dealing with visitors. Don't attempt to engage visitors when they are with another industry representative.
7. Keep footpaths clear for pedestrians and respect the instructions of officials.
8. Respect visitors to the Dunedin i-SITE – keep away from the entrance and immediate surrounds. Do not enter the i-SITE with customers; the i-SITE is a neutral zone.
9. Check out www.dunedinnz.com, visit the Dunedin i-SITE Visitor Centre and familiarise your team with all that Dunedin has to offer. Many attractions and activities offer a “locals card”.



Additional customer service tips

1. Be knowledgeable. Know your city attractions – you are a key ambassador.

- Be proud of your city, your product and yourself. Be positive.

2. Be properly trained in how to handle a customer complaint or an irate person.

- Get training, have a plan for what to say and do in different situations.
- Make sure you know what to do and say to make that customer's experience a positive, pleasant one.
- Give customers the benefit of the doubt. Proving to him why he's wrong and you're right isn't worth loss of business or reputation.
- When something goes wrong, apologise. It's easy and customers like it.
- Deal with problems immediately and let customers know what you have done. Make it simple for customers to complain. Value their complaints - they give us an opportunity to improve.
- Even if customers are having a bad day, go out of your way to make them feel comfortable.

3. Don't make promises unless you will keep them.

- Reliability is one of the keys to any good relationship, and good customer service is no exception. If you say, "I will pick you up at 9am", make sure you pick them up at 9am. The same rule applies to client appointments, deadlines, etc.
- Have a plan of action to update your customers if plans change.

4. Go the extra mile.

- If a customer makes a request for something special, do everything you can to say yes. The fact a customer cared enough to ask is all you need to know in trying to accommodate them. It may be an exception from your usual customer service policy, but (if it isn't illegal) try to do it.
- For instance, if someone walks up to you and asks you to help them find something, don't just say, "It's in the main street". Show them on a map, and talk to them about how to get there.
- Whatever the extra step may be, if you want to provide good customer service, take the opportunity. People notice when you make an extra effort and will tell others.

5. Add value to your customer's experience.

- Whether it's a coupon for a future discount or a free cuppa, people love to get something extra. A gesture doesn't have to be large to be effective. Since the future of all business lies in keeping customers happy, think of ways to elevate your business above the competition.
- Consider the following: what can you give customers that they cannot get elsewhere? What can you do to follow up and thank people even when they don't buy? What can you give a customer that is totally unexpected?

6. Identify and anticipate needs.

- Customers don't buy products or services. They buy good feelings and solutions to problems.
- The more you know your customers, the better you become at anticipating their needs.
- Communicate regularly so that you are aware of problems or upcoming needs.
- Make customers feel important and appreciated. Treat them as individuals. Always use their name and find ways to compliment them, but be sincere.
- Think about ways to generate good feelings about doing business with you. Customers are very sensitive and know whether or not you really care about them.
- Thank them every time you get a chance.

7. Feedback. You want to know what your customers think of your company.

- Ask them! Provide a feedback form or card and put it where they can see it, or distribute at the end of your time together. Keep it short and simple. Ask things like: what it is they like; what they don't like; what they would change; what you could do better; how they feel about their experience? Perhaps considering putting up a prize draw to encourage and welcome suggestions about how you could improve.
- Listen carefully to what they say. Check back regularly to see how things are going. Provide a method that invites constructive criticism, comments and positive suggestions.

8. Ask your customers to share feedback and recommend you online.

- Ask them to post positive feedback on Trip Advisor/Cruise Critic/Rankers. Customer advocacy is the best free promotion. Online referral and recommendation is exponential word of mouth!
- Use social media. "If you had a bad experience, please tell us; if you loved it, tell your friends!"
- Address negative feedback in a positive manner, don't take it personally. Treat this as constructive criticism and act to correct or improve your product, service delivery or performance.

Visitor information for cruise days

Start with i-SITE 

Availability: The i-SITE keep availability updates and are in a position to offer available alternatives

Popular attractions where pre-bookings are essential on cruise ship visit days are:

Cadbury World	0800 223 2879	Royal Albatross Centre	478 0499
Larnach Castle	476 1616	Penguin Place	478 0286
Monarch Wildlife Cruise	477 4276	Speights Brewery Heritage Tours	477 7697
Natures Wonders	478 1150	Taieri Gorge Railway	477 4449
Olveston	477 3320	Otago Museum	474 7474
Orokonui Ecosanctuary	482 1755		

Dunedin railways

From October daily departures 9.30am (morning train only available from town).

Please note: The afternoon train always returns after all aboard ship time.

Helpful websites and contacts

Dunedin i-SITE Visitor Information	www.dunedin.govt.nz/isite Phone: 03 474 3300
Dunedin's Official Visitor Site	www.dunedinnz.com
Dunedin's Cruise Visitor Page	www.dunedinnz.com/visit/get-there/cruise-dunedin
Port Otago Cruise Ship Arrivals	www.portotago.co.nz
DCC Cruise Operator Information	www.dunedin.govt.nz/cruise-ships
Enterprise Dunedin	www.dunedinnz.com/business/business-support/help-for-business-growth/tourism
Cruise Operator Information	
Local Government Regulations	www.dunedin.govt.nz
New Zealand Transport Agency	www.nzta.govt.nz/commercial/passenger/index.html
Chamber of Commerce Training (Kiwihost)	www.otagochamber.co.nz Phone: 03 479 0181

We want to ensure Dunedin looks fantastic and welcoming for our visitors.

Please report any issues the DCC can fix, e.g. graffiti, damage, rubbish, parking by phoning 03 477 4000 or email dcc@dcc.govt.nz.

i-SITE at Port Otago

The i-SITE exists to provide excellent impartial advice to visitors to Dunedin and help them decide on suitable activities for their time in Dunedin and New Zealand.

The i-SITE is situated in the Port Otago's Cruise/ Warehouse facility. This is a large sheltered area in which to tempt cruise passengers with the amazing variety of tour options Dunedin has to offer.

For operators wishing to sell tours via the i-SITE at Port Chalmers iSite staff need to sight:

1. A P Licence
2. An LTSA
3. Public liability insurance
4. A Health and Safety Compliance Declaration.

OR Qualmark endorsement which covers the above and more.

Pay and Display

Options for pay and display at the Port Chalmers i-SITE this season 2016/17:

Poster Display (A2) \$80 +GST

DLE Brochure Display \$90 + GST

Information for tour operators selling via the i-SITE.

- Brochures must only reflect tours on offer to cruise passengers.
- Bookings on and to all tours and attractions mentioned in brochures must be available to be made at the Port i-SITE.
- A brochure space contract/booking form must be submitted with payment before brochures and posters can be accepted for display.
- Brochures must be of a professional standard.
- Top tips for brochure design are available to help create the best brochure for your tour.

Port Otago and the Dunedin i-SITE reserve the right to decline brochures for display which do not meet the above criteria.

Cancellation of brochure display during the season will incur a cancellation fee.



Displaying a Poster/Brochure with the i-SITE

There is specific display area beside the i-SITE for private tour displays/advertising.

Posters must be A2 size. The poster must be laminated to ensure it remains presentable throughout the season. This also allows changes to be attached in case of late arrivals without damaging your poster.

Please submit your poster for pre-approval before laminating as it will only be displayed if it complies with the attached conditions and meets both Port Otago and i-SITE requirements.

Please note display space is only available for private tours sold by the i-SITE with Port Chalmers departures.

Intention to display a poster during the season must be registered with the i-SITE no later than 3 October 2016 and the actual finished laminated poster and payment must be made and delivered to the i-SITE by midday, 5 October 2016.

If you have any questions or would like to discuss your poster layout then please contact:

Louise van de Vlierd, Manager

i-SITE Dunedin Visitor Centre, 50 The Octagon, Dunedin

Phone: +64 3 474 3300. Fax+64 3 4743311 Email: lvandevl@dcc.govt.nz

To display A2 cruise posters at the Port Chalmers i-SITE you need to provide the following content.

- Name of tour.
- Brief factual description of tour, including highlights.
- Price (either per person or by group).
- Duration of tour.
- Minimum numbers.
- Departure time.
- A call to action message, e.g. book now, book here.

Optional content

- A photo of yourself and/or vehicle
- Photos of what you will see on the tour (no wildlife if it's not included in the quoted tour price, only sights you will see weather permitting)

NOT acceptable

- No claims/opinions, only factual information (no "best tour" statements).
- No photos of things the tour does not visit or visitors won't see.
- Website or cellphone numbers – your poster is a call to action on available space held by i-SITE for you.

Please complete booking form on page 20 and return with payment to i-SITE DUNEDIN by 5 October.

Checklist:

Deadline – midday, Wednesday, 5 October

1. Signed operator agreement.
2. Brochure and poster contract and payment.
3. i-SITE staff familiarisations on your tour or update presentation at an arranged time.

Dunedin facts

- Dunedin is the world's fifth largest city by geographical size.
- Dunedin is the Celtic name for Edinburgh.
- Otepoti is the Māori name for Dunedin.
- The Otago Harbour and hills around Dunedin are remnants of an extinct volcano.
- Settlement: Māori ~ 1300AD; European ~ 1848.

World's only

- Only mainland breeding colony of Northern Royal Albatross, large majestic seabirds with a 3m wingspan, on the Otago Peninsula.
- World's rarest penguin - the yellow-eyed penguin, endangered New Zealand sea lions, smallest penguin - little blue penguins.
- Steepest residential street - Baldwin Street.

New Zealand's only

- National sports museum; NZ Sports Hall of Fame.
- Castle, Larnach Castle, built 1871.
- The biggest curling rink in the Southern Hemisphere is at Dunedin's Ice Stadium.
- Covered stadium, Forsyth Barr Stadium.
- Inland salt lake (Sutton Lake).
- Oldest working brewery (Speights).
- Oldest dam (Ross Creek).
- Oldest farm building (Matanaka).
- Oldest Ponga house (Ferntree Lodge).
- Longest 'private' railway (Taieri Gorge).
- Narrowest street (Ellis Street).
- Tallest tree (Orokonui Ecosanctuary).
- Largest taniwha (Matamata).
- Largest lake catchment (Lake Waihola).
- Largest tombolo (Otago Peninsula).

New Zealand's first:

- City by growth of population in 1865 due to the goldrush.
- University of Otago - first in country to admit women to all its classes. South Island's largest employer. 1st female lawyer, Ethel Benjamin
- Botanic Garden established 1862.
- Authentic Chinese Garden, third outside China, first in the Southern Hemisphere.
- Daily and oldest surviving independent newspaper; Otago Daily Times.
- Public art gallery. Radio station.
- Art School.
- First Medical school.
- Performance of the national anthem.
- Fish Hatchery (Portobello).
- World sports champion (Joe Scott).
- All Black (James Allan, Taieri RFC).
- Female Olympic Champion (Yvette Williams).
- Glider flight. Balloon flight. Phone call.
- Skyscraper (Consultancy House).
- Salvation Army branch (Port Chalmers).
- Club football game - Roslyn Wakari v Northern.
- Provincial cricket match - Canterbury v Otago.
- One of the first state run secondary schools for girls in the world, Otago Girls High School.
- ANZAC biscuit made.
- First cheese factory.
- City Council.
- First gasworks.
- First ship to successfully transport refrigerated meat in 1882 - the Dunedin left from Port Chalmers.
- World's first and last tram system.
- UNESCO City of Literature (2014).
- Gigatown (2014).

Private tour providers procedures Port Chalmers

Cruise ships have been calling at Port Chalmers since the 1960s. In the past 10 years, their number and importance to the tourism economy of Dunedin has increased dramatically.

Port Chalmers procedures

1. Port Otago has placed Private Tour Providers (PTPs) under the direct management of Dunedin's i-SITE staff, located at the Port on cruise ship days.
2. i-SITE staff will book passengers on to PTP tours and receive the standard 12.5% commission for bookings.
3. PTPs are required to register with the i-SITE prior to the start of the cruise ship season, identifying their tour itineraries, staffing, minimum party size and vehicles used. They need to comply with any operating guidelines set down by the i-SITE. This includes a familiarisation meeting with i-SITE staff.
4. PTPs are able to advertise within the designated i-SITE space.
5. The security access requirements, as applicable to the Port Otago facilities at Port Chalmers and Dunedin for all cruise ship visits, must also be complied with.
6. Abide by the planning, regulatory and permit requirements of local and central government authorities.
7. No direct selling involving money transfer is allowed in restricted areas and should be directed to the i-Site. Please refer to the Dunedin City Council's Mobile/Temporary Stall Bylaw for more details on these areas.
8. Mobile trading or hawking permits will not be issued for tour operators for the Octagon and surrounding i-SITE area. NZTA regulations also apply.
9. Keep to the assigned areas at Port Otago and obey the instructions of Port Otago officials.
10. Note: No direct selling, involving money transfer is allowed in restricted areas. (Dunedin City Council bylaw). Mobile Trading or Hawking permits will not be issued for tour operators for the Octagon and surrounding i-SITE area.



FAQs for cruise season wharf access



Please read these FAQs with Port Otago's information on Security for Cruise Ship vessels pages 12, 13 and 14.

1. What commission does the i-SITE charge?

The i-SITE charges a standard 12.5% commission. Options for brochure and poster display are on page 8

2. Do I have to register with the i-SITE?

Yes. You have to complete the i-SITE agreement and take the i-SITE staff through a familiarisation of your product. You must also register with Port Otago security regarding wharf access.

3. Do private tour operators need to set “minimum numbers” for their tours?

Yes. You need to advise the i-SITE the minimum number of passengers that you are prepared to run a tour for.

4. Will there be on-wharf signage directing passengers who want a private tour?

Yes. Port Otago provides signage at the start of the walkway to A Shed to the i-SITE for information on private tours. Signage is also within in A Shed for private tour information and where bookings can be made. Screens in A Shed will reflect information from the new Port Otago Tour Operators Online Booking System.

5. Where can private tour providers park?

Private tour providers park outside the port area in Beach Street or other available parking areas.

6. How does the i-SITE communicate with private tour providers?

i-SITE staff contact drivers/operators via cellphone to advise when a tour is ready to depart.

7. What about operators offering a “vehicle hire” for a freedom tour?

These operators will also be managed by the i-SITE in the same way as other tour operators.

8. What access do taxi operators have?

Taxis have to operate outside the wharf area. A dedicated taxi stand is outside A Shed (Beach Street side). Passengers can hire a taxi from the stand. Drop-off passengers are allowed on the wharf, subject to the Ship's Master permitting this and drivers being on the port's access list.

9. What access do passenger shuttles have?

Shuttles provided and organised by ground handlers will retain the right to access the wharf as usual.

Port Otago security for cruise vessels

Terms and Conditions:

The introduction of the New Zealand Maritime Security Act 2004 and regulations has placed a number of responsibilities and requirements on all who wish to enter those ports that service international shipping.

The access requirements as applicable to the Port Otago facilities at Port Chalmers and Dunedin for all Cruise Ship Visits are outlined below.

To support professional cruise and tour operations, in 2016 we are introducing:

- A dedicated undercover facility for cruise passenger assembly with iSite container and toilet facilities, where all cruise passenger assembly will occur.
- An online Tour Operators Booking System. This booking system must be used: for registering as an approved Tour Operator, to advise the port of all persons that require access to the port, and to advise of intention to collect passengers from the port.

Port Otago Online Tour Operators Booking System

ALL Operators seeking access into the port for the cruise season are required to register using Port Otago's Tour Operators Booking System www.portotago.co.nz/tobs

Registration will require provision of the following information:

- Company name and contact details, including phone numbers and email address
 - Each driver and tour guide's full name, identification number and type
1. List of acceptable authorised identification types for drivers and guides:
 - A valid driver's licence issued by Land Transport Safety or valid Overseas Drivers Licence (NOT International) providing they have been issued by a state or central government authority
 - A valid passport
 - A valid identification card issued by a New Zealand government agency or New Zealand Defence Force
 - A seafarer's identity document issued by a contracting government
 - An identification credential issued by a recognised company, union or trade association
 - Any other form of identification approved by the Chief Executive of Maritime New Zealand
 - A credit card with photo
 - Valid 18+ Identification Card 'Evidence of Age Document'.
 2. Additional requirements of acceptable identification:
 - All I.D's must be tamper-proof
 - Temporary drivers licenses/expired IDs are illegal and are NOT acceptable for the purposes of identification and access on to the Port.
 3. Persons who are not within the Tour Operators Booking System, the Authorised Access List or the Ship's Visitors List will not be permitted entry.

4. **Pre-booked private tours** – For each pre-booked tour, a “pickup booking” must be advised to Port Otago via the Tour Operators Booking System. Information required for each pickup booking includes: the Drivers and Guides’ names, tour group member’s names, parties name and pickup time.
 - Port Security is to be advised by 0530 day of ship arrival via the above pickup bookings.
 - Receipt of the above information outside these times may result in port entry being denied.
5. **Private operators without pre-arranged tours/customers** – will not be allowed into the port area unless arranged through the I-SITE and the conditions of clause 1. have been complied with.
6. **Official Cruise Ship Contracted Vehicles** – Only those vehicles contracted to the cruise ship and its representatives will be allowed on to the wharf 30 minutes prior to uplift and set-down passengers or crew as required. All such tours must be notified to Port Security before ship’s arrival and have the tour number clearly displayed on assigned vehicles. All drivers/guides names must be provided to Port Otago Security as per clause 1.
7. **Arrival/Departure Times for Private Operators – Buses/Tour Operators’ Vehicles arriving to pick up passengers at a scheduled departure time should not be earlier than 15 minutes before scheduled pickup time. All operators’ vehicles should wait outside the port in the designated area.**
 - All operators are to depart the designated area once they have picked up their assigned customers or at their time of agreed departure.
 - All pickups for Private Tour Operators will be from outside Door 2, A-Shed, Beach St, including when two vessels are berthed at Port Chalmers, unless this changes for specific operational reasons, or as directed by security staff you will be advised.
8. **Taxis** – Only persons authorised by the Taxi Company will be allowed access to the wharf. No individual taxi driver requests will be accepted. Access onto the wharf to drop off passengers will only be allowed if the driver is on the Ports Access list.
9. As a condition of entry to Port Otago Limited Wharf Areas, your vehicle or any bags you are carrying in may be subjected to a random search by the security staff. Failure to comply with this request by security staff will result in entry being denied.
10. Active private retailing is not permitted on Port Otago Property
 - Operators without authorization, found retailing within Port Otago property will have their entry rights revoked and trespass orders may be issued.
 - All operators must conduct the business for which they have advised Security as reason for entry to the Port. I.e. Taxi/Private Operator/Tour Agent etc. no changing from one business operation to another.

Port Security Officer's Details

Jim Binnie

PFSO

Ph. 03 472 9702

Cell 021 2298 810

Fax 03 472 9712

tbinnie@portotago.co.nz

Incidents

- If a ship cancels check www.portotago.co.nz for up-to-date information. I-Site will email as soon as possible after getting **official** confirmation of any changes.
- SH88 closure. Check <http://www.dunedin.govt.nz/council-online/road-conditions> for road conditions. If SH88 closes and you are first on the scene, after contacting Police, ring 0800 44 44 49 to report to NZTA to arrange detours. Then ring 03 477 4000 immediately and ask for i-SITE to be notified so they can inform others of the detour. Phone NZTA 0800 44 44 49 for detour information if you hear in advance of a highway closure. I-SITE will notify detours by email once arranged.

Health and Safety

- Illness/norovirus – ensure you have a Health and Safety Plan in case of an incident.
- Accident or incident with passenger – ensure you have a Health and Safety Plan.
- Make sure ship is notified if:

1. An incident occurs (as much info as possible should be obtained before ringing)

i.e. persons full name, cabin no, SHIP, brief summary of injury/first aid required. If not being accompanied on the tour, contact person's name on board may also help. This information will help the agents and ship as to best possible actions/solutions.

2. The best person to call is the ships agent as they can direct any problem to the vessel, below are their contact details:

Ship's Agent

Chris Gill, Dunedin Port Operations Manager

ISS-McKay (New Zealand) Ltd (as agents only)

Ph: +64 3 477 1201 Fax: +64 3 477 1226

Cell: +64 274 979 528

Email: chris.gill@iss-mckay.co.nz

Website: www.iss.mckay.co.nz

or

Alex Wilhelmsen, Port Operations

ISS-McKay (New Zealand) Ltd

Ph:+64 3 477 1201 Cell: +64 27 807 6873

Email alex.wilhelmsen@iss-mckay.co.nz

3. If you cannot reach the contacts above, call Jim Binnie (port security) on 021 2298 810.

New Zealand Transport Agency



NZTA helps with advice if you want to set up as a tour operator.

New Zealand Transport Agency (NZTA) monitors the compliance and safety levels of passenger service operators who provide transport for cruise ship customers.

Historically the Agency has carried out a number of operations at Port Chalmers to ensure that cruise ship customers are provided with a safe experience. Our monitoring includes all types of commercial operators from pre arranged, pre booked tours to large buses ferrying people into and out of the city. As the frequency of cruises and number of passengers continues to increase, NZTA see the monitoring of transport of cruise ship passengers to be increasingly important part of our work we carry out with the transport industry.

NZTA staff often work in conjunction with the Police Commercial Vehicle Investigation Unit (CVIU) at Port Chalmers to ensure that high standards of passenger transport are maintained. During the upcoming cruise ship season NZTA and CVIU will carry out operations that involve vehicle inspections to ensure all passenger service vehicles are mechanically sound and in a good state of repair. Checks will also be carried out to ensure that all drivers are appropriately licensed and operating within the relevant legislative requirements contained within the Operator Licensing Rule and all requirements of the Work time & Logbooks Rule are being adhered to.

Inspections of Passenger Service Vehicles would include the following:

- The driver has a current passenger endorsement
- The driver has the correct driving licence for the vehicle that is being driven i.e. Class 2 for a Bus
- The vehicle is been operated under a relevant Transport Service Licence
- The vehicle has a current Certificate of Fitness and Registration(Vehicle Licensing)
- The vehicle has up to date Road User Charges if required
- The driver has a logbook and it has been filled out correctly and met all requirements outlined in the Worktime and Logbook Rule 2007
- The driver has had sufficient rest prior to starting his shift
- All passenger service vehicle are operated up to COF standard at all times, i.e. have a minimum of 1.5mm of tyre tread
- Current Driver Identification Card displayed centrally and visible to all passengers
- A copy of the approved Private Hire Registration is available in the vehicle for inspection, or if not prebooked a Other Registration has been approved (Can be obtained from NZTA Dunedin office)
- The vehicle must be presented in a clean and tidy standard

Worn tyres are the most common fault identified and they could easily be eliminated by implementing a daily walk-around inspection prior to arriving at Port Chalmers.

Some additional requirements for taxis will also be checked, and they include:

- The in-vehicle Security Cameras are operating and there is signage to advise passengers that a security camera is operating
- The transport service licence card is displayed or the transport service licence number is written on the outside of the vehicle on both front doors.
- Information in Braille is displayed on the left side door
- A current approved fare schedule is displayed on the outside front passengers door
- Child safety lock warning sticker is displayed if applicable
- All approved signage is displayed, top sign, Taxi organisation, etc
- A current Taxi meter Certificate must be carried and produced on demand
- The full name of the Taxi company and unique vehicle fleet number must be displayed on the inside of the left-hand rear door

If any of the above faults are located consideration will be given to ordering the vehicle off the road to correct the faults before the commencement of duty. Also the drivers concerned could also be subject to the relevant infringement for the offence.

NZTA and **CVIU** are determined to ensure that the passenger service industry operating from Port Chalmers maintain high standards and deliver excellent service to international visitors to Dunedin.

If you have any additional questions or require clarification on any matters please don't hesitate to contact the **Dunedin office of NZTA** below:

DUNEDIN Contact:

Greg Sims Senior Commercial Transport Officer
DDI 64 3 951 3008 **M** 021 833 344
E greg.sims@nzta.govt.nz

NZ Transport Agency:

Level 2, AA Centre 450 Moray Place
PO Box 5245, Moray Place Dunedin 9058
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Dunedin city on cruise ship days

i-SITE Access and Parking

The Authorised Vehicles Only (AVO) park outside the i-SITE remains in place for 2016/17.

You must ensure your permit to use this park is current under the Authorised Vehicle Permit Scheme.

The permits will be authorised in conjunction with the i-SITE Manager for operators who sell tours through the i-SITE and advertise the i-SITE as a pick up point.

The AVO is to be used only for picking up or dropping off passengers from the i-SITE.

Other parking provisions

- The cruise shuttle park will be in the Octagon carriageway.
- There is also a P5 for quick pick ups/drop offs in the Octagon. There are more AVO parks in Harrop Street.
- The current P20 bus stops in Princes Street and Moray Place will remain in place for the 2016/17 season. Any changes will be consulted on.

These parks will be closely monitored to allow fair access for tour operators.

Baldwin Street Care Code

Baldwin Street is our Everest. Climbing on foot is a real experience.

Help us treasure and protect Dunedin's spaces and places for everyone to enjoy.

Please respect our cultural heritage.

DCC land is for the benefit of all residents and visitors.

Please remember the following points.

- Keep safe. Pedestrians please stay on the footpath; drivers are not expecting you to be on the road. Look before you cross and be particularly careful when taking photos.
- Be tidy. Use public rubbish bins.
- Respect private property. Baldwin Street is a residential street and people live there.
- Park safely and legally. Keep clear of road ends with private gateways/thoroughfares as private landowners need access to their properties at all times.
- Be considerate. Look after other users.
- The nearest public toilets are Gardens New World, North East Valley or at the Botanic Garden.

Find Dunedin's public toilets: <http://www.dunedin.govt.nz/facilities/public-toilets>.

Please ensure you advise your passengers of the next toilet stop before embarking on your tour.

12 top tips for retailers

Dunedin hosts around 200,000 cruise visitors each season, with over \$30 million dollars expected into the Dunedin economy. Here are some ideas to help you prepare:

1. Be a good ambassador for Dunedin – help make our visitors welcome. Smile and say ‘hello’ – ‘Kia ora’. We are often the first NZ port visited. Our reputation depends on you.
2. Get ready – consider who the cruise customer is, what they want to buy and what sort of service they like. Stock your shop to suit. Source local products.
3. Consider having a welcome board with the ships name on and offering a special deal.
4. Be open for the duration of the visit, early if passengers are coming into town.
5. Ensure your team is trained with customers in mind e.g. jokes about other nationalities are inappropriate. Ensure the right level of staffing is in place. International guests are used to being ‘sold to’ – proactive service is a must.
6. Make sure you know what ships are in town. Use this information to engage the visitors.
7. Have a supply of free Dunedin maps. Know where the bus back to their ship leaves from.
8. Make sure your team has a café to recommend and knows the nearest public toilet and other amenities. Help your customers enjoy their visit.
9. Impress the crew – they’ll back as regulars and they recommend to passengers.
10. Accept foreign currency. Check out www.x-rates.com for rates, or a bank’s website. Consider adding a percentage on to cover you for fluctuations. Main currencies are \$US and \$AUD. Have a sign that you accept foreign currency incl China Union Pay in your window.
11. Offer to post overseas. See www.nzpost.co.nz for posting prices and information. Work out a few weights and prices for your most popular items.
12. Avoid discussing the price of on-board tours, cruises etc... your customers are on holiday and don’t want to know your opinion on their spending – think about how you would want to be treated on holiday. Be positive!

Why don’t you check out www.dunedinnz.com, visit the Dunedin i-SITE Visitor Centre and familiarise your team with all that Dunedin has to offer. Many visitor attractions offer a “locals card”. Dunedin has a reputation as one of New Zealand’s friendliest destinations – so let’s live up to it.

Helpful websites

Dunedin’s Visitor Site	www.dunedinnz.com
Dunedin i-SITE Visitor Information	www.dunedin.govt.nz/isite
Chamber of Commerce Training	www.otagochamber.co.nz
Cruise Ship Arrivals	www.portotago.co.nz
Cruise Operator Information/Cruise Calendar	www.dunedin.govt.nz/cruise-ships
Report destination management issues	dcc@dcc.govt.nz 03 477 4000

Street marketing code of conduct

The Dunedin Visitor Industry has worked together for many years to build a professional high quality visitor experience and image. Our cruise goal is “To be the premier cruise destination in New Zealand, where passengers and crew want to disembark, and after a memorable experience, they want to return”.

In our role as Dunedin city ambassadors we should aim to:

- Say “Kia ora” – Greet visitors to Dunedin in a warm and friendly manner. Dunedin is often the first port of call in New Zealand, a kiwi welcome is important!
- Appreciate that i-SITE staff and volunteers are Dunedin’s official representatives; they will greet visitors off shuttles first.
- Conduct ourselves in an honest and respectful manner at all times to all stakeholders.
- Avoid putting visitors under pressure to accept any marketing material or making incorrect, unsubstantiated claims about the product you are offering.
- Be considerate of other operators when they are dealing with visitors. We shouldn’t attempt to engage visitors when they are with another industry representative.
- Keep the footpath clear for pedestrians and respect the instructions of officials.
- Respect visitors to the Dunedin i-SITE – keep away from the entrance and immediate surrounds. Do not enter the i-SITE with customers; the i-SITE is a neutral zone.
- Abide by the planning, regulatory and permit requirements of Local and Central Government Authorities.
- No direct selling involving money transfer is allowed in restricted areas and should be directed to the i-Site – please refer to the Dunedin City Council’s Mobile/Temporary Stall Bylaw for more details on these areas.
- Mobile trading or hawking permits will not be issued for tour operators for the Octagon and surrounding i-SITE area. NZTA regulations also apply.

Top Three Tips for your warm Dunedin welcome:

- Be a great Dunedin Ambassador. Welcome visitors first “Kia ora”, introduce yourself and your business, assist with any queries, and distribute material.
- Wear an easily identifiable uniform and name badge. The image of your team represents your brand and your business.
- Train your team. Kiwihost and sales training are available from Dunedin providers. Be aware of the location of visitor amenities (toilets, cafes, banks, internet). Encourage your team to know about all local attractions.

Helpful Websites

Dunedin’s Visitor Site	www.dunedinnz.com
Dunedin i-SITE Visitor Information	www.dunedin.govt.nz/isite
Chamber of Commerce Training	www.otagochamber.co.nz
Cruise Ship Arrivals	www.portotago.co.nz
Cruise Operator Information/Cruise Calendar	www.dunedin.govt.nz/cruise-ships
Report destination management issues	dcc@dcc.govt.nz 03 477 4000

Pay and display poster and brochure booking form

i-SITE Dunedin at Port Otago

Please complete and return with payment to:

i-SITE Dunedin Visitor Centre, 50 The Octagon, or post to PO Box 5457, Moray Place, Dunedin 9058.

Brochure Title(s) _____

Company name _____

Contact person for brochure supplies _____

Phone number _____ Cellphone for text _____

Email address _____

Postal address _____ Postcode _____

I agree to display an A2 poster at the i-SITE to be provided laminated for the 2016/17 season from **8 October 2016 to 5 May 2017.**

I agree to display of my DLE brochure at the i-SITE Dunedin Port Otago location for the 2016-17 season from **8 October 2016 to 5 May 2017.**

Terms and conditions

I accept that all conditions on the attached Authority to Brochure Display with the i-SITE at Port Otago are adhered to and that Port Otago and the i-SITE reserve the right to decline display should the display conditions or any of the wider Port Otago private tour providers' conditions be broken.

Health and safety

I confirm that I comply with all current health and safety legislation and that I can provide a comprehensive Health and Safety Plan for operating my business if requested.

Name _____

Signed _____ Date _____

I am a Qualmark operator: Yes / No (please circle one)

Name _____ Phone _____

Signed _____ Date _____

Contract to be completed and lodged by **3 October** and materials provide by **5 October** to ensure display by **8 October 2016. Payment required prior to or on delivery of brochures/poster.**

A GST receipt will be issued

Dunedin has a reputation as one of New Zealand's friendliest destinations
Let's live up to it!



Cruise 2016/2017 Operator Guide is compiled with the assistance of the following stakeholders

Start with i-SITE

