

# TOURISM SEMINAR

ALL WELCOME

Tourism Management are pleased to present the following  
tourism seminar in our 2010 series:

**Geoff Ensor**

Tourism Industry Association New Zealand

***“Decision-making for tomorrow –  
a Tourism Industry Association  
perspective”***

Geoff Ensor is Advocacy Manager for the Tourism Industry Association New Zealand (TIA). Geoff provides advocacy and support across a wide range of issues to operators in a number of industry sectors, including the Adventure and Outdoor sector. Recent activity has included leading a national forum to better manage freedom camping in NZ, representing the tourism industry on the Land and Water Forum, contributing to the review of safety in the adventure and outdoor sectors and working closely with the Department of Conservation (DOC) on a range of initiatives related to commercial recreation and conservation. Prior to joining TIA in 2005, Geoff was a commercial pilot for 20 years, during which time he flew for Air New Zealand Link and spent 10 years as chief pilot for Air Safaris and Services Ltd based at Lake Tekapo.

Geoff will talk briefly about outcomes from the Adventure and Outdoor sector safety review before expanding on the merits of collective decision-making using examples that include the industry's response to freedom camping, managing New Zealand's freshwater resource and building a working partnership with the Department of Conservation (DOC). Geoff will also use the Mackenzie Basin to exemplify the development pressure being felt by a number of regions – what is the role of Local and Central Government as we seek to preserve paradise?