

The SCOPE

July 2013

GUIDED HUNTING IN NEW ZEALAND



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Editorial

RISK IN THE HILLS

In this issue is included a press release about a quad bike accident in a Wairarapa vineyard. A hefty fine on the vineyard and reparations to an injured worker were imposed. This seems another instance of hardening of attitudes regarding workplace accidents and to us in the Outdoor Adventure sector serves as a warning to be stringent in risk assessment. With the bulk of this years guiding behind us now is a good time to reassess risk management in preparation for a busy year next year (likely with the US economy lifting) and also bearing in mind any avoidable mishaps carry an apparently increased chance of financial penalties. Not suggesting that is the only concern of course. No one wants to see clients or staff hurt. But there seems to be a willingness in court to make examples of business which slip up in safety procedures. Our quiet time is a good time to carefully revisit your Safety Management System.

One area that has caused me some uneasiness is the question of leaving clients alone on the hill. We have all experienced that situation where after a stalk a shot is taken the animal runs or falls into some tricky country. You may not wish to take the client into that area. Sometimes they will tell you they don't want to go there. Sometimes you might not even want to go there yourself! The best and safest course seems to be to leave the client on safe ground while you move in and if successful take pix and headskin or if unsuccessful resolve the issue to your satisfaction.

Often the day is getting on and getting off the hill with a slow client is next priority. So if the exit seems completely straight forward it is really helpful if the client starts making a move while you are busy recovering the animal.

Recalling two instances like this: While I dropped into a steep area following a lightly hit and lost chamois, I instructed the client to move up a clean tussock ridge then turn north on the range back to the vehicle. He clearly understood the way and pointed out the destination and was completely happy with the plan. So was I. Getting back to the firing point just on dark empty handed I followed the same route. Darkness arrived along with a

snowstorm. I was very pleased on getting back to the vehicle to find the client there because if not chances of finding him that night would have been small and it was no place to spend the night out.

Another time a client and I saw a good bull tahr early morning. A very slow climb with the client having a sore knee saw the bull taken around 3pm. At our rate of progress it was much better if I zoomed up for pix and headskin while client made his way back to the vehicle, clearly visible way below. Instructions were to move in the clear tussock avoiding the snow gully we had climbed. No problem right? Getting back to the vehicle at dusk found no client. Vehicle was up on a bench. I thought bet he's missed that, gone down the creek, will twig where the track crosses creek he's overshoot.. No one at crossing. Now its dark and very cold, snow and ice everywhere. Oh dear. Reclimbing the hill at speed on the first corner in creek I saw the happy sight of headlamp! With sore knee our man sidled rather than dropping as it hurt less. He saw me running down hill far below then dropped to catch up.

Maybe I should never have left them alone. But an hour or two separate meant recovering the animal and if that had not been done another full day would have been used. A safety aid, even for a low tech guy like me, is to have radios which we now routinely carry. But we still sometimes need -for safety's sake- to leave clients behind while we enter very difficult areas.

If this situation was to unfold badly it concerns me how that decision to separate would be viewed in court.

We could decide to never leave the client under any circumstances. Would they be safer? Yes probably.. Would their hunting experience be lessened as a result? Yes probably, sometimes failing to recover trophies.

Any solutions to this dilemma would be welcome, possibly a discussion at the AGM.

Cover photo this issue is Sarah Worthington hunting with her Dad Bruce to celebrate completing her degree. Sarah took stag, tahr and chamois free range so congratulations on that and your Masters Degree Sarah!

Hope to see you all at Wanaka,
Mr Ed.



AGM Wanaka



16/17 October

Theme

Future proofing our "High Yield / Low Impact" industry and making sure our voice is heard while operating alongside a Game Animal Council.

Venue

Minaret Station, Lake Wanaka

Dress Code

Clothing to suit the day. (It's still winter in Wanaka.)

Accommodation

Request NZPGHA special rate at Edgewater Resort (Wanaka) Phone 0800 108 311 (03 443 0017)

Edgewater Resort would like to offer all delegates special accommodation options that include GST and full cooked buffet breakfast

STUDIO @ \$165 per room per night for up to 2 people (*can sleep up to 3 people*)

ONE BEDROOM SUITE
@ \$185 per room per night for up to 2 people (*can sleep up to 4 people*)

TWO BEDROOM APARTMENT
@ \$350 per room per night for up to 4 people (*can sleep up to 6 people*)

Extra adult @ \$30 per person per night

If you'd prefer room only prices call reservations

Timetable

Wed 16th - Meet and Greet

Alpine Helicopters Hanger

At Wanaka Airport from approx 5.00pm

To 8.00pm. Drinks (BYO) and BBQ

Thu 17th- 0900hrs

Meet the barge at Camp Creek

All passengers must bring their own life jackets

If the weather is too rough our backup is at Edgewater Resort details to follow.

0930hrs sailing

1030hrs Morning tea

AGM

 (Short and Sweet)

Certification/Standards and the Game Animal Council (how will this affect the way you do your business and what are your lines of communication?)

How can we as an association source/utilise the funding offered in the 'Budget' which targets our "High Yield / Low Impact" industry?

Tourism New Zealand can help members with emerging markets. (China etc.) Find out how, your association can help.

Discuss our meeting venue and touch on our hosts' marketing philosophy versus the impact that discounting our product has on our businesses within the guided hunting industry.

Lunch provided

Speaker

To be confirmed. Time constraints may see our speaker taking the evening time slot.

Opportunity to take advantage of a scenic helicopter flight and visit the Minaret Station Tented Lodge to look around at a cost of \$275.00 each. Guests will have to pre-register for this at the time of RSVP so that there are enough seats available.

Partners/Ladies and people not involved in the AGM meeting activities may wish to take up the above option and linger in the high country air for a more extended period.

Return to Edgewater Resort for an evening meal (at special rate) and a further speaker

RSVP to sheene@erfort.co.nz by October 3rd 2013 at the latest but the sooner we can get a picture of numbers the easier it is for us to make these couple of days a real success

DONT CARRY PASSENGERS ON YOUR QUAD BIKES!

Press Release

An important reminder to all who use 4 Wheelers and carry passengers. Craggy Range vineyard in the Wairarapa pleaded guilty to a charge laid under section 18 of the Health and Safety in Employment Act: That act reads as below:

(1) Every principal shall take all practicable steps to ensure that— no employee of a contractor or subcontractor; and if an individual, no contractor or subcontractor,— is harmed while doing any work (other than residential work) that the contractor was engaged to do. (Media release-2 May 2013)

Vineyard fined for worker's quad bike injury Craggy Range vineyard in Martinborough has been fined \$36,000 after a contract worker was injured in a quad bike accident on 12 May last year.

The company was also ordered to pay \$6500 in reparations to the worker when it appeared in the Masterton District Court today. The company pleaded guilty to the charge brought by the Health and Safety Group of the Ministry.

The contract worker was one of two passengers sitting on the rear of the quad bike and as it drove forwards, he fell under a wheel of a trailer it was towing, breaking his arm.

"The circumstances of this accident directly contravene a critical piece of advice provided by

the quad bike manufacturer and by the Ministry's quad bike harm reduction programme – these machines are not designed to carry passengers," said Wairarapa Service Manager Dave Hulston.

"The owner's manual states clearly never to carry passengers and the same statement is on a mudguard notice, yet it appears carrying passengers like this was common practice at the vineyard.

"Craggy Range has changed its procedures since this accident and now specifically prohibits carrying passengers, but if the company had met its obligations in the first place, this worker would not have broken his arm.

"It is so easy to do the right thing to protect workers on quad bikes. Manufacturers and the Ministry provide simple, easily accessible advice and there are too many avoidable accidents because that advice is not being heeded. The Ministry will take enforcement action wherever it finds breaches."

Media release courtesy of The Ministry of Business, Innovation and Employment.

Editors Note: To avoid this sad event we've moved to Side by Sides, capacity of 3 in comfort and safety and importantly for us, we got Diesel with good engine braking necessary on steep Wairarapa hills. Some models dont have good engine braking so field test first.



A black and white photograph of two tahr goats standing in a field of tall grass. The goat in the foreground is larger and has long, shaggy fur and curved horns. The second goat is smaller and partially obscured behind the first. The background shows a line of trees under a bright sky.

To the NZPHGA, from
Garry Ottmann

TAHR STUDY OPPORTUNITY

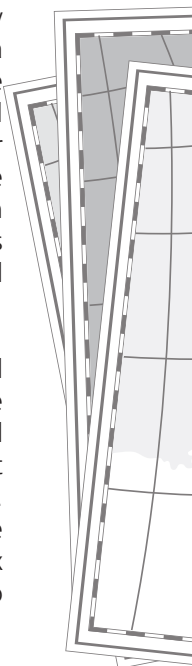
As you are aware I have been working on the methodology for a study into the seasonal movements of Bull tahr. In June last year I collared a bull tahr on Erewhon Station to trial a new satellite collar developed by Sirtrack. The reason for using private land was to ensure it did not get shot and the data lost. The collar performed well for the six months the bull had it on with the only hiccup being the VHF went off for some reason late in the study. This was not material as when we set the programmable drop off the collar was exactly as it was supposed to be. We also currently have another collar on a whitetail doe at Whakatipu as the precursor to another study and it is performing well.

The methodology will be the same as Dan Herries used on his study of Sika in the Kawekas. We sponsored two of those collars and Dan is working with me on this study.

The reason for going with the iridium collars rather than standard GPS collars is that the data is

transferred in real time and also stored on board. This is very important if any of the animals are shot as a number of the sika in both Cams and Dans study were. If the collar is not recovered then all the data is lost. The iridium collars also have the advantage of the data being available each day so that the bull can be followed "live". The sponsor of each collar will have all the log in details so that they can make available the data to others, keep it private, publish progress reports in magazines as I did. The collars also give a 6 minute activity reading so we can tell not only where the bull is but what he is up to.

There have been many theories about the seasonal movements of bull tahr including that they move from west coast to east coast and vice versa. David Forsyth also postulated that they had different summer and rut ranges in his study in Carneys Creek. The reality is that we do not know. Incidentally the bull on Erewhon went almost nowhere in the six months from where he was caught in the rut to where the collar dropped off.



The purpose of my study is to put some data behind all those questions so that as we have done for the Sika study we can give accurate information to hunters to improve their hunting success. As part of the study we will also be trying to answer questions such as if a bull is shot at what happens and how they react to other disturbance such as just the presence of hunters or helicopters etc. All of the animals studied will be on public land. Stage one of the study will be in the east coast with a repeat on the West Coast next year. I want to collar the bulls in mid June and follow them from rut to rut so we will know if they rut in the same place or is it random.

Currently I have funds and sponsors for six collars but would like to get to 10 if I can. The collars can be refurbished and used over and over and certainly chamois are on the radar as well.

The cost of each collar including collaring and satellite rentals is approx. \$5200 depending on the final number and catching cost. If we do 10 in one go then we should be well within that number.

The sponsors will only pay for the costs however it splits up.

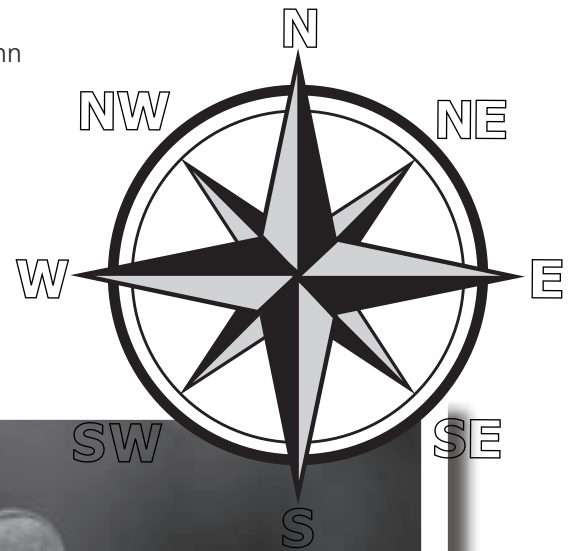
It would be great if NZPHGA would consider sponsoring a collar or collars. Progress could then be published as a set of articles in Scope magazine.

I reiterate the study is about providing information to hunters for hunting benefits.

If you need any further information let me know.

I am ordering the collars shortly

Regards
Garry Ottmann



TAHR RESEARCH PROPOSAL

Hi All, By Mark Beardsley

This email is to bring people up to speed on a scoping project that we have been working on and how we bring it to fruition. The scoping project grew from feedback DOC Canterbury received from Dave Hodder and others about determining the seasonal movements of male Himalayan tahr in and out of eastern Aoraki/Mt Cook National Park. It is suspected that males born east of the park spend summer in the park but move outside the park for winter. This hypothesis is consistent with the findings of Forsyth (1999) in the nearby Two Thumb and Sibbald ranges. The research may also be of benefit to any high country property adjacent to public land which holds tahr.

Our scoping exercise looked at seeking internal technical and financial support, and this has now been achieved.

Where have we got to:

- Dr Dave Forsyth has agreed to provide scientific support and technical expertise for the research.
- Dave F has written the research question ***"Seasonal movements of Himalayan tahr in eastern Aoraki/Mt Cook National Park"***
- Dave F has now completed the initial design and methodology ***20 gps collared male tahr to be tracked for a period of 12 months.***
- Mike Cuddihy (Canterbury Conservator) has agreed in principle to support the research project and allow the reallocation of resources (from DOC culling in AMCNP to research for a set defined period).
- The Canterbury Conservation Board has been consulted and supports Mike's position. They agree that with tahr numbers in AMCNP trending downwards this type of research should be completed.

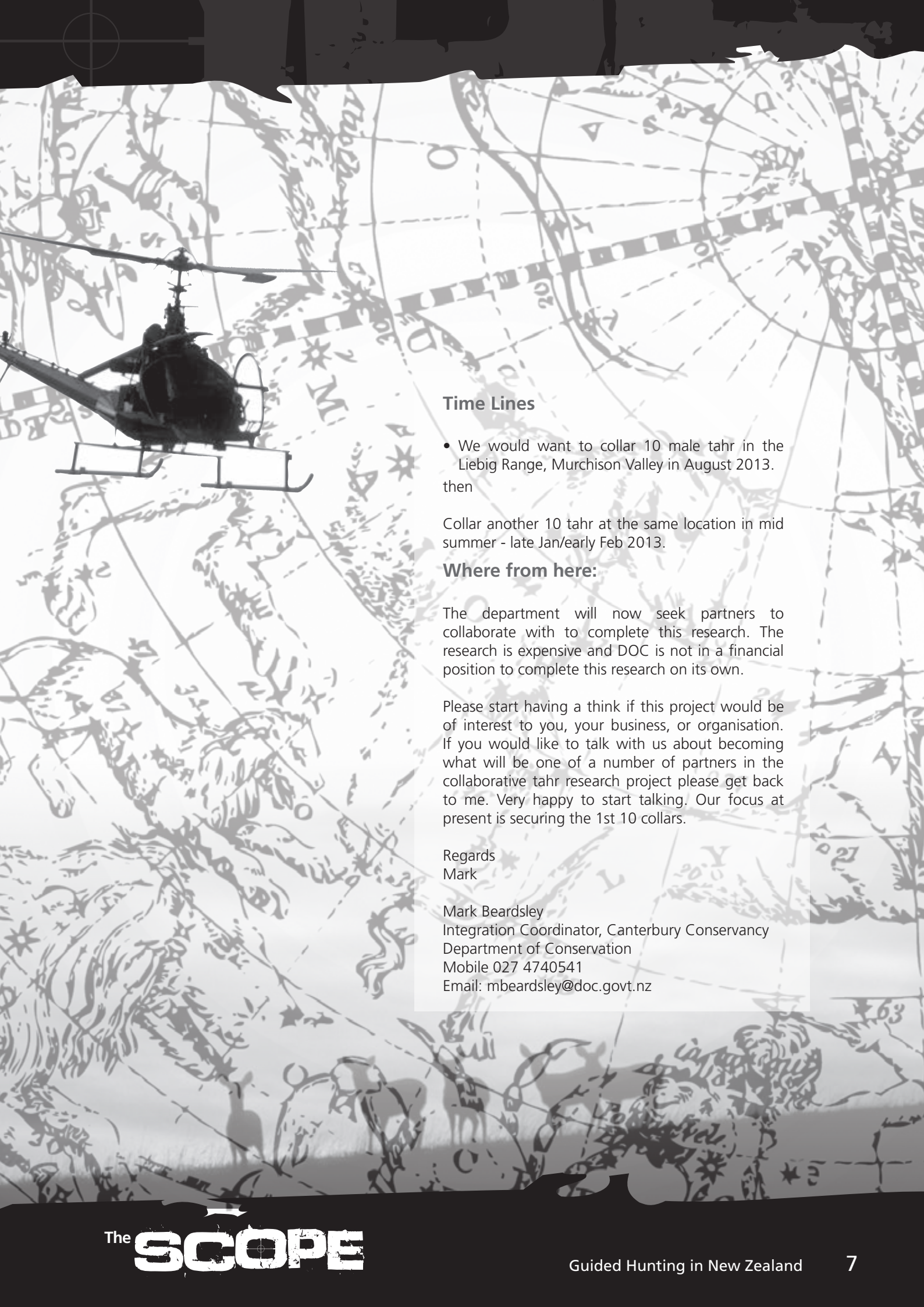
What DOC is proposing to provide:

- We will pay for the scientific support, expertise, and analysis, namely Dr Dave Forsyth's time.
- We will pay for the capture and collaring of 20 male tahr in AMCNP.
- Should there be any mortalities we will pay for further tahr to be captured and collared.
- We will pay for the recovery of all gps collars after 12 months.
- We will run the website page (which people can link to) where all relevant documents and any other data will be displayed and available to the public. There will be an opportunity for partners to post their own personal info there as well.
- We will ensure all gps data will be made publicly available for any further research, not just this task.
- At the end of the project we will refurbish the gps collars so the partners can then decide to either sell them to recover costs or donate them to another project.
- We will seek ethics committee approval and legal sign-off for the research.

What we seek from our partners

- GPS collars for 20 male tahr.





Time Lines

- We would want to collar 10 male tahr in the Liebig Range, Murchison Valley in August 2013. then

Collar another 10 tahr at the same location in mid summer - late Jan/early Feb 2013.

Where from here:

The department will now seek partners to collaborate with to complete this research. The research is expensive and DOC is not in a financial position to complete this research on its own.

Please start having a think if this project would be of interest to you, your business, or organisation. If you would like to talk with us about becoming what will be one of a number of partners in the collaborative tahr research project please get back to me. Very happy to start talking. Our focus at present is securing the 1st 10 collars.

Regards
Mark

Mark Beardsley
Integration Coordinator, Canterbury Conservancy
Department of Conservation
Mobile 027 4740541
Email: mbeardsley@doc.govt.nz

Profile – Glenn Martin

Growing up on the banks of the Whanganui River, South of Taumarunui and being exposed to all of the outdoor activities that the King Country/Central Plateau has to offer, I guess would have to be a pre – cursor to activities later on in life.

After shearing my way through University I left for the big O.E. shearing through several seasons in Australia and the Motherland – (They referred to us as colonials but treated us like Kings) I returned home, and after several more seasons around the King Country it was time to settle and hopefully put the education to use.

Regional Government was the choice, involving conservation and protection forestry, but after several years the danger of becoming an entrenched civil servant was looming so when approached by Fletcher Challenge Forests to jump ship and become involved in Joint Venture and Investment Forestry I left. You think there is bureaucracy in the Civil Service – It has to be worse in the private sector.

Married with three children by this stage we settled into life in Taumarunui though still travelling extensively throughout the North Island. Continual restructuring saw me managing forests for Fletchers on contract before eventually setting out on my own doing consultancy work and woodlot marketing.

With the family all grown up and gone more time has been available to re kindle my interest in the outdoors resulting in the establishment of "Aotearoa Safaris" with an old school mate on his family land in the headwaters of the Whanganui River, offering Free Range and Estate Hunting and outstanding Trout Fishing. Coincidentally the World Fly Fishing Championships were held on the Whanganui in 2009.

The interaction with domestic and international hunters has been a huge privilege. Apart from the one Aussie who came into camp with two pages of sheep jokes.

This has proved to be a huge learning experience for us all – Pleasurable/Frustrating/Exciting – You name it we have experienced it.

Leading from this has been the establishment of "Huntdownunder" with our son in the Northern Territory. Everything about the Northern Territory is big and just about everything up there either bites or stings, it is hot and humid and life threatening if you are not prepared.

The Aussie's have been great to deal with and getting out of the Kiwi winter to hunt Buffalo in 30 plus degrees could well become habit forming.

We are in for interesting times ahead with the formation of the Game Animal Council. It will indeed be intriguing to see how all of the various interest groups who have been at each other throats for years, come together.





Reno experience

TIA report
July 2013

By Evan Freshwater



Before arriving in Reno, I didn't really know what to expect... Hunting tradeshow? Reno: casino town? High desert in wintertime? All new experiences.

My work at the Tourism Industry Association (TIA) includes working at the TRENZ trade show – which has just run in Auckland this year – so, I am no stranger to trade shows.

I lived in Texas, so know the people pretty well. Casino town = resort town... I've been to Queenstown – same thing...

High desert, wintertime? I've been to Tekapo in the snow – Reno'll be easy – just bring the thermals. Anyway, we'll drive everywhere – it is the USA, after all. Eh??

We walk from the hotel to the Reno-Sparks convention centre... My first impression is that the Safari Club International show in Reno is big. Very big. They tell me the Vegas show is bigger – that'd be interesting to see! Roger sent me on the Tourism New Zealand map drop mission – it took me a while. The variety of services on offer was both diverse and interesting. Good to see the Kiwis are very 'front and centre' in their booths. This, unfortunately for others, seemed unusual. The majority of exhibitors seem to be content to sit back and let the public come to them and engage. It's great to see the NZ hunting community doing themselves a big favour by looking for the eye contact, greeting passers-by and being pretty upbeat.

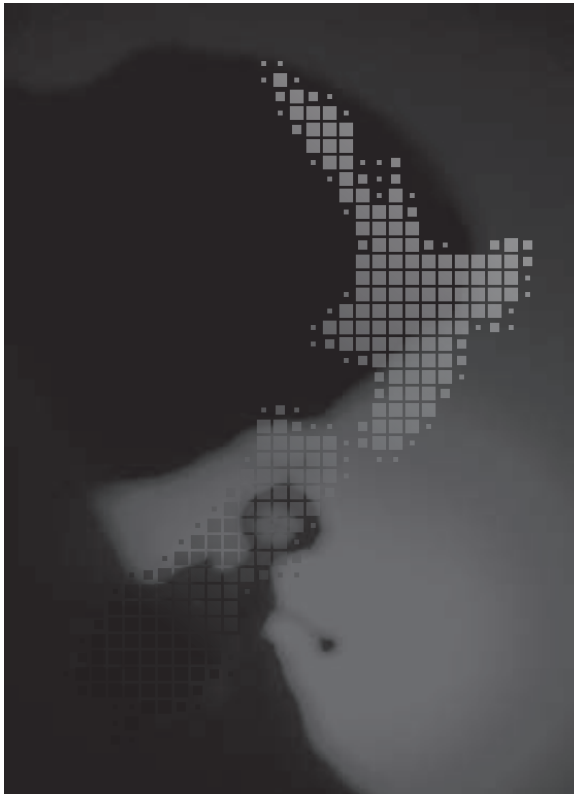
My time in the NZPHGA booth was valuable. I spent a lot of time talking about NZ, the destination: things to do, places to see, where to send the family, best times to visit, towns of note, regions that are particularly beautiful... There were lots of questions. And, of course, the hunting. Where to go, what months were best, when the Tahr and Chamois were accessible, when to hunt the Reds and what the deal was with the Wapiti ballot. "Are they really pests?" Of course, people wanted to know which guiding company was the best. Some people really wanted to know – hopefully I wasn't being tested by some of the companies present to make sure I wasn't accepting any bribes commissions to refer visitors to a particular outfitter. Next year, maybe... (If I'm invited) In response to these queries, it was good to be able to talk to the standards of the NZPHGA, the TIA code of ethics on TIA's website that you all subscribe to (look it up – there will be a test at the next AGM), and the benefits of dealing with the representative bodies of both the hunting guide community and the NZ tourism industry. I was surprised with the number of visitors to the booth who just wanted to yarn, had already booked for another trip to NZ with their outfitter, and loved NZ as both a hunting destination and somewhere beautiful to visit. Great stuff.

I have returned home with an impression of the scale and value of the international hunting market, its potential to NZ, and the need to get resources allocated to support the NZPHGA and its member outfitters attending SCI.

I was happy to be at TRENZ this year when the Minister of Tourism, Prime Minister John Key, announced a significant funding boost towards the high-value tourism sectors – rest assured I am utilising my experience at SCI to continue to further push the NZPHGA case and hope this approach will bear fruit in the future.

Membership update

By Chris McCarthy



Currently I have two new membership applications which will be presented at our executive meeting in August. Now into my third year as (MEO) membership executive officer, that's seems to be about standard per meeting, so with three executive meetings annually we are attracting 5-6 new members each year.

Our numbers seem to stay at a flat line as we seem to loose roughly 5-6 members each year for various reasons.

On a personal level 2013 has gotten of to a rough start. I lost my father Bill in February to a three year illness, although we all knew it was coming it was a severe jolt to our family. Dad never hunted a day in his life apart from rabbits on the farm, he did help out as a camp man on one of our guided hunts some time ago in the Cass Valley with a group of four Polish hunters. With the hours we put in and trouble we went to to help our clients succeed I don't think he was any closer to understanding what this guiding thing is all about. Although he did declare afterwards when trophy fee's were paid that he'd never held a fist full of dollars like that before.

One thing Dad's passing did make me aware of, is that life is not all about business and one's focus should not always be about business. So when a client rang and announced he was shouting me an all expenses paid Sika hunt early in May I made a few adjustments to the wall planner and off we went. Mike had made the pilgrimage to Ngamatea Station (80,000 acres of free-range hunting) for the last eight years, it was an annual event for him. This year he had been counting the days for a long time after a battle with cancer had laid him low and come very close to taking his life. His plan was for his favourite Sika guide Glen to meet his favourite alpine guide Chris and have a few days of fun.

In short, a fantastic experience. We saw over 20 eight point stags in the height of their rut. A competent guide, with plenty of north island humour and a very well equipped hunting property offering wilderness style hunting, farm edge hunting and bush hunting.

One afternoon after four wheel driving a long way out the back to a hut Mike was having a sleep while Glen and I had a chat. We got talking about the NZPHGA, neither Ngamatea hunting, nor Glen were members. I talked of the benefits our association offered and the cost of membership. Glen hummed and hared and it was left at that. He did ask in my opinion what was the biggest benefit of joining, I thought about it and said for me the best thing our association offers is our AGM, a great chance to catch up with other guides and outfitters and to hear their idea's and concerns.

As for as long as I've been a member our AGM's have been in the south island. Every year the idea of having an AGM in the North Island is voiced but struck down by members saying in the past AGM's in the North Island have not been well supported. With our AGM in my eyes being the best part about our association I do feel that North Island members are disadvantaged with the extra time and cost to attend down south. Whats the remedy? Perhaps a few more North Island Members to this years AGM in the south to give the executive the confidence that a meeting in the North in 2014 would be well supported.

HAPPENINGS

by Roger Duxfield

Apologies, this issue of the Scope is little late partially because of me. I chose to take my son and his friend for a hunt as soon as the last Canterbury University exams were over, as the hunt date was set I did expect a little dirty weather but not the biggest dump of snow for 30 years (in some areas) as a result the trip into the back of Fairlie had to have some tweaking. (Many thanks to the outfitters who had some good backup advice for us.) The Coast was considered but Don and Julie Patterson's boundary fence looked appealing. The result was snow up to the top of our gators in the easy stuff and occasionally up to our waist, with some very crisp air, but a good time was had by all and what we saw in the way of game animals remains confidential. So let's start with the...

Game Animal Council (GAC)

As you will be aware we have had two ministers fall on their swords, which is a bit of a pain as we had built up a good rapport with both Kate Wilkinson and Peter Dunne. Our new minister, Hon Nick Smith, is to meet with us (NZPHGA) soon so that we can make our position very clear on issues that affect us. The GAC bill had it's first reading, as you know, but it left our sector out (except for the paying part) so we on the Establishment committee (from the affected sectors) went and made the point that we would actively oppose the bill if certain changes were not introduced. This had been accepted by Peter Dunne. After our meeting James Guild and I, along with Garry Ottmann (Chair), secured the support of TIA, Federated Farmers, and Deer Farmers Ass, to lobby for change - which I understand has had some success as a paper is being written (it better have considering the amount of time spent on this, all because DOC is still trying to torpedo the bill) but I have not seen the final product, so wait with bated breathe.

Reno

Your Exec was thrown into a flat spin after the SCI organising committee announced (just prior to Christmas) that New Zealand was to be the feature country for the Friday night dinner this year. It was early January before we got to talk to the "main man" - a Mike Rogers Jr. He told me that we needed 20 minutes of HD (1920 x 1080) video; a significant number of iconic NZ images in HD (these were to be emailed over to The States to a drop box); a 45-60 second intro

speech (prepared in advance); and a NZ flag (not allowed to be bigger than the American flag, at 5'3"x3'); plus up to 180 NZ table flags, as they were catering for 1800 people. TIA was invited, by your executive, to see if a staff member was available to attend the SCI show in Reno, (in an effort to assist us lobbying for Tourism New Zealand funding) Evan Freshwater was made available. He was left to source all the tourism NZ HD material, which he did a great job of. I then got hold of one of our Associate Members, Steve Couper of Stealth Films, who put together a slightly different version of what he supplied to our booth last year and as instructed by Mike Rogers attempted to email it over to The States. After trying for 24 hours and it not happening as it should Steve couriered up a hard drive as I was off in 3 days.

I was instructed to meet with Mike Rogers' editor upon my arrival in Reno. I was there, but... no editor! The show director, Libby Grimes; Guides & Outfitters' liaison, John Boreski; Gerald Telford & I "ambushed" Mike and we got things sorted! At such short notice I could only get 30 table flags, so instead we were prepared to print 1800 NZ placemats designed by Evan and his TIA team. But SCI disallowed the use of them, as they felt it would detract from the formal aspect of the table setting. Then it was my turn to be ambushed - by Mike Rogers and his film crew (he is a contributor to The Discovery Channel). They turned up at our booth and interviewed me about New Zealand as a destination, and also about the politics surrounding hunting in NZ. This ended up being played on a repeating loop on The Safari Channel. The big night came...the video that Steve had supplied had been edited into a shortened loop which looked fantastic, along with the iconic NZ Tourism Board shots. The flags were strategically placed on the directors'/senators' front tables. The New Zealand national anthem played, as did the American national anthem. (The hats only came off for the second anthem) But somehow we were short-changed on our introductory speech.

As a result of all this, we had at least 50 people come to the booth and specifically mention what they had seen/heard on the Saturday. This is normally a "quiet" day for new contacts.

In summary, I feel the effort was well worth it, although there were times along the way that I was starting to question this. Although show attendance was well down this year we still had 442 contacts, of which 363 were people who actively sought information about

who were NZPHGA members, (outfitters), and what else New Zealand had to offer.

In addition to the usual booth "contact time", I was able to make good use of my time in Reno promoting NZ and our industry at every opportunity. Upon invitation from John Boreski, (Guides and Outfitters liaison) Gerald and I also went to The Guides' & Outfitters' meeting.

Evan Freshwater spent the first day of the show catching up with New Zealanders there. He was an asset on the booth and answered many questions. Evan was very professional in the promotion of all NZPHGA members (not just those he'd met at the show). I hope all members appreciate his hard work (particularly in light of the fact that he was actually on maternity leave, and supposed to be helping out with their new son!)

One of the outcomes of the meetings we held with SCI management very clearly stated that funding would be available from several sources for the NZPHGA to enable us to continue moving forward. Money will be available for such things as training etc – all your Exec needs to do, is put forward a suitable proposal.

It was great that this year we didn't have complaints about any of our established members – just lots of praise for NZPHGA members (not merely limited to members who were on site at the show, either). Although we did receive five complaints regarding non-members: from failing to communicate for periods in excess of four months in some cases; to overselling (where clients did not get anything like what they were promised). It's frustrating that these people muddy the water for the rest!

Evan set to work (upon his return home) and lobbied both the Minister of Tourism's office (Hon John Key) and Tourism New Zealand for funding to support our booth and the marketing of our whole sector because our high yield/low impact clientele fits with govt. policy. So I was pleased to hear the budget announcement from The Hon John Key that a \$20 million spend over four years would be available to further tourism in New Zealand. At a meeting I had with Paul Yeo (Industry Relations Manager of Tourism NZ) he said that our sector fits with what the funding has been earmarked for, so TIA is going to follow this up as the programme rolls out. Perhaps some of that funding may come our way?!

Transport of Firearms

We returned from Reno to discover that Air NZ had announced that a \$200/international sector "firearms handling charge" was to be introduced. Many NZ gun clubs etc had already lobbied Air NZ to have this changed without success. Our industry then became involved: from the American side our Associate Member (Esplanade Travel) lobbied the Air NZ executive and a board member with the actual cost benefit/loss of this policy; and from our end TIA also lobbied the

Board and the Minister of Tourism on our behalf. The policy was reversed in just two days – what a great team effort, and it just shows how strong a voice commercial operators can have!

Adventure Tourism

Gerald Telford and I were invited to a workshop in Wellington hosted by the Ministry of Tourism/Prime Minister, John Key and TIA. Unfortunately Gerald could not make it.

At the Thursday night function/dinner hosted by the Prime Minister I had a good catch up with him about our sector, (I was surprised just how well informed he is about our sector) He did comment on the findings a judge had just released regarding some helicopter operators who had challenged whether Peter Dunne had the authority to vary Concession terms (i.e. two years or 10 years) in court. The judge had found in favour of Peter Dunne.

We also discussed the difficulty Chinese nationals have (as independent travellers) to come to experience what our Operators have on offer. I asked about the problems Chinese have with departure permits and as he did not have an immediate answer for me, he delivered one to me the next morning before he spoke to us as a group. I was quite taken with this, given all he has on his plate. He said, In four years there will be over one million Chinese travellers landing in NZ.

We had a series of speakers throughout the day, including the Prime Minister. One point he made was that in several cases lately (including an air crash at Fox Glacier, and the balloon tragedy at Carterton) drug tests revealed levels of cannabis in some of the operators. If we have another fatality within the adventure tourism sector that involves drugs use by operators he will legislate to make drug tests mandatory for all guides and staff associated with the outdoors sector.

We had several other workshops including staff management, marketing, and discounting (to a detrimental level). Points to note regarding marketing and specifically websites: over 30% of people view websites on i-phones, and this is likely to increase to in excess of 60% within a couple of years. So make sure your site is HTML5 compatible. Make your website inspire, low pix photos are a turnoff, contact button above the fold on home page, video content becoming more important, also, it is not recommended to have endorsements on your website – they recommend you have a link to a more public comment site with you referees 'like' comments out there.



What about these auction hunts?

By Gerald Telford

OK, it's a done deal when you head to the USA for SCI that you will be asked and encouraged to put up an auction hunt during the show for either the day auctions or the evening auctions.

For SCI it is one of the single biggest ways they raise funds for the organization. SCI are well aware of the issues that arise from the day auction programs when, we as exhibitors see the show floor attendee's flood to the auction hall looking for a bargain hunt. Whoa back, let's think about this for a minute and not about the auction itself but about the Bargain Hunt statement. Why would the buyers be expecting a bargain?

One reason could be that the savvy buyer has done their home work on the show floor or before the show, and has a very good knowledge of the product they are looking to purchase and what the true value of the hunt is. There is some truth in this and let's be honest as someone that puts an auction hunt up we know from experience that we are going to get 50-60% of the value of the hunt, well actually its SCI that get the value of the hunt and as its just money in there coffers they take any bid they get and sell the hunt in the allotted 3 minute slot. No, you can't put a reserve value on the hunt, it's not the way the system works and it's not our system, its SCI, so while we are invited to have input that's often as far as the input goes.

So if we can't change SCI's angle can we get smarter about the way we as exhibitors put our auctions to the organization? NZPHGA certainly isn't in a position to direct our membership as to how they choose to run their businesses BUT NZPHGA can

certainly encourage the membership to focus on the big picture and that is New Zealand Hunting and then think about their own business model. If on the other hand your looking to increase your bonus point count and by so doing better your choices when it comes to floor placement, then that's your choice.

But there is a very real risk that as an association we do not begin to slide down the slippery slope of devaluing our product. Just because there are more of us out there competing in a small highly competitive market place does not mean we should give the experience away, maybe its time that we let some of the buyers walk away.

The other side of the auction deal is the Chapter auctions. Now SCI International has no interest in the way its chapters choose to run their Chapters, and it's the chapter auctions that raise some interesting issues. Now I have some very good working relationships with certain chapters and they have supported us very well just as we have supported them. One issue with chapters is they have a limited net worth in respect to the number of members they have that are financially qualified to bid on a hunt. So is it PC to say that?

The bottom line with auction hunts is that you are guaranteed a client; in effect you have brought yourself a client. The true cost will depend on how your outfit is structured and the costs that you will incur in by giving your auction away.

In the worse case scenario you put up a Red Stag hunt with a value around \$6000.00, its sells for \$4500,



but in all honesty that figure is irrelevant as the Chapter receive that money. So now you hope that who ever brought your auction is going to upgrade and add more animals to the auction item and better yet have 3 friends that want to do the same. On the down side is the single lone wolf guy that comes, shoots the animal and leaves and in doing so adds exactly nothing to the auction you put up. All part of doing business you say.

I don't agree entirely. There seems, and I have no proof, that there is a trend amongst buyers to target auction hunts as their single objective when it come to international hunting. The one way we can curb this trend is to sit down as a group and have some candid discussion on the topic, if it gathers support we could explore ways of changing the existing situation or if on the other hand there is no support we'll let the matter die.

With the AGM planned for 17th October it would be a good time as it would still give us options as far as our auction plans for the coming season fall due.

Give it some thought.

Gerald Telford

The Lost Classics of Robert Ruark"

The rest of the hunting personnel-there must be about nine, according to the size of my bar bill-is a mixed bag of South African, Rhodesian and Portuguese. Outstanding is a Portuguese nobleman named Manoel Posser de Andrade, whose grandfather was once President of Portugal. Manoel is a pleasant blond chap in his mid-40s, who will tell you with a smile, in purest Oxonian, "I was a gentleman once who could afford to hire safaris. But I resemble my father too closely. Slow horses and fast women have made a white hunter out of me. Whisky helped." Manoel is a fine hunter, a pleasant companion and a gentleman of the old European tradition from his hat to his rawhide boots.

ALCOHOL + DRIVE = DEATH

Safety Notes

from Gerald Telford

For those of you that remember the 2008 AGM in Geraldine, you'll perhaps recall a speaker by the name of Rod Dale from NZDDA. No? He spoke about the high use of drugs and alcohol and its effects on people's perceptions and performance, specifically the transport industry. If it seemed of little relevance at the time, it's a very topical subject at the moment, especially in the Adventure tourism industry in the wake of the accident findings from the Carterton ballooning incident and the Fox Glacier aircraft/skydive incident. It's also something that our current Prime Minister and Minister of Tourism the Rt Hon John Key is looking to erase from our tourism industry.

If I can draw your attention to the HSE Act and under hazard identification you'll note "or substance"

The Health and Safety in Employment Act 1992

The HSE Act requires employers to take all practicable steps to identify and manage hazards in their workplaces

The HSE Act defines a hazard as:

- (a) an activity, arrangement, circumstance, event, occurrence, phenomenon, process, situation, or substance (whether arising or caused within or outside a place of work) that is an actual or potential cause or source of harm; and



(b) includes a situation where a person's behavior may be an actual or potential cause or source of harm to the person or another person; and without limitation, a situation described in subparagraph (i) resulting from physical or mental fatigue, drugs, alcohol, traumatic shock, or another temporary condition that affects a person's behavior

The HSE Act requires all employers to identify drug and alcohol use as a hazard and to manage that hazard.

OK, I'm sure you find that riveting reading so while I have your attention take 10 minutes and have a look at this from MBIE

<http://www.osh.govt.nz/publications/booklets/managing-drug-alcohol-related-risks-adventure-activities>.



Presidents Report

By Gerald Telford

With the roar behind us, there is an opportunity to catch our collective breath before the chamois and tahr ruts get into full swing. The chamois around Wanaka are certainly going through the motions and the last tahr hunt saw a lot of younger bulls with their top lips well curled, the big bulls are still holed up, biding their time.

Hopefully all of our members have enjoyed one of their better seasons in respects to clientele in recent years, whilst the numbers may never reach those of the early 2000's, its encouraging to see some very positive signs in the US market.

There has certainly been a lot happening in Wellington over the past 4 months. Our decision to take Evan Freshwater to Reno is already returning very good results. NZTIA is our best connection in Wellington when it comes to tourism issues. The report that Evan tabled after his trip to the USA was picked up on very quickly by the whole team at TIA and at our last meeting in Wellington Paul Yeo from Tourism NZ was present and very receptive to hunting industries issues

That meeting also gave NZPHGA the opportunity to thank TIA and Tourism NZ for their quick action in regards to Air NZ firearms handling fees introduced back in March. If you look at the board of TIA, Tourism NZ and AirNZ you'll quickly notice a couple of names

working across all 3 arenas, these connections coupled with plenty of noise from operators and our support from Esplanade Travel quickly reversed the Air NZ fees issue.

Roger Duxfield and I were invited by NZTIA to Wellington for the "Great Adventure" event in early May, I was committed by work but thankfully Roger was able to attend and take part in the workshops available and more importantly rub shoulders with key politicians, the PM included. The NZPHGA has some very good momentum in the tourism realms of Wellington at present and we will do all we can to further our level of influence. \$158m funding over the next 4 years is promised to tourism with \$24.5m of that earmarked for established markets. NZPHGA is looking to see that our voice is heard and that funding help is one of our requirements. It would be good to see Tourism NZ and TIA at Las Vegas 2014, especially at their expense, as an investment in our industry.

Partnerships are an important part of any organization and our industry is no exception. If we can collectively work together we will be able to achieve considerably more than by acting in small groups.

One issue that isn't going to go away is that of AATH. AATH is an important part of our industry,



to a few it is an essential part of our industry, to many it plays an important role, to others it plays no role whatsoever. As an organization we have a Code of Best practice for AATH, we also have a Code of Ethics and a constitution that governs the way we as professionals operate. In 2009 when the Code of best Practice was put into motion the membership were asked for submissions, of the 23 received 20 were in favour of AATH. That is overwhelming support and those views are what we, your executive, have to work with. At times it is extremely difficult to please everybody, actually it's impossible to please everybody!

The single biggest challenge your executive is facing at the present time is the formation of the Game Animal Council. There has been a massive amount of effort put into this by our Association and many many others. The main driving force of the GAC is the Rt. Hon. Peter Dunne as part of his Confidence and Supply agreement with the Key led National government is the assurance that the GAC will happen. It's the how that concerns your executive. We are in support of GAC, its foolish not to be as it is going to happen, what we have to be mindful of is the wording and clauses within the legislation.

What appears to be the biggest hurdle to NZPHGA is the power struggle within DoC that sees the GAC as an erosion of their control of animal management.

DoC are a huge organization that deal with a plethora of tasks within NZ, some they do extremely well, others ..well.... In the perfect world you'd hope that they (DoC) would welcome the chance to relieve themselves of the minefield of game animal management, but for some change is not an easy thing to expect.

Remember it is with DoC that NZPHGA holds a concession to hunt on the lands they administer, it's with DoC that 13 AATH operators have concessions to operate, so here we are on one hand wanting DoC support and on the other pushing for the GAC that DoC see as a sell out to them!

Then we have the Rt Hon Peter Dunne that's just beaten off a challenge in the High Court by a small group within our membership over the AATH concessions. The same Peter Dunne that we are trying to have support NZPHGA views within the establishment of the GAC.

Its one step forward and two back sometimes! All I ask is that everybody considers the BIG picture of our guiding industry. Yes we all have businesses to run, mortgages to pay, families to feed and heaven forbid legal bills to pay, but at the end of the day we need to work together for the big picture which has to be to promote ourselves and our country as one of the top five hunting destinations in the world.

Members

Guide / Outfitter

Phone

E Mail

North Island Members:

Harald Bettin	06 354 3615	newzealand@loandofdreams.co.nz
Roger Duxfield	07 883 5892	experience@xtra.co.nz
David Eaton	06 329 9498	info@offtrackadventures.com
Gerald Fluerty	06 385 4040	info@wildsidehunting.com
Hub Hall	07 872 4892	deerhub@xtra.co.nz
Mathew Hall	06 824 3707	huntingnz@actrix.co.nz
Glenn Martin	07 895 9066	glenn@aotearoasafaris.com
Dean McHardy	06 867 0837	dean@nzsafari.co.nz
Neil Mercer	06 376 7035	neil@kanuka.co.nz
Adrian Moody	06 372 3744	adrian@mountainhunters.co.nz
Mort Moon	07 883 4880	hunt@kuranui.co.nz
Raymond Potroz	06 756 6606	ray@upclosesafaris.co.nz
Shane Quinn	06 388 1344	info@alpinehunting.com
Clayton Robinson		clayton@ohineratahunting.co.nz
Robert Sheppard	022 0627 624	info@sheppardguiding.co.nz
Takashi Kato	09 634 3927	fujiko@xtra.co.nz
Richard Turner	06 342 8767	fairmead@farmside.co.nz
Gert Vermeer	06 372 6892	gert@nzhunt.com
Jason Wood	021 806 142	jasonwood@inspire.net.nz
Barry Hogg	07 333 2151	barry@nzoutfitters.com

South Island Members:

John Berry	03 313 3383	johnberryhunts@vodafone.co.nz
Chris Bilkey	03 693 7123	chrisbilkey@xtra.co.nz
Nigel Birt	03 303 0970	mail@backcountry.co.nz
Donald Bray	03 685 4856	lilydale@xtra.co.nz
Richard Burdon	03 443 1554	burdonrg@xtra.co.nz
Oliver Burke	03 207 2773	info@leithenvalley.com
Rachel Stewart	03 207 2773	info@leithenvalley.com
James Cagney	03 318 8280	cagney.james.debra@xtra.co.nz
Jonathan Christian	03 738 0224	jonathan@wildernessquestnz.com
Bruce Collins	03 409 0712	info@mtnicholaslodge.co.nz
Richard Coudret	03 441 3214	coudret@hotmail.com
Steve Couper	0274 360267	steve@stealthfilms.co.nz
Neville Cunningham	03 688 2366	contact@mtcooktrophyhunting.co.nz
Mathew D'Ath	03 302 9039	bowhuntnz@gmail.com
Simon Darling	03 684 4977	huntnewzealand@yahoo.co.nz
Wayne "Taz" Dawson	03 442 5273	taz@southernlakeshuntingguides.co.nz
Craig Feaver	03 696 3527	craigfeaver@farmside.co.nz
Lindsay Fraser	0274 416 505	frasersafarisnz@msn.com
James Gibson	03 318 6881	jimgibnz@yahoo.com
Lance Godfrey	03 319 5551	ddgodfrey@xtra.co.nz
James Gray	03 313 7928	james.gray@xtra.co.nz
Don Greig	03 302 8777	Roth.Greig@farmside.co.nz
Hamish Guild	03 318 6853	Hamish@highpeak.co.nz
Simon Guild	03 318 6873	simon@highpeak.co.nz
Mark Harrison	03 326 7066	mark@lochinarsafaris.co.nz
Lindsay Hayman		mail@backcountry.co.nz
Bill and Lois Hayward	03 693 8533	
Gary Herbert	03 689 1131	Gherbert@xtra.co.nz
Mike Hodder	03 693 9006	reelhunting@xtra.co.nz
Bert How		contact@peelforestsafaris.com
Jim Hunter	03 409 0760	glenroy.lodge@xtra.co.nz
Harvey Hutton	03 443 8351	info@trophyhuntnz.com
Per Jacobsen	03 394 9973	info@vikingguides.com
Shane Johnston	03 318 6936	shane@fourseasons.co.nz

Guide / Outfitter

Phone

E Mail

Gary Joll	03 685 8938	gary.sue.joll@xtra.co.nz
Al Kircher	03 302 9055	al@backcountryguides.com
Hugh Maclean	03 366 0246	info@mac-hunting-guides.co.nz
John McBride	03 319 7169	hunt@sctrophyhunting.com
Wyatt McBride	03 319 7169	hunt@sctrophyhunting.com
Chris McCarthy	03 443 78282	chris@haweia-hunting.co.nz
Paul McLauchlan	03 686 9274	paul@glendeerhunting.com
Alex Monahan	03 523 9249	a-cmonahan@xtra.co.nz
Gary Ottmann	03 312 6580	g.ottmann@gameandforest.co.nz
Don Patterson	03 318 5878	don@manukapoint.com
Will Patterson	03 318 5878	freerangersnz@yahoo.co.nz
Marcus Pinney	03 753 4263	pinney@xtra.co.nz
Laurie Prouting	03 303 6237	LBP@farmside.co.nz
Colin Rayner	03 357 4445	colin@kiwisafaris.co.nz
Judy Rees	03 208 9765	asjtrophyhunting@woosh.co.nz
Stuart Rees	03 208 9765	asjtrophyhunting@woosh.co.nz
John Royle	03 325 7677	johnroyle342@msn.com
John and Andrew Scurr	03 443 7555	jscurr@xtra.co.nz
Ben Smith	03 302 8650	nzsafaris@yahoo.com
Walter Speck	03 680 6774	info@44south.com
Alan Stewart	03 207 2773	info@leithenvalley.com
Todd Stewart	03 612 9922	huntstravon@ihug.co.nz
Gerald Telford	03 443 9257	info@flyfishhunt.co.nz
Jonathon Wallis	03 443 5858	info@minaretoutfitters.com
Mathew Wallis	03 443 5858	info@minaretoutfitters.com
Mike Wilks	03 319 5189	mwilks@xtra.co.nz
Dave Wilson	03 249 9230	huntsouthnz@yahoo.com.au
Duncan Fraser	03 689 5562	duncan@mtcecisafarisnz.com
Zion Pilgrim	07 738 0519	zion@wildernessquestnz.com
Rex Sandford	03 443 7775	info@bigriversafaris.co.nz
Brad Travers	021 244 2265	bradless@hotmail.com

Executive Members:

Gerald Telford	President (Standards/Safety)	03 443 9257
Roger Duxfield	Vice President (Game Council/Concessions)	07 883 5892
Sheene Ottman	Secretary (AGM)	03 312 5680
John Berry	Treasurer	03 313 3383
Don Patterson	Imm Past Pres. (Game Council/Concessions)	03 318 5878
Simon Guild	(Game and Forest, ACC, Training)	03 318 6873
Glenn Martin	(Sika Show)	07 895 9066
Chris McCarthy	(Membership)	03 443 7282
Adrian Moody	(Scope/SCI booth)	06 372 3744
Marcus Pinney	(Tahr Liason)	03 753 4263
Matt Wallis	(Helicopter Liason)	03 443 5858

Elected Life Members:

Gary Joll, Bill Hayward, Lois Hayward, Hub Hall, Roger Duxfield, John Berry, Mike Hodder

Overseas Member

Bill Keith US toll free 1 800 338 3146 info@traderkeith.com

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President: Gerald Telford, PO Box 312, Wanaka 9343, Ph/Fax 64 3 443 9257
Secretary: Ms. Sheene Ottman, PO Box 3981, Christchurch. Ph 03 312 5680