



HOW TO WRITE TO YOUR MP

A GUIDE FOR CLIA MEMBERS

**CLIA NEEDS YOUR HELP TO REINSTATE
CRUISING IN NEW ZEALAND.**

CLIA and our cruise line members are hard at work preparing for the revival of our industry, and have been focused on new measures to uphold the health and safety of guests, crew and the communities we visit.

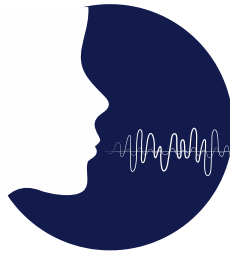
We'd like your help in making Parliamentarians aware.





1. IDENTIFY YOUR MEMBER OF PARLIAMENT

Identify the name of your electorate [HERE](#) and the address of your local MP [HERE](#).



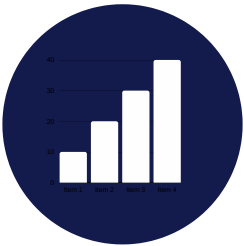
2. CONSIDER YOUR MESSAGE

Before starting, consider why cruising is important to you and write down 3 reasons why you rely on the industry in New Zealand and/or are passionate about its recommencement.



3. REVIEW THE EXAMPLE PROVIDED

Review the example letter and use as a guide for crafting your own, personalised version. Writing a letter or email in your own words will be more authentic and have greater impact when it's received by your local member. However, if you do not feel comfortable doing this on your own, use this example as a guide on what types of information to include.



4. REFERENCE DATA

Include statistics of the economic impact to your region.

Further information can be found at WeAreCruise.org.



5. CONFIRM DETAILS

Confirm MP names, and ensure the title is addressed correctly.

Letters or emails are one of the most simple yet effective ways to engage your Member of Parliament about an issue you care about. You should address letters with the following salutations, and conclude with 'yours faithfully/yours sincerely.'

Ministers: 'Dear Minister'
Members of Parliament (MP):
'Dear Sir', 'Dear Mr [Surname]'
'Dear Madam' or 'Dear Ms [surname]'



6. NEXT STEPS/ FOLLOW UP

Finish the letter by saying that you look forward to receiving their reply.

Tip: To facilitate a prompt reply, include your contact details and be patient as you wait for a response - politicians lead busy lives! Wait one month, then call your MP's office to remind them of your letter/email and ask when you may expect a response.



STRUCTURING YOUR LETTER

WE RECOMMEND USING THE FOLLOWING
STRUCTURE TO HELP DRAFT YOUR LETTER

Introduction

Introduce yourself, with details on who you are and where you work.

Paragraphs 2-3

Acknowledge the necessary cessation of cruise for health and safety, but that the time has come to support the recommencement of cruise under the extensive new health protocols developed by the cruise industry. Include 3 points about why you rely on the industry (per point 2), and the personal impact this time has had on you.

Paragraph 4

Outline the economic contribution that cruising brings to the region (see example letter and supporting stats for inclusion).

Paragraph 5

Include any facts or figures about your experience, that highlights the issue locally in your region or electorate. (Stats include loss of revenue, reference to local news coverage, inability to retain staff, loss of tourism for local operators, decline in forward bookings etc).

Conclusion

Include a call to action to support the recommencement of cruising under the extensive new health measures the cruise industry has committed to.

EXAMPLE LETTER

To New Zealand Government Representative

The Hon Stuart Nash, MP
Minister for Tourism
Private Bag 18888
Parliament Buildings
Wellington 6160
s.nash@ministers.govt.nz

2 December, 2020

RE: Support our businesses with a safe pathway to resumption for cruising

Dear Minister,

I am a passionate CruiseWorld employee in Whangārei, and am writing to seek your support for thousands of workers like me who rely on the cruise industry for jobs and business sustainability.

I have been employed as a senior travel consultant for 15 years and rely on the industry to support my family. It is the only career I have ever known and yet this career now hangs in the balance. To me, cruising is more than a business; it's a vital contributor to our economy. My colleagues and I form a community of travel enthusiasts who bring joy to millions of tourists each year, and each day the cruise ban continues, it places an enormous strain on our livelihoods, careers and community.

The New Zealand cruise industry is recognised as a vital contributor to our economy, injecting \$570 million in the past year alone, and supporting thousands of regional and metropolitan jobs and businesses, directly and indirectly. In our region specifically, cruising contributes \$21 million annually ([NZ Cruise Association, 2019](#)).

Cruise lines have outlined extensive new health protocols that include measures like 100% testing of all passengers and crew prior to boarding. With these measures in place, and given New Zealand's success in stemming the spread of COVID-19, it is important that we plan for a phased and carefully controlled resumption of domestic cruising, initially in local waters for locals only.



As such, I respectfully urge you to work closely with the cruise industry to agree on a restart timeline, and help me and other New Zealanders recover from the devastating economic impact the pause in operations has had on hundreds of local businesses.

The recommencement of operations domestically is an essential first step towards rebuilding the industry, restimulating local jobs, and facilitating domestic tourism to our regions, which is a core industry and government priority. At the right time, this could be extended to include Australia within a trans-Tasman bubble.

Nationally, cruising delivers visitors to 16 destinations and facilitates the arrival and tourism contribution of 322,000 travellers to our regions. I respect and recognise the need to slowly ease the introduction, with domestic operations or a trans-Tasman bubble offering a strong economic and strategically responsible opportunity to resume in a phased and safe way.

If the suspension continues into 2021, additional job losses will be inevitable, and further burden the government through increased unemployment rates. Globally, the suspension of cruise operations results in the loss of 2,500 jobs for every day it continues, and we know these impacts are being felt here.

We want to stand on our own feet, but to do so relies on government approval to resume operations. Your support, and that of the New Zealand Government, will help ensure we keep our jobs and it will also ensure that our families, friends and communities can help us rebuild and support our economy through domestic, and trans-Tasman tourism, both now and into the future.

I look forward to your reply.

Yours sincerely,
Annette Jones

