



HOW TO WRITE TO YOUR MP

A GUIDE FOR CLIA MEMBERS

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

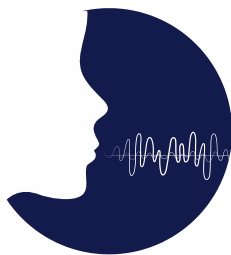
CLIA and our cruise line members are hard at work preparing for the revival of our industry, and have been focused on new measures to uphold the health and safety of guests, crew and the communities we visit. We'd like your help in making Parliamentarians aware.





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 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.

New Zealand cruise statistics can be found [HERE](#) and [HERE](#).

And for further background, global information can be found [HERE](#).



5. CONFIRM DETAILS

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

Letters 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 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. 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 in your region and the trans tasman, by not extending the suspension post 30 June, 2020.

EXAMPLE LETTER

To New Zealand Government Representative

The Hon Kelvin Davis, MP
Minister for Tourism
Private Bag 18888
Parliament Buildings
Wellington 6160
k.davis@ministers.govt.nz

18 June, 2020

RE: Please help our community by reinstating cruise

Dear Minister,

I am a passionate CruiseWorld employee in Whangārei, and I'm 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).

While the current suspension of cruising has been an essential and necessary step in protecting the spread of COVID-19 in New Zealand, the elimination of new cases, coupled with the development of new health and safety measures across the industry means cruising can deliver a safe experience for guests when it recommences. I know that the cruise industry is hard at work to develop the best possible health framework to keep our guests, crew and communities safe for when the time is right to resume sailing.

As such, I respectfully urge you not to extend the cruise ship suspension on 30 June, but work with the cruise industry to agree on a restart timeline, to 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 within the Trans-Tasman is an essential first step towards rebuilding the industry and restimulating local jobs. In addition, it will facilitate domestic tourism to our regions which is a core industry and government priority.

Australian and New Zealand cruise passengers equate 50% of our industry, with Australia's close relationship with our country delivering the highest inbound cruise market to our region. 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 the Tasman bubble offering a strong economic and strategically responsible opportunity to resume in a phased and safe way.

If the suspension continues into summer, additional job losses will be inevitable, and further burden the government though 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.

Yours sincerely,
Annette Jones

