

New Zealand Traveller Declaration – overview

As at 10 August 2022



NEW ZEALAND
CUSTOMS SERVICE
TE MANA ĀRAI O AOTEAROA

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**New Zealand
Traveller
Declaration**

Whakapuakanga
Tangata Haere ki
Aotearoa

The New Zealand Traveller Declaration (NZTD) system has been a critical component of the reopening of New Zealand's borders under the Reconnecting New Zealanders framework

- The NZTD ensures current COVID-19 health risks can be managed effectively.
- Non-New Zealand citizens and residents are still required to meet COVID-19 vaccination requirements before travelling to New Zealand by air.  The NZTD enables us to verify a traveller's vaccination status in advance of travel, reducing risk particularly as traveller volumes increase.

The NZTD system has an enduring function as a risk management platform beyond COVID-19 health requirements

- By June 2023, the NZTD system will link the health risk assessment with biosecurity, prohibited goods, security and other existing border assessments that currently use the paper-based passenger arrival card information completed on arrival in New Zealand, and will extend to the maritime border.
- The NZTD system will allow more targeted risk assessment and management of travellers prior to arrival in New Zealand and facilitate better information sharing and planning between border agencies. The NZTD system will also make compliance with entry requirements easier for travellers to New Zealand, giving them certainty prior to travel and simplifying the arrival process.

The NZTD enables safe, secure, efficient clearance and enforcement. The NZTD aims to:

1. **Provide a more seamless customer experience.** Improve the efficiency of the traveller processing system, reducing the need for duplicate documentation. Enhancing traveller knowledge of the requirements to enter NZ.
2. **Reduce risk** (managing risk offshore where possible). Targeting known risk areas and providing flexibility to adapt to changing risk environments. Pre-emptive risk management will improve safety and security at the border.
3. **Increase effectiveness and business sustainability.** Creating capacity within the system to focus on improving the customer experience and reducing risk at the border. This will enable us to better direct resources, streamline passenger flow and earlier, more complete information will improve efficiency of border operations.
4. **Sustained effective border operations for government public health and border policy (added).** This benefit relates to the need for ongoing management and evolution of the existing system in response to changes of border opening and health settings.

We have received feedback about the functionality of the New Zealand Traveller Declaration

- We monitor feedback and continue to make improvements to the system based on user feedback.
- For the majority of people who enter New Zealand, the New Zealand Traveller Declaration system has worked well.
- Since the system's was launched on 25 March 2022, 978,000 Traveller Passes have been issued, that is, **99.99% of travellers have met their requirements to enter New Zealand**.
- Our call centre receives **only 2.4 calls for every 100 Traveller Passes issued** – demonstrating that most travellers are completing their NZTD without issue.

Since go-live, we have delivered a number of updates to the NZTD system

- These updates support legislative setting changes, enhancements to user experience, technical changes and improvements to process efficiency.
- For example:
 - On 14 April 2022, eGates were integrated with the NZTD system to support automated checking of traveller's declarations on arrival into New Zealand.
 - On 16 June 2022, the NZTD system was updated to align with updated Health requirements that (from 21 June) travellers were no longer required to submit a pre-departure test.

Australia removed their Digital Passenger Declaration (DPD) on 6 July 2022

- From 6 July, travellers to Australia are no longer required to declare their COVID-19 vaccination status nor complete a DPD
- Although Australia has removed the DPD, they have stated the DPD will eventually serve to digitise the paper-based incoming passenger card and visa processing and will be used across a number of government services.
- Traveller discourse around DPD user functionality was highlighted frequently in Australian media. Home Affairs Minister Clare O'Neill said the DPD "needs a lot more work to make it user friendly."

The NZTD supports all of government collaboration to protect New Zealand's border

We are engaging with the Ministry of Health to support monkeypox messaging

We are supporting MPIs efforts with a NZTD foot-and-mouth disease campaign

This adapts existing assets and templates to incorporate messaging to reinforce information to relevant travellers who may enter New Zealand from Indonesia and Bali.



Desired outcome:

- Provide information directly to people travelling / returning from Indonesia - keeping it high level and simple
- Share information within our existing channels
- Integrate foot-and-mouth disease information into targeted communications to people travelling or returning to New Zealand.

Approved NZTD message:

Flying to New Zealand from Bali or Indonesia? Complete a New Zealand Traveller Declaration at travellerdeclaration.govt.nz

Keep up to date on foot-and-mouth disease border checks. You can't bring meat or animal products to NZ. Everything needs to be clean, especially if you've been in contact with livestock in countries with foot-and-mouth disease.

Traveller and airline campaign activity to commence from 10 August 2022

- Targeted social media advertising in Indonesia to people travelling to NZ
- Customs companion website content update, including new feature on homepage
- NZ major employers and airline update packm, including social media creative and messages to be share across their internal and external communication channels
- NZTD automated system emails to travellers updated to include key messaging

Example of targeted adverts



Version 1 online advert:
Targeted Indonesia traveller webpages



Version 2 online advert:
NZTD 'Traveller friends & Whānau' networks in NZ and overseas



Digital/printable poster for NZ employers and AoG communication channels