



Herb Christophers is a Senior Advisor for Marketing and Communications with the Department of Conservation in New Zealand.

He is based in Wellington and has both a national and regional focus in advocating conservation as an integral part of the social and economic fabric on New Zealand culture.

Herb is at present working on ensuring that the Department of Conservation's role in managing one third of the country is seen to have economic benefit beyond preserving and protecting indigenous biodiversity and providing recreational opportunities. . A key part of this work is focussed on relationship building with strategic tourism organisations whose constituents rely on Public Conservation land to generate income.

Herb started his career at Victoria University in Wellington in the Botany Department and has worked in fisheries research, wool research and the ski retail industry both in New Zealand and overseas. He has worked at local and regional level in the Department of Conservation and has been involved with national tourism conferences, ecotourism and a number of International meetings including the 2007 World Heritage Committee meeting in Christchurch New Zealand. Herb represented the Department of Conservation for Tourism New Zealand at Birmingham in 2008.

He has had previous involvement at a practical level in working with the tourism industry. He is a keen outdoors person and believes strongly that being involved in outdoor provides a great platform for better overall understanding of conservation and economic issues.

Herb is a keen photographer and former triathlete and runner

Past roles include:

Manager (regional level) Summer Nature Programme Department of Conservation. Heritage Interpreter, Owner/ Manager 'Ski Yer Heart Out' ski shop. Contractor to 'Tourism Resource Consultants'

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