

---

**From:**  
**Sent:** Tuesday, 18 October 2011 11:22 a.m.  
**To:** Environmental Reporting  
**Subject:** Submission on 'Measuring up'

Please consider this hasty but heart-felt submission.

The present 'Rena' problem off Tauranga demonstrates precisely the limitations of GDP and the need for fuller environmental and social reporting.

In GDP terms, the collision with a reef is an unexpected bonus. The cost of clean-up, unloading, salvage, legal processes, wildlife rescue and 'repair', insurance claims and so much more will be positives – a one-off major boost to the region and nation.

In every other respect this is obviously a disaster: for wildlife, the environment, livelihoods, tourism, fisheries, NZ's image, recreation, kai moana, waste of resources, demands on volunteers and other social capital, disruption to human lives and loss of enjoyment of the area. Most of these do not impact on GDP (clearly tourism and fisheries do, but more in the longer term, and initially are offset by other GDP positives).

I strongly support steps towards fuller, more inclusive measures, and would appreciate being kept informed as we progress towards this.

Chartered Accountant/Sustainable Business Consultant