



Lake Wānaka Tourism Annual General Meeting Minutes

Wednesday October 18, 2023

DATE: October 18 2023, Wānaka Community Hub

PRESENT: See attached attendance list

APOLOGIES: See attached list

MINUTES OF THE PREVIOUS MEETING: October 12 2022

Accepted by: Samantha Stout//Tregold Weddings

Seconded by: Abhishek Saklani // The Spice Room

MATTERS ARISING FROM 2022 MEETING:

- None

CHAIRPERSONS REPORT: ATTACHED

- Overview of the year including the changes in the Board
- Acknowledged Andrea Kendrick for filling in during 9-week break. Thank you to Ramash who has stepped down.
- Thanks to the Board, Members, the LWT and isite teams for their continued hard work.

CEO REPORT: ATTACHED

- Thanks to the LWT team and the Board members for hard work and support over past 12 months
- Acknowledgement of the depth and breadth of stakeholders we work with
- Priorities from 2022-23
- Snapshot of highlights
- Success metrics

FINANCIAL REPORT: CIRCULATED

- The Auditors have reviewed and signed off on the Annual Accounts for YE 2023
- The Audited Financial Reports have been shared online and notification of this posted in member newsletters to enable reading prior to the AGM
- The Audited Financial Reports will be sent out to all members post the AGM
- Q&A from the floor

APPOINTMENT OF AUDITORS:

- The appointment of the auditors will be completed at the next Board meeting

ELECTION OF THE BOARD:

- By virtue of Board rotation and resignations, one position on the Board was available for re-election.
- Three complying nominations received by due date.
- Introduction by each candidate at the AGM

Outcome: Elected Board member is Gina Dempster, Wastebusters

GENERAL BUSINESS:

- Statement by Yverly McCarthy – Wanaka Storage around the amount LWT receives from rate payers.
- Question David - NZBiketrails. around LWT strategy and long terms goals for the organisation.
 - Tim Barke CEO and Calum MacLeod explained that these were contained in the Destination Management Plan and the LWT Annual Plan but noted the request for clearer KPIs.
- Questions around the focus on Australia and not the rest of the world.
 - Tim Barke CEO clarified that LWT continues to market to long haul with the website, social media and trade activity being the primary methods. The largest focus is on our most resilient markets; domestic New Zealand and short haul Australia.
- Questions around supporting more accommodation in Wānaka – Richard Burdon.
 - A meeting to be set post meeting.
- Alan Dippie asked LWT to prioritise results on generating dollar spend. Stated he feels LWT have moved too far toward environmental sustainability. He asked for LWT to “roll out the red carpet to Air NZ” to bring more flights in and more visitors, and questioned LWT’s position on plans for a Tarras airport.
 - Tim Barke CEO and Calum Maclead Chair responded that a primary focus of both the district-wide Destination Management Plan and the LWT annual plan is economic prosperity, but this is in association with a focus on tourism’s role in benefitting community and environmental wellbeing.
- Request to see the FY24 budget by Lyall Cocks, QLDC.
 - Tim Barke and Calum MacLeod agreed to share the LWT annual budget with members.
- Neil Webster - Ground UP expressed that he is not seeing benefit of rates. Feels the need to redress a goal that was set on the agreed increase 10 years ago of reaching 1 million visitors.
- Suzie Baille from Criffel Peak stated that bringing in masses of tourists is not beneficial to the future of Wānaka and she supports the regenerative tourism plan.
- Kagwa Kironde Dream Configure stated he fully supports the regenerative tourism approach and is excited by the opportunities this brings. That people or businesses in the room who were struggling with the concept should attend WAO summit.

MEETING CLOSE: 7.05pm

Signed:

Date:

ATTENDEES AND APOLOGIES

Lake Wānaka Tourism AGM		2022				
Attendance Register						
Business	First Name	Last Name	Attendance	Votes	Const. Vote	
Alpine Group	Penny	Hayes	1	5	5	
Aspiring Massage	Trevor	Bailey	1	1	1	
B.Social // B.Effect	Tom	Gerlach	1	3	1	*Proxy for Dropping Inn - Lake Hawea Hotel, Urban Gri
Basecamp Adventures // Wānaka Rock Climbing	Loz	Ogle	1	2	2	
Bike Glendhu	Jessie	Byrne	1	1	1	
Blend Creative	Davinia	Proctor	-	-	-	
Cardrona and Treble Cone	James	Mulcahy	1	2	1	
Cinema Paradiso	Calum	MacLeod	1	1	1	
Criffel Peak View	Caroline	Holland	-	-	-	
Criffel Peak View	Suzie	Baillie	-	-	-	
Deep Canyon	Ros	Goulding	1	1	1	
Discover Wānaka // Wānaka Wine Tours	Megan	Williams	1	2	2	
Dream Config	Kagwa	Kironde	1	1	1	
EcoWanaka	Chris & Lee	Riley	2	1	1	
Edgewater Wānaka	Catherine	Bone	1	1	1	
Forge and Feast // Well Bean Café	Naomi	Lindsay	1	2	2	
Freshlink Grocers // Dripping Bowl	Jesse	Herbert	1	3	3	
Ground up Brewing	Neil	Webster	1	1	1	
Lakeside Apartments	Katy	MacPherson	1	1	1	
Lakeview Heights Apartments // Wānaka Holiday Homes	Heather	Kahl	1	2	1	*Membership for Wānaka Holiday Homes TBC
Massage in Wānaka	Nicola	Romeril	-	-	-	
Racer's Edge	Charlie	Cochrane	1	1	1	
Red Star Burger Bar	Ash	Bickley	1	2	2	*Proxy for Beautiful Gardens of Wānaka
Revology	Monique	Kelly	1	1	1	
Rhyme and Reason	Kate	Mitchell	1	1	1	
Ridgeline Adventures	Mark	Orbell	1	1	1	
Rippon Winery	Leslie	Johnson	1	1	1	
Scroggin Coffee & Eatery	Lucy	Conway	1	1	-	
The Camp Hawea	Sarah	Burdon	5	3	-	
The Film Crew	Erin	Murdie	1	2	2	*Proxy for Pembroke Patisserie
The Moorings	Peter	Sutherland	1	3	2	*Proxy for Wānaka Heights Motel, Panorama Court
Tregold Weddings // LWT Board	Samantha	Stout	1	1	1	
WanaHaka	Joe	Waide	1	1	1	
Wānaka Haven	Jess	Taeko	-	-	-	
Wānaka Lavender Farm	Stef	Zeestraten	1	1	1	
Wānaka Storage Solutions	Yev	McCarthy	1	1	1	
Wānaka Top 10 Holiday Park	Andrea	Kendrick	1	9	9	*Proxy for Criffel Group; Fed Group; Yello
Wānaka View Motel	Pip	Wood	1	1	-	
Wānaka Water Taxi	Krystle	Theunissen	1	1	-	
Wastebusters	Gina	Demptser	1	1	1	
Websters on Wānaka	Liz	Webster	1	1	1	
Wildwire Wānaka	Mark	Morisson	1	1	1	
Southern Alps Air	Anne	Cooper	2	1	1	
			44	65	54	
Apologies						
Edgewater Wānaka	Trish	May	-	-	-	
Yello! Taxis & Transport // LWT Board	Ramash	Swamy	-	-	-	*Proxy Andrea Kendrick
Beautiful Gardens of Wānaka	Florence	Micoud	-	-	-	*Proxy Ash Bickley
Pembroke Patisserie	Kirsty	Smutch	-	-	-	*Proxie Erin Murdie
Criffel Group	Mandy	Bell	-	-	-	*Proxy Andrea Kendrick
Cardrona Hotel	Cade	Thornton	-	-	-	*Proxy - NA
Panorama Court	Mary	NA	-	-	-	*Proxy Peter Sutherland
Wānaka Heights Motel	Jenny	Cusworth	-	-	-	*Proxy Peter Sutherland
The Fed Group	Brona	Parsons	-	-	-	*Proxy vote Andrea Kendrick
			0	0	0	
In Attendance - Other						
Lake Wānaka Tourism - team	Tim	Barke	1	-	-	
Lake Wānaka Tourism - team	Gizelle	Regan	1	-	-	
Lake Wānaka Tourism - team	Molly	Hope	1	-	-	
Lake Wānaka Tourism - team	Andi	Throssell	1	-	-	
Lake Wānaka Tourism - iSite team	Liz	Hills	1	-	-	
Lake Wānaka Tourism - other	Nicola	King	1	-	-	
Destination Queenstown - team // Racers Edge	Mat	Woods	1	1	1	
Wānaka Council / Upper Clutha Ward	Lyal	Cocks	1	-	-	*Non-voting
			8			
			Individuals	Votes	Const. Votes	
Total			52	65	54	

CHIEF EXECUTIVES REPORT

Kia ora tatou (Hi everyone),

The last 12 months have been a year of transition as we started to put the pandemic behind us and moved into tackling the future. Adapting to the ongoing economic, environmental and social challenges, while identifying and capitalising on the opportunities ahead of us.

Visitor volume bounced back to near 2019 levels with strong domestic visitation and increasing demand from offshore markets. Although our key focus continues to be on the short haul markets of New Zealand and Australia there remains strong interest from longer haul markets as airline capacity opens particularly from North America, UK, China and Southeast Asia. We have been working with third-party travel trade organisations and Tourism New Zealand to raise their awareness about our regenerative approach.

Staffing pressures were extremely high early on for businesses, but started to ease slightly as Government relaxed immigration settings, although many business owners are still under financial and physical stress as they work to rebuild. Housing of staff is still a critical issue experienced by many businesses.

After releasing **Travel Towards a thriving future** the district-wide Destination Management Plan (DMP) in February 2023, focus has shifted to actioning the 20+ projects through collaboration with other sectors and multiple organisations. There are too many to list all of them here, but some key ones include Ngai Tahu, Department of Conservation, Queenstown Lakes District Council (QLDC), Destination Queenstown (DQ), Wai Wānaka, WAO, Wastebusters, MahiQT, the Wānaka Business Chamber and Queenstown Chamber of Commerce, Queenstown Airport, Te Kākano, Three Lakes Cultural Trust, the Otago Conservation Board, Southern Lakes Sanctuary and many, many others.

A direct action out of the DMP saw the community funding platforms Love Wānaka and Love Queenstown launched in April of this year. Supporting the regeneration of Wānaka's natural environment through raising funds for localised climate, conservation, and biodiversity initiatives.

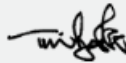
The 2023-24 Annual Plan is now in place and has been developed in collaboration with Destination Queenstown prioritising 13 of the DMP projects to get underway in the next 12 months.

Our marketing approach moved from campaign-based, to an "always on" story-telling content-lead approach. Sharing the values, lifestyle and culture of our place, our people, the things we love to do, and how we care for this special place. In 2022-23 we were shortlisted as finalists in national business and international marketing awards, indicating this approach is on track globally and is getting noticed.

As we move into the new financial year it feels like there is an accelerating fundamental shift in urgency to tackle multiple issues that are affecting many industries. Community wellbeing and culture, biodiversity, and the tangible effects of climate change. Ongoing collaboration is proving to be key in resolving these issues and our district is an example of the benefits of this collaboration in action.

I would like to acknowledge the hard work, passion, and dedication of the LWT and i teams, and the Board of LWT, who over the past 12 months have taken on additional workstreams for the benefit of this place. And to you the businesses who have worked tirelessly through the last few years of extreme challenges to be still standing. Adapting to the changes required, rebuilding and providing exceptional visitor experiences.

Aku mihi kia koutou, (best regards to you all)



Tim Barke
Chief Executive Officer

CHAIRMAN'S REPORT

First and foremost, HAPPY 30th BIRTHDAY Lake Wānaka Tourism!

From its humble beginnings to where we are today, the core purpose of the organisation has remained linked to our firm belief that we live and work in the most special place in the world and that, above all, we need to strive to ensure that our special place remains just as special.

Over those 30 years LWT has showcased the beauty of our place, sharing stunning imagery and amazing stories. The successes have been many. They should rightly be celebrated.

On our birthday we need to acknowledge all the staff and members who have gone before. I would also like to take this opportunity to express a massive vote of thanks to our current team. Thank you sincerely for all the work you do on behalf of the businesses and this community. This team continue to do a stellar job with our relatively scant resource. I am incredibly proud of their efforts.

I would also like to acknowledge the good efforts of the LWT Board. They are a splendid group who work very hard for little to no reward to ensure that we stay on track. I would like to give a special mention to Andrea Kendrick and Tania Delahunty. Their work guiding the transition of our financial reporting has been exceptional! And to Ramash Swamy who is standing down after dedicating his time to serve two consecutive terms on the Board and has brought the voice of small to medium businesses to the table, providing insights into both the challenges and the opportunities. We are very lucky indeed to have two such dedicated and talented teams.

We must also acknowledge the unprecedented challenges of the COVID years. It was only last year that all NZ/Aotearoa was in the Red Traffic Light setting until April and Orange till June. The border did not re-open until midnight on the 31st of July. How far we have come!

We are all still working our way through the ongoing rebuilding process. This challenge is compounded by a variety of external factors including, a constricted labour market, challenging legislation, higher wage costs, high rents and limited availability of staff accommodation, inflationary pressure, low business confidence, ever growing resistance to 'over-tourism', high fuel prices, working holiday visas, ... to name but a few!

The pain of this period, combined with the negative impacts of 'numbers' tourism prior to 2020 as well as the undoubted challenges we face as a planet, led us all to the realisation that we simply could not go back to 'Business as Usual'.

The funding we received from central government and MBIE kick-started the work that has led us to 'Travel to a thriving future' the district wide the Destination Management Plan (DMP). The DMP sets out to ensure that tourism supports a thriving community, environmentally, culturally, socially and economically. It is an output of the Grow Well / Whaiora Spatial Plan, a formal partnership between QLDC Kai Tahu and the Crown.

Probably the most vital aspect of our DMP is that it came to fruition after more than 2 years of extensive community and industry consultation. It is aligned with community feedback and sentiment. It was unanimously endorsed by the QLDC in February 2023. It is supported by Iwi. It is unashamedly ambitious. It is our essential road map to a regenerative tourism future.

The keystone project for the DMP - Project 9 - aims to rapidly cut emissions and to make the visitor economy carbon zero by 2030. Scoping work for exact measures to achieve this ambitious goal [Infrastructure, IP, Tech, Funding] is well underway.

The appointment of the Destination Southern Lakes Board in September 2023 is another milestone on this essential path. This talented Board will ensure that there is effective, accountable leadership that can guide stakeholders across sectors and communities to deliver the DMP and its projects. The establishment of this independent governance group to oversee progress at a districtwide level will ensure a whole-system approach together with an appropriate balance of independence, accountability and expertise.

Other notable steps on this journey include:

Strategic Priority #1 - Destination Marketing

Confirming our core role and communicating our brand values. Confirming our Trade Strategy and leveraging off Tourism New Zealand activity. Aligning our marketing with established community values and confirming the regenerative mindset, to attract high contributing visitors.

Strategic Priority #2 - Community Engagement

Understanding our community better. Striving to be leaders in the Tiaki Promise. Confirming the initial development of a stewardship course.

Strategic Priority #3 - Shape Visitor Experience

Working with collective businesses' passion groups such as food and beverage to develop sector led strategies. Continuing to establish our cultural stories.

Strategic Priority #4 - Regenerative Tourism

Supporting our businesses on the journey to Carbon Zero. Establishing the Love Wānaka fund, confirming the structure and targeting visitors to give back supporting positive social and environmental outcomes.

Strategic Priority #5 - Collaboration

Confirming and building on our strong partnerships with Kai Tahu and Runaka. Confirming and raising awareness of our legends and stories of place.

Strategic Priority #6 - Industry Capability

Strengthening industry capabilities across environmental, economic, cultural, and societal dimensions and implementing KPIs to recognise this

The below include some other notables from the past year.

- Arguing strongly alongside DQ for our contribution rate from QLDC to be re-instated back to the pre-Covid rate. Given the QLDC budget constraints this was a hard task however this win has been confirmed recently.
- Securing MBIE funding of \$1 million which was used to support a work programme across three areas: Destination Management, Industry Capability Building and Product Development and Marketing.
- Business membership numbers are on the increase. We currently have 54 members. This was RTG continues to shine, and we are building back with companies valuing the cost of membership.
- External impacts such as organisations we work with changing systems have had impacts (eg Cardrona ticketing and limited numbers allowed on field).
- Other key drivers pushing up costs, labour market trends and pressures, fuel prices, rent increases etc. With marketing levels returning to BAU, costs across this sector and the digital world have increased considerably. Inevitably, every touch point within the business has increased.

As LWT transitions from its earlier goals [more people, higher numbers, Higher sales] to understanding more fully the benefits that tourism brings to our wider community, we face multiple challenges. LWT understands this transition. Central government reports [Aotearoa Circle Tourism Adaptation Roadmap, Tourism Section Climate Change Scenarios, Industry Transformation Plan, Draft Tourism Environmental Action Plan] reinforce we are on the right track.

As Matteo Sinigaglia CEO of Replay and sponsor of the All Blacks said recently his reason for associating with the ABs is "they have mastered the benchmark on values, are determined to achieve their goals and protect their community. He is inspired everyday by what they do."

This district currently has a head start and is leading the way. It is now up to all of us, together, to provide social, cultural, economic, and environmental benefits through exceptional visitor experiences.

We are inspired by this challenge.

Nāku iti nei, nā

Yours sincerely

Calum L M Macleod