

TOURISMWAITAKI

Annual Report

Tourism Waitaki Limited

For the year ended 30 June 2023

Tourism Waitaki Limited

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Tourism Waitaki Limited

Chairman's Report

For the year ended 30 June 2023

After three difficult years for the tourism industry, with the border to international visitors remaining closed, the industry finally began to see signs of recovery when the border opened fully on 1 July 2022. The domestic market remained, and continues to be, very strong for the Waitaki District, however the additional boost from the international market provided welcome relief.

Throughout the first half of the 2022-23 financial year, Tourism Waitaki's work continued to be supported by the second round of funding support for Regional Tourism Organisations (RTO), the Tourism Support, Recovery and Re-set fund. This funding was critical in allowing Tourism Waitaki to continue functioning with the ongoing loss of income from the Oamaru Blue Penguin Colony.

Following the reopening of the international border, however, the Colony saw a gradual increase in visitor numbers and generated revenue that was able to support the RTOs marketing work once again. At the close of the financial year, the Colony was tracking at only 44% of pre-Covid visitor numbers, however, this was significantly better than the 14% of the 2021-22 year.

Due to the increasing visitor numbers to the Oamaru Blue Penguin Colony, opening hours were extended in November 2022, allowing visitors the opportunity to see penguins during the day on a Day Tour. This was the first step for the Colony, in returning to a business-as-usual model.

Business-as-usual for the RTO function of Tourism Waitaki Limited included the delivery of the marketing and promotion of the Waitaki, signing off the Destination Management Plan and supporting events in the district via the administration of the Regional Events Fund. For FY23 this supported two very successful events, the Harbour Street Jazz and Blues Festival and the Steampunk NZ Festival. Both events were successful in increasing visitation to the Waitaki District.

The Board acknowledges there have been continuing challenges for Tourism Waitaki Limited due to Covid and the development of the Economic Development Strategy. However, with a shift during 2022-23 towards increased visitor numbers and a better supported tourism industry, the Tourism Waitaki Board is confident the RTO and Penguin Colony will continue to increase in success in the coming year.



Mike McElhinney
Chairman

Tourism Waitaki Limited

General Manager's Report

For the year ended 30 June 2023

In the last three years following the onset of the Covid pandemic, Tourism Waitaki Limited had undergone dramatic change and a significant reduction in activities and staff levels. Prior to Covid occurring, the organisation employed 17.2FTEs, which was reduced to 6.3 FTEs and five casual staff by June 2022.

Following uncertainty due to the development of an Economic Development Strategy by the Waitaki District Council, that potentially would see the dissolution of Tourism Waitaki Limited, two senior managers (the General Manager and Business and Finance Manager) resigned. Due to the continuing uncertainty, departing staff from these two roles were not replaced, and by June 2023 the organisation had 7FTEs.

Tourism Waitaki Limited still faces uncertainty beyond FY24, however with a Statement of Intent to deliver on for the coming financial year, two new full-time roles will be added.

Nationwide, the tourism industry saw the beginnings of recovery from international markets through 2022, following the gradual reopening of the international border in May. The Waitaki District experienced an increase in visitor numbers, showing an encouraging sign the industry is well on its way to recovery.

The recovery of the tourism industry was evidenced at the Oamaru Blue Penguin Colony, with revenue significantly up on the previous year. The end result for Tourism Waitaki Limited for FY23, was a profit of \$418,000 before tax, compared to a loss the previous year of \$113,000.

Government Grants:

In 2020, the Government invested to support the tourism sector's recovery, with the introduction of the Strategic Tourism Assets Protection Programme (STAPP). Subsequently, there was a second round of funding to Regional Tourism Organisations (RTOs), called the Tourism Support, Recovery and Re-Set (TSRR) grant.

Tourism Waitaki received a STAPP grant of \$400,000 in August 2020, the duration of which was 18 months. In August 2021, Tourism Waitaki then received a further \$400,000 as part of the TSRR funding. The duration of this fund was 18 months also, finishing up at the end of December 2022.

The funding covered the development of a Destination Management Strategy and Plan, industry capability, digital asset development, operator workshops, collaboration with other RTOs, event promotion, and domestic marketing and international marketing.

For the remainder of this financial year, and going forward, the RTO work within Tourism Waitaki is funded by a \$400,000 grant from the Waitaki District Council, and from surplus income generated by the Oamaru Blue Penguin Colony.

Tourism Waitaki Limited

General Manager's Report

For the year ended 30 June 2023

Regional Events Fund:

As part of the Government's tourism recovery package, a \$47.75 million Regional Events Fund (REF) was made available to the nine International Marketing Alliance (IMA) groupings of RTOs. Tourism Waitaki belongs to an IMA with Enterprise Dunedin, Clutha Development and Great South.

In January 2021, Tourism Waitaki was approved an REF grant of \$183,000, allocated over two years, to stimulate inter- and intra-regional visitation to new or existing events.

Tourism Waitaki established an independent Waitaki Events Advisory Board to produce an events strategy, oversee the fund and manage its distribution through to 2024.

The first funding round was opened in October 2021 and four applications were received with one being successful. A workshop was held in August 2022 to help support event organisers with their applications prior to the second round opening in October 2022. Six applications were received for the second round and the Advisory Board agreed to support five of the six: Harbour Street Jazz & Blues Festival, Steampunk NZ Festival, Spring Challenge, Oamaru Victorian Heritage Celebrations and the Waitaki Arts Festival. All events are to be held in 2023 and will increase visitation to the district.

Destination Management:

Production of a Destination Management Plan (DMP) was mandated by Government for RTOs to carry out within their Local Authority area.

The DMP takes a holistic view across all aspects of a destination that contribute to a visitor's experience. It was required to take into consideration the perspectives and expectations of a range of stakeholders and partnerships with Mana Whenua, residents, businesses, industry, visitors, and local government.

The first phase of developing a Waitaki Destination Management Strategy was completed in December 2021 when the final Strategy was published. The compilation of the Strategy followed a comprehensive consultation and project plan which formed under guidance from a cross-agency Governance Group, partnered by local Runanga from Moeraki and Puketeraki and with additional support from a Working Group.

With the Destination Management Strategy completed the second phase of the work was to produce a detailed DMP which would have a 30-year development view.

Expressions of Interest were called and consultancy, Stafford Strategy, were appointed to produce the DMP. The Waitaki DMP was signed-off by the Governance Group on 15 August 2022 and then by the Tourism Waitaki Board later that month.

Going forward the implementation of the DMP will involve a collaboration between private investors in the industry, Tourism Waitaki, the Runanga and the Waitaki District Council.

Tourism Waitaki Limited

General Manager's Report

For the year ended 30 June 2023

Marketing:

Marketing for the Waitaki highlighted the variety the district has to offer, in terms of culture, heritage, food & beverage, activities, attractions and scenery. Tourism Waitaki contracted New Zealand Media & Entertainment to place advertising in the digital space. Campaigns also included radio advertising on the Coast FM radio station. The focus was also on international visitors by advertisements placed in publications that sit in airports, i-Sites and accommodation.

Tourism Waitaki ran two marketing campaigns, the first "Discover the Diversity" highlighting the large variety the district has to offer, and the second "Spend a weekend in the Waitaki" further promoted the district to the domestic market.

Both the domestic and international markets showed an increase in spend throughout the year. The domestic market spending continued to trend upwards, and the international market rebounded to a similar pattern, albeit slightly lower spend, to pre-Covid trends.

The Tourism Electronic Card Transactions data showed the total spend from international visitors to the Waitaki district was \$14m for the year ending June 2023, up significantly on the FY22 spend of \$2m and only slightly down on pre-COVID (FY19) spend of \$15m. For the domestic market, the total spend was \$106m, up from FY22 spend of \$101m, and also significantly up on the FY19 spend of \$77m.

Collaboration Projects:

The Southern Way

Formally known as 45 South, this project has eight Otago RTO's working together to create an 'all-Otago' branded touring route. Specific branded marketing collateral such as a website, posters, video are being created and will have shared links to each individual RTO's marketing resources. The website was launched in May 2023 and the representative employed by the group attended TRENZ in May.

Tourism Waitaki Limited

General Manager's Report

For the year ended 30 June 2023

Ōamaru Blue Penguin Colony:

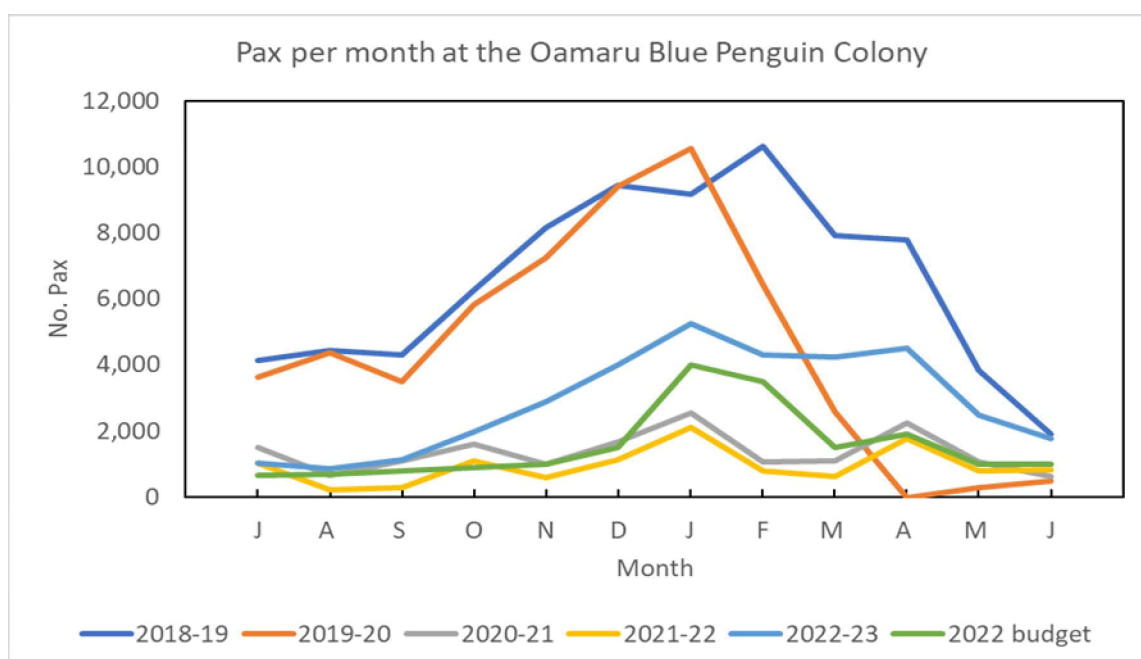
During the peak impact of the Covid-19 pandemic, the Colony applied for and was successful in receiving a grant of \$500,000 paid in instalments during FY21 and FY22. The grant protected 3.6 FTE roles, including the Science & Environmental Manager, funded fixed overhead costs, research & monitoring and general maintenance. Operating hours to host visitors were reduced to late afternoon, until after evening viewing, to cover the main attraction when the penguins arrived ashore at night.

As part of the agreement with MBIE, there was also the opportunity to draw on a loan of \$448,130 to continue to support the operation. The loan was drawn down in 2022 but repaid in June 2023 as it was no longer needed.

Prior to Covid, the China market made up 55% of the total visitors to the Colony. Until recently the Chinese faced restrictions getting back into China, and as a result the number of people visiting from mainland China remained low. In April, restrictions were lifted and towards the end of the financial year the OBPC began to see more tour groups and independent travellers visiting.

As the international market returned and visitor numbers began increasing again, the OBPC extended opening hours and began offering the Day viewing option as well. Going forward the hours will revert to opening hours that were in place pre-Covid, meaning the Colony will be back to full operations. The number of FTEs employed will be between 6 and 8 in line with seasonal variation in hours.

Visitors to the Colony for FY22 totalled 11,292, representing 14% of visitation pre-Covid 19 (FY19), this increased to 34,430 in FY23. This increase in visitors resulted in a significant increase in revenue compared to the previous two years and compared to the 2022-23 budget.



Tourism Waitaki Limited

General Manager's Report

For the year ended 30 June 2023

Summary

Domestic tourism to the Waitaki district remained very stable throughout the Covid pandemic and has continued to trend upwards. Now with the return of international visitors, the industry is in a vastly improved position, as is Tourism Waitaki Limited due to the success of the Oamaru Blue Penguin Colony.

The Colony will continue to see increasing visitor numbers and will likely be back to pre-Covid numbers by late 2023.

While Tourism Waitaki Limited's structure and future remains uncertain in the long term, the business will continue to function and deliver on what is required to successfully promote the district, build industry relationships and operate the Penguin Colony through the coming year.



Philippa Agnew
General Manager

Tourism Waitaki Limited

Directors' Report

For the year ended 30 June 2023

The Directors of Tourism Waitaki Limited are pleased to present the Annual Report for the Company, together with the financial statements for the year ended 30 June 2023.

Principal activities

The Company is charged with providing specific services for its shareholder the Waitaki District Council and the community. They are:

- The facilitation of economic growth through the development of community supported planning, investment strategies and incentive policies.
- The facilitation and co-ordination of the development of the historic and visitor estate within Waitaki District through promotions and marketing by Tourism Waitaki.
- Visitor Information Service
- The management of the Oamaru Blue Penguin Colony.

Trading Results

During the year Tourism Waitaki Limited had an after tax net surplus of \$381,000.

Dividend

In accordance with the Company's shareholder agreement and statement of intent, no dividend is to be paid.

Directors

Michael McElhinney (Chair)

Janine Tulloch

Megan Crawford

Richard Ramsay

Remuneration of Directors

	2023	2022
	\$	\$
Michael McElhinney	27,200	27,200
Janine Tulloch	16,000	16,000
Megan Crawford	16,000	16,000
Richard Ramsay	16,000	16,000
	<u>75,200</u>	<u>75,200</u>

Remuneration of Employees

One employee, not being a Director, received remuneration in the range of \$130,000 - \$140,000 (2022: \$130,000 - \$140,000: one).

Tourism Waitaki Limited

Directors' Report

For the year ended 30 June 2023

Use of Company Information

During the year the Board received no notices from Directors of the Company requesting to use information received in their capacity as Directors, which would not otherwise have been available to them.

Indemnity and Insurance of Directors

During the year the Company paid premiums insuring Directors of Tourism Waitaki Limited in respect of liabilities and costs that are permitted by legislation to be insured against.

Donations

There were no donations paid during the year ended 30 June 2023 (2022: \$nil).

Auditor

The Company's audit is undertaken by BDO Invercargill. No other services outside of the audit were provided by the Auditor.

State of Affairs

Tourism Waitaki in agreement with Waitaki District Council, has a Contract for Services, and Statement of Intent (2023-24). The over-arching objective of the services funded under the contract is to promote the economic well-being of the people of the Waitaki District, including future residents of the District, by undertaking to promote existing tourism operators both domestically and abroad, manage and operate tourism-related business for profit, and develop further tourism activity and operators that will encourage more people to come, spend more time in the District, and participate in more paid and unpaid attractions.

Future Trading

The Directors confirm Tourism Waitaki Limited will continue to operate over the next twelve months at the level required by the Statement of Corporate Intent.

Tourism Waitaki Limited

Directors' Report

For the year ended 30 June 2023

Directors' Interests

Directors have declared interests relevant to operating tourism attractions associated with Tourism Waitaki as follows:

Michael McElhinney

- Sales & Customer Service Manager of Topflite Ltd
- Partner, Frances McElhinney on Board of Oamaru Whitestone Civic Trust

Janine Tulloch

- Director and Shareholder of TJJ Ltd
- Director of Wanacare Ltd
- Trustee Tourism Bay of Plenty
- Director of Mount Maunganui Surf Lifesaving Club

Megan Crawford

- General Manager, Business Development of Dunedin International Airport

Richard Ramsay

- Shareholder & Employee of Mt Cook Alpine Salmon
- Director of Alpine Energy Ltd
- Committee Member of Mackenzie District Council Economic Development Group

General Manager's Interests

Margaret Munro

- Director and Shareholder of MTB Pursuits Ltd

Tourism Waitaki Limited

Directory

For the year ended 30 June 2023

Head Office

17 Waterfront Road
South Hill
Oamaru 9400

Directors

Michael McElhinney (Chair)
Janine Tulloch
Megan Crawford
Richard Ramsay

Senior Staff

Name	Position
Margaret Munro	General Manager (resigned August 2022)
Philippa Agnew	Acting General Manager (from August 2022)
	Science and Environmental Manager
Shevaun Thomas	Finance and Business Support (resigned October 2022)

Solicitor

Lane Neave
141 Cambridge Terrace
Christchurch 8013

Accountant

Deloitte
481 Moray Place
Dunedin 9054

Auditor

BDO Invercargill

Tourism Waitaki Limited

Statement of compliance and responsibility

For the year ended 30 June 2023

Compliance

The Board and senior management of Tourism Waitaki Limited confirm that all the statutory requirements of the Local Government Act 2002, regarding financial management and borrowing, have been complied with.

Responsibility

The Board and Management of Tourism Waitaki Limited accept responsibility for the preparation of the annual Financial Statements and the judgments used in them.

The Board and Management of Tourism Waitaki Limited accept responsibility for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial reporting.

In the opinion of the Board and management of Tourism Waitaki Limited, the Financial Statements for the year ended 30 June 2023 fairly reflect the financial position and operations of Tourism Waitaki Limited.



Mike McElhinney
Chairman

Date: 18/10/2023



Richard Ramsay
Director

Date: 18/10/2023

Tourism Waitaki Limited

Statement of comprehensive revenue and expense

For the year ended 30 June 2023

		2023	2022
	Note	\$000	\$000
<u>Revenue</u>			
Covid-19 wage subsidies		-	1
Depreciation Recovered		17	-
Interest, dividends and other investment revenue		23	2
MBIE regional events fund grant		132	26
MBIE TSSR grant		56	344
Revenue from providing goods or services	2	1,319	383
Strategic Tourism Asset Protection grants		-	356
Waitaki District Council Operating grants		433	425
Total revenue		1,980	1,537
<u>Expenses</u>			
Costs relating to providing goods or services	3	947	885
Employee benefit costs	4	580	705
Depreciation and amortisation expense		35	39
Loss on disposal of property, plant and equipment		-	1
Total expenses		1,562	1,630
Surplus/(deficit) from continuing operations		418	(93)
<u>Discontinued operations</u>			
Loss from discontinued operation - Alps 2 Ocean	21	-	(5)
Impairment of assets	21	-	(15)
Total discontinued operations		-	(20)
Surplus/(deficit) before taxation		418	(113)
Income tax expense/(benefit)	5	37	(38)
Surplus/(deficit) for the year		381	(75)
<u>Other Comprehensive Revenue and Expense</u>			
		-	-
Total Comprehensive Revenue and Expense for the year		381	(75)

Tourism Waitaki Limited

Statement of changes in equity

For the year ended 30 June 2023

		Contributed capital	Accumulated comprehensive revenue and expense	Total
	Note	\$000	\$000	\$000
Balance at 1 July 2021		674	(194)	480
Total comprehensive revenue and expense		-	(75)	(75)
Balance at 30 June 2022		674	(269)	405
Balance at 1 July 2022		674	(269)	405
Total comprehensive revenue and expense		-	381	381
Balance at 30 June 2023		674	112	786

Tourism Waitaki Limited

Statement of financial position


As at 30 June 2023

Note	2023 \$000	2022 \$000	
<u>Assets</u>			
<u>Current assets</u>			
Cash and cash equivalents	6	350	878
Term Deposits		448	-
Receivables from exchange transactions	7	70	111
Inventories	8	17	27
Total current assets		885	1,016
<u>Non-current assets</u>			
Property, plant and equipment	9	237	226
Intangible assets	10	-	1
Deferred taxation	5	12	-
Total non-current assets		249	227
Total assets		1,134	1,243
<u>Liabilities</u>			
<u>Current liabilities</u>			
Payables under exchange transactions	11	176	108
Employee entitlements	12	70	49
Income tax payable	5	53	11
Income in advance		49	222
Total current liabilities		348	390
<u>Non-current liabilities</u>			
Borrowings	13	-	448
Total non-current liabilities		-	448
Total liabilities		348	838
Net assets		786	405
<u>Net Assets/Equity</u>			
Contributed capital	14	674	674
Accumulated comprehensive revenue and expense		112	(269)
Total Net Assets/Equity		786	405

Approved by the Board and signed on their behalf by:



Mike McElhinney
Chairman



Richard Ramsay
Director

Tourism Waitaki Limited

Statement of cash flows

For the year ended 30 June 2023

	2023	2022
	\$000	\$000
<u>Cashflows from operating activities</u>		
Receipts from subsidies, grants, donations and similar	415	1,029
Receipts from charges for goods and services provided	1,398	374
Interest received	23	2
Income tax (net)	(6)	-
Goods and services tax (net)	5	(2)
Payments to suppliers and employees	(1,363)	(1,610)
Payments to directors	(75)	(75)
Net cash from/(to) operating activities	397	(282)
<u>Cashflows from investing activities</u>		
Proceeds from sale of property, plant and equipment	25	2
Placement and withdrawal of term deposits (net)	(448)	300
Purchase of property, plant and equipment	(54)	(4)
Net cash from/(to) investing activities	(477)	298
<u>Cashflows from financing activities</u>		
Drawdown of MBIE Loan	-	448
Repayment of MBIE Loan	(448)	-
Net cash from/(to) financing activities	(448)	448
Cash and cash equivalents at the beginning of the year	878	414
Net increase/(decrease) in cash and cash equivalents	(528)	464
Cash and cash equivalents at the end of the year	350	878
<u>Cash and cash equivalents comprises:</u>		
Cash on hand and bank accounts	350	878
	350	878

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

1 Statement of accounting policies

Reporting entity

Tourism Waitaki Ltd (the Company, TWL) is a Company registered under the Companies Act 1993 and is domiciled in New Zealand. The Company is controlled by Waitaki District Council and is a Council Controlled Organisation as defined under section 6 of the Local Government Act 2002, by virtue of the Council's right to appoint the Board of Directors, as the sole shareholder.

The financial statements of the Company are for the year ended 30 June 2023. The financial statements were authorised for issue by the Board of Directors on 18/10/2023.

Under the Accounting Standards Framework, the company is deemed a tier two Public Benefit Entity (Reduced Disclosure Requirements) on the basis that it is not considered publicly accountable or large (expenditure is less than \$30m per annum).

The primary objective of the Company is to encourage, promote and support the establishment and growth of business investment and employment opportunities within the region, rather than making a financial return. Accordingly, the Company has designated itself as a public benefit entity for financial reporting purposes.

Basis of preparation

The financial statements have been prepared on the going concern basis. Previously there was uncertainty over the going concern due to the impact of Covid-19 on tourism. With the re-opening of international borders for New Zealand and then China relaxing their restrictions, visitor numbers and revenue at the Ōamaru Blue Penguin Colony have increased to near pre-covid levels. The Company is currently in a strong cash position and revenue is projected to equal pre-Covid levels for the financial year ending June 2024. The Company has significantly decreased its fixed costs with the surrender of its lease at 8 Itchen Street and a corresponding reduction in associated overheads.

There remains some uncertainty around the future of Tourism Waitaki, following the Waitaki District Council's (WDC) decision in 2022 to create a new entity and dissolve the Company. The Directors have obtained a letter of support from the WDC, stating that these processes are still in the planning stages and that the Company will continue to operate with support from the WDC, until such time as these decisions are implemented.

The financial statements of the Company have been prepared in accordance with the requirements of the Local Government Act 2002, which includes the requirement to comply with New Zealand generally accepted accounting practice (NZ GAAP).

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

(a) Changes due to the initial application of a new, revised, and amended PBE Standards

(i) PBE IPSAS 41 Financial Instruments

PBE IPSAS 41 Financial Instruments is effective from 1 January 2022 and was adopted by the Company on that date.

PBE IPSAS 41 introduces new recognition and measurement requirements for financial assets and restricts the ability to measure financial assets at amortised cost to only those assets that are held within a management model whose objective is to hold financial assets in order to collect contractual cash flows and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding. In addition, measurement of financial assets at fair value through other comprehensive revenue and expense is also restricted.

PBE IPSAS 41 has not had a material impact on the Company's measurement and recognition of financial instruments.

(ii) Going Concern Disclosures (Amendments to PBE IPSAS 1)

During the period, an amendment to PBE IPSAS 1 in relation to going concern disclosures was adopted by the Company. The amendment introduced more specific disclosures about going concern assessments to provide more relevant and transparent information about the matters considered when making such assessments. This amendment has not had an impact on accounting policies of the Company. As the Company is a going concern with significant reserves, no further disclosures around the going concern assessment are considered to be required by the Directors.

(b) Other Changes in accounting policies

There have been no other changes in accounting policies.

Classification and subsequent measurement

Financial assets

On initial recognition, a financial asset is classified as measured at: amortised cost, or Fair value through other comprehensive revenue and expense (FVOCRE); or fair value through surplus or deficit (FVTSD).

A financial asset is measured at amortised cost if it meets both of the following conditions and is not designated as at FVTSD:

- it is held within a management model whose objective is to hold assets to collect contractual cash flows;
- and
- its contractual terms give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

All financial assets of the Company are measured at amortised cost as described above.

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

Financial assets – Management model assessment

The Company makes an assessment of the objective of the management model in which a financial asset is held at a portfolio level because this best reflects the way the business is managed, and information is provided to management. The information considered includes:

- the stated policies and objectives for the portfolio and the operation of those policies in practice. These include whether management's strategy focuses on earning contractual interest income, maintaining a particular interest rate profile, matching the duration of the financial assets to the duration of any related liabilities or expected cash outflows or realising cash flows through the sale of the assets;
- how the performance of the portfolio is evaluated and reported to the Company's management;
- the risks that affect the performance of the management model (and the financial assets held within that management model) and how those risks are managed; and
- the frequency, volume and timing of sales of financial assets in prior periods, the reasons for such sales and expectations about future sales activity.

Financial assets – Subsequent measurement and gains and losses

Financial assets at amortised cost - These assets are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses. Interest income, foreign exchange gains and losses and impairment are recognised in surplus or deficit. Any gain or loss on derecognition is recognised in surplus or deficit.

Financial liabilities – Classification, subsequent measurement and gains and losses

Financial liabilities are classified as measured at amortised cost or FVTSD. A financial liability is classified as at FVTSD if it is classified as held-for-trading, it is a derivative or it is designated as such on initial recognition. The Company classifies all its financial liabilities at amortised cost. These financial liabilities are subsequently measured at amortised cost using the effective interest method. Interest expense and foreign exchange gains and losses are recognised in surplus or deficit. Any gain or loss on derecognition is also recognised in surplus of deficit.

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

Impairment of non-derivative financial assets

The Company recognises loss allowances for expected credit losses (ECLs) on financial assets measured at amortised cost. The Company measures loss allowances at an amount equal to lifetime ECLs, except for the following, which are measured at 12-month ECLs:

- debt securities that are determined to have low credit risk at the reporting date; and
- other debt securities and bank balances for which credit risk (i.e., the risk of default occurring over the expected life of the financial instrument) has not increased significantly since initial recognition.

Loss allowances for trade receivables are always measured at an amount equal to lifetime ECLs. When determining whether the credit risk of a financial asset has increased significantly since initial recognition and when estimating ECLs, the Company considers reasonable and supportable information that is relevant and available without undue cost or effort. This includes both quantitative and qualitative information and analysis, based on the Company's historical experience and informed credit assessment and including forward-looking information. The Company assumes that the credit risk on a financial asset has increased significantly if it is more than 30 days past due.

Loss allowances for trade receivables are always measured at an amount equal to lifetime ECLs. When determining whether the credit risk of a financial asset has increased significantly since initial recognition and when estimating ECLs, the Company considers reasonable and supportable information that is relevant and available without undue cost or effort. This includes both quantitative and qualitative information and analysis, based on the Company's historical experience and informed credit assessment and including forward-looking information. The Company assumes that the credit risk on a financial asset has increased significantly if it is more than 30 days past due.

The Company considers a financial asset to be in default when:

- the borrower is unlikely to pay its credit obligations to the Company in full, without recourse by the Company to actions such as realising security (if any is held); or
- the financial asset is more than 90 days past due.

Lifetime ECLs are the ECLs that result from all possible default events over the expected life of a financial instrument. 12-month ECLs are the portion of ECLs that result from default events that are possible within the 12 months after the reporting date (or a shorter period if the expected life of the instrument is less than 12 months). The maximum period considered when estimating ECLs is the maximum contractual period over which the Company is exposed to credit risk.

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

Measurement of ECLs

ECLs are a probability-weighted estimate of credit losses. Credit losses are measured as the present value of all cash shortfalls (i.e., the difference between the cash flows due to the entity in accordance with the contract and the cash flows that the Company expects to receive). ECLs are discounted at the effective interest rate of the financial asset.

Credit-impaired financial assets

At each reporting date, the Company assesses whether financial assets carried at amortised cost are credit-impaired. A financial asset is 'credit-impaired' when one or more events that have a detrimental impact on the estimated future cash flows of the financial asset have occurred. Loss allowances for financial assets measured at amortised cost are deducted from the gross carrying amount of the assets. The gross carrying amount of a financial asset is written off when the Company has no reasonable expectations of recovering a financial asset in its entirety or a portion thereof.

The accounting policies set out below have been applied consistently to all periods presented in these financial statements.

The financial statements have been prepared on a historical cost basis.

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest thousand dollars. The functional currency of the Company is New Zealand dollars.

Critical accounting estimates and assumptions

In preparing these financial statements the Company has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations or future events that are believed to be reasonable under the circumstances. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below:

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

Property, plant and equipment useful lives and residual values

A physical inspection of all assets has occurred prior to balance date. The Company will review the useful lives and residual values of its property, plant and equipment. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires the Company to consider a number of factors such as the physical condition of the asset, expected period of use of the asset by the Company and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will impact on the depreciable amount of an asset, therefore impacting on the depreciation expense recognised in the surplus or deficit and the carrying amount of the asset on the statement of financial position. The Company minimises the risk of this estimation uncertainty by:

- physical inspection of assets;
- asset replacement programme;
- review of second hand market prices for similar assets; and
- analysis of prior asset sales.

The Company has not made significant changes to past assumptions concerning useful lives and residual values.

The carrying amounts of property, plant and equipment are disclosed in note 8.

Critical judgments in applying the Company's accounting policies

The Directors must exercise their judgement when recognising grant income to determine if conditions of the grant contract have been satisfied. The judgement will be based on the facts and circumstances that are evident for each grant contract.

Breach of statutory reporting deadline

The Company was required under Local Government Act 2002 to complete its audited financial statements and service performance information by 30 September 2023. This timeframe was not met due to the late completion of the audit.

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

2 Revenue

Revenue is measured at the fair value of consideration received. Revenue is recognised in the financial statements as follows:

Operating grants

Revenue from Operating grants are restricted for the purposes of the Company meeting its objectives as specified in the Statement of Intent and related Service Agreement Contracts. The Company also receives other government assistance for specific purposes, and these grants contain restrictions on their use.

Council, government and non-government grants are recognised as revenue when they become receivable unless there is an obligation to return the funds if conditions of the grant are not met. If there is such an obligation the grants are initially recorded as income in advance and recognised as revenue when conditions of the grant are satisfied.

Other revenue

Products held for sale are recognised when a product is sold to the customer. Ticket sales are recognised in the period the service is provided. Booking commissions are recognised when operator payments are made. Sales are usually in cash or by credit card. The recorded revenue is the gross amount of the sale, excluding credit card fees payable for the transaction. Such fees are included in other operating expenditure.

Interest income is recognised using the effective interest method.

Volunteer services received are not recognised as revenue or expenditure as the Company is unable to reliably measure the fair value of the services received.

	2023	2022
	\$000	\$000
<u>Revenue from providing goods or services</u>		
Alps 2 Ocean	-	(2)
Information Centre	-	18
Oamaru Blue Penguin Colony	1,319	382
Tourism Waitaki	-	4
Less: revenue from discontinued operations	-	(19)
	<u>1,319</u>	<u>383</u>

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

	2023	2022
	\$000	\$000
<u>Classification of Revenue</u>		
<i>Revenue from exchange transactions:</i>		
Revenue from providing goods or services	1,319	383
Interest, dividends and other investment revenue	23	2
	<u>1,342</u>	<u>385</u>
<i>Revenue from non-exchange transactions:</i>		
Waitaki District Council Operating grants	433	425
Covid-19 wage subsidies	-	1
Depreciation Recovered	17	-
MBIE regional events fund grant	132	26
MBIE TSSR grant	56	344
Strategic Tourism Asset Protection grants	-	356
	<u>638</u>	<u>1,152</u>
Total Revenue	<u>1,980</u>	<u>1,537</u>
	2023	2022
	\$000	\$000
3 <u>Costs related to providing goods or services</u>		
Costs of goods sold	92	58
ACC and staff related costs	33	39
Administration	145	140
Audit fees	60	56
Audit disbursements	9	-
Directors fees	75	75
Eftpos and hire charges	8	8
Insurance	16	20
Marketing and advertising	320	297
OBPC - Penguin welfare	13	14
Rent and property charges	176	225
Less: expenses from discontinued operations	-	(47)
	<u>947</u>	<u>885</u>

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

4 Employee benefit Costs

Defined contribution plans are post-employment benefit plans under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution pension plans are recognised as an employee benefit expense in surplus or deficit in the periods during which services are rendered by employees. Prepaid contributions are recognised as an asset (prepayment) to the extent that a cash refund or a reduction in future payments is available. Contributions to a defined contribution plan that are due more than 12 months after the end of the period in which the employees render the service are discounted to their present value.

	2023	2022
	\$000	\$000
<u>Employee benefit Costs</u>		
Salaries and Wages	569	691
Defined contribution plan (Kiwisaver)	11	14
	<hr/>	<hr/>
	580	705

5 Income tax

Income tax expense in relation to the surplus or deficit for the period comprises current tax and deferred tax.

Current tax is the amount of income tax payable based on the taxable profit for the current year, plus any adjustments to income tax payable in respect of prior years. Current tax is calculated using rates that have been enacted or substantively enacted by balance date.

Deferred tax is the amount of income tax payable or recoverable in future periods in respect of temporary differences and unused tax losses. Temporary differences are differences between the carrying amount of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit.

Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are recognised to the extent that it is probably that taxable profits will be available against which the deductible temporary differences or tax losses can be utilised.

Deferred tax is not recognised if the temporary difference arises from the initial recognition of goodwill or from the initial recognition of an asset and liability in a transaction that is not a business combination, and at the time of the transaction, affects neither accounting profit nor taxable profit.

Deferred tax is calculated at the rates that are expected to apply in the period when the liability is settled or the asset is realised, using tax rates that have been enacted or substantively enacted by balance date.

Current tax and deferred tax is charged or credited to the surplus or deficit, except when it relates to items charged or credited directly to equity, in which case the tax is dealt with in equity.

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

	2023	2022
	\$000	\$000
<u>Tax expense</u>		
Surplus/(deficit) before tax	418	(113)
Tax expense at 28%	117	(32)
<i>Plus/(less) tax effect of:</i>		
Temporary differences not previously recognised	(76)	(6)
Prior period under/(over) accrual	(4)	-
	<u>37</u>	<u>(38)</u>
<u>Components of the tax expense:</u>		
Current tax	49	(38)
Deferred tax	(12)	-
	<u>37</u>	<u>(38)</u>

Tourism Waitaki Limited (TWL) is a member of the Waitaiki District Council consolidated tax group. As a result, any tax losses in TWL are automatically offset against the profits of other entities in the group. Compensation is expected to be received from other group members for the tax effect of any losses offset.

	Employee liabilities \$000	Property, plant & equipment \$000	Total \$000
<u>Deferred tax</u>			
Balance at 1 July 2022	-	-	-
Charged to income	12	-	12
Balance at 30 June 2023	<u>12</u>	<u>-</u>	<u>12</u>
Balance recognised at 30 June 2023	<u>12</u>	<u>-</u>	<u>12</u>

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

6 Cash and cash equivalents

Cash and cash equivalents includes cash on hand and deposits held at call with banks.

7 Trade and other receivables

Trade and other receivables are measured at amortised cost less impairment losses.

All receivables relate to exchange transactions.

	2023	2022
	\$000	\$000
Accounts receivable	61	111
Accrued Interest	9	-
	<hr/>	<hr/>
	70	111

8 Inventories

Inventories held for sale on a commercial basis are valued at the lower of cost and net realisable value.

The cost of the inventory is determined using the first-in first-out method. Inventory comprises stock on hand of \$17k (2022: \$27k).

9 Property, plant and equipment

Property, Plant and Equipment are shown at cost, less accumulated depreciation and impairment losses.

Additions

The cost of an item of Property, Plant and Equipment is recognised as an asset if, and only if, it is probable the future economic benefits or service potential associated with the item will flow to the company and the cost of the item can be measured reliably.

In most instances, an item of Property, Plant and Equipment is recognised at its cost. Where an asset is acquired at no cost, or for nominal cost, it is recognised at fair value when control over the asset is obtained.

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposal are included in the surplus or deficit.

Depreciation

Depreciation is provided on a diminishing value basis on all Property, Plant and Equipment at rates that will write off the cost of the assets to their estimated residual values over their useful lives. The useful lives and associated depreciation rates of major classes of assets have been estimated as follows.

Vehicles 30% DV

Plant & Equipment 3% to 67% DV

Computer Equipment 33% to 50% DV

Depreciation begins when the asset is available for use and ceases at the date that the asset is disposed of. The depreciation charge for each for each period is recognised in the surplus or deficit.

Impairment of Non-Financial Assets

Assets with a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate the carrying account may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use.

Value in use is depreciated replacement cost for an asset where the future economic benefits or service potential of the asset are not primarily dependent on the asset's ability to generate net cash inflows and where the Company would, if deprived of the asset, replace its remaining future economic benefits or service potential.

If an asset's carrying amount exceeds its recoverable amount, the asset is impaired and the carrying amount is written down to the recoverable amount. The total impairment loss is recognised in the surplus or deficit.

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

	Motor vehicles \$000	Plant and equipment \$000	Computer equipment \$000	Total \$000
<u>Cost</u>				
Balance at 1 July 2021	79	891	79	1,049
Additions	-	4	-	4
Disposals	-	(8)	(4)	(12)
Balance at 30 June 2022	79	887	75	1,041
Additions	28	26	-	54
Disposals	(79)	(465)	(14)	(558)
Balance at 30 June 2023	28	448	61	537
<u>Accumulated depreciation and impairments</u>				
Balance at 1 July 2021	69	640	63	772
Depreciation charge	3	28	7	38
Impairment charge	-	15	-	15
Elimination on disposal	-	(6)	(4)	(10)
Balance at 30 June 2022	72	677	66	815
Depreciation charge	7	23	4	34
Elimination on disposal	(72)	(463)	(14)	(549)
Balance at 30 June 2023	7	237	56	300
Net book value at 30 June 2022	7	210	9	226
Net book value at 30 June 2023	21	211	5	237

10 Intangibles

	2023 \$000	2022 \$000
<u>Cost</u>		
Balance at 1 July	15	83
Disposals	-	(68)
Balance at 30 June	15	15
<u>Accumulated amortisation and impairments</u>		
Balance at 1 July	14	81
Amortisation charge	1	1
Elimination on disposal	-	(68)
Balance at 30 June	15	14
Net book value at 30 June	-	1

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

11 Trade and other payables

Trade and other payables are measured at amortised cost.

Trade and other payables are non interest bearing and are normally settled on 30-day terms, therefore the carrying value of trade and other payables approximates their fair value.

	2023	2022
	\$000	\$000
<i>Payables relating to exchange transactions</i>		
Accounts Payable	87	23
Sundry Creditors and Accruals	63	57
	<hr/>	<hr/>
	150	80
<i>Payables relating to non-exchange transactions</i>		
PAYE Payable	9	21
GST Payable	17	7
	<hr/>	<hr/>
	26	28
	<hr/>	<hr/>
	176	108

12 Employee Entitlements

Short term benefits

Employee benefits that the Company expects to be settled within 12 months of balance date are measured at nominal values based on accrued entitlements at current pay rates.

Long term benefits

There are no entitlements that are payable beyond 12 months.

	2023	2022
	\$000	\$000
Accrued wages	28	9
Provision for holiday pay	42	40
	<hr/>	<hr/>
	70	49

13 Borrowings

	2023	2022
	\$000	\$000
MBIE Protection of Tourism Loan	-	448
	<hr/>	<hr/>
	-	448

The loan from MBIE was repaid in full in June 2023.

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

14 Contributed capital

Waitaki District Council holds 500,000 shares in Tourism Waitaki Limited, being 100% of the shares on issue. At balance date 200,000 of these shares have been called and are fully paid. The shares have a par value of \$1 each. The shares do not carry any right to receive dividends. All shares represent one vote at shareholders' meetings.

	2023	2022
	'000	'000
Shares issued and unpaid	300	300
Shares issued and paid	200	200
	<hr/> 500	<hr/> 500

15 Financial instruments

The carrying amount of financial assets and liabilities in each of the financial instrument categories are as follows:

	2023	2022
	\$000	\$000
<u>Financial assets</u>		
<i>Financial assets measured at amortised cost (Previously Loans and Receivables)</i>		
Cash and cash equivalents	350	878
Term deposits	448	-
Receivables	70	111
	<hr/> 868	<hr/> 989
<u>Financial liabilities</u>		
<i>Financial liabilities at amortised cost</i>		
Payables	150	80
Loans	-	448
	<hr/> 150	<hr/> 528

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

16 Lease commitments

The future aggregate minimum lease payments to be paid under non-cancellable operating leases are as follows:

	2023 \$000	2022 \$000
No later than one year	158	99
Later than one year and not later than five years	159	380
Later than five years	-	860
	<u>317</u>	<u>1,339</u>

The total non-cancellable operating lease amount relates to the lease of the Oamaru Blue Penguin Colony.

- The Company does not have the option to purchase the assets at the end of the lease term.
- There are no restrictions placed on the Company by any of its leasing arrangements.
- Lease expiry date is on 30 June 2025 with no rights of renewal and three-yearly market rent review.
- Lease payments recognised as an expense in 2023 financial year is \$158k (2022: \$149k).

17 Capital commitments

There were no capital commitments at 30 June 2023 (2022: \$nil).

18 Contingent assets and liabilities

There were no contingent assets or liabilities at 30 June 2023 (2022: \$nil).

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

19 Related party transactions

The following transactions were carried out with related parties during the year. All transactions were conducted at market value on ordinary commercial terms.

(i) Waitaki District Council (WDC)

The Company was formed by WDC and receives the majority of its funding from operating grants from Council, to deliver its objectives as specified in the Statement of Intent. The WDC is the shareholder of the Company.

(ii) Waitaki Whitestone Geopark Trust

Waitaki Whitestone Geopark Trust is part of the WDC group.

(iii) Topflite Limited

Board member Michael McElhinney is an employee of Topflite Limited.

(iv) Margaret Munro

Marageret Munro was the General Manager of TWL until August 2022.

The following amounts, excluding GST, were received from /(paid to) related parties during the year.

	2023	2022
	\$000	\$000
<u>Waitaki District Council</u>		
Operating grants	433	425
A2O Contribution (July & August 2021)	-	22
Other goods and services	2	31
Office rental	(161)	(196)
Other operating expenses	(46)	(29)

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

	2023	2022
	\$000	\$000
<u>Waitaki Whitestone Geopark Trust</u>		
Marketing	(2)	-
<u>Topflite Limited</u>		
Donation	2	2
Purchases	(0)	(1)
<u>Margaret Munro</u>		
Assets Purchased	1	-

At balance date the following amounts, including GST, were receivable from / (payable to) related parties:

	Receivable 2023 \$000	Payable 2023 \$000	Receivable 2022 \$000	Payable 2022 \$000
Waitaki District Council	38	(38)	58	(1)
	<u>38</u>	<u>(38)</u>	<u>58</u>	<u>(1)</u>

20 Key management personnel compensation

Key management personnel includes all Directors and the General Manager.

	2023	2022
Directors Remuneration (\$000)	75	75
Number of Directors	4	4
Key Management Personnel (\$000)	136	140
Full-time equivalent members	1	1

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

21 Discontinued operations

Tourism Waitaki applies PBE IFRS 5 in relation to the recognition of discontinued operations.

Surplus/(Deficit) from discontinued operations

A component of an entity comprises operations or cash flows that can be clearly distinguished, operationally and for financial reporting purposes, from the rest of the entity. A discontinued operation is a component of an entity that either has been disposed of, or is classified as held for sale; and (a) Represents a separate major activity or geographical area of operations; (b) Is part of a single co-ordinated plan to dispose of a separate major activity or geographical area of operations; or (c) Is a controlled entity acquired exclusively with a view to resale.

Assets/liabilities relating to discontinued operations

Non-current assets classified as held for sale and the assets of a disposal group classified as held for sale are presented separately from other assets in the statement of financial position. The liabilities of a disposal group classified as held for sale are presented separately from other liabilities in the statement of financial position. Those assets and liabilities are not offset and presented as a single amount.

The following business activities were discontinued in the comparative period:

- Alps 2 Ocean Marketing & Promotion Contract (August 2021)

	2023	2022
	\$000	\$000
<i>Financial performance from discontinued operations</i>		
Revenue	-	67
Expenses and impairment	-	(87)
Deficit before income tax	-	(20)
Income tax (expense)/benefit	-	6
Deficit after income tax of discontinued operations	-	(14)
<i>Cashflow from discontinued operations</i>		
Net cash inflow/(outflow) from operating activities	-	(3)
Net cash inflow/(outflow) from investing activities	-	2
Net decrease in cash from discontinued operations	-	(1)

Tourism Waitaki Limited

Notes to the financial statements

For the year ended 30 June 2023

22 Reconciliation of liabilities from financing activities

	2022	Cash flows	2023
	\$000	\$000	\$000
<u>2023 year:</u>			
Long term borrowings	448	(448)	-
	<u>448</u>	<u>(448)</u>	<u>-</u>

	2021	Cash flows	2022
	\$000	\$000	\$000
<u>2022 year:</u>			
Long term borrowings	-	448	448
	<u>-</u>	<u>448</u>	<u>448</u>

23 Subsequent Events

There have been no events subsequent to balance date which require disclosure.

Tourism Waitaki Limited

Performance Information

For the year ended 30 June 2023

The following section outlines our performance against identified focus areas, and measurements in the Draft Statement of Intent.

Goal 1: Engage with the tourism sector businesses for the recovery from the impacts of Covid

How this will be achieved:

Host Operator workshops

MBIE Project/funded

Target: Host a minimum of two operator workshops annually

Result: Partially achieved – Workshop held in August 2022 to upskill and support event organisers in applying for Regional Event Funding

Issue Bi-monthly newsletters

Target: Issue six newsletters annually

Result: Achieved - Six newsletter sent throughout the year. Newsletter updated operators on Tourism Waitaki's activities and the latest tourism industry information.

Share relevant Industry updates

Target: Quarterly, issue a market update to tourism operators which includes local trends in visitor spend and length of stay in the Waitaki RTO. Share market updates from Tourism New Zealand

Result: Achieved - Industry updates were provided with all newsletters to operators, which included data from MBIE on the Tourism Electronic Card Transaction (TECT) spend in the district.

Participate in Waitaki Tourism Assoc (WTA) meetings

Target: Attend WTA meetings, when this is not possible provide a written report to the WTA Chair with latest trends and project updates. Target a minimum of 10 meetings attended or information contributed

Result: Achieved - WTA committee meetings and AGM attended.

Conduct annual surveys of operators

Target: Conduct an annual survey of operators to gain their visitor Insights and provide feedback on the functions of the RTO

Result: Not achieved - Feedback achieved by the WDC Economic Development Strategy consultation

Develop a Tourism recovery strategy

Target: In conjunction with the wider local tourism sector, develop a short-term tourism recovery strategy

Result: Not achieved

Tourism Waitaki Limited

Performance Information

For the year ended 30 June 2023

Goal 2: Securing the opportunities and reaping the benefits of the Destination Management Strategy and Plan

How this will be achieved:

Produce the Waitaki Destination Management Development Plan MBIE Project/funded

Target: By June 2022 have a Destination Management Development Plan

Result: Achieved - DMP signed off by Governance Group and Tourism Waitaki Board in August 2022.

Collaborate with Otago RTOs

Target: Support on-going collaboration with the Otago RTOs to develop new regional marketing developments. As required, attend meetings, provide resources, and support co-funding of agreed projects

Result: Achieved - Collaborated with other 7 RTOs in southern region in Southern Way marketing alliance. Meetings attended and the group collaborated to produce a video, website and attended TRENZ.

Partner with Te Manahuna DM projects

Target: Support joint Initiatives where the Mackenzie and Waitaki DMPs can provide cross-district benefits. As required attend meetings, provide resources and support co-funding of agreed projects.

Result: Not achieved

Meet with iwi, tourism operators and businesses regularly to ensure collaboration with DMP opportunities

Target: Hold meetings with Iwi and Industry partners to ensure the DMP is front and centre and identified opportunities are supported.

Result: Not achieved

All actions and initiatives will target increased visitor spend and length of stays

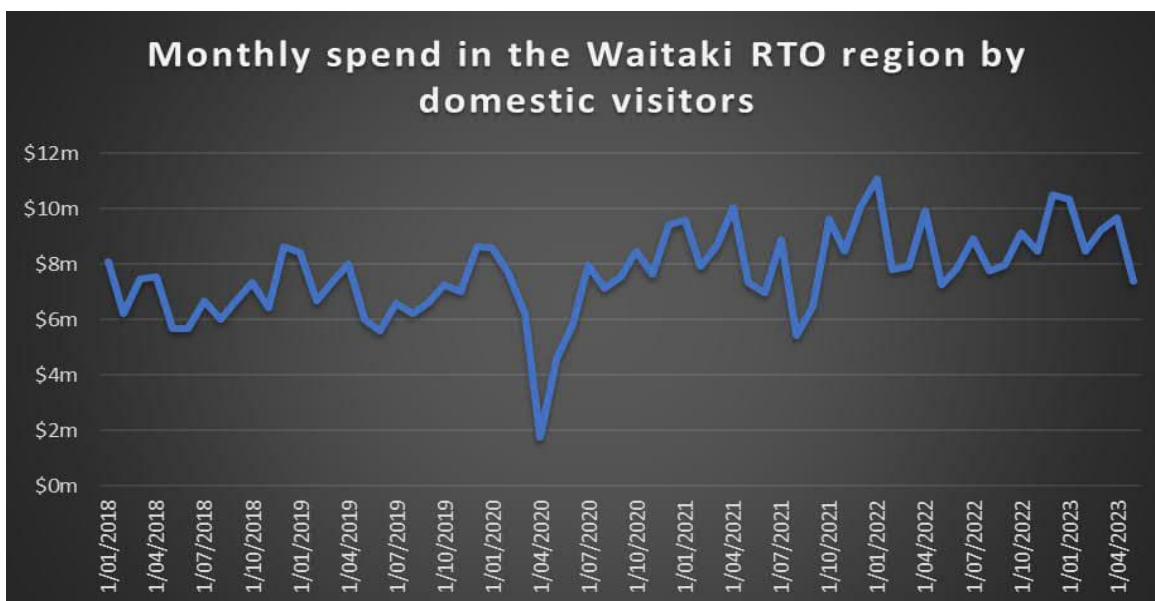
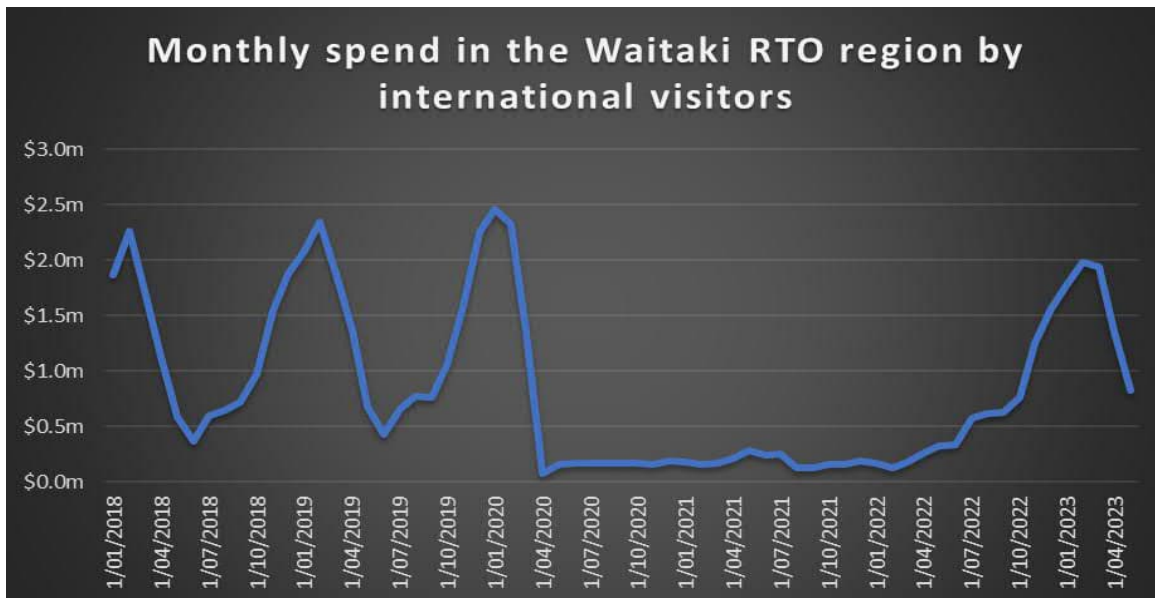
Target: Trend data collected from Accommodation Data Program (ADP) and the Tourism Electronic Card Transaction (TECT) data shows levels maintained or increased in the Waitaki RTO. Visitors spend is increased over current 12 month compared with the previous 12 months.

Result: Achieved - Data collected from MBIE sites, and shows visitor spend increased over the 12-month period. The international market now shows a higher spend per month than pre-Covid (\$0.82m in 2023 compared to \$0.67m) (Data Source: Tourism Electronic Card Transactions, Ministry of Business, Innovation and Employment).

Tourism Waitaki Limited

Performance Information

For the year ended 30 June 2023



Goal 3: Develop and implement a plan for the business that ensures TWL and OBPC financial sustainability for 2022/23

How this will be achieved:

Tourism Waitaki will follow Best Practice Business Management and will work within available funding and resources for 2022/23

Target: Develop a budget for TWL and OBPC for 2022/23

Result: Achieved - Budget created for the 2022/23 financial year. The financial performance of TWL was significantly better than budget and TWL worked within available funding. The revenue generated at the OBPC was significantly higher than budget.

Tourism Waitaki Limited

Performance Information

For the year ended 30 June 2023

Engage in the Economic Development Strategy project and support its implementation

Result: Achieved - Meetings attended with WDC to discuss the ED Strategy.

Goal 4: Develop and modernize the marketing and promotion offer

How this will be achieved:

Tourism Waitaki will produce a marketing plan for 2022/23

Target: A marketing plan is developed by September 2022 which incorporates MBIE funded deliverables for marketing.

Result: Achieved - A marketing plan was created called "Discover the Diversity" that had the goal of promoting the variety of scenery, culture, heritage, activities, and natural attractions in the Waitaki District.

Use digital technology enhancements to promote the Waitaki district

Target: Make further enhancements to TWL's social & digital marketing. Investigate the use of digital billboards.

Result: Partially achieved - Further enhancements were made to TWL's social media, resulting in a significant increase in reach via Facebook. The use of digital billboards is in the process of being investigated. More work is required to further investigate options and determine cost effectiveness.

Reach

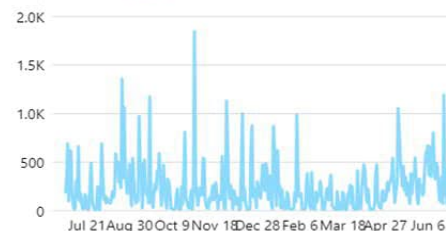
Facebook reach ⓘ

334,792 ↑ 213.9%



Instagram reach ⓘ

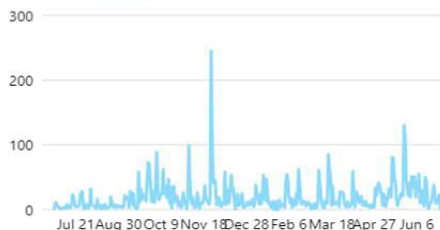
16,604 ↓ 60%



Page and profile visits

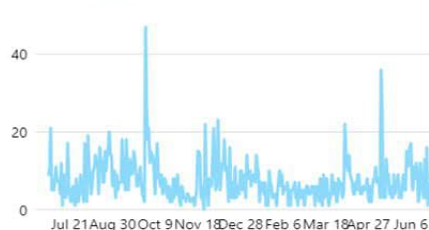
Facebook visits ⓘ

6,931 ↑ 267.1%



Instagram profile visits ⓘ

2,723 ↓ 25.4%



Tourism Waitaki Limited

Performance Information

For the year ended 30 June 2023

Engage with travel trade and ensure the Waitaki District has a presence at trade events and trade shows.

Target: Attendance at RTNZ, TNZ, TIA, TRENZ and TECNZ events where travel trade, product managers, IBOs, ITOs will be in attendance.

Result: Achieved - TRENZ attended.

Collaborate with our International Marketing Alliance (IMA) partners to ensure successful representation is provided in offshore marketing.

Target: Attendance at IMA events, or provision of resources and marketing material.

Result: Achieved - Collaborated with Dunedin and Clutha RTOs to attend Kiwilink events offshore in July 2022.

Goal 5: Oamaru Blue Penguin Colony Plan for 2022/23

How this will be achieved:

Tourism Waitaki will develop a budget for the OBPC reflecting the operation returning to a BAU model as seen prior to Covid 19. The budget will be monitored as visitor numbers return.

Target: To increase visitor numbers to the OBPC from the prior year. OBPC opens for day tours as visitor numbers increase.

Result: Achieved - OBPC opened again for Day Tours in November 2022. Visitor numbers increased from 11,292 in 2021-22 to 34,430 in 2022-23. OBPC revenue therefore was significantly higher than the budgeted revenue.

Promotion of other visitor activities at the OBPC

Target: Using a digital display at the OBPC, other local activities and sights can be on show for visitors to view.

Result: Achieved - Geopark display installed in Information Display area at OBPC.

Survey of visitors to OBPC to measure an annual NPS score

Target: OBPC will regularly seek visitors feedback via surveys with the aim to increase the NPS score on the previous year.

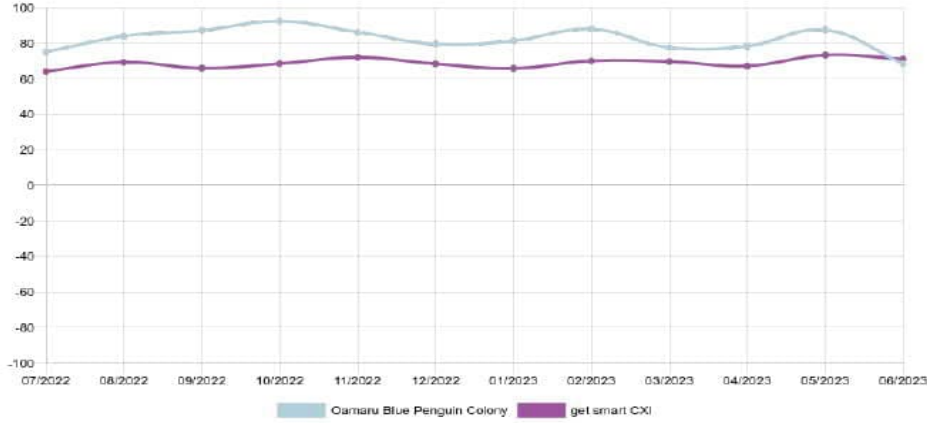
NPS or Net Promoter Score, is derived from customers being asked a specific survey question. The resulting score can be used to compare previous NPS scores, or against similar businesses within the same Industry. To increase the NPS score generally reflects a lift in visitor satisfaction with the product or experience.

Result: Achieved - The NPS was 72 for 2021-22 and 82.3 for 2022-23. The OBPC received 955 survey responses during the year.

Tourism Waitaki Limited

Performance Information

For the year ended 30 June 2023



Net Promoter Score®

Result — Completion Date: Is between 01/07/2022 and the last day of last month (30/06/2023)

Oamaru Blue Penguin Colony (n = 955)
get smart CXI (n = 22600)