



Waipu Cove Reserve Board

c/o 869 Cove Road, Waipu Cove, 0582

www.waipucoverserve.co.nz email: waipucoverserveboard@gmail.com

WAIPU COVE RESERVE(S) BOARD AGM

11am, Sunday 18th September 2016

The All Purpose Room Camp Waipu Cove

ALL WELCOME

PRESENT: John Henderson, Roger King, Peter Baker, Rowan Pullan, Evan Cook, Belinda Hopkins (minutes secretary)

APOLOGIES: Dorothy Auld, Connaught Palmer

ATTENDING: Anton Trist, Lucy Trist, Kerry Baker, John Melsop, Angus McCulloch, Rick Stolwerk

MINUTES OF THE LAST MEETING:

Sun 20th September 2015 – Minutes of the last meeting as circulated and published

J. Henderson/P. Baker **CARRIED**

MATTERS ARISING:

Welcome from John Henderson and introduction of Board members.

John Melsop mentioned that a consultant was engaged last year regarding the setting of site fees but the same was not done this year. Board responded that research was done by managers based on consultants work from last year. The previous research was updated using same camp grounds and more were added with addressed the issue in a more effective way. This year's fees were set at the average (mean) price of similar camp grounds.

AGM Managers report, September 2016

Financial Report 2015/2016 to Year end June 2016

REPORTS:

- **Management report (read by Lucy Trist)**
- **Financial report**

Note: Year on Year comparisons skewed due to realignment of ASH fee payments with financial year

John Melsop mentioned that the new cabins will require a necessary increase in cost of staffing, cleaning etc. These cabins are achieving a positive return on our investment. They are one example of the many capital expense projects being funded by camper fees.

Angus McCulloch mentioned that by doing work such as this and by maintaining higher staffing levels due to increased camper activity, the camp is sustaining local employment.

- **WCSLSC Report**

Rick thanks camp for the ongoing support with the algae problem. With the farmer's funding, a new vehicle has been purchased which has improved facilities for accessing river mouth etc. This will be sign written with farmer's names to mark their contribution. The vehicle should arrive before labour weekend. The old 2-seater was sold and they now have 3x3 seater vehicles. Rick would like to congratulate the camp on it's great appearance. The surf club is trying to keep up with maintenance and improvements of their buildings in line with this.

Anton Trist passed on positive comments from a returning rugby group regarding the improvements made to the curf club over the past few years.

John Henderson would like to praise the continued, mutually beneficial relationship between the surf club and the camp. Also noted that the traffic management plan and H&S plan relating to possible future algae removal during summer months are being put together for submission to NRC in the next 60 days.

- **Chair report (verbal)**

What has been done over the past year has made a very good camp even better. The Board is here to improve the positive experience of all stake holders: tangata whenua (Patuharakeke), campers, day visitors, local community and employees. Success hinges on the employment of very competent managers and Anton and Lucy fulfil this role. The

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ongoing responsibility of the Board is to create an environment which supports the managers to be successful for all stakeholders and the Board. The current Board members are working well together.

MOTION TO APPROVE ALL GENERAL BUSINESS:

J. Henderson/R. Pullan **CARRIED**

Angus McCulloch – Process of setting fees. It is Angus's opinion that last year's process resulted in annual site holders (ASH) getting better value for money for less increase in fee. The result is that an ASH can stay for \$3.50 a night which is a rate not available to any other members of the public. Angus suggests that the Board consider that they are giving a premium product for a less than average price. A lot of improvements have been made due to good decisions of management. He suggests that now would be a good time to start looking at how all sites can be made available to all members of the public on an equitable basis.

Board response – The Board respects Angus' opinion as he was a Board member for 12 years. The fee and benefits decision made was based on looking at the annual site holders agreements at many other similar camps and the fees were set at the average rate for these sites. The decision to alter the visitor component was also made in response to other camp grounds guidelines. There are already 10 fewer ASH this year and the Board do not intend, at this point, to entertain applications for new ASH. This will all be reviewed again when the time comes for setting fees again.

John Melsop – Would like to enquire about his application for becoming a Board member. John applied to DOC but received no reply. The Board also wrote to DOC regarding this matter and did not receive a response. John received verbal contact from DOC that Geoff Woodhouse has taken over the relevant job and then did not receive a reply until August this year. The reply from Geoff stated that board did not require a new member at this point. John notes that the professionalism shown by the Board is not being backed up by that of DOC.

Angus commented that he believes any public interest in serving on the Board should be referred to DOC as they make our Board appointments.

John Henderston noted that a professional response to John Melsop is deserved. The Board will discuss in committee and John H. will respond to John Melsop.

- Election of officers

John Henderson stands down as chairman. Peter Baker nominates John Henderson for the role of chairman, Roger King seconds. All in favour. John Henderson is elected as Board chairman.

On going work has been spread between Board members.

John recognised the excellent support we receive from Belinda Hopkins, our minutes secretary.

AGM closed... 11.35am

AGM Managers report, September 2016.

It has been another busy 12 months at Camp Waipu Cove, with revenue and occupancy well up on the previous years, and a number of projects completed. As we finish working through the reserve board's current management plan, a new management plan is being finalised. This will replace the existing management plan in 2017.

Here are just a few of the projects that have been completed over the last 12 months:

- The outside of the bunkhouse has had a makeover - a sliding entrance door replaces the original door, and a timber decking outdoor area with picnic tables

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- The north end public car park has been re-fenced, with the carpark roped off in the same style as the main camp entrance
- Planting has commenced as detailed in the landscape plan, with herb gardens outside all kitchen blocks, fruit trees and native planting around the camp.
- The middle ablution block, and rum row toilets, have been painted with murals by Dan Mills (in a similar style to the public toilets, which he also painted)
- The Lock Block showers have been upgraded. All showers are now able to have the water temperature altered through a mixer, whereas in the past the water temperature was set at 42 degrees. The fixed temperature was too cold for some, but too hot for others
- All road works within the campground have been completed (with the exception of any new roads required for the new cabin cluster)
- The northern ablution block has a new BBQ area outside the kitchen. Extra picnic tables have been installed in the area, with a two-plate electric BBQ
- Fencing and walkways along the dunes have been completed

Last year we converted all our accounts payable and financial transactions into Xero, for more efficiency and transparency. We went live on Xero in October 2015. This has been successful as it's allowed for better tracking of expenses and payments.

Our number of Annual Site Holders has further reduced this year, with only 82 contracts being issued. There were 92 contracts issued last year.

A new John Deere tractor was purchased in November, as the camp tractor had come to the end of its life. It was decided that, given the many expensive repairs it would have needed to get the tractor operational, it would make more financial sense have it replaced.

This year, for the third year running, we once again received a Certificate of Excellence from Trip Advisor. This is only awarded to businesses that consistently demonstrate a commitment to hospitality excellence. To be eligible for the award, you must maintain an overall rating of at least 4 out of 5 (as reviewed by travellers) and there must be a certain volume of reviews to qualify. The marketing value of this cannot be underestimated. Trip Advisor is the number one travel review site, and has an increasingly strong influence on people's decision making when selecting accommodation.

Our Facebook presence continues grow. Our Facebook page has nearly 1500 "likes" and regularly engages with Facebook users. It is invaluable in keeping current (and potential) customers informed and up-to-date on events and promotions. We have just recently branched out into Pinterest and Instagram. Both these social media sites are continuing to increase in popularity, with Instagram set to surpass Facebook with number of users. All are useful platforms for marketing the camp.

Our Qualmark quality assurance grading took place in May this year. We were extremely happy that our grading went up, from 4 star to 4.5 star. This increase in rating is the result of the many improvements that have been implemented in the past 18 months, and beyond. Holding a Qualmark license confirms we are independently recognised as being a quality provider of accommodation. Our Qualmark rating continues to be yet another valuable marketing tool.

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This year, as part of each employee's individual development plan, we have put a focus on staff training. This has included the following training

- Management and supervision courses through EMA - for those staff who had direct reports
- Ecolab Chemical training – for cleaning staff
- “Tag and Test” electrical course for Cole Young and Robert Dalebrook
- Fire Safety training and Service IQ “Visitor Experience” training - for all staff

Our team of staff work cooperatively and support one another, and this is further encouraged by the staff initiatives we have in place. Our “Employee of the Quarter” award, in which all staff vote for the most valuable employee for that quarter, is one example of this. Another is “Wellness Month”, where we focus on staff health and wellbeing for that particular month. This includes a competition tracking exercise, and providing staff with an opportunity to take fitness breaks. Looking after our staff in this way shows that we value their hard work – and encourage good performance.

Last summer we trialed a Kid's Club, which was well utilised by camp kids ages 5 -12 years. The evening sessions proved to be the most popular. Another addition last summer was having body boards available for use by campers. The body boards had to be collected from the surf club, and were only given out by the lifeguards after a quick safety tutorial. Both the body boards and the Kid's Club will continue this summer, with the addition of fitness and yoga classes during the peak holiday period.

Unfortunately, we had the return of the dreaded red algae last summer - which was a major problem for beachgoers and campers. The first large dumping was on the 17th of December. This was cleared by local farmers using their tractors, just before the influx of Christmas campers. There was an even larger amount washed up in early January. The volume of algae was so large that it made the second lead story on TV3's news on the 9th of January. Once again, it was cleared with the help of the same farmers, but this time took three days to remove. We can't thank the local farmers enough for their help in clearing the algae, as without this, the beach would have been unusable for weeks. Because the algae may be an ongoing issue, we are working with NRC (with the help of Coastal Scientist Andre Labonte) who granted us a resource consent allowing removal work to take place as and when needed. We are currently working through an operational management plan so we are prepared to act immediately in the future, should the same scenario occur.

Before summer 2016 commences we will have completed a couple of other improvements. Firstly, a large fish smoker is currently being installed at the fish filleting station. Secondly, new commercial fridges and freezers are replacing the existing domestic ones in all ablution block kitchens. Both of these improvements will enhance the summer experience for all campers.

In April 2017, construction of two new self-contained cabins will commence. Plans have been drawn up, and we are in the process of obtaining three building quotes for this work. There will be a total of six cabins in this cluster, which will be located to the left of the middle ablution block, in the area where sites 123 – 130 currently reside. Another big project next year will be the construction of a tennis court / multi purpose sports surface, which will be located in the current green waste area by sites 25 & 25A. We have instructed a surveying company to complete a scope of works for its construction. In 2017, we will continue to implement our landscaping plan, and dune restoration work.

Kind regards,

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Anton & Lucy Trist

Financial Report 2015/2016 to Year end June 30th 2016

Total operating revenue: \$1,057,094 down \$12k on last year

Total operating expenses: \$773,755 up \$96k on last year

Net Surplus: \$91,413, down \$135k on last year

This year's financial results were largely influenced by the re aligning of the annual site holder's annual contract, with that of the financial year. In previous years annual site holder revenue had fallen into two financial years, but will now be captured within the current financial year. This will give us better YOY comparisons and reporting.

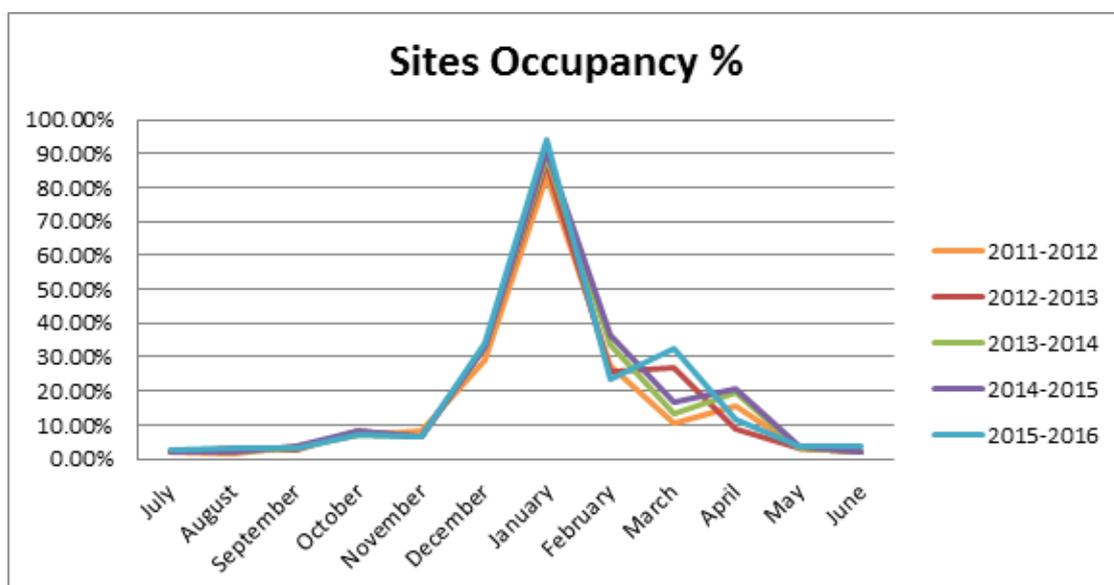
Construction of two new self-contained cabins in late 2015 has been a financial gain for the camp, with revenue up for self-contained cabins by 117% or \$71k. Kitchen cabin revenue was up another 10% or \$9k. This is on top of a 21% increase last year.

Revenue per camp site: \$3,625 per year

Revenue per annual site: \$2,760 per year

Revenue per cabin: \$24,047 per year

Expenses: up on LY by \$96k. One off expense with weed removal over XMAS of \$14.5k. Wages and salaries up \$40k, which is for additional cleaning staff and staff increases. Insurance up \$5k, due to increase in insurance premiums to cover new equipment, and buildings that have been constructed. Also a new expense this year was for outsourcing linen cleaning/hire, which was \$7k - as we no longer have the capacity to do this internally. Cleaning consumables up \$2k due to higher cabin occupancy, and the increased cleaning from additional facilities around the camp.



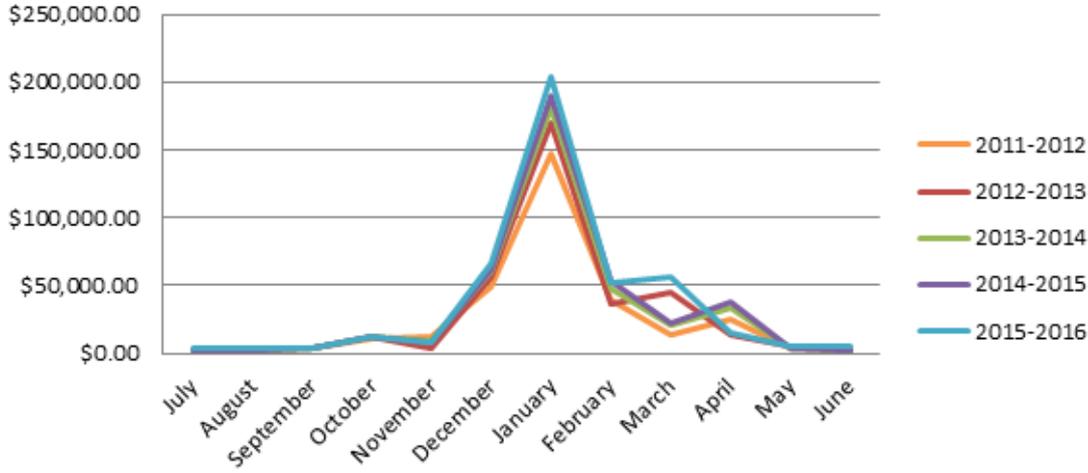
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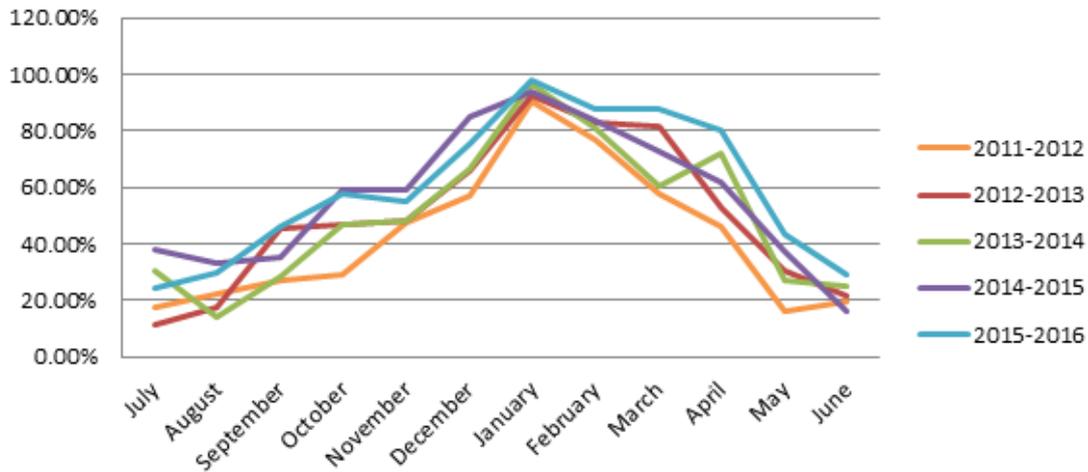
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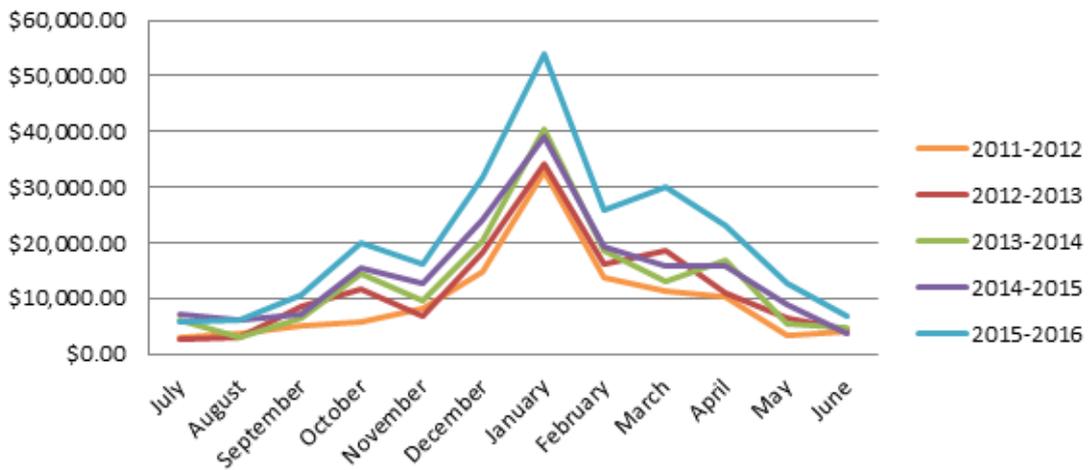
Sites Revenue



Cabin Occupancy %



Cabin Revenue



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