



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

6pm, Tuesday 27th August 2024

The All-Purpose Room Camp Waipu Cove

ALL WELCOME

PRESENT: R.Pullan , L.Trist , A.Trist , P.Baker , C.Bartlett , R.Stolwerk , E.Cook , H.Kereopa

APOLOGIES: R.King , L.Minnhinick

ATTENDING: A.Neal , A.McCulloch

MINUTES OF THE LAST MEETING: R.Stolwerk, P.Baker, All in favour

MATTERS ARISING:

REPORTS:

- **Chair report (verbal)**
 - Rowan thanked the board and the Managers and Camp Waipu Cove team for all their hard work and contribution over the year. Together, everyone continues to work hard to ensure that The Reserve is available and enjoyed and by all.
- **Management report**
 - Lucy & Anton shared their new sustainability video, which they recently presented at the 2024 HAPNZ conference. Once again, they were a finalist for “Spirit of Hospitality”. Many successes including significant increases in visitors in part due to a fabulous summer. Big projects which happened over the year included purchasing new generator for business continuity, a large Jumping Pillow, upgrade of the Middle block and lock block ablutions. The Camp has also achieved Carbon Zero certification from EKOS in April 2024.
- **Financial report**
 - Exceptional year for the Camp, with impressive numbers. Weather prior to christmas wasn't great however just after Christmas the weather was kind which resulted in good numbers for the end of that period. Resulting in 76,906 stays to experience Camp Waipu Cove, we hope that the weather is kind coming into Summer as this will see our numbers continue to rise.
- **WCSLSC Report**
 - Club of the Year, chosen from 18 clubs in the Northern Region. First time we have won this award! Paid lifeguards are back this year and WCSLSC will host Waipu, Mangawhai and Te Aari lifeguards. The surf club will be hosting Rookie Camp for all northern clubs and the IRB National Championships.

Reports accepted and motioned E.Cook/ seconded H.Kereopa, All in Favour

GENERAL BUSINESS:

- Election of officers
 - Rowan stands down as chairperson.
 - R. Stolwerk nominates Rowan as chairperson, P. Baker seconds. All in favour
 - Rowan is elected chairperson.
 - The board collectively acknowledged and thanked Rowan for the work she has done over the last twelve months



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- **Speaker from the audience.** A.McCulloch praises and thanks the board and camp management for their efforts to make the Reserve a wonderful destination. The facilities and grounds are well cared for and maintained, Angus and his family have found that increasingly when friends and family visit there is availability within the camp due to the increase in accessibility for families to enjoy the public space. Really like the support and financial contributions being made to support local groups like the Waipu Cycleway which benefits all community and visitors. Congratulations.

AGM closed, 6.38 pm

FINANCIAL REPORT 2023 / 2024

Total operating revenue: \$2,049,618

Total operating expenses: \$1,312,605

Total operating surplus: \$910,440 **Other income:** \$173,427 (Interest and insurance payout)

Cash in bank: \$2,005,459

Total on term deposit: \$1,743,226

Financially this year has been a great year for the camp with some impressive numbers. Prior to Christmas the weather was terrible, but after Christmas the weather was a lot kinder, resulting in good numbers through the camp. This year we had 76,906 people stay and experience Camp Waipu Cove. Total assets are now \$5,686,308. A very healthy surplus of \$910,440 which is up a massive \$252,078 on last year. Casual site fees \$1,049,910 up \$201,181 on last year, self-contained cabins \$546,068 up \$52,240, ASH \$186,335 down \$41,417 on last year.

Revenue per casual camping site (191): \$5,497 (up \$834 from last year)

Revenue per cabin (16): \$46,056 (Up \$5,130 from last year)

Revenue per ASH (35): \$5,176

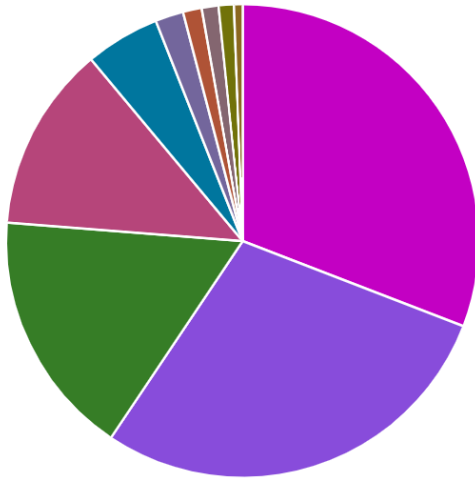
Booking placed report:



Waipu Cove Reserve Board

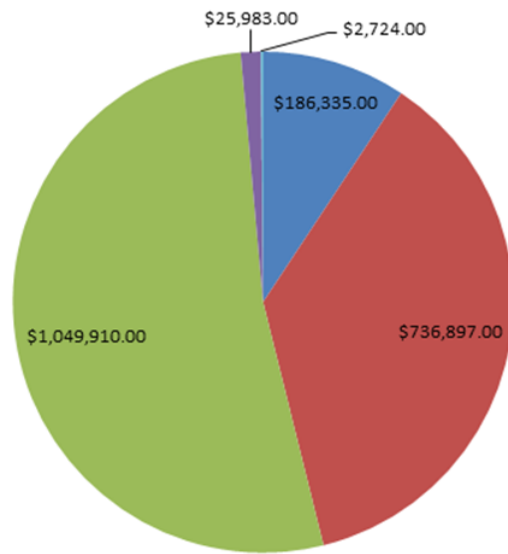
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- Newbook Online
- 1 Return Guest
- 2 Walk in
- 4 Phone direct to camp ground
- 3 Email direct to camp ground
- Booking.Com
- Bookit
- 5 Word of Mouth
- 6 NZMCA
- Other

2024 Revenue by \$\$\$



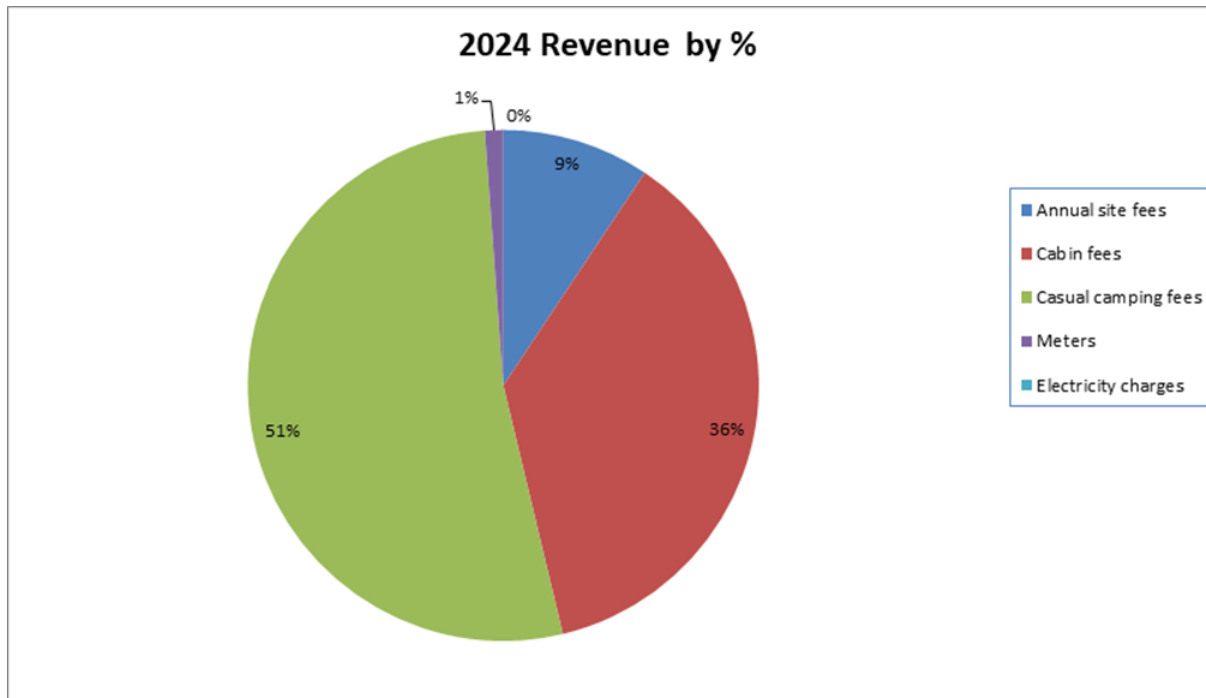
- Annual site fees
- Cabin fees
- Casual site fees
- Meters
- Electricity charges



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Our cabin revenue continues to climb YOY. The cabins are becoming more and more popular all year round, with only 16 cabins available, and generating nearly 36% of our total revenue. Cabin occupancy was 83.10% year round, at an average room rate of \$175.26 per night, with the total number of cabin nights occupied for the year being 4,825. Casual camping fees saw an massive increase in revenue of \$201,181 on last year. Our year round occupancy per site was 28.20% at an average nightly rate of \$60.06 per night. We had 19,683 camp site nights occupied for the year. As our ASH revenue continues to decline and all ASH revenue ceases in 2025 we will see casual camping fees grow. We had 35 ASH this year and 22 for the final contract year ending June 30th 2025.

Expenses are up \$158,806 on last year, which is to be expected with the increase of revenue along with inflation. This financial year our solar produced 71,803kwh of power, which equates to \$17,950. On an annual average each guests uses 2.35kwh of power per guest night, our total KWH usage for the year was 181,066kwh. Water consumption is 195.9 litres of water per guest night and total water usage for the year was 15,066,000 litres. The majority of our solar power is being consumed by the camp's power supply and only a small amount is being exported back to the grid, which we receive .13c per kwh. Salary and wages up \$49,116 this is due to an increase in our cleaning costs of our cabins as additional staff are required due to higher occupancies. There were also wage and salary increases, along with increases to the minimum wage. Financial administration is up by \$9,032 which is due to our accountant liaising with auditors trying to get audits up to date. Legal fee's up \$11,089.



2024

**ANNUAL GENERAL
MEETING REPORT**

Tuesday 27th of August, 2024



Introduction

As we reflect on the previous 12 months, it is satisfying to see improvements in many areas from our revenue figures to our sustainability efforts, and everything in between. It's fair to say that although it's not been without its challenges, it has been an easier year for the camp overall.

Last year, we were dealing with multiple severe weather events. These events significantly affected our operations and had a direct impact on our occupancy figures. We were blessed with decent weather for much of the year, with our summer season being especially good. Our occupancy levels over peak period were up 25% on the previous year, only to come to an abrupt halt with the planned Brynderwyn route closure at the beginning of March.

The closure of the route, which took place from early March until the end of June, (save for an Easter reprieve) greatly affected our customers ability and inclination to come and stay with us. We went from full weekends in February, to a relatively empty campground when the roading work commenced. It was as if the tap just turned off. This has been one of our biggest challenges this year, one which we hope won't become a recurring issue for us, given the still precarious state of the Brynderwyn's.

Despite the Brynderwyn closure affecting our occupancy levels for nearly 4 months of 2024, the camp finished the 2024 financial year positively, with revenue at \$2,049,618.00 up \$279,956.00 YOY. Our end of year financial report showed a surplus of \$910,440.00 before depreciation (up \$242,717.00 YOY).

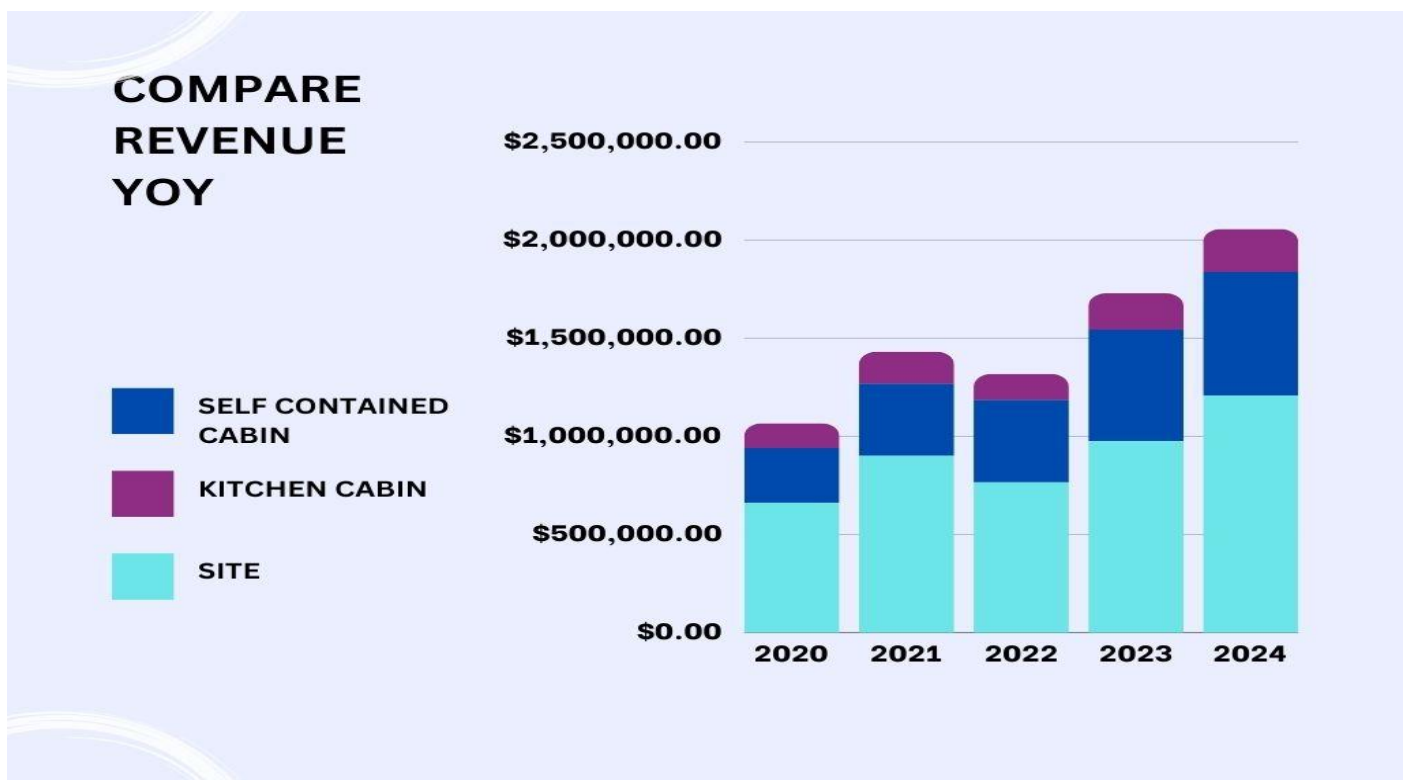


Figure 1- Comparison of major revenue streams from 2020 -2024

In our current financial year, we are budgeting for a straightforward year ahead with increases in many areas. One of the biggest expenses will be wages, along with increases in our marketing budget. We have ensured to allow for expenditure in the budget for electrical appliance upgrades, as power boxes are expected to need upgrading in coming years. Our capital expenditure budget includes funds for the front entrance upgrade and the upcoming re-mapping of camp.

Projects completed August 2023 – July 2024

- The Middle Block and Lock Block bathrooms have had their shower cubicles tiled with non-slip tiles, replacing the previous Terraflake surface.
- A large jumping pillow with shade sail and fencing has been installed next to the tennis court.
- The carparking area at the front entrance was fully metalled in September 2023, as was part of the north end car park in April 2024.
- A generator has been installed next to the middle block which can run power to the camp office, middle ablution block, the middle cabin cluster, and adjacent camping sites in the event of a power outage.
- The laundries in all ablutions block now have VAC card units installed.
- Over 23 ex – ASH sites have been re-grassed, along with several other sites that required levelling.
- A VOIP phone system has been installed which uses our fibre internet connection. This has replaced our previous system which used (the now almost obsolete) copper phone lines.
- A time clocking and roster app Deputy was adopted in November 2023. Staff clock on and off on a tablet kiosk located in the office entry, and all staff can check rosters, swap shifts and apply for leave via the app on their mobile phone. Deputy is compatible with our payroll system so all timesheets can be seamlessly uploaded.
- A five-year electrical warrant of fitness of the camp took place, with all remedial work completed by September 2023.
- We achieved Carbon Zero certification from EKOS in April 2024 by working through our emission levels and finding ways to reduce these.
- Health and safety app “Brightsafe On the Go” has recently been adopted to record all site and equipment inspections, and provide on the go access to health and safety documentation.

Current and future projects

- Work continues on the entranceway development project. Late last year, TMC Engineers undertook investigation into the sewer tanks under the proposed construction site. This left us with more questions than answers, with the different options tabled to complete preparation work to the area all proving costly. We are currently looking at more economical options for the front entrance development that will still deliver the desired results.
- The next 12 months will see the departure of remaining ASH. This process will need to be managed.

- Stephen Chamber of Stufkins + Chambers came to site in August to start the process of remapping of the camp once ASH have departed at the end of June 2025. Early indications are that the layout of the camp can be improved, and approximately 50 additional sites added.
- We will continue to collaborate with local iwi Patuharakeke to erect bilingual signage throughout the camp (English and Te Reo Māori). This will be completed before summer 2024/25.
- We are working with marketing company Dubbz Digital Marketing to implement our current marketing plan. They are responsible for our search engine optimisation, Google ads, newsletters, and social media ads. We have seen good uptake with our current marketing campaigns, “Kid’s stay free” and “Stay 3 pay 2”, which has been pleasing.

Business Continuity Planning

2023 was an unprecedented year weather-wise, with rainfall records broken. There were too many instances of extreme weather to keep count. Multiple flooding events and even cyclones caused huge disruption to our operations. Many bookings had to be cancelled and/or refunded.

This has highlighted the need to revisit our business continuity planning, with the realisation that extreme weather events will occur with increasing regularity in the foreseeable future. As we see the escalating effects of climate change, we need to be prepared to minimise future disruption.

As mentioned earlier in our report, we recently installed a diesel generator that will power the office, middle ablution block, middle cabin cluster and nearby sites in the event of a power outage. This will enable us to remain open and operating, albeit at a limited capacity.

Detailed emergency planning has been undertaken this year, looking at any possible scenarios and how we will deal with these if they arise. This includes how we will remain operational to the best of our ability. Potential road closures (including the Brynderwyn route) are an obvious concern, and we are investigating what measures we can take to minimise disruption to business should these occur.

Flooding

The issue of flooding in Waipu Cove has been a regular topic of discussion for the camp and affected neighbours. As we are in a flood zone, the multiple weather events of 2023 further highlighted what has long been an issue for the area. Concerned stakeholders met in November 2023 and as a result, it was agreed that Whangarei District Council and the Waipu Cove Reserve Board would share the cost of surveying the Waipu Cove open drain to better understand clearance issues and flow, by plotting the actual drain profile and measured sediment deposits. WDC covered the costs of the drain associated with private properties, with the reserve board covering costs of the drain along the camp and Department of Conservation boundary.

The survey results showed the drain has minimal gravity fall, and as it is under tidal influence and discharges into a wetland at ground level, it is impractical to pump out the standing water. Suitable maintenance work is still under discussion, as WDC decide on an action plan going forward. The reserve area is complex due to the sensitivity of the environment, and any work in this area will require resource consent from NRC as well as approval from Iwi and Hapu and the DOC biodiversity team. The Waipu Cove Reserve Board will be applying for a resource consent (although responsibility for any work does not lie with them) in order to progress the issue.

Awards

On a positive note, we have been excited to be finalists in or win several recent industry awards. This is a great morale boost for our team and confirms we are getting things right the majority of the time.

We were awarded first place in the recent Junction Magazine's annual local awards in the Tourism and Entertainment section. In January we were again named a finalist in the NZ Herald's readers Best Beach competition.

We were recently finalists in the Holiday Parks Association of New Zealand (HAPNZ) premiere industry award, the "Spirit of Hospitality". This award goes to the holiday park that had the best overall score from online reviews and feedback. We were in the top 5 for customer reviews out of 250 other parks in New Zealand. We were winners of this award in 2023, and a finalist previously in 2021.

On a side note, we were flattered to be asked by HAPNZ CEO Fergus Brown to present our "Strategies for Success" at the Conference recently. Given we were the Spirit of Hospitality award winners in 2023, he wanted us to share our knowledge with our industry peers. This presentation was very well received, with several parks subsequently making contact wanting to know more about some of our sustainability initiatives we mentioned in our presentation.



Figure 2- HAPNZ Conference 2024: Hon. Matt Doocey and HAPNZ President Peter Crawford presenting us with our Spirit of Hospitality finalist certificate, Presenting our "Strategies for Success" to the conference delegates

Once again, this year we were awarded Trip Advisor's "Traveler's Choice" award because of the large number of positive reviews we received over the last 12 months. This is the 11th year running we have received this award and is a great indication customers have a positive experience when they stay with us. These awards are a great marketing tool, which we have been promoting widely on our social media and in

our customer newsletters. As for review sites, research clearly shows prospective guests take notice of reviews as part of their research when deciding where to book. Both are also positive motivators for our staff, who get a lot of satisfaction from knowing they are contributing to the camp's success in this regard.

Community

We remain involved in the local community by providing support and sponsorship to numerous groups and organisations including the Waipu Fishing Club, Waipu Bowls Club, Waipu Golf Club, and various sports/school groups. We offer donations and vouchers for fundraising events, and much more.

The camp supports the Waipu Kiwi Trust and Weed Action group by providing space for them to store their trapping equipment onsite.

We made a \$15K donation to the Waipu Cycleway Trust in June of this year which has helped to enable the trust to complete the final phase of the Cove to Waipu bike track. It is now handed over to WDC to complete the remaining part that will link the track from the Waipu Cemetery to Riverview place.



Figure 3- Work taking place on the Waipu Cycleway, August 2024

Our close working relationship with the Waipu Cove Surf Life Saving Club continues, and we remain a Platinum sponsor. Several of our staff are part of the surf club led ECOS group (Emergency Call Out Squad).

Sustainability Initiatives

Our commitment to sustainability has continued. Principles of sustainability have guided our operation in many facets. Operating in a sustainable manner not only saves money, it's also a key driver for an increasing number of guests in their selection process as a consumer.

We have steadily been working through the process required to become a certified carbon zero business, and we achieved this in April 2024. To do this, we enlisted the help of carbon management organisation EKOS to work through all the criteria to qualify as net carbon zero. This process identified areas where we could reduce our emissions, which (as mentioned above) also has the added benefit of cost savings. Any emissions we could not reduce were offset with carbon credits.

For us to reduce CO2 emissions effectively, it was important to understand the carbon footprint of the business operations on an annual basis. Measuring our carbon footprint baseline enabled EKOS to create a focused reduction plan. They provided carbon footprint measurement services and emissions reporting, which breaks down the carbon emissions by activity and highlights emission hotspots within our operations. EKOS then provided recommendations on emissions reductions, allowing us to set informed reduction goals and work towards becoming a Carbon Zero organisation.



Figure 4 - CWC Emissions 2023 as per EKOS



Figure 5 - CWC Emissions 2024 as per EKOS

We are working on ways to get our sustainability message to our guests, given this is more of a deciding factor than ever in terms of how consumers spend their money. Recently we commissioned a short video clip that will communicate our sustainability story to our guests and the public.

Annual Site Holders

ASH numbers have reduced from 35 in 2023, down to 22 in 2024 - 13 less than the last contract year. Site repairs have kept the ground's staff busy over the last couple of months so the grass will be ready in time for summer. ASH are currently in their final contract year, with this category terminating in June 2025.

Dunes

Dune and beach maintenance work has continued over the last 12 months, with spraying and maintenance undertaken by a contractor twice yearly. Repairs and maintenance work to beach accessways was undertaken with guidance from Laura Shaft (NRC). Dune planting and fencing work has continued, and the dune is beginning to regenerate after last year's cyclones and other weather events.

A dune planting day consisting of our camp staff, local volunteers and NRC Coastal Care team took place on the 22nd of August. Spinifex, Pingao and Muehlenbeckia were planted in the infill areas where recent weed control has been affective, mainly north of the surf club.

Our dune donation feature, which enables guests to make a small donation when booking online towards our dune regeneration programme, has been up and running for 18 months. We've so far had over 536 donations from our guests. This is used towards the cost of maintaining the dunes.



Figure 6 - Recent dune planting day with WCRB board members, CWC staff and NRC

Ngā mihi nui,

Anton and Lucy Trist