



AGENDA :

6.00pm, 13th October at Edgewater

- Present
- Apologies
- Minutes of the Last AGM
- Matters Arising
- Election of Board Members
- Annual Report
- Financial Report
- Appointment of Auditors
- General Business

LWT AGM MINUTES - Wednesday 18th September 2019

PRESENT: See attached attendance list

APOLOGIES: See Apologies list

Accepted by: Megan Williams

Seconded by: Ramesh Swamy

Minutes of previous meeting- 24th October 2018

Accepted by: Bridgit Parker

Seconded by: Nadia Ellis

Matters arising from 2018 meeting:

None

Election of board members:

- 4 nominations received for 3 positions on the Board.

- Duly elected board members: Mat Woods, Andrea Kendrick, Ramesh Swamy

ANNUAL REPORT

Chairperson's Report- Mark Morrison (as per attached)

Highlights:

- Another year has slipped by us and we will be finding ourselves firmly in the future with 2020 soon upon us. The 2018/2019 year has been another highly successful one for James and the team at LWT not only winning coveted awards but also producing continuing Wanaka's success on the tourism front.

- There is a lot of discussion at present about a slowdown in the tourism market. Everything goes in cycles and we have had a period of massive growth so it is only natural for things to settle a bit. Mark explained that this may be very beneficial to us in the industry in the longer term too.

- Mark acknowledged some significant milestones. James Helmore has been working for LWT for 10 years now. He has worked extremely hard and is outstandingly passionate about our town and our industry.

- Both Nadia Ellis and Bridgit Parker, who have worked on the LWT board for 6 years now and as the rules state they must step down. Mark thanked both for their tireless efforts and passionate discussions around the board table.

General Managers Report - See attached

Highlights

- It has been a very good year for tourism in the Wanaka region. Visitor satisfaction increased to 63% (net promoter score) with the Wanaka region ranked in the top 5 of 170 destinations surveyed globally. Visitor spend hit record levels up 5% to \$574m, this sustains business and jobs, across food & beverage, accommodation, retail, activities, transport and automotive sectors. All in all a great result achieved in an environment of slowing growth.

- Recent demand has been impacted by global challenges, which influence the ability and willingness to travel. Arrivals from New Zealand's 6 core visitor markets are up 0.4% while secondary and emerging markets show greater variability. A trend to note is growing consumer awareness and concern around carbon emissions which has the potential to influence future travel demand. The rapid growth in visitor numbers and resident population (both doubling in the past 6 years) has created pressures we are all experiencing. These highlight the need to effectively plan for future growth and invest in a timely manner, while maintaining the 'small town' feel that makes Wanaka and the Wanaka region a great place to live and a great place to visit.
- The master planning process that QLDC has started should provide a good framework to guide future growth although relies on the quality of community feedback. LWT's primary objective is to shape visitor demand, attracting high value visitors, smoothing out the effects of seasonality through marketing initiatives across consumer, trade and media channels. We target a diversified market mix and prioritise NZ and Australia as they have the greatest ability to travel throughout the year, their carbon footprint is lower and they relate more closely to our identity and values.
- Core marketing activity targeted visitors to travel in winter, autumn and spring, including being awarded a prestigious Australasian Travel Marketing Award for our ski campaign.
- LWT worked with Wanaka businesses to improve capability through courses, workshops and coaching. A highlight was the strong business uptake on the Google DMO program which delivered impressive and tangible results.
- LWT and Destination Queenstown collaborated to create a new strategic advisory board to focus on district wide issues relating to tourism and share insight, which included regular meetings with QLDC's Mayor, CEO and key tourism councillors.
- LWT held board meetings around the region where business, community and council representatives were invited to come together to discuss key issues. Over the past year membership increased by 13, and it is exciting to see the quality of new businesses taking advantage of the opportunities that tourism creates.
- Visitors continue to seek out the i-SITE for their expert local knowledge, connecting them with the best things to see and do in our region and beyond,
- Our strategic plan Towards 2028 has four core priorities; identity, balance, potential and kiatiakitanga which will guide future direction. These have been informed by member feedback in workshops instigated by Lake Wanaka Tourism in mid-2018 identifying key opportunities and challenges arising from the success of our visitor economy. TIA's Tourism Sustainability Commitment has received great industry support around New Zealand and here in the Wanaka region, representing 10% of total numbers.
- Visitors are increasingly seeking out businesses that operate in a sustainable manner, balancing economic, environment, visitors and community.

Motion: That the Annual Report be adopted

Motion: Krystal Thenissen Carried: Ed Taylor

Financial Report - See attached report

No questions were raised regarding the financials

Motion: That the Annual Report be adopted

Accepted: Mat Woods Seconded Ross McRobie

Appointment of Auditors:

Motion: That Ashton Wheelans be appointed as Auditors of accounts for this financial year.

Motion: Megan Williams Carried: Ramesh Swamy

General Business

- Krystal asked how tourism operators can better educate the community on how important tourism is for the town, and how much the operators do give back to the community. LWT are planning to gather further resident understanding, through surveys and workshops, in conjunction with TIA who conduct story telling workshops. It was suggested that all operators are to take responsibility for educating the community along with LWT, and emphasise how they are both as a group and individual operators giving back to the communities. Operators are encouraged to share their ideas on how to do this effectively with LWT. LWT to send out further messages about how broadly visitor spend is distributed throughout the town,

- Ian asked LWT to consider extending their regional meetings to all members, so others can hear the concerns and communicate with members from other Wanaka regions. This was supported by other members at the meeting also. LWT plan to hold more specific, relative workshops for operators. Another member survey will be conducted to determine what workshops the members would like to see being offered. A specific Wanaka regional meeting will be included in the calendar also.

MEETING CLOSE: 7.30pm

Signed.....

Date

In Attendance:

Name	Business	Nominated Spokesperson for:	# bus.
David Hiatt	Alpine Group - Minaret Station, SLHS, Alpine Deer Group, Alpine Helicopters		4
Kevin King	Ardmore Property Trust		1
Mat Woods	Cardrona		1
Yvette & Ian Piercy	Copper Beech & Wanaka Trike Tours		2
Mandy Bell	Criffel Holdings - Criffel Station, Crossfire, Criffel Discovery, Criffel Stay		4
Suzie Baillie	Criffel Peak B&B		1
Megan Williams	Discover Wanaka		1
Chris Riley & Lee Eadie	Eco Wanaka		1
Catherine Bone	Edgewater	Mike emailed to give vote	1
Phil Hunt	Glendhu Bay Motor Camp		1
Patrick & Tracey Perkins	Go Jets		1
Jess Nuttridge	Hook		1
Jaime McGrath	iSite		1
Amanda Grant	Lakeland		1
Katy McPherson	Lakeside Apartments		1
Randall Richards	Mountain Spirit & Lake Wanaka Yacht Charters		2
Justin Purcell	New World Wanaka		1
Charlie Cochrane	Racers Edge		1
Damien Larkin	Ramada		1
Nick Milne	Roam Wanaka		1
Sam Lee	Snow Farm		1
Mandy Enoka	Te Wanaka, Wanaka Selection		2
Peter Sutherland	The Moorings	The Moorings, Bella Vista, Alpine Motel, Wanaka Alpine Lodge, Wanaka Hotel, Funny French Cars, Maple Lodge, Wanaka Backpackers, Wanaka Heights Motel & Mt Aspiring Holiday Park	10
Naomi Lindsay	Wanaka Airport		1
Pete Spencer-Bower	Wanaka Helicopters	Nominated by Nikki as spokesperson	1
Justin and Andrea Kendrick	Wanaka Kiwi Holiday Park & Motels		1
Stef Zeestraten	Wanaka Lavender Farm		1
Brent & Sue Pihama	Wanaka River Journeys		1
Pip Wood	Wanaka View Motel		1
Krystle Theunissen	Wanaka Water Taxi, Wanaka 4x4		2
Ed Taylor	Warbirds Over Wanaka		1
Liz & Neil Webster	Websters, Ground Up Brewing		2
Pete Philips	Wild Earth Lodge		1
Mark Morrison	Wildwire	Puzzling World	1
Ramash Swamy	Yello		1
Randall Dodds			
Nadia Ellis			
Ross McRobie			
Bridget Parker			
		Total Business	55

Apologies

Apologies			
Pam Mayo	Aspiring Jewellers		
Loz Ogle	basecampadventures		
Tom & Melissa Syben	Bella Vista Motel	proxy to Peter Sutherland, The Moorings	
Tim Cuthbertson	Cruise Lake Wanaka Ltd		
Trish May	Edgewater		
Mike Barton	Edgewater	proxy to Catherine Bone	
Julie Nicholson	funny french cars		
Charlotte Brock	Maple Lodge		
Jo Hogg	Mt Aspiring Holiday park		
Mark Orbell	Ridgeline	proxy to Paula	
Mandy Deans	Warbirds Over Wanaka		
Colin Keal	Queenstown Airport		
Rachael Moore	TIA		