



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 30th August 2020

The All-Purpose Room Camp Waipu Cove

ALL WELCOME

PRESENT: R. Pullan (Chairperson), B. Hopkins (minute secretary), L. Trist, A. Trist, R. Stolwerk, A. McCulloch, J. Whyte, P. Baker, K. Baker, R. King

APOLOGIES: M. Bell, D. Auld, S. McKay, E. Cook

MINUTES OF THE LAST MEETING:

Sun 25th August 2019 – Minutes of the last meeting as circulated and published.

MATTERS ARISING: None

MOTION to approve minutes of last AGM - P.Baker/R.King/All in favour

Rowan opened with a Karakia and welcomed everyone to the 2020 Waipu Cove Reserve Board AGM.

REPORTS:

- **Chair report (verbal)**

Rowan acknowledged John and the great work he has done over many years as Chairperson, the many hours he put in and his knowledge and experience. In the absence of John, we will be welcoming a new Board member – Rick Stolwerk. This appointment is in the final stages of approval with DoC and should be approved prior to the September meeting. Rowan thanked the Board and commented that they are very proud of work Anton & Lucy carry out as Managers on a daily, weekly and annual basis. The camp is appreciated and enjoyed by all that come to visit. Their efforts continue to be recognised by campers, visitors and by awards from tourist sector. The campground continues to sit in a favourable financial position thanks to great management.

- **Management report**

A lot has happened in last 12 months and the managers have provided a long report (see below). This was looking to be the busiest year the camp has seen up until March (when the Covid-19 shut down began). Still managed to complete many projects last year. Free showers are now operational and have been well received by guests and staff. Large TV screen/info board has been installed outside all-weather room. New BBQs near cabin area. Teraflaked middle block, lock block and Rum row. 2019/2020 was the busiest summer yet. The camp was awarded the Trip Advisor travellers choice award for first time and a certificate of excellence for 7th year. Guests are sent a survey 3 days after departure and positive reviews are directed to trip advisor. Cannot incentivise people to complete trip advisor reviews. Current projects are fibre into camp (free limited Wi-Fi), then Laundry upgrade (fibre-dependant), Entrance way development (Stephen postponed visit) and 3 new cabins (Feb 2021 start). A new video tour is being created showcasing the camp and local area. This was previewed at the meeting.

- **Financial report**

Good financial report. Almost in line with revenue from last year. Surplus up \$86,000 on last year (before depreciation). Total assets just over \$4,000,000. All revenue streams very healthy. Hopefully coming weekend will be busy when Auckland restriction level lifted.

- **WCSLSC Report**

Rick congratulated the Managers/Board on the financial report as that also benefits the Surf club! Lifeguards will be patrolling Labour weekend, then there will be a 3-week break (available if the beach is very busy), they will then run patrols from the last weekend in November and continue through summer to Easter. This 3-week break during a quiet period looks after the volunteer base as many are taking exams around that time. The emergency call-out squad were called out a few days ago. Mule was taken up to river mouth (this does not happen unless necessary due to birds nesting). There are 6 people on emergency callout squad. Rick would like camp to be on text list so someone can open the surfclub in emergency situations – this will save the emergency crew time which can be crucial. They have had 1 call out a month for the last 4 months. Rick will organise training session from camp staff so they can help as much as possible. Surf Club AGM Sunday 6th September, 11am. Surf club built in 1974 – not in great shape – would like to

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upgrade to keep up with camp. Seeking input from Board/camp Managers. Patrollers still able to stay in surfclub but happens far less regularly than it used to. Can be booked (except on Saturdays during patrols). Central government has announced \$10m/year for Surf Life Saving (operational grant) – not fully confirmed yet. Does not conflict with local government paying for guards etc. Rick appreciates the relationship between Surf club and camp/Board.

MOTION to approve reports - P. Baker/R. Pullan/All in favour

GENERAL BUSINESS:

- **Election of officers**

Rowan stands down as chairperson. Roger nominates Rowan as chairperson, Peter seconds. Rowan is elected chairperson.

- **Comment from M. Bell** - The campers are bound by strict conditions re the construction or maintenance on the caravans etc time-wise so I just wondered if cabin constructions are bound by same. I see the possibility, if finances permit, 3 more 1-bedroom cabins possibly starting in Feb 2021. Has final plan been signed off yet?

Response – No, in response to construction, it cannot be done within a month or 2 period and work must be carried out in non-peak periods between Easter and labour weekend and not over weekends. This ensures minimal disruption to campers and visitors. Working drawings are being drafted by Trevor Murray (Modello Architecture) and we hope to have these to council next month. Resource consent has already been granted but building consent is needed. Compliant with site safe and covered by builder's insurance. As administrative body for the land, the Board manage the project.

- **Comment from A. McCulloch** – Angus commented on how well the camp is run and how good it's looking. He has enjoyed seeing greater utilisation of area by lots of groups. He also commented on the positive relationship with the surfclub.
- Peter thanked Rowan for her tireless work on the Management plan over last few years.

AGM closed 11.45am

AGM Managers report, 14th August 2019

Writing the AGM report has meant reflecting on the year that has been and gone, and what a rollercoaster ride it has been for Camp Waipu Cove - as it has been, no doubt, for just about everyone! The camp had record occupancy and revenue levels coming off the back of a bumper summer, only to throw COVID-19 into the mix. This resulted in the camp shutting down for 51 trading days. Since reopening on the 14th of May, we have been busier than expected and forward bookings are looking healthy. Even given the disruption of COVID, it is pleasing to see our end of financial year end surplus at \$590,370 (up \$85,766 from the previous financial year) with expenses down \$27,701.

Projects completed before summer 2019/2020:

- Showers in the ablution blocks are now free. These were converted from coin operated, to now being activated at the push of a button. The showers are connected to a timer that runs six minutes hot water, with a two-minute delay in between uses. This has been a popular improvement with customers and eliminated most shower-related issues (such as jammed coin boxes) for us over the peak period.
- Installation of a large TV screen outside the all-weather room displaying weather, tides, helpful information, and events.

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- A new BBQ area was constructed, located within the new cabin cluster. An electric BBQ was installed with wooden screening and a roof providing protection from rain or sun for users.
- Terraflake flooring was laid down in the Middle, Lock Block and Rum Row ablutions. The North Block has already had Terraflake flooring for several years now. This replaced the existing slippery tile flooring with a non-slip, easy clean surface.

Summer 2019/2020 was our busiest summer yet. February and March saw high occupancy levels until we had to shut our doors on the 25th of March as New Zealand went into lockdown. Due to this we missed out on Easter and the term one school holidays. We were fully booked for Easter and had heavy bookings for the school holiday period. Customers were either refunded or issued a credit, for all bookings that had to be cancelled because of lock down. The camp lost around \$140K in revenue during lockdown due to refunds and cancelled bookings.

Trip Advisor recently awarded us the prestigious “Travelers Choice” award as we have been awarded a Trip Advisor Certificate of Excellence every single year since 2014. Trip Advisor comb through reviews, and ratings from travellers everywhere, and use that info to award the best, putting us in the top 10% of hotels and accommodation worldwide. Having a strong presence on this site is a great marketing tool for us. When we conduct customer surveys, the data shows our positive reviews on Trip Advisor are a deciding factor for many of our guests. Online review sites are more popular than ever for researching travel options, with Trip Advisor being the most well-known by far.

We have continued to increase our use of social media in our marketing strategy. We have a staff member who is dedicated to ensuring we have a strong presence on Facebook and Instagram, running competitions and regular updates. We have nearly 10,000 followers on our Camp Waipu Cove Facebook page, which is exceptionally good reach for a business of our size.

Newbook (our reservations system) has some excellent marketing capabilities which we have been utilising more fully of late. We recently launched a “72-Hour Online Sale” which generated sales of \$27,000 during the sale period. This was a welcome boost to revenue after coming out of lock down. We intend to be more aggressive with our future marketing as this will be key to maximising opportunities in what may be tough times ahead. Customers will be choosy about where they spend their hard-earned money. Industry experts are predicting an increase in domestic tourism due to international travel restrictions, which should work in our favour, and we are lucky that international tourists were only ever a fraction of our customer demographic. However, we are keenly aware that many may be tightening their purse strings, with the economy likely to take a hit sooner or later when the full effects of COVID are felt.

Sustainability and environmental initiatives have been a major focus in the last twelve months, with efforts being made to get guests more involved. The team have put together a formal “Environmental and Sustainability Policy” outlining all current initiatives. In a bid to inform our guests of these initiatives, we added a section on sustainability to our website, with this same information provided in our cabin compendiums. These so far include installation of solar panels, sensor lights in our ablutions, use of electric vehicles to reduce emissions, all our dune restoration work, and reducing plastic waste. Many of these initiatives had been in place for a while now but we had not been active enough in making guests aware of these. We are also investigating additional signage around the camp to further educate guests and visitors. Our latest project is a hanging organic vegetable and herb garden with the produce available for guests and staff.

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We continue to give back to the community and support local organisations. These include the Waipu Kiwi Trust and Weed Action group, Waipu Primary School, the Waipu Cycleway Trust, and of course the Waipu Cove Surf Lifesaving Club, to name just a few. The Waipu Cove Reserve Board recently donated \$25,000 to the Waipu Cycleway Trust to enable completion of phase two of the track, which runs from Waipu Cove all the way to McLeans Road.

Camp Waipu Cove are major sponsors of the Waipu Cove Surf Lifesaving Club. We are grateful to have a surf lifesaving club right there looking after our camper's safety on the beach. In return, for the last 8 years we have been providing our support by taking bookings on behalf of the Surf Club, taking bookings and cleaning the bunkhouse, and paying their power and water costs. In addition to these, this year we also sponsored:

- their inaugural quiz night fundraiser which raised \$3K to go towards bathroom renovations at the club
- the funding of paid guards on the 7th of February, the day in between Waitangi Day and the weekend. This was because camp occupancy levels benefitted from guards patrolling being the beach but had not been budgeted for by Lifesaving NZ
- the funding of rescue tubes available to the public, kept on the beach for emergency use outside of patrolling hours

Current Projects

Projects we are currently working on include upgrading internet access and converting the washing machines and dryers to coinless operation. It is essential that we upgrade our internet access for guests because the current quality is sub-par, especially during high usage times. This upgrade will enable us to provide free internet to all guests, which is a basic guest expectation these days. A premium user-pays service will be available for those who require it. We are just waiting on Chorus to complete the fibre installation on Cove Road, which we are told will be before the end of September. We are not able to go ahead with either project until this has been completed, as high-speed internet is a prerequisite for both to be successful.

We are still forging ahead with the "Entranceway Development", however this will be a long-term project due to the scale and expense involved. This project is likely to cost upwards of \$1M. Informed advice from Master Planning (in conjunction with architect Trevor Murray of Modello Architecture) is being sought to tie together the landscaping and redevelopment of the camp ground as a whole, with the entranceway project itself, to ensure cohesion and flow. Master Planning specialise in architecture and landscape design of holiday parks and will provide a blueprint which will guide other individual projects within the camp. It can also be used in future Reserve Board Management plans. Trevor Murray is looking after the entranceway development. It is a large project that will need to be executed in several phases so as to limit disruption to the operations as much as possible, and due to cost. Phase one will involve construction of a new building or renovation of our existing building, including a reception area and camp office, incorporating a housekeeping storage area and staff room. During phase two the entrance to the camp and guest parking will be redeveloped.

Future Projects

With the future looking uncertain, we have decided to postpone the bike track and mini-golf projects for the time being, as they are non-essential and not revenue generating. However, we still plan to go ahead with the construction of three new self-contained cabins, which will commence work in February 2021. These plans will go out to tender to

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local builders soon. We are having to consider our spending carefully considering the current economic forecasts and will only go ahead with the construction provided it remains feasible financially. At this stage it is, but we are prepared to put the project on hold should it become necessary to do so.

Annual Site Holders

Currently we have 67 Annual Site Holders contracts issued for the 2020/2021 year, down from 72 in 2019/2020.

Financial Report 2019/2020 to Year end June 30th 2020

Total operating revenue: \$1,383,362 down .4% on last year

Total operating expenses: \$867,504 down 3.1% on last year

Net Surplus before depreciation: \$590,370 up a healthy 14.52% up on last year

Cash reserves: \$1,006,458

A very good financial year end result taking into consideration the camp was completely shut down for 51 days due to COVID 19, missing out on Easter and term 1 school holiday revenue which was approx. \$140,000.

Total assets now at \$4,054,485 million. Pleasing to see our net surplus for the year up \$85,766 on last year given the COVID situation. Self-contained cabin revenue continues to grow and is up by \$21k as inventory increases so does demand and revenue. Kitchen cabins up \$4.5k and casual site revenue up \$11k. Annual site holder revenue down \$14.5k and this will continue to decline, meters down \$14k as we are no longer charging for showers which are now free. We applied for and received the wage subsidy for \$66,077.

Revenue per camp site: \$3,841 per year

Revenue per annual site: \$4,682 per year (72 ASH sites)

Revenue per cabin: \$30,466 per year

Above figures show that cabins are generating by far the best yield than any other revenue stream, our 3 new self-contained cabins (1 cabin being accessible) scheduled to be built starting February 2021 will be a excellent addition and give the camp financial security moving forward.

Expenses: Pleasing to see expenses down on LY by \$27,701 or 3.10% which is great considering revenue is in-line with last year. Wages and salaries are the same as last year. Pleasing to see a \$9,669 reduction in electricity due to solar production, it's good for the camp to have these savings into the future and fits with our sustainability policy. Sponsorship and Donations up \$24,772 as a donation was made to the Waipu Cycle way to finish stage 2 of \$25,000.

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