



# 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 29<sup>th</sup> August 2023

The All-Purpose Room Camp Waipu Cove

**ALL WELCOME**

**PRESENT:** R. Pullan (chairperson), L. Trist, A. Trist, H. Kereopa, E. Cook, P. Baker, R. Stolwerk, L. Minhinnick, Cameron Bartlett, Shilane Shirkey, Greg Shanaghan, Stanley Pethybridge, Maureen Bell, John Melsop

**APOLOGIES:** R.King

Rowan opened with a Karakia and welcomed everyone to the 2023 Waipu Cove Reserve Board AGM.

### **MINUTES OF THE LAST MEETING:**

Sun 18 September 2022 – Minutes of the last meeting as circulated and published.

### **MATTERS ARISING:**

**MOTION to approve minutes of last AGM - E.Cook / Second P.Baker / All in favour**

### **REPORTS:**

- **Chair report (verbal)**

Fantastic year for the reserve and Camp Waipu Cove. Huge thanks, credit and congratulations to Lucy and Anton for their exceptional vision, dedication and commitment to their management roles over the year. Thank you also to the hard-working team that stands behind them to make Camp Waipu Cove an exceptional destination of choice for visitors. It has been fantastic to see huge recognition of all the hard work from the Managers and Camp staff with the awards won this year, being awarded Gold Qualmark rating and HAPNZ premiere industry award, the “Spirit of Hospitality.”

- **Management report**

Interesting 12 months for the Camp. Completed a number of projects this year including lock block roof, upgraded to LED lighting throughout our blocks, converted tent sites to power, car parks for older cabins, 2<sup>nd</sup> laundry card unit, re-grassing many sites. Continued involvement with community, growing relationships with Patuharakeke, and working to investigate further sustainable initiatives looking forward.

Great achievements recently receiving the Spirit of Hospitality award and the Gold Qualmark rating.

- **Financial report**

Despite the weather events during the course of this year, total revenue was \$1,778,885.

Casual campers contributed 48% of profits and 16 cabins generated 38% of profit.

For reference solar panelling produced over 65,000kwh and saved \$17,000.

- **WCSLSC Report**

Our kitchen upgrade and downstairs bathroom revamp was completed last year, thanks to government funding. Our new search and rescue trailer has been useful and already well utilised for body searches and also tasked to the flooding in Dargaville during Cyclone Gabrielle. Now have a 24/7 callout squad.



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Revamping the bunk house. Hosting 2 clubs from the South Island this summer, one in early December and another in mid January. Currently we have 120 lifeguards, 60 active guards and 180 junior surf. Labour weekend is our opening patrol for the season, then summer patrols will start two weeks after labour weekend.

**MOTION to approve reports - E.Cook / Second H.Kereopa / All in favour**

## GENERAL BUSINESS:

- Election of officers  
Rowan stands down as chairperson.  
Rick nominates Rowan as chairperson, E. Cook seconds. All in favour  
Rowan is elected chairperson.
- **Question from G. Shanhangana, regarding flooding. Does the Reserve Board intent to be involved in clearing out the drain as part of the ongoing current discussions with the Council and local neighbours.** Rowan replied that yes we do intend to clear out our proportion. We have contacted WDC to advise that we wish to use the same contractor at the same time as neighbours and pay the contractor our share of the cost. Also, it has been found that the stormwater pipes are half full of sand which will be contributing to the flooding in the area.
- **Question from S. Pethybridge as to why there is no DoC representative on the board.** Rowan advised that in her time on the board there had never been a DoC representative. G. Shanhangana, shared that historically there used to be a DoC representative, but this was no longer the case.
- **M. Bell shared information regarding the NRC coastal regional plan and pages 265/266 which contain reference to mangroves.**
- **J. Melsop contributed to flooding discussion and identified that it is an issue for all neighbours and the board and together we must be united to achieve our goals.**
- **S. Shirkey requested information regarding the board appointment process.**

AGM closed. 6.40p.m

## AGM REPORT August 2023

It has been an interesting 12 months for Camp Waipu Cove, bringing both challenges as well as opportunities.

We've recently been the recipients of multiple awards, including the industry's premier award, the "Spirit of Hospitality". This has been very exciting as it recognises our team, and all the hard work that goes into looking after our guests. It's also a great marketing opportunity, and fantastic for our increasing our brand awareness.



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Last year, we were dealing with “learning to live with COVID” and the resulting business challenges that came with it. Increased sickness in the workforce and covid-related cancellations were just two of the issues. We’ve now largely adapted to this, with these issues being replaced by other concerns.

One challenge has been the removal of international border restrictions. The removal of these restrictions in July 2022 have impacted our occupancy levels, especially during the winter, as many New Zealanders are choosing to travel internationally again. This winter has been noticeably quieter than previous years.

Another even bigger challenge has been the multiple extreme weather events we have experienced over the last 12 months. The weather has caused disruptions for suppliers and customers, at times affecting road access to and from Northland. We’ve experienced weather-related delays to work that’s been scheduled around the camp, and damage to grounds and beach accessways.

The camp shut for 5 days in February after Cyclone Gabriel while we were without power (and at times water). This only added to already poor occupancy levels in February, which then extended into March. February and March are traditionally our busiest time of year outside of peak, so this was disappointing for us.

Despite these challenges, the camp finished the financial year positively, with revenue at \$1,778,885.00 which was up \$300,461.00 YOY. Our end of year financial report showed a surplus of \$658,362 (up \$84,698.00 YOY).

## Projects completed August 2022 – July 2023

- The Lock Block (southern ablution block) roof was fully replaced with aluminium roofing in June 2023, which is designed to withstand our coastal location.
- All conventional lights in our ablution’s blocks have been replaced with LED lighting.
- Sites 22, 23, 24, and 24A have been converted to powered camp sites.
- The former green waste area is now a grassy recreation area. This is great for campers to play cricket, touch rugby or games of any sort. Movable soccer goals were added pre-Christmas 2023 and well used over summer.
- A second VAC laundry card unit has been installed in the middle block laundry.



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- We have finished the boxed gravel car parks for all cabins in the southern cluster. The designated parking will prevent the grass around the cabins from becoming a muddy or dusty mess.
- Over 24 sites have been re-grassed, equating to over 1800 square metres of grass being laid.

## Current and future projects

- A jumping pillow and shade sail is being installed next to the tennis court area before summer 2023/24. These are extremely popular in other holiday parks, and will no doubt prove just as popular here.
- Work continues on the Entranceway Development project. We've received geotech, flood, and drainage reports. In June, Stufkins + Chambers Architects conducted a site visit to peg out the proposed building footprint and finalize entry and exit details. Subsequent discussions resulted in some tweaks being made to the existing plans. Currently the working drawings are being completed so these can go out tender later this year. In September we are preparing the area to be cleared, so it will be usable in time for Labour weekend 2023. Construction will take place off-site during winter 2024 to minimize disruption to guests, with the finished building hopefully being transported to site prior to summer 2024/2025.
- The showers in the middle and lock blocks will be tiled in September as the current Terraflake flooring has become worn and is starting to lose its grip. Non-slip tiles have been selected for the safety of our guests.
- We will continue to work with local iwi Patuharakeke to erect bilingual signage throughout the camp (English and Te Reo Māori). This will be completed before summer 2023/24.
- Our new marketing plan is being rolled out in stages over the next 12 months. We are working with marketing company Dubbz Digital Marketing to formulate an effective marketing plan to sharpen up our online marketing, Google ads and search engine optimisation (SEO). With their help we've already used Mailchimp to circulate our first newsletter out to our database of over 40,000 customers mentioning our



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recent awards successes and encouraging customers to book a break with us. Online marketing is time consuming, and to be effective, it's best left to the experts.

## Extreme Weather Events

It's been an unprecedented 12 months weather-wise, with rainfall records broken. There have been too many instances of extreme weather to keep count. Multiple flooding events and even cyclones have caused huge disruption to our operations. Many bookings had to be cancelled and/or refunded.

We experienced severe surface flooding on the 11th of November, which affected the entire Northland region. While this didn't cause any damage for us, it did result in a school camp departing early. Over the peak summer period we didn't fare much better. In January, Cyclone Hale arrived and with it came a mass exodus of campers at our busiest time. Auckland Anniversary weekend was also a complete washout with heavy rain, and yet more campers left.

There was a brief reprieve over Waitangi weekend, then came Cyclone Gabrielle. This was even worse, with the camp suffering damage including toppled trees and broken streetlamps. The boat ramp and dunes also sustained damage (which was lucky not to be worse) due to the incredible storm surge. Laura Shaft of the Northern Regional Council inspected the dunes shortly afterwards and commented they'd withstood the cyclone reasonably well, all things considered.

The camp remained closed for 5 days after the cyclone, until power was restored, as we could not access our reservation system from the camp office and our phone lines were not operational. Staff who were able to log in from home to retrieve messages, contacting our upcoming guests to advise of the closure of the camp. During this time many staff came to work to help clean up the camp and reserve, even while some had no power at home themselves. An insurance claim was made for damage, as well as a business interruption insurance claim made for loss of bookings due to the camp and road closures.

In late February there was another serious rain event which caused localized flooding in the Waipu/Langs Beach/Mangawhai areas. Many campers ended up sleeping in cars or sheltering in the surf club or all-weather room.

We are hoping for better weather this coming summer, but need to be realistic that extreme weather events appear to be occurring with increasing regularity, so we need to be prepared in the future. It's clear that business continuity planning is increasingly important as we see the escalating effects of climate change on weather around the world.



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## Awards

On a more positive note, we have been lucky enough to be the recipients of several recent industry awards. This has been not only a great morale booster for our staff, but also a good opportunity to leverage off for marketing purposes.

We were again 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 10<sup>th</sup> year running we have received this award and is a great indication customers have a positive experience when they stay with us. We also received a Booking.Com "Traveler Review" award for 2023, with a score of 9.2 out of 10, which puts us in the "Superb" category of properties. We have recently been the recipient of 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 beat 250 other parks in New Zealand, so felt extremely privileged to be announced the winner. Research clearly shows prospective guests take notice of reviews on sites such as these when deciding where to stay.

Our annual Qualmark assessment took place in June. The camp retained our current 4 star plus Holiday Park and Motel rating, which assessed the standard of accommodation and facilities as very good or excellent. We were excited to be awarded an Enviro Gold Sustainable tourism award. – an improvement from our previously awarded Enviro Silver award. According to Qualmark, a Gold Award

*"recognises the best sustainable tourism businesses in New Zealand, with the delivery of exceptional customer experiences an integral part of everything they do. A Gold Sustainable Tourism Award identifies those businesses leading the way in making the New Zealand tourism industry a world class sustainable visitor destination."*

Also worth mentioning is our recent 2nd place in Junction Magazine's annual local awards in the Entertainment/Hospitality section. In January we were named a finalist in the NZ Herald's readers Best Beach competition.

## Community

We have continued to be highly involved in our local community, providing support and sponsorship to numerous groups and organisations. We work with the Waipu Fishing Club, Waipu Bowls Club, Waipu Golf Club, and various sports/school groups and local rangatahi. We offer donations, vouchers for various fundraising events, and much more.



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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 substantial donation of \$10,000 to the Wairahi Coastal Trust in December 2022 to help repair the coastal walkway. We also donated \$20,000 to Waipu Cycleway trust to go towards the next phase of the Cove to Waipu bike track.

Our close working relationship with the Waipu Cove Surf Life Saving Club continues, and we remain a Platinum sponsor. Recently the camp sponsored the purchase of new sign written body boards for the nipper's program. Several of our staff are part of the surf club led ECOS group (Emergency Call Out Squad).

Our relationship is becoming stronger with Patuharakeke. We are collaborating on matters such as our bilingual signage mentioned earlier, as well as getting their input into design elements of the new proposed reception building.

## Sustainability Initiatives

We continue to look for ways we can improve our sustainability in every area of our operations. Our recent Qualmark Enviro Gold Sustainability award is confirmation of our dedication to this.

Sustainability principles should be guiding us in all we do. Operating sustainably will not only ultimately save on expenses, it's also a key requirement for an increasing number of guests in their selection process as a consumer.

We've implemented several new sustainability initiatives, including offering refillable bathroom amenities in all our cabins, which replace single use items that contribute to unnecessary packaging and product waste. LED lights have been installed in all facilities blocks. These are more energy efficient. We've also purchased woodchipper for mulching most of our green waste which can be used on our gardens.

We are critically evaluating "green" products/options before adopting them as a closer look may find they are worse for sustainability in the long run than the items we are seeking to replace.

As we move forward, there are further sustainability initiatives in the pipeline such as

- Determining our carbon emissions, which we will look to offset.
- Implementing supplier procurement questionnaires.
- Telling our guests our sustainability story, and further educating our guests.



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## Annual Site Holders

ASH numbers have reduced from 46 in 2022, down to 35 in 2023 - 11 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 nearing the end of their tenure, with just one contract year remaining after the current one before this category will end 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). As mentioned earlier, the dunes sustained some damage during the recent cyclones and weather events, so planting and fencing work will take place to help these to regenerate. Some dune fencing was swept away, and we lost 5 metres from the toe of the dune.

Overall, the dune planting programme has been very successful. Northern Regional Council have been monitoring the dune vegetation since 2017 with tested samples showing ground cover has increased from 25% native species coverage (such as spinifex) in 2017 to 100% coverage in 2023.

Our new dune donation feature went live in March, which enables guests to make a small donation when booking online, towards our dune regeneration programme. We've so far had over 246 donations from our guests. This used towards the cost of spraying the dunes as well as replanting Spinifex, Pingao and Muehlenbeckia when required.

Ngā mihi nui,

Anton and Lucy Trist

## **Financial Report Year end 30th June 2023**

**Total operating revenue:** \$1,778,885

**Total operating expenses:** \$1,142,962

**Total operating surplus:** \$658,362

**Other income:** \$22,439

**Cash in bank:** \$1,561,460





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**Total on term deposit: \$1,180,213**

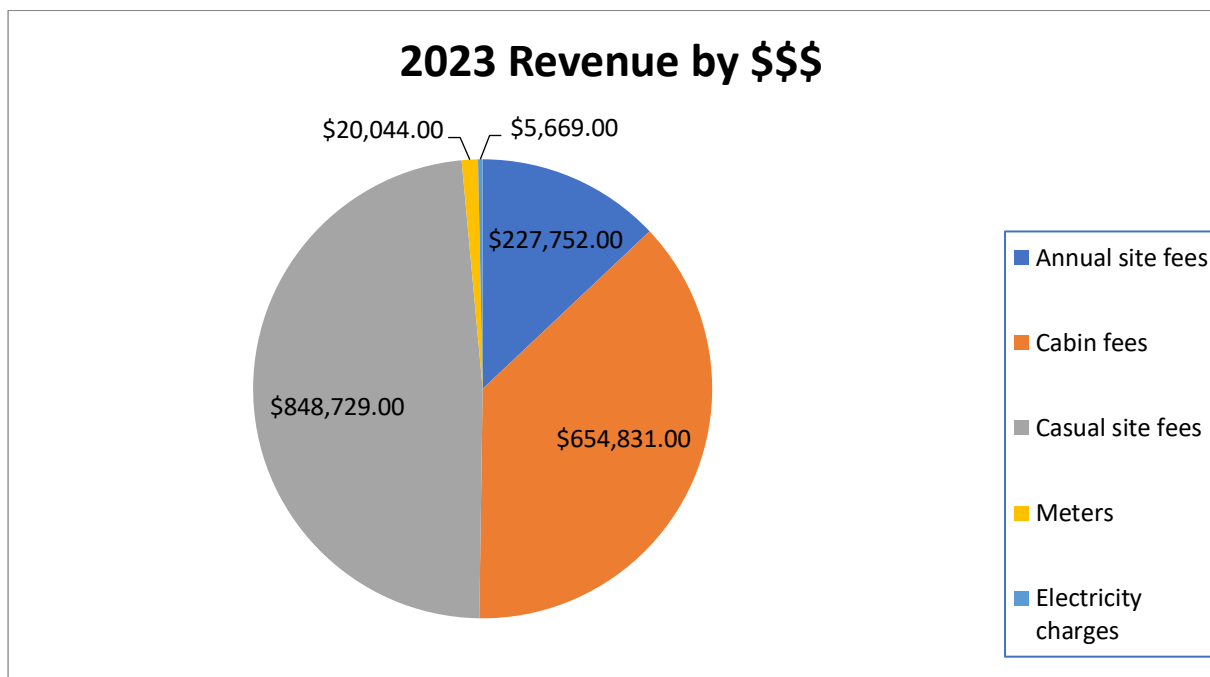
Financially this year has been a lot better than 2022 as we were not affected by any COVID lockdowns. However the weather was by far the worst we have experienced in our time at the camp and did significantly affect our financial result.

Total assets are now \$5,091,437 which is up \$280,695 on last year. A Healthy surplus of \$658,362 which is up \$84,698 on last year. Casual site fees \$848,729 up \$182,210 on last year, self-contained cabins \$493,828 up \$129,046, ASH \$227,752 down \$40,961 on last year.

**Revenue per casual camping site (182): \$4,663**

**Revenue per cabin (16): \$40,926**

**Revenue per ASH (44): \$5,176**



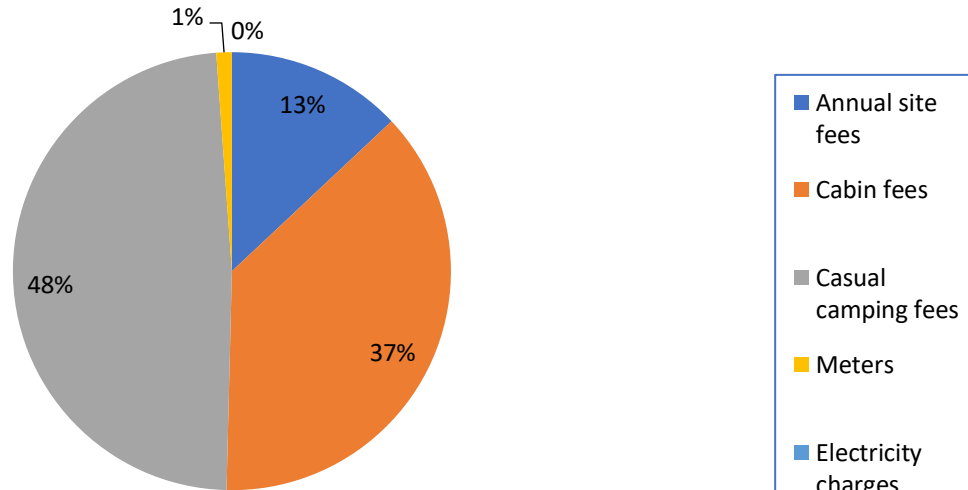


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## 2023 Revenue by %



Our cabin revenue continues to climb YOY as the cabins are becoming more and more popular all year round, with only 16 cabins available and generating nearly 40% of our total revenue. Occupancy of our cabins was 80.23% year round (which is very good) at an average room rate of \$163.37 per night, with the total number of cabin nights occupied for the year 4,588. These cabins are a real asset to the camp and will provide secure income well into the future.

Casual camping fees saw an increase in revenue of \$182,210 on last year. Our year round occupancy per site was 24.63% at an average nightly rate of \$56.68 per night. We had 16,363 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 44 ASH this year and 35 for the 2023 contract year.

Expenses are up \$117,250 on last year, which is to be expected with the increase of revenue along with inflation which has been running at 7.3%. This financial year our solar produced 65,978kwh of power, which equates to \$16,483. The majority of this is being consumed within the camps power supply and only a small amount being exported back to the grid. Salary and wages up \$62,014. This is due to an increase in our cleaning costs of our cabins as additional staff are required due to higher occupancies, there were wage and salary increases along with increases to the minimum wage. Info and technology and bank fees balance each other out, as these are a re-coding of these expenses. Insurance is up \$7,508 on last year. This is going to continue to climb with a significant increase already received for the 2023 financial year.

All in all a pretty good result for the camp considering the current climate. We are looking forward to a better year weather wise for 2023/2024, which should see another good financial result ahead for the camp.

Ngā mihi nui,



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Anton and Lucy Trist - Managers