



2025

ANNUAL GENERAL MEETING REPORT

***TUESDAY 2ND OF SEPTEMBER,
2025***



Camp Waipu Cove – AGM Managers’ Report - July 2024 – July 2025

Introduction

The past twelve months have been both busy and productive at Camp Waipu Cove. Demand for accommodation has remained strong, and we have continued to make progress on long-term projects, despite the challenges presented by severe weather events and other operational pressures. January once again brought peak occupancy levels, with cabins at 98.6 percent and campsites at 92.9 percent. This was further boosted by settled weather that extended the busy summer season into March. Cyclone Tam during Easter, however, had a significant impact, bringing intense rainfall, beach erosion, algae wash-ups and subsequent cancellations. Despite this, the resilience measures we have put in place, including the installation of additional generators, meant we were able to minimise disruption and reassure guests that their experience would remain as smooth as possible.

Projects Completed

Over the past year, improvements were completed that have enhanced the guest experience and strengthened the camp’s infrastructure. A pétanque court was constructed beside the north block eating area, providing a new recreational option in a busy social hub of the camp. We also introduced new fitness and leisure amenities, including GymGuru outdoor equipment, soccer goals, a cornhole set, and a sand digger, all of which proved popular with campers and locals and aligned with our focus on encouraging healthy and family-friendly activities.



Cornhole has proved popular with young and old campers



Gymguru gym equipment

On the technology front, we adopted a new VOIP phone system which has improved internal communications and streamlined operations. A major upgrade of the WIFI system is also underway, with positive results already visible in improved connectivity for our guests.

Work also began on the first stage of the camp’s three-year master plan. This stage focuses on the northern zone (zone A), where we have cleared land, established new site borders, and commenced upgrading power and greywater infrastructure. In addition, former annual site holder sites were re-grassed and levelled, ensuring the sites are ready for their future use. Construction of a blackwater dump station near the northern ablutions block is also in progress, providing important infrastructure to support future demand.



Hydroseeding Zone A and after completed site works



Dump station area ready for concrete to be poured

Power resilience was another priority. Two new generators were installed at the southern and northern ends of the camp, complementing the generator introduced last year outside the middle block. Together, these now provide coverage to most of the park. The system was tested in real-world conditions during outages over Auckland Anniversary weekend and Easter, when the generator successfully maintained power for the office, middle cabin cluster, and middle ablution block. These investments have proven to be invaluable in ensuring uninterrupted service during adverse events.

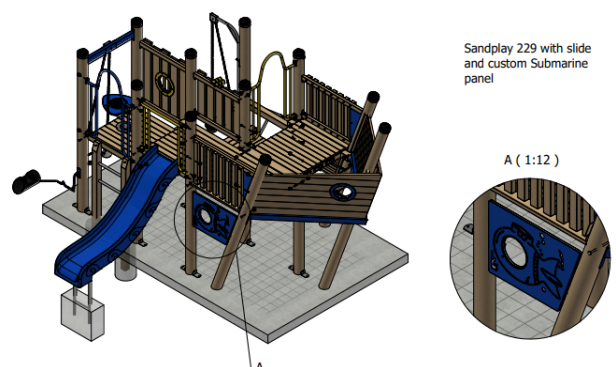
Current and Future Projects

Planning and development remain central to our work. The most significant current project is the redevelopment of the reception and back-of-house areas. In collaboration with Maxar Architecture, detailed drawings are being finalised and are close to being submitted to the Whangārei District Council for consent. The next step will be to get these plans out for pricing. Construction is anticipated to begin before the end of 2025, with completion expected in mid-2026. The new building will house a modern reception area, offices, and a meeting room, while the current building will be adapted for staff facilities, storage, and a new linen room.

In addition, a new playground has been approved for installation directly in front of the southern cabin cluster. This will be fifty percent larger than the existing playground and designed to cater to a wider range of ages. Installation will begin after Labour Weekend and is scheduled to be completed in time for the start of the next summer peak season.



New playground concept



Production drawing for “Ship” section of new playground

Later this year, installation will commence of a new door and locking system across all ablution blocks. A pin or wristband access system will be introduced, ensuring only paying guests can enter, thereby improving safety, security, and facility standards.

Looking further ahead, work will continue with planning for the redevelopment of Zones B and C, along with future group accommodation, hardstand areas, and glamping sites. However, the delivery of these projects is unlikely to take place before 2027, as costs will need to be carefully staged over several years.

Business Continuity

Resilience planning remains essential given the increasing frequency of severe weather and power outages. The recently introduced diesel generators have ensured uninterrupted operations during outages and provided reassurance for both staff and guests. Evacuation drills and hazard-response scenarios have been conducted, resulting in refinements such as clearer communication channels between duty staff and managers, and improved tsunami and severe weather signage. These measures have left us better prepared to respond effectively to a range of contingencies.

Governance

We have continued to develop our governance and compliance processes this year. Audit New Zealand issued disclaimers for the financial years 2013 to 2021 due to a backlog in their resourcing. While challenging, this process did provide important insights into procedural improvements, particularly around documentation, procurement, and expenditure approvals. Testing for the financial years 2022 to 2024 is now underway, with early results suggesting that the governance measures implemented in recent years are delivering stronger controls and oversight. The Board also reviewed and re-endorsed several core governance policies, including Financial Management, Managing the Managers, and Long Service Payments. These provide clear guidance for decision-making, particularly around budgets, remuneration, and the respective responsibilities of management and governance.

Flooding and Drainage

Drainage and flooding management have remained ongoing priorities. Work included clearing the culvert behind the tennis court and commissioning drone surveys of the northern carpark culvert and surrounding mangroves. Although initial investigations were made into pursuing resource consent to clear the drain from the campground entrance to the DOC pond, the Whangārei District Council was not supportive, and this process has been paused. However, maintenance was completed across the site to improve water flow, with improvements being made to the drainage.

Awards and Recognition

The camp received several accolades this year. In the New Zealand Herald's Best Beach Awards, Waipu Cove was recognised as both the Best Family Beach and the Best Camping Beach, and also placed as runner-up for Best Surf Beach. This national recognition reinforces the appeal of the camp and surrounding area to a wide variety of visitors. For the twelfth consecutive year, the camp also received the Tripadvisor Travelers' Choice award, a testament to our consistently high guest satisfaction. At the Holiday Parks New Zealand Awards, we were again recognised as a finalist in the Sustainability Commitment category, following our 2023 win and 2024 finalist position. We were also winners of our category in the annual Junction Magazine's local business awards, reflecting strong community and regional support.



Lucy and Gemma accepting our finalist award at HAPNZ



Sophia and Gemma at the Junction Magazine awards dinner

Community Engagement

The camp remains committed to supporting the local community and strengthening partnerships. Our support of the Waipū Cove Surf Life Saving Club has continued this year. In January, through the St John “Three Steps for Life” initiative, we hosted free CPR training sessions at the camp. These were well attended and received very positive feedback. Support was also extended to Patuharakeke’s Waka Ama group through the provision of health and safety equipment, including lifejackets, first aid supplies, and navigational lights. In addition, the Reserve Board approved a contribution of \$10,000 to the Bream Bay Trail project, administered through the Wairahi Charitable Trust. We also continued to provide donations to school and club fundraisers, including the Waipu Easter Carnival and local quiz nights, as well as supporting a range of charitable organisations.

Sustainability Initiatives and Dune Care

Environmental care remains central to our operations. We maintained EKOS Carbon Zero certification and continued our programme of emissions management and credible offsets. Dune restoration and weed control efforts were again carried out in partnership with Northland Regional Council Coastal Care, with planting days involving volunteers from the community. Additional planting and protective fencing is planned for winter 2025. Guests also continue to be offered the option of contributing to dune care through donations at the time of booking. We increased awareness of our sustainability initiatives with additional on-site signage, website content, and social media activity.

Annual Site Holders

The wind-down of Annual Site Holders was completed this year. From 22 site holders in July 2024, the numbers gradually reduced to zero by the end of June 2025, with careful management of relocations and safety planning. Once vacated, sites were re-grassed and prepared for future use, creating opportunities for new developments and a more flexible camp layout.

Staff and Operations

The success of the past year would not have been possible without the commitment of our staff. Their resilience and teamwork were especially evident following the unexpected passing of Robert Dalebrook in November, when the team supported each other while ensuring smooth operations at the camp. During the busy summer months, staff maintained high standards of service under significant pressure. The housekeeping team earned positive guest feedback for their standards of cleanliness, often working under difficult weather conditions or during high

turnover periods. The reception team adapted quickly to new systems, including the VOIP phones, and continued to provide professional and welcoming service to guests.

Training and development remained a priority, with staff undertaking health and safety training, first aid refreshers, and customer service workshops, along with participating in emergency drills. In August 2024, Employee Assistance Programme services were introduced, giving staff and their immediate families access to professional counselling and wellbeing support. Staff social events have been a great way to acknowledge staff efforts, such as our recent dinner out and booking at an escape room to celebrate recent award nominations.



Celebrating our Trip Advisor Award with dinner at the Lone Star



Escape room teams with their completion times

Closing

The year has presented both challenges and opportunities. From delivering new amenities to strengthening governance, sustainability, and community partnerships, we have continued to make progress across all areas of operation. Looking ahead, the focus remains on completing the planned redevelopment, continuing our environmental initiatives, and enhancing the overall visitor experience.

Financial Report 2024 / 2025

- **Total Operating Revenue: \$2,199,380** — up \$149,762 on last year.
- **Total Operating Expenses: \$1,428,246** — up \$115,641 on last year.
- **Total Operating Surplus: \$865,993** — down \$44,448 on last year
- **Other Income (Interest): \$108,498**
- **Cash at Bank: \$2,284,488**
- **Term Deposits: \$1,935,058**
- **Total Assets: \$6,238,746**

Overview

Financially, this has been another strong year for the camp, with solid visitor numbers driving revenue growth. The camp generated an operating surplus of \$865,993. While this was \$44,448 lower than last year, the decrease reflects the absence of the one-off \$90,479 insurance payout received in 2024 following cyclone damage.

Revenue Breakdown

- Casual Site Fees: \$1,257,161 — up \$207,251 on last year
- Self-Contained Cabins: \$584,497 — up \$38,429 on last year
- Kitchen Cabins: \$200,508 — up \$9,679 on last year
- Annual Site Holders (ASH): \$123,070 — down \$63,265 on last year

Revenue Per Unit

- Per Casual Camping Site (204): \$6,162
- Per Cabin (16): \$49,062
- Per ASH (22): \$5,594

Operating Expenses

Operating expenses increased by \$115,641. The main contributors were:

- Staff wages up \$41,000, reflecting wage adjustments and additional staffing requirements.
- Grounds maintenance up \$11,000, due to ongoing repairs and upkeep.
- Sponsorships and donations up \$12,000, reinforcing our commitment to community initiatives.
- LPG costs up \$6,700, reflecting higher prices and usage.
- Building maintenance up \$6,000, relating to necessary upkeep.

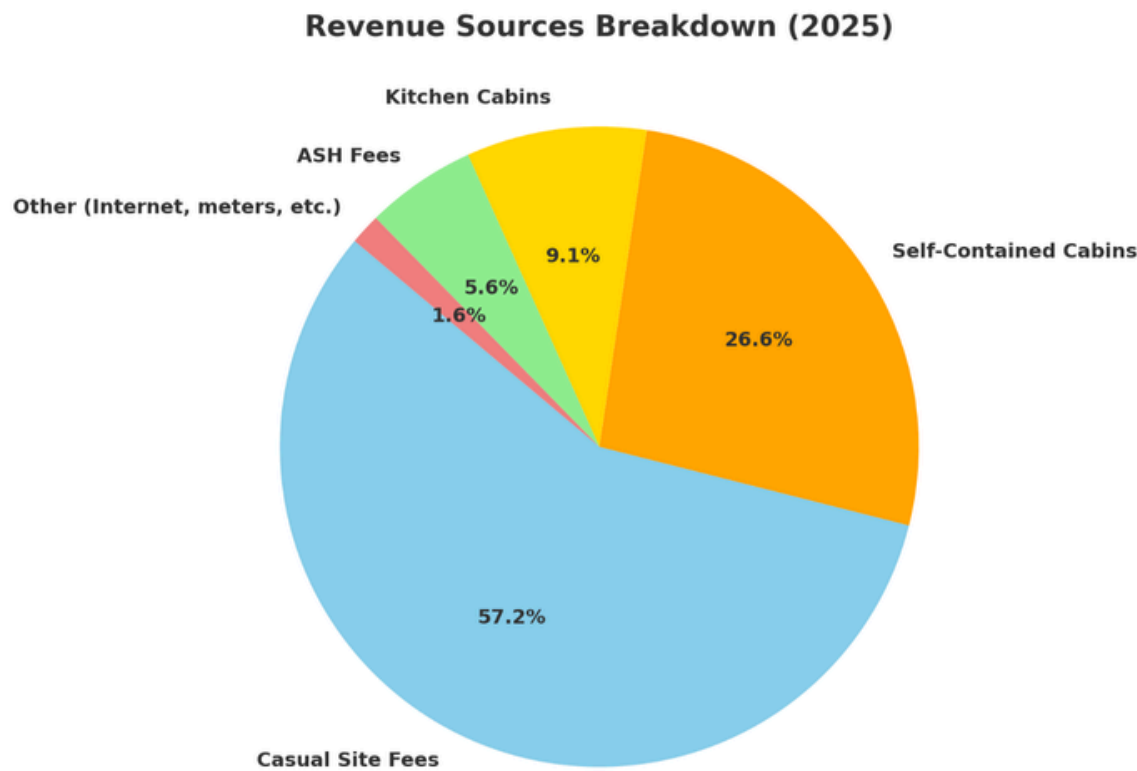
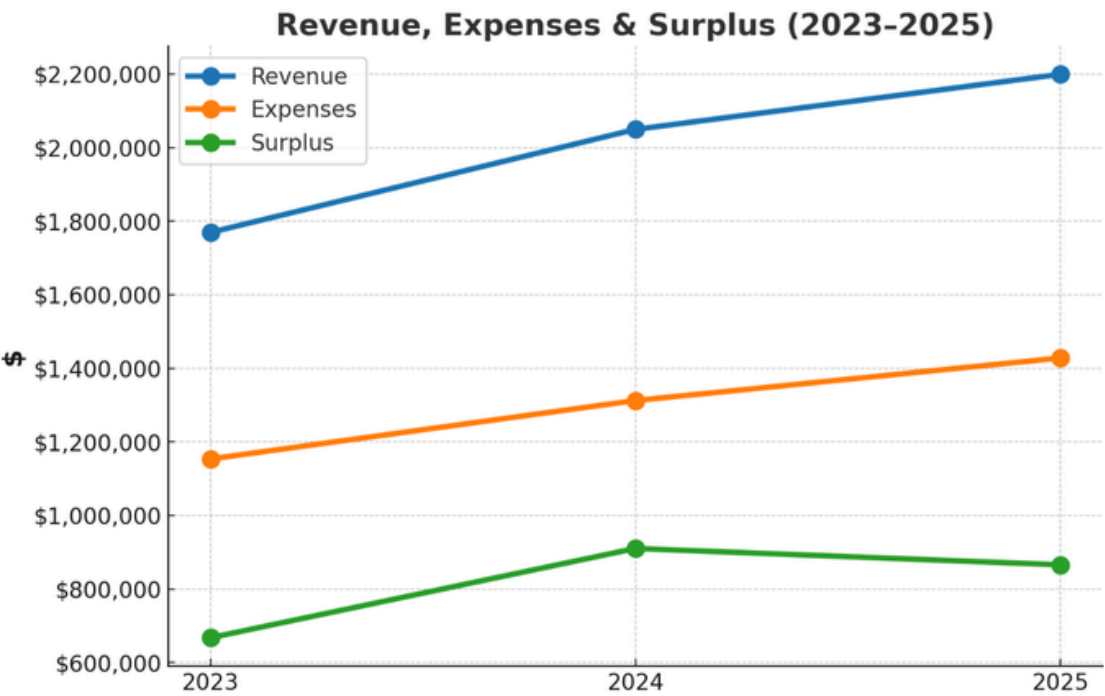
Smaller increases were also recorded in governance and administration costs, linked to compliance requirements.

Sustainability Metrics

- Solar Generation: 70,605 kWh (equivalent value \$21,815)
- Water Consumption: 14,935,000 litres

Summary

The camp remains in a very strong financial position, with total assets of \$6.24m and significant cash reserves, including nearly \$2m in term deposits. The uplift in casual site and cabin revenue demonstrates both strong demand and effective management.



2024/2025 reviews



JennieMNZ

Auckland Central, New Zealand • 3 contributions



Review from Jul 23, 2025

Superlative location and facility!

What a fantastic and welcoming campground! Clean and well resourced, I stayed in a powered site with my new motorhome to "test" the features before a longer trip down south. I hope everywhere I stay is so friendly...and that's not even mentioning the incredible location right on Waipu Cove. It really doesn't get any better!



H9008FVjoy

1 contribution



Review from May 8, 2025

Great helpful service when needed- May25

Great location, helpful staff.

Able to choose our site on arrival as not the busy season - amazing.

We had a problem with the power on our site, which was sorted quickly & efficiently. Well done team.

Nothing was too much trouble to the Admin team & staff. Enjoyed our stay, thank you



Ronlrina123

2 contributions



Review from Feb 21, 2025

Great place for beach time

Excellent beach for boogie boarding ! The site has excellent facilities for all needs. We stayed in our tent - felt like the poor relations surrounded by caravans and rvs 🙄. Even though it was busy, it was quiet in the evenings and we thoroughly enjoyed our stay.



377robbiep

1 contribution



Review from Jul 28, 2024

Bloody Brilliant!

We stayed in the new cabin's - one bedroom with bathroom and equipped with everything.

The cabins are awesome, beautifully appointed, functional. Over the years we have camped here, used the older cabins and now the new cabins, they are a great addition to the Camp ground.

We will be back!



Camp Waipu Cove - Annual Report

Report Overview

1 Jul 2024 - 30 Jun 2025



Total Online Bookings

vs Previous Year

Total Revenue
\$760,678

↑ 13.3%

Total Bookings
3,543

↑ 13.3%

Average Value
\$215

↑ 0.0%

Website Visits

vs Previous Year

Total Visits
140,833

↑ 16.8%

Google Search
88,327

↑ 16.2%

Unpaid + Paid Ads

Social Media
12,573

↑ 104.2%

Unpaid + Paid Ads

Google Ads

vs Previous Year

Revenue
\$62,002

↑ 209.3%

Return On Ad Spend
9.9

↑ 72.7%

Spent
\$6,239

↑ 79.1%

Social Media Ads

vs Previous Year

People Reached
100,233

↑ 32.6%

Ad Views
343,704

↑ 27.2%

Spent
\$1,086

↑ 32.4%

Off Peak Online Bookings

vs Previous Year

Off Peak Revenue
\$400,001

↑ 15.4%

Excludes Dec - Mar

Off Peak Bookings
1,897

↑ 10.7%

Excludes Dec - Mar

Off Peak Average Value
\$211

↑ 4.5%

Excludes Dec - Mar

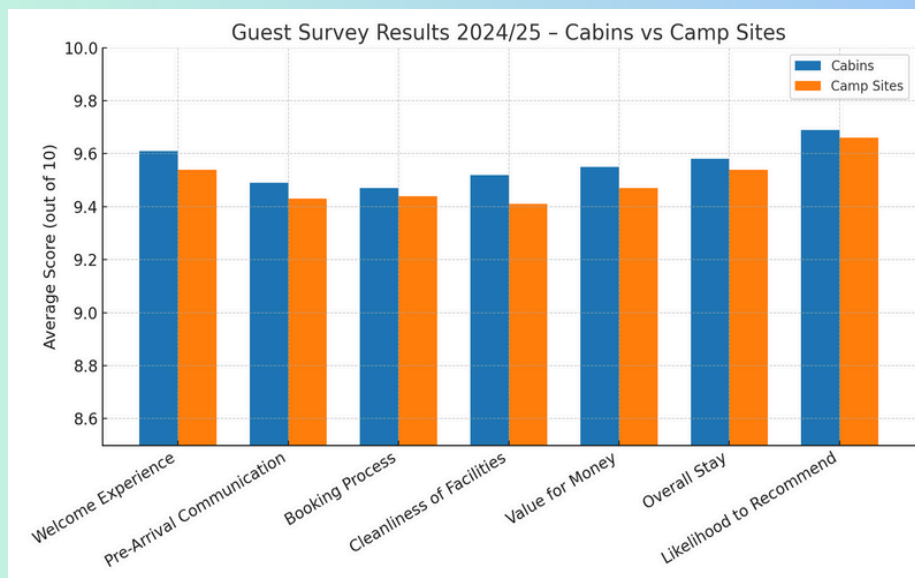
Revenue

By Product

	Product	Revenue ▼	% Δ
1.	Powered Site	\$323,851.88	30.2% ↑
2.	Kitchen Cabin	\$85,074.99	2.1% ↑
3.	One Bedroom Self-Contained Cabin	\$83,830	-7.2% ↓
4.	Two Bedroom Self-Contained Cabin	\$78,939.96	14.0% ↑
5.	Deluxe One Bedroom Self-Contained Cabin	\$77,404.98	-6.7% ↓
6.	Non Powered Site	\$68,414.03	34.2% ↑
7.	Accessible Deluxe One Bedroom Self-Contained Cabin	\$24,025	1.1% ↑
8.	Deluxe Kitchen Cabin	\$16,665	-14.3% ↓
9.	Donation to Waipu Cove Dune restoration project	\$1,336	34.7% ↑
10.	Premium Powered Site	\$928	-
11.	Site	\$208	285.2% ↑
	Grand total	\$760,677.84	13.5% ↑

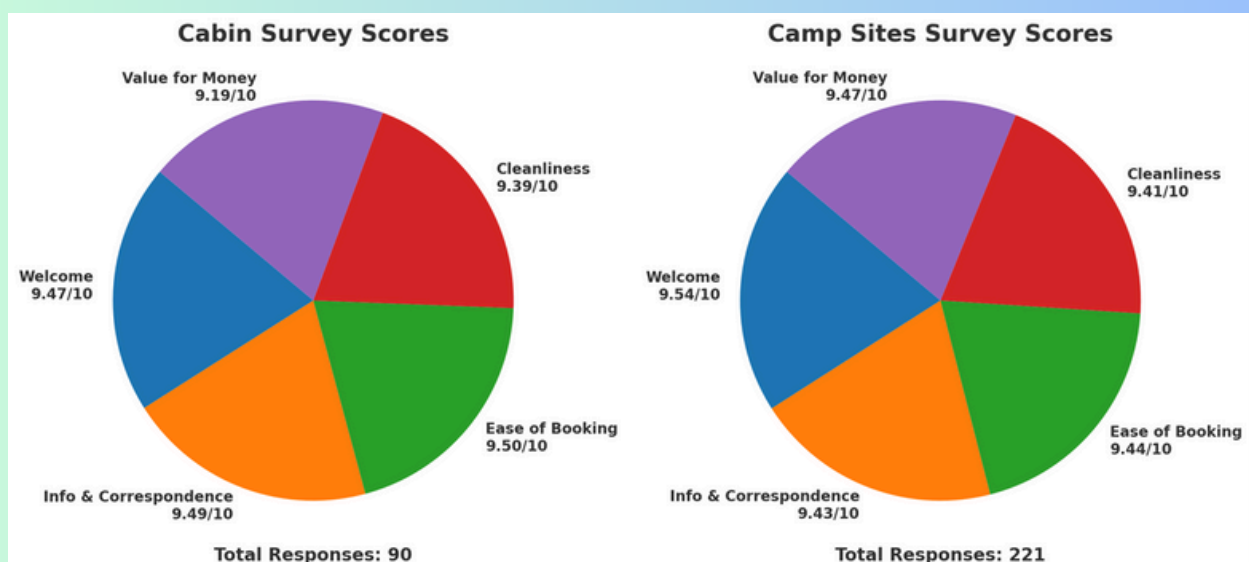
Guest Survey Results Report 2024/25

This section presents guest survey results collected between 1 July 2024 and 30 June 2025. Results are broken down into Cabins and Camp Sites, showing consistently high satisfaction scores across all key measures. These results confirm Camp Waipu Cove's strong reputation for guest experience and highlight areas for ongoing improvement.

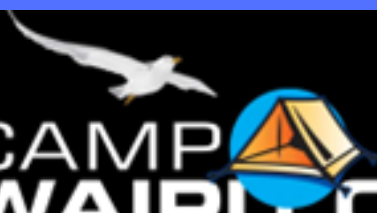


Key Insights:

- Cabins slightly outperformed camp sites in most categories, averaging 9.5+ across all measures.
- Cleanliness and staff welcome remain standout strengths.
- Value for money and overall stay rated above 9.4 in both areas.
- Guests highlighted Wi-Fi reliability, communal fridge/freezer space, and noise/security at night as areas for improvement.






CAMP WAIPŪ COVE
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