18th of November 2025

## Manager's Report November 2025



As we head into the busy summer season, there has been a great deal of activity around the camp over the past month, with progress on several major projects and preparations well underway for the upcoming peak period.

Installation of the new playground is currently underway and nearing completion. Remaining tasks include the wet pour surfacing and the reinstallation of the shade sails, with the full project on track for completion by 15 November. The new playground looks fantastic – it is almost twice the size of the original and features a large pirate ship with sand play equipment, slides, swings, rockers, and a five-metre-high ship's mast climbing frame. This exciting addition will be hugely popular with both local families and our campers this summer.





Plans for the new reception building are currently with Council awaiting building consent. Once consent is granted, construction will begin offsite, with the completed building to be delivered and installed after the peak season - ideally in February 2026. Following installation, the existing reception building will be refurbished into storage, staff and office space. Plans for the entranceway upgrade are also being finalised and will be undertaken by the same construction company responsible for the new reception building. Significant time and effort have gone into getting this project to its current stage. We would like to acknowledge the many hours contributed by various board members, particularly Peter Baker, whose commitment and assistance with the final planning have been invaluable and greatly appreciated.



The camp enjoyed a busy and successful Labour Weekend, with fine weather and a full occupancy. This was also the first major test for both our new wristband access system (for bathrooms and toilets) and our new Wi-Fi system. Both systems performed well, with only minor adjustments required.

The managers took annual leave during September, with Victoria Brown, our Reception Manager, overseeing camp operations in our absence. Everything ran smoothly, and we thank Victoria for her capable leadership. At the end of October, we sadly also farewelled Victoria, who has completed over ten years of dedicated service at Camp Waipu Cove. She has been an integral part of our team and will be greatly missed. We wish her every success in her next chapter. Prior to her departure, Victoria spent several months training Jemma Familton, who has now been promoted from Receptionist to Reception Manager. Thanks to Victoria's thorough handover, this transition has been smooth, and Jemma has stepped confidently into her new role.



Jemma and Tania Nathan recently attended the EMA's Introduction to Supervision course in Auckland, which provided valuable tools and insights for their leadership roles. Upcoming staff development includes First Aid training for several team members, along with emergency, evacuation, and fire refresher training for all staff. With three new summer employees joining the team shortly, preparations for training and onboarding are well underway.

In early October, the camp was sprayed for Onehunga weed, ensuring our grounds are now prickle-free and ready for barefoot campers this summer. All cabins have received an exterior repaint and interior touch-up, giving them a fresh and tidy appearance. The cabin cluster adjacent to the reserve now has newly installed bollards to direct vehicles to appropriate parking areas, helping to preserve our grassed spaces.



Earlier this year, Camp Waipu Cove entered the prestigious Northland Business Awards, judged by a panel appointed by the Northland Chamber of Commerce. At the awards ceremony on Friday, 7 November at McKay Stadium, it was announced that we were one of five finalists in the Excellence in Business – Medium Business category.

We were proud to be recognised in what judges described as the most competitive category to date, with an exceptionally high calibre of entrants. The panel remarked that "on a different day, each finalist could have been the winner in their own right." Although we did not take home an award, the process was extremely valuable, prompting us to review and strengthen our systems, planning, and operations. One of the judges, Paul Stewart (former Chief Economist at ANZ and Founder of ON Brand Partners, now Senior Leadership Advisor with PS Thinking), will be visiting the camp in the coming weeks to provide feedback and advice to further support our business development.



With summer fast approaching, preparations for the peak season are well underway. The North End dump station is completed and in use, and the nearby additional sites are looking well-grassed.



We are now finalising event programming for campers, confirming bookings, and ensuring all supplies for cleaning and cabin maintenance are ordered and ready to go. With the new playground nearing completion, a capable team in place, and several key projects progressing strongly, we are looking forward to another busy and successful summer season at Camp Waipu Cove.



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## **Recent Guest Reviews**

### Pesuzi, October 2025

A lovely holiday park with beach access.
Very clean toilets and showers. Very wellmaintained site. Showers are free, 5 minutes
away. We had problems with our motorhome
and had to contact the owner. Lisa at
reception was very helpful and supportive.
Thank you so much, Lisa, you were great! We
highly recommend this site.

## Nicola M, November 2025

Stayed in a self-contained cabin. Simple and comfortable with everything we needed.
Amazing location. Definitely coming back!

### Matt G, October 2025

There is nothing negative i can say about our time at the camp ground. everything is brilliant, the staff, the facility's.. its in a beautiful location. beach access is literally a 2 min walk away. we have been a few times now and will continue to keep coming back.. we absolutely love waipu camp ground.

## Wayne, October 2025

Great facilities very clean and tidy. Camp laid out well with easy access to beach. Very relaxing camp. Many people arriving for labour weekend but everything well organized

## Key Marketing Insights - October 2025



**Camp Waipu Cove** 

Report Overview

1 Oct 2025 - 31 Oct 2025

## Key Insights

October 2025

Your online revenue this month was \$68,993, which is a 53% increase on the same time last year.

It is great to see that the average nights is up by 26% on last year, now above 3.

The average off-peak revenue (Apr-Nov) over the last 12 months is \$53,745.

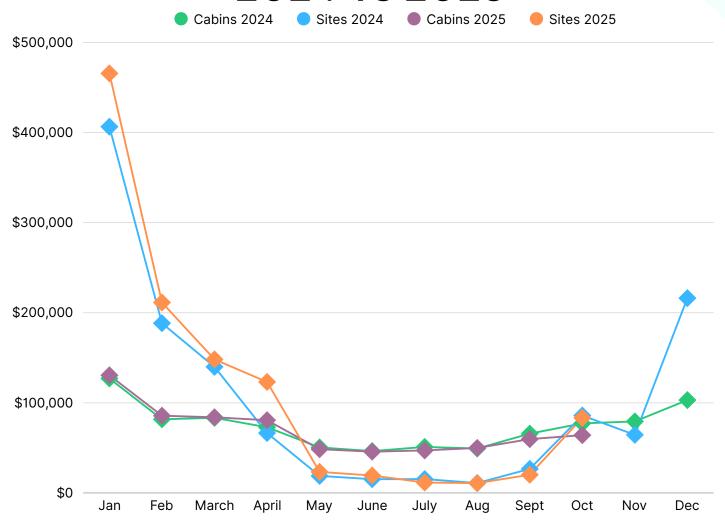
Your social media ads continued to drive awareness of Camp Waipu Cove, There were also 622 clicks to the booking page as a result of social media ads, a slight increase on last month.

Your Google Ads return on ad spend was **4.6**, an increase on last October.

Website vs Same Time Last Year			Google Advs Same Time La			Social Media Ads vs Same Time Last Year		
13,511 30	05 \$	evenue 668,993 52.5%	Clicks 1,277 <sub>4</sub> -8.6%	\$2,951 \$-4.1%	ROAS 4.6 ± 8.2%	Reach 21,279 † 55.2%	Clicks 1,351 † 46.7%	Booking Page 622

# September & October Revenue

2024 vs 2025



## **CABIN OCCUPANCY**

**SEPTEMBER 2025 72.84%** Down from 85.83% in September 2025

OCTOBER 2025 73.52% Down from 85.28% in October 2025

## SITE OCCUPANCY

SEPTEMBER 2025 7.37% Down from 11.99% in September 2025

OCTOBER 2025 20.06% Down from 26.20% in October 2025 Page 3

## Summary of financial performance

From the 1st of September to 30th of September, 2025.

### Key Financials

ltem	September 2025	September 2024	Variance	Comments
Revenue	\$72,750	\$94,209	<b>\$21,459</b>	No ASH fees this year; cabins and sites down due to lower occupancy and softer demand
Payroll (Wages + Kiwisaver)	\$60,260	\$50,145	<b>†\$10,115</b>	Reflects higher wage rates and full staffing levels
Expenses (total operating)	\$101,996	\$97,526	<b>↑\$4,470</b>	Slight increase driven by utilities, sustainability, and research expenses
Surplus / (Deficit)	(\$24,958)	\$665	<b>\$25,622</b> ↓	Lower income combined with seasonal expenditure pattern
Other Income	\$4,289	\$3,982	↑\$307	Higher interest income from term deposits

September was a steady but quieter month compared with the same period last year. The absence of ASH revenue continues to affect overall trading income, while cabin and casual site bookings were slightly softer, influenced by weather and seasonal trends. Operating costs rose modestly, mainly due to higher utilities, staff wages.

### **Per Unit Revenue**

Per camp site (204): \$99Per cabin (16): \$3,249

#### Revenue

- Trading income down \$21.5k compared to September 2024, mainly due to the absence of ASH fees (-\$11.6k) and softer site and cabin bookings.
- Cabin revenue decreased \$5.7k in total, with both kitchen and self-contained units slightly down on last year.
- Casual site fees down \$3.9k, reflecting reduced visitor demand and variable weather
- Interest income continues to perform well (+\$309) due to healthy term deposit balances.

### **Expenses**

- Operating expenses ↑ \$4.5k overall compared with September 2024.
- Utilities: Electricity (+\$900) and LPG (+\$800) both up, driven by seasonal use.
- Wages and Kiwisaver: Up \$10k due to higher pay rates and staffing levels.
- Sustainability & Research: New initiatives accounted for +\$5k combined & carbon credits purchased for certification.
- Maintenance: Lower across most categories (R&M Grounds -\$6.1k; Buildings -\$1.9k).
- Travel & Accommodation: +\$1.4k linked to external meetings and operational visits.

#### **Summary & Outlook**

September produced a deficit of \$25k, which is in line with expectations for the pre-summer period. While trading income remains below last year due to the removal of ASH revenue, costs are being managed carefully, and key maintenance and sustainability work has been completed ahead of the busy season.

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Early summer bookings are tracking well, and the outlook for the coming months remains positive.



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