

**Date:** Wednesday 14 October 2015  
**Time:** 11.00am  
**Meeting Room:** Okiwi Community Room  
**Venue:** Corner of Aotea Road and Mabey Road  
Okiwi  
Great Barrier Island

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## **Great Barrier Local Board**

# **OPEN MINUTE ITEM ATTACHMENTS**

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## Annual Report to Local Board

12<sup>th</sup> October 2015

### Background

Destination Great Barrier Island Inc. (DGBI) was established by the Local Board in August 2012 with budgeted funding of 25,000 per annum (inflation adjusted) for ten years.

The Mission of DGBI is *“to grow the economy of the island through growth in tourism”*.

In August 2014 DGBI also took over the responsibility for the management of the GBI I-site under an agreement with ATEED. ATEED agreed to provide diminishing funding over a three-year period.

### 1. Visitor information and services

#### 1.1 I-site

The key Initiative is the management of the I-site.

There is a longer term issue with respect to future funding of the I-site operation. The current DGBI budget (attached) shows that there will be a shortfall in income over expenditure in the 2017/18 FY. However, because there has been a build-up in funds DGBI could continue to operate at a similar level to the present for a few more years. (e.g hours of operation of the I-site).

#### Longer term funding

DGBI is attempting to increase the level of income through its activities by

- Increasing commissions through bookings
- sales of brochures
- sale of advertising on website
- financial support from DOC.

*but is also considering*

- development of commissionable packages
- sale of merchandise (e.g. t shirts)
- sale of water etc? (need fridge)

#### 1.2 Provision of information

- maps
  - driving (Local Board)
  - Claris walking map.
  - Historic Trail (proposed)

- Marine services (boaties and kayakers) (proposed)
- Information for visitors at Tryphena and Port Fitzroy

### 1.3 Websites

- continue to ensure operators listed on [Aucklandnz](http://Aucklandnz) and the [thegreatbarrier.co.nz](http://thegreatbarrier.co.nz)
- improved rankings
- need mobile version
- longer term need independent site for [thegreatbarrier.co.nz](http://thegreatbarrier.co.nz) (from Big Fish)
- Enhanced Forthcoming events and happenings listings – promotion of local events supported by a database.
- Establishment of Wedding Pages

### 1.4 Social Media

Successful establishment of facebook pages with significant following.

#### 2. Events

- Support existing and new events through use of DGBI database, website and booking facilities. (e.g. WWW and Walking Fest)
- Manage Lovebirds
- Prepare proposals for **two other new events in next 12 months**. (e.g. photo shoot, dark skies, ocean swim etc)

#### 3. Hospitality Training

- Workshop organised with follow up.
- Develop “Team Aotea” branding and “awards scheme”
- Visitor feedback at I-site and website
- Possible future visitor surveys

#### 4. Marketing (increasing profile of GBI as a destination)

- Famils for ATEED
- Magazines support to visiting journalists and photographers
- Extensive Photo and video library
- Auckland A-Z and maps
- Video and slideshow on screen at I-site with proposal to also install at Auckland airport.

#### 5. Operator Support

##### 5.1 email communication

Extensive database of operators to provide up to date and timely information on all matters of interest to operators.

**5.2 Tourism Seminars**

- Two seminars each year
- Public Seminar early November – update for local operators etc

**5.3 DOC concession**

Application for umbrella concession in progress

To develop Workshops for operators interested in developing packages and operations in the DOC estate.

**6. Other**

Obtaining more accurate data on visitor numbers. WIP.



**BUDGET 2015 - 2018**

	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
<b>Income</b>			
Brochure Display	2,640.00	2,930.40	3,223.44
Grants	46,000.00	38,000.00	26,000.00
DOC	4,000.00	4,000.00	4,000.00
Interest Income	1,150.00	1,346.07	1,402.46
Commissions	3,750.00	6,250.00	10,000.00
tax refund	120.75	141.34	147.26
other	500.00	1,000.00	2,000.00
<b>Total Income</b>	<b>58,160.75</b>	<b>53,667.81</b>	<b>46,773.16</b>
<b>Less Operating Expenses</b>			
Advertising and marketing	3,340.00	3,500.00	4,000.00
Bank Fees	300.00	500.00	800.00
Accounting	690.00	725.00	760.00
Contracts	41,000.00	41,500.00	42,000.00
Withholding tax	120.75	141.34	147.26
income tax			
Insurance	250.00	260.00	275.00
Meeting Expense	100.00	105.00	110.00
Office Expenses	1,700.00	1,785.00	1,874.25
IT support	2,000.00	2,000.00	2,000.00
Telephone	1,515.10	1,590.86	1,670.40
website	302.00	305.00	305.00
Travel - National	500.00	500.00	500.00
<b>Total Operating Expenses</b>	<b>51,817.85</b>	<b>52,912.19</b>	<b>54,441.91</b>
<b>Operating Surplus (Deficit)</b>	<b>6,342.90</b>	<b>755.62</b>	<b>-7,668.75</b>
EOY cash balance	52,342.90	46,755.62	39,086.87
EOY cash 2014/15	46,000.00		
<b>Commissionable Bookings</b>	<b>30,000.00</b>	<b>50,000.00</b>	<b>80,000.00</b>



**GT BARRIER BUILDING COMPANY LTD**  
**SHELL & JOHN SCOTT**  
398 Shoal Bay Road  
Tryphena  
Gt Barrier Island 0991

*Great Barrier Local  
Board  
14 October 2015  
Tabled document - Item*

03/08/2015

To whom it may concern

Each Monday Barney meets Bill at his work shop to learn how to weld, design and build motors and other mechanics etc.

Barney enjoys his time with Bill and they get along really well.

Barney was previously at Boarding school where he was bullied and suffered greatly, he couldn't manage schooling away from home so after a term and a half of homesickness and getting picked on we decided to bring him home.

Upon his return to Gt Barrier he suffered low self-esteem and behaviour issues stemming from his ADHD and treatment at Boarding school, we decided the best strategy was to get him busy and involved in community projects/schooling.

I went looking for teachers/tutors and heard about the great work Bill was doing with another boy Desmond.

Barney has thrived under Bill's mentoring and tuition, they just get on with learning and creating together. They do planning and design as well as learning to weld and fix motors/ bikes/ tools etc, they even helped Barney's nana make a garden sculpture which she will exhibit at the local art gallery!

Bill's class has been instrumental in Barney's success here on Barrier, he feels pride, achievement and for the first time in a long time is excited about going to tutoring/class.

Barney was going 4hours which was perfect but we were finding it a bit expensive and had to drop his art tutor and then Bill's time down to 3 hours. Bill is absolutely worth every cent so we were a bit gutted to cut Barn back, 4 hours is ideal!

I would love all the kids to have access to Bill's class, it's such a wonderful skill for a youth to learn going into adult life, especially one with academic struggles such as Barney. We are so grateful for the time Bill puts into our son and would love to gain funding to help keep him accessible to our son and other youth on GBI.

Bill has our highest recommendation for funding; in his class our son is safe, happy, motivated, learning and thinking about his future!

Please feel free to contact us with any further questions.

Kind Regards  
Michelle and John Scott