

29<sup>th</sup> November, 2016

## **Background to Funding for DGBI**

DGBI will continue to seek ongoing funding through the Local Board (LB), and in 2013 The LB originally stated that they had “budgeted” 25k per annum (inflation adjusted) for a ten year period for destination marketing of GBI. Under an initiative of the LB and AC a committee was established to take responsibility for the promotion and development of the GBI tourist industry. This committee then proceeded to establish an incorporated trust, Destination Great Barrier Island Inc. (DGBI), and initially recruited a part time facilitator to work on the various initiatives which the DGBI Board wished to pursue.

To improve the effectiveness of DGBI and increase the rate of development DGBI negotiated with ATEED to take over responsibility for the operation of the I-site (which was facing significantly reduced hours and probable closure). ATEED agreed to provide funding over three years on a diminishing basis. This funding has one further year to go. (viz. \$24,200, \$18,000, \$10,000). The I-site is managed under a management contract which covers management and staffing. (\$41,800). Whilst payment is made on a fixed fortnightly basis there is an agreement to provide considerable seasonal flexibility in the hours that the I site is operated. DGBI has limited discretionary funds to pursue any specific marketing or other initiatives over and above the level currently undertaken. In general, any specific project would need to be resourced by applying for further specific funds in each case. The Dark Sky initiative could well be such a project and if we make this a priority, we will approach ATEED in the first instance as this project is part of their strategic goals. We would welcome Local Board support for this approach.

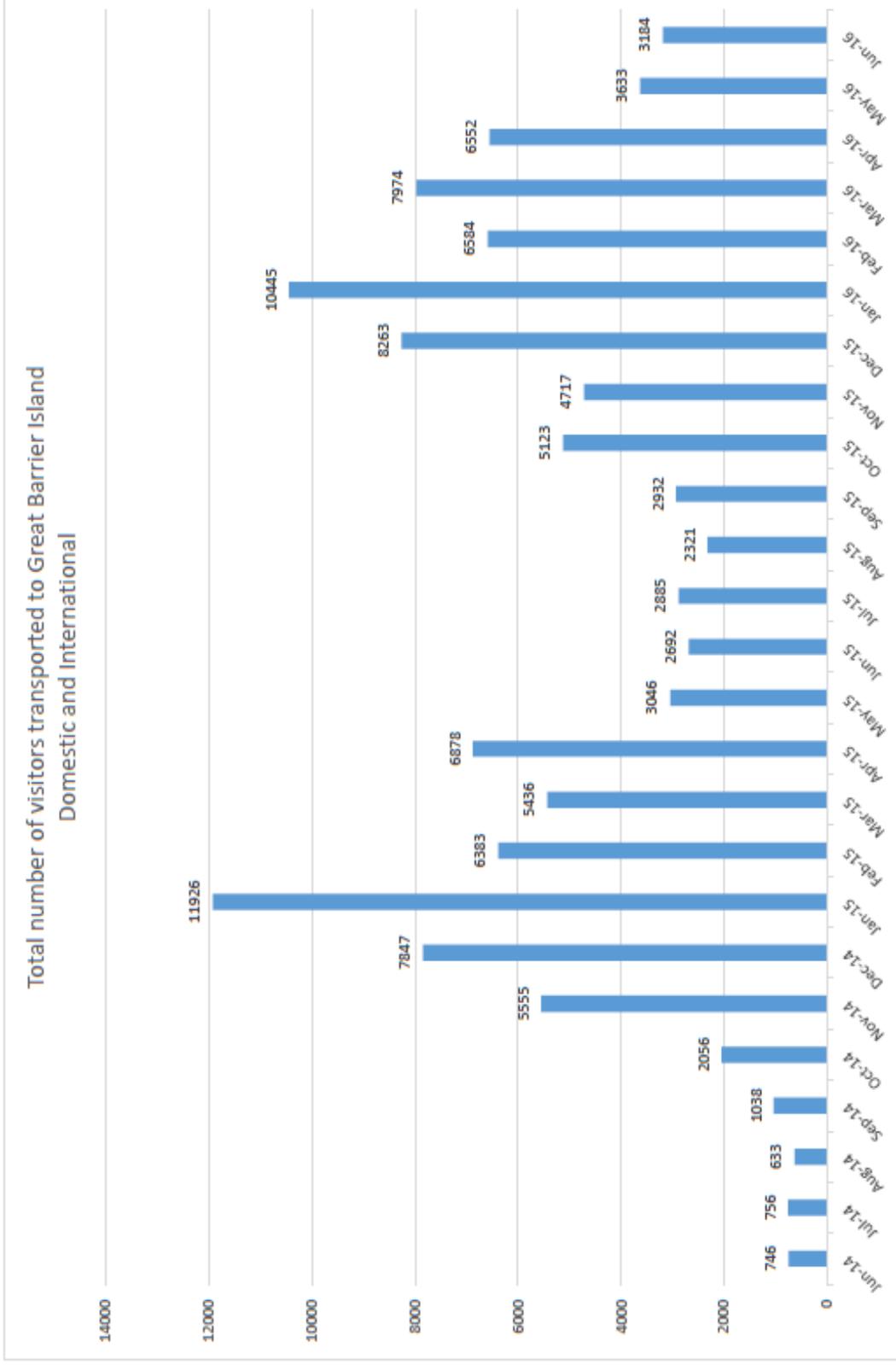
## **September-December, 2016**

Cindy Wiseman has resigned from her position as co-ordinator of the I-site effective from the 17<sup>th</sup> December, 2016. It is our intention to seek a local resident fill her position with a short-term contract until 30<sup>th</sup> June, 2016. By this point we will have had time to consider our strategic staffing requirements, as much of the activity described above has been reactive rather than coherently planned. We will advertise for applicants for the new position in April with the new appointment commencing on July 1<sup>st</sup>, 2017. We intend to resource local tourism development quite deliberately through co-ordinating the marketing support for local providers, development of packages, and developing Team Aotea as a business association as the table below describes. There is some limited opportunity to increase income through the I site from commissions, sales of merchandise and sales of advertising on web sites etc. and this will continue to be pursued.

## **Smarty grant funding for DGBI applying for and holding a DoC Concession**

The new Health and Safety Legislation has changed the framework for Safety in the workplace responsibility. DGBI plan to meet in the second week of December to consider the implications of this and the willingness of DGBI Trustees to carry the safety liability for all small operators who use a concession of this kind in the DoC estate. We may decide to return the funding, and re-apply for a different project to mentor and assist operators to make concession applications themselves.

Actions	Budget	Target Outcome	Comment	Actual Result
Grow the number of visitors to GBI	(\$55,000) See breakdown below	5 % growth per annum measured on a moving three year basis.	Data from various sources to create a database. Periodic surveys. Need to get all passengers in airport through the terminal. ATEED assisting.	ATEED has just issued data for visitor numbers- see graph below. Appendix #1
Operate the I-site	\$ 39,450 (after income) See budget	Operate a minimum of 2000 hours annually. Meet budget. 95% approval rating in surveys.	Cindy has resigned effective 18 <sup>th</sup> December, 2016. See notes above.	
Increase the profile of GBI as a destination through website, social media and other media	\$5,000	Maintain website in top 5 sites (google search). Achieve 20% increase in hits on GB pages of Auckland.com Increase Facebook hits by 50% over previous comparable periods. Facilitate a minimum of 3 travel articles featuring GBI Finalise a marketing plan.		See attached data Appendix #2 and #3
Introduce a program to improve service by operators to visitors	\$2,000	Establish Team Aotea branding, customer feedback and surveys and hospitality training.		Team Aotea meeting held October 8 <sup>th</sup> , 2016
Communicate effectively with all stakeholders	\$500	Twice yearly tourism forums, quarterly e-newsletters and Bulletin articles. Ensure database up to date.		Bulletin article follow-up November, 2016
Develop packages for sale through websites and in conjunction with operators	\$2000	Develop 20 packages. Market on websites and produce DLE flyers to promote.	Separate funding may be sought.	Initial discussion at Team Aotea meeting and bulletin article.
DOC concession and training	\$2000	To complete by end August 2016	Separate funding obtained	New Health & safety legislative Implications. Funding may be returned.



Appendix 1: Graph above provided courtesy of ATEED.

The next page contains a table offering a comparison of the domain name visits and engagement for all the Great Barrier Island websites- Appendix #2.

### Total Visits (i)

Aug 2016 - Oct 2016, WorldWide

Domain	%	#
greatbarrieris...	<div style="width: 10.7%;"></div>	10.7K
thegreatbarri...	<div style="width: 1.4%;"></div>	1.4K
greatbarrieris...	<div style="width: 1%;"></div>	1K
thebarrier.co....	<div style="width: 14.6%;"></div>	14.6K

### Country Rank (i)

Aug 2016 - Oct 2016, New Zealand

greatbarrierislandtouri...	#89,578
thegreatbarrier.co.nz	N/A
greatbarrierisland.co.nz	#345,9...
thebarrier.co.nz	#101,9...

### Traffic Share (i)

Aug 2016 - Oct 2016, WorldWide

Domain	Desktop	Mobile
greatbarrieris...	25.56% <div style="width: 25.56%;"></div>	74.44%
thegreatbarri...	100.00% <div style="width: 100%;"></div>	0.00%
greatbarrieris...	100.00% <div style="width: 100%;"></div>	0.00%
thebarrier.co....	36.77% <div style="width: 36.77%;"></div>	63.23%

### Engagement (i)

Aug 2016 - Oct 2016, WorldWide

Domain	Monthly Visits	Avg. Visit Duration	Pages/Visit	Bounce Rate
greatbarrierislandt...	< 5,000	00:00:38	1.55	28.19%
thegreatbarrier.co.nz	< 5,000 <span>🏆 6.12</span>	<span>🏆 00:03:08</span>	<span>🏆 6.12</span>	59.15%
greatbarrierisland.c...	< 5,000	00:00:38	2.08	55.07%
thebarrier.co.nz	<span>🏆 &lt; 5,000</span>	00:01:57	1.73	<span>🏆 21.50%</span>

Below is a record for the period April to August demonstrating the use of Facebook "boosts" or paid promotion and their effect on our presence, collated by Cindy: Appendix #3

FACEBOOK BOOSTS FROM 01 APRIL TO JUNE 30 2016												
DATE	AMOUNT	TITLE	REACH	LINK	PHOTO	PAGE	POST	SHARES	COMM	MEN	WOM	AUST
		*charged	org/paid	CLICKS	CLICKS	LIKES	LIKES			%	EN%	
4 <sup>th</sup> April	\$71.00/3wk	5 reasons/ GBI	10764 / 31077	487		101	358	52				
12 <sup>th</sup> April	\$87.00/3wk	Off The Grid*	264 / 5457	6		15	67	3				
22 <sup>nd</sup> April	\$100/3 wk	WWWWend*	164 / 6977			22	61	3				
14 <sup>th</sup> May	\$30.00/1wk	WWReminder	385 / 15853	107	597	19	95	9	9	42.8	57.2	99.9 0.1
25 <sup>th</sup> May	\$30.00/1mth	DoC track open	3765 / 4097	38		13	169	10	10	0*	100*	99.6 0.4
27 <sup>th</sup> June	\$30.00/1 wk	Glenfern Public	3995 / 9159	141		35	313	23	12	48.1*	51.9*	100
<b>TOTALS</b>	<b>\$348.00</b>	<b>Paid</b>	<b>Our</b>									

FACEBOOK BOOSTS FROM 01 JULY TO AUGUST 30 2016												
DATE	AMOUNT	TITLE	REACH	LINK	PHOTO	PAGE	POST	SHARES	COMM	MEN	WOM	AUST
		*charged		CLICKS	CLICKS	LIKES	LIKES			%	EN%	
5 <sup>th</sup> July	\$30.00/1wk	Te Ahumata 1872	4020/1590		131	104	75/676	27	12	67.8	32.2	99.9 0.1
			4									
12 <sup>th</sup> July	\$100/1mth	Life Out There*5	0%/10584	Resp 76		26	82	2	4	39.7	60.3	100
12 <sup>th</sup> July	\$100/1mth	W2W*	0/7188	Resp 41		8	107	5	15	54.1	45.9	100
28 <sup>th</sup> Aug	\$28/1 week	Life Out There	3863/11108		431	17	425	15	20	48.4	51.6	100
<b>TOTALS</b>	<b>\$260.00</b>	<b>Paid</b>	<b>Our</b>	<b>Budget</b>	<b>Spent</b>	<b>\$58.00</b>	<b>Bal Av.</b>	<b>\$542.00</b>				

Tony Christensen has resigned from his role as a DGBI Trustee effective from the November, 2016 AGM. Two new trustees were appointed at this AGM: Gendie Somerville Ryan and Norm Winger. Officers in 2016/2017: Caroline Leys- Chair, Chris Ollivier-Treasurer, Hilde Hoven – Secretary.

Kind regards,

*Caroline Leys*