



Thank You



The **Waiheke Walking Festival** wouldn't exist without the ongoing support and funding provided by the Waiheke Local Board. Thank you. The Waiheke Walking Trust feels very honoured to be stewards of the Festival, very proud of the success of the 2017 Festival, the first under the Trust's care, and will continue to nurture and grow the Festival for the benefit of Waiheke. We see a partnership with the Waiheke Local Board as essential to these goals, and we are committed to strengthening our relationship with you.





Waiheke Walking Trust – 12 months in

The **Waiheke Walking Trust** was borne to provide enhanced sustainability of the Festival in a number of critical ways – and it's working;

Financial security by creating additional funding streams.

- ✓ The Waiheke Walking Trust has initiated a successful Patrons programme – these funds will be used to deliver Trust projects – including the Waiheke Walking Festival. We are very proud of our Patrons programme and our Patrons really enjoyed being part of the Festival in 2017.
- ✓ 2017 saw a significant increase in 'Friends of the Festival' registrations.

Increased workforce resource.

- ✓ The event had outgrown the 'one-person doing most' structure. The Waiheke Walking Trust provided contracted social media management resource and each Trustee also volunteered a large amount of time to support the delivery of the 2017 event. In 2018 there will be a co-ordinator contracted to support Denise in the event management role.

Enhanced expertise across the suite of skills required to deliver a professional event – in particular, specialised fundraising and marketing skills.

- ✓ We are thrilled that our Trustee expertise enabled us to secure a three year presenting partner sponsorship contract with Ray White Waiheke.



2017 Event – Who saw us and Who attended?

195,000 people

Reached by our 2017 social media campaign – focus was on the wider Auckland region

2,200 registrations

50% were brand new to the Festival

- ➔ 56% locals (down 11%)
- ➔ 32% wider Auckland (up 8%)
- ➔ 9% other NZ regions (up 6%)
- ➔ 3% international (down 3%)

This aligns perfectly with our goal to grow sustainable tourism on Waiheke.

2017 Event – Who are our Festival Visitors?



Terry, his wife Isabel and another couple – all members of the Mt Maunganui Runners and Walkers Club, made a week-long holiday around the Festival.

David and his wife Isabel (in their 70's) from New Plymouth – both had booked to join the Festival for the week. At the last minute David was not well enough to travel, so Isabel got on a bus by herself and still came and stayed in their booked accommodation and did all her walks:

"Isabel returned home bubbling over from being part of the recent Walking Festival – great weather, great tramps and she met lots of interesting people. So many thanks again for your part in getting us/her organised leading up to and during the week. Hopefully you don't have withdrawal symptoms now it's over, but you should be justifiably proud of how it all went off."

Carol and her six friends, all living in different parts of New Zealand, all met up on Waiheke for the Festival.

"The unbelievable amount of work put into organising this event has not gone unnoticed or unappreciated by us, we truly do appreciate what the team has done. This was our first year, but definitely not our last! As I farewelled each of my friends off on the ferry towards their homes they all said 'same time, same place next year!'"

40%
under 50 years



60%
50+ years



We love that we are promoting a safe and supportive event that promotes active tourism for all ages

2017 Event – Key Achievements



- \$25,000 + directly spent at local businesses as part of Festival walks (lunches, transport to and from walks etc) – this does not include visitor spend on accommodation, transport, ferry travel, restaurants etc during their stay.
- Relationship with Ngati Paoa strengthened further
- Maximum walk restrictions allowed more people to enjoy the event and reduced 'no-shows'
- New automated booking and payment system strengthened relationships with local vineyards, cafes and transport operators
- Fantastic relationship with Stardome and Auckland Astronomical Society developed
- Almost full capacity across the 50 x walks
- Incredible feedback from walkers, volunteers, guides, landowners, partner businesses and presenting partner sponsor.





2018 Waiheke Walking Festival

**17-25
NOVEMBER**

- 9 days
- 50 walks
- Strengthened volunteer training programme
- New walks, new private land, Te Ara Hura five day walk
- Same feel-good event and, as always, a wee bit better than the last



What will cost to deliver the 2018 event?

Total costs	\$70,000
WWF Manager	\$30,000
WWF Coordinator	\$10,000
Website	\$5,000
Programme design and brochure print	\$5,000
Volunteer training and support	\$5,000
Advertising and promotion	\$7,000
Insurance and permit costs	\$2,000
Equipment purchase and hire	\$2,000
Festival Finale thank you event	\$4,000



What are we doing to secure the necessary funds?

- Presenting partner secured for 2017-2019 \$15,000 for 2018
- Funding applications to be submitted to Lotteries and Foundation North. We are confident of securing some funds from these sources as we did not apply in 2017 due to funding rounds and stand down periods.
- We are working hard to secure major sponsors with a cash contribution, not solely in-kind
- We will continue to strengthen our Festival Friends programme, \$100 membership fee
- All volunteers will be receiving training this year on effective ways to elicit donations
- We will use a portion of our Patrons income to assist with the costs of delivering the Festival
- We absolutely require ongoing funding support from the Waiheke Local Board



What is our value-add? What else are we doing to promote Walking on Waiheke?

The Waiheke Walking Trust is committed to promoting sustainable tourism by promoting walking on Waiheke year round. In 2018 we have planned;

- **Development of a digital tool** (likely to be a website) that promotes walking on Waiheke year-round. This will include walk maps, photos, video, description of the walk – gradients, level of difficulty, how to get there and back, what's in the area. It will have a search function so walks can be filtered by location, duration, grade, terrain etc. We see this as a one-stop shop for promoting walking on Waiheke that is easy to navigate and useful for locals and visitors alike.
- We have paid for **annual brochure space at the Matiatia visitor information kiosk**. We will use this space for Walking Festival brochures in Sept/Oct/Nov, but outside this time we are filling these spaces with Te Ara Hura maps – already we have delivered six boxes of Te Ara Hura maps to the information kiosk since November 2017.
- **Off-season monthly walk programme**, last Sunday of every month, May – October. This will be open to the public – format and pricing still to be determined.



Waiheke Walking Trust & Waiheke Local Board Partnership

- We continue in 2018 to build upon the hard work of 2017. We have exciting plans to promote walking on Waiheke and are fully committed to delivering the best ever Waiheke Walking Festival in 2018 with the support of the Waiheke Local Board, other funders, our sponsors, Ngati Paoa and our Festival partners.
- We have a fantastic community event that has grown significantly over the last eight events and we see so many opportunities to strengthen and grow this Festival - and walking opportunities on Waiheke - even further.
- We look forward to having the Waiheke Local Board on this journey with us.

Thank you