



GREAT BARRIER ISLAND

A world of its own

Destination Great Barrier Island

P O Box 30 Claris

Great Barrier Island 0961

Accountability Funding Report

July 1, 2017 – Dec 30, 2017

Report to;

Great Barrier Local Board

Hector Sanderson Road

Claris, GBI

Report prepared by;

Chris Ollivier Chair DGBI

Date: 01/02/2017

Report to: Great Barrier Local Board
Hector Sanderson Road
Claris, Great Barrier Island

Accountability Funding Report for the period of; 1 July 2017 – 31 Dec 2017

1) Summary/ snapshot

The first six months of this funding period has been exciting as it included the Dark Sky Sanctuary launch which has been a significant driver in the activities and results during this period. It included the launch of the new branding initiative, the increased exposure from the launch of the Dark Sky Sanctuary and the upgrade of the visitor information area in the airport. The new website is currently ranking number 5 in Google searches and is getting increasing number of hits (analytic report attached).

Anecdotal information from the airlines and ferry services as well as retailers show a increase in visitor numbers to the Island as well as the corresponding increase in demand for services. Spark released statistics also showing an increase in visitors to the island.

There is an increasing investment by private companies and individuals in providing services and there is a corresponding need for infrastructure on the island (wharves, airports and roads) to be upgraded or maintained to meet this increasing demand.

2) Progress to Date / specific projects and outcomes

Project name/ description

Manage the Claris Visitor Centre

Project objective - Provide support to visitors seeking information on services and activities available on the island” (DGBI)

Progress so far – The information centre was manned throughout the reporting period on a sliding scale based around the flight movements and visitor numbers increasing to 250 hours in the month of December. Staff were made up of permanent island residents. An effort to give work experience to a local student currently attending boarding school was included in the staffing arrangements

Highlights and challenges/ barriers to progress – Highlights have been the positive comments received about the new look around the information centre. Positive changes in the staff interaction with visitors was also noted with a more outward focus to their presence. Lack of space to operate in and the position of the information centre (out of sight to most incoming visitors) makes it difficult to raise the profile.

Looking forward – We are keen to increase skill levels of visitor information staff and are reviewing the management contract and job descriptions to reflect the changing role of the visitor information desk

Project name/ description

Support Local Board Plan

Project objective - Help develop Visitor Strategy

Progress so far – We have worked with and continue to work with the consultants employed by the local board to prepare the visitor strategy report.

Highlights and challenges/ barriers to progress – We have used social media and our connections with members of the DGBI group to promote the surveys for visitors and locals to assist in the collection of information

Looking forward – Awaiting the publication of the report

Project name/ description

Asset Management and maintenance of welcome signs

Project objective – Maintain welcome signs as per Maintenance Plan

Progress so far – All signs have been re coated with a preservative oil by Gordon Barrett, with instructions for this to be repeated on a quarterly basis. Oil and brushes supplied by DGBI and payment to Mr Barrett is included in our financial statements

Highlights and challenges/ barriers to progress – None

Looking forward – Await Mr Barrett's next quarterly invoice

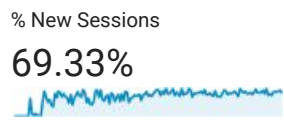
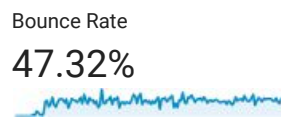
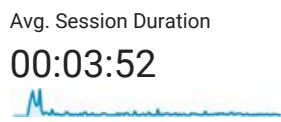
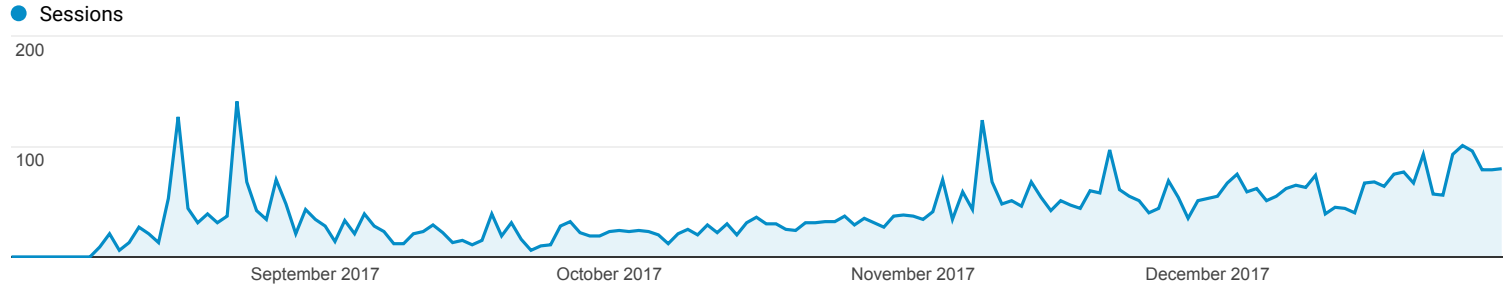
Project Name	Project objective	Progress/ Achievements/ key performance indicators	Highlights and challenges	Looking forward- how you will improve on what you're doing over the next 6 months?
DGBI Website	Increase the profile of GBI as a tourist destination	From 1 Aug – 31 Dec 2017 24,641 page views 6,133 sessions 4,252 users New site is also "responsive" ie mobile and tablet friendly (Analytics pages attached)	Highlight - Having control of website has allowed us to improve information dissemination. Challenge - Maintaining and updating information, staff training	Employ person or up skill existing staff with specific web maintenance role
Operation of visitor centre	Manning the visitor centre to provide visitor information services	Total hours manned Staff training Introduction of new staff to the role	Highlight - Book poster and postcard sales, upgrade of information area Challenges - Staff training and retention, Funding	Ensure information centre staff are trained in use of social media as a promotional tool
Visitor Strategy	Working with the Consultants who were appointed by LB	Waiting for report before finalising strategy	Turning words into action in collaboration with our stake holders, operators and strategic partners	Liaison with CSSC and Destination Coromandel
Workshops	Increase operator customer service skills	Organised Social media workshop. Exploration of idea's around community hash tag	Highlights - Workshop well received good attendance. There is demand for a second more specific workshop Challenges – Working toward a collective approach	Run another workshop Look at spin off in social media use around customer service areas (responding to feedback and collective marketing ideas)
Sign Maintenance	Maintain signs	Quarterly oil application completed	None	Next oil application

Audience Overview

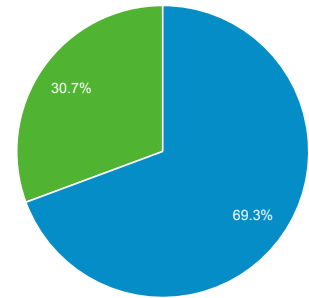
All Users
100.00% Sessions

1 Aug 2017 - 31 Dec 2017

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	3,677	59.95%
2. en-gb	1,516	24.72%
3. en-nz	413	6.73%
4. en-au	197	3.21%
5. ja-jp	41	0.67%
6. en-ca	39	0.64%
7. de	28	0.46%
8. zh-cn	25	0.41%
9. zh-tw	21	0.34%
10. de-de	19	0.31%