



# GREAT BARRIER ISLAND

*A world of its own*

Destination Great Barrier Island

PO Box 30

Claris

Great Barrier Island

30 January 2020

Great Barrier Island Local Board

Hector Sanderson Road

Claris, Great Barrier Island

Dear Ms Fordham and Local Board,

*Re. 6 monthly Accountability Funding Report on 2019-2020 Funding Agreement*

Please find enclosed the annual report covering the relevant period detailed above.

Any questions, please do not hesitate to contact me.

Kind regards

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Hilde Hoven

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Date: 30 January 2020



**GREAT BARRIER ISLAND**

*A world of its own*

**Destination Great Barrier Island**

**Claris Airport**

**Claris, GBI**

**Accountability Funding Report**

**- 6 monthly report (2019-2020)**

**Report to;**  
**Great Barrier Local Board**  
**Hector Sanderson Road**  
**Claris, GBI**

*Report prepared by;*

*Paul McGlashan/Hilde Hoven*

**Date: 30 January 2020**

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

**Accountability Funding Report for the period of; June 2019 – January 2020**

## 1) Summary/ snapshot

The last 6 months have been an incredibly busy and productive time for DGBI. The Trust's focus has shifted from straight-out island promotion and tourism growth to sustainable, managed tourism and the Visitor Strategy and its implementation continues to determine many of our activities. The appointment of Nic Tomlinson as the island's first community tourism coordinator in Feb 2019 enabled the trust to make progress on several initiatives from the Aotea / Great Barrier Island Visitor Strategy implementation plan including:

- increased DGBI engagement and connection with local operators – including through a revamped Team Aotea
- A proposal for the Aotea Business Awards
- Deepened relationships with ATEED, Local Board and other stakeholders
- Co-ordination of key events such as Winter Festival
- Assistance with key projects e.g. selling advertising for the Visitor Information Directory, production of new collateral
- A DGBI presence and voice at island events such as Community Hui
- Promotion and initial roll-out of the 2020 visitor survey (12<sup>th</sup> Dec 2019 to 19<sup>th</sup> April 2020)

Nic tendered her resignation in late November, having found another job opportunity, and left her role on the 24<sup>h</sup> January 2020. With Nic leaving the Trust will be considering whether we continue the CTC position or move to a more project-based approach to delivery of the Visitor Strategy. This will be discussed in a Trust meeting on 3 February.

In January 2020, the Trust lost its chair Paul McGlashen, its treasurer Kay Stowell and trust member Gendie Somerville Ryan, but the AGM in December provided us with three new trustees– Seagar Clarkson, Annabel Marshall and Derek Bell. We look forward to continuing to operate with the same shared vision and enthusiasm with our new team.

We have worked hard to increase our social media profile, through Wanita Fourie. An Instagram channel has been created and both Instagram (around 600 followers) and Facebook (almost 5000 followers) accounts are growing, while our Facebook account often reaches 7000-8000 people with a single FB post. Our greatbarrier.co.nz website has received 265K views in the last year.

## Surveys

Data collection for the *visitor survey* ends around 17 April 2020 to allow time for visitors at Easter to complete the survey. 134 responses have been received so far. Data collection activities will be strengthened from now on to ensure a good response. Data collection for the *local business and community survey* is scheduled for March 2020, and this online survey will be open for 3-4 weeks. DGBI will receive a preview copy of the online version before the survey is launched. Analysis will commence in April and reporting by NZTRI will take place in May.

## Visitor Information Centre

The VIC contract with Norm Winger rolled-over in May 2019 with some aspects of the contract being updated to reflect changes in hours of operation, KPI's etc. The VIC continues to be a vital face of welcome and assistance to island visitors via the airport. Whilst income from the VIC is improving (in particular from directory advertising sales) we believe there are opportunities for further revenue through selling more merchandise and broadening services once the VIC is established in its new airport premises at the old Great Barrier Air building. DGBI anticipates handover from AT (Richard Laville) to happen in April this year. Specifics around this are still being finalised. At this stage it's still owned by Auckland City and the building still has to be handed over to Auckland Transport. The VIC contract will come up for renewal in May 2020 and at that stage further commercialisation of the VIC will be considered.

## Events organised or funded

- A range of activities and events were held in the last six months:
- The 2019 Winter Festival (whilst attendance was below expectations due to weather and competing events, we hope for a better turn-out next year in collaboration with iwi / Matariki)
- Astro Photography Competition (thanks to Gendie)
- Team Aotea meetings (thanks to Nic)
- DGBI also became the umbrella organisation for the prestigious *No Barriers* event (which was previously under the wing of the Awana Women's League.)

## Visitor resources produced

This year saw big improvements in the printed visitor collateral – in particular a revamped Visitor Information Directory as the trust took over ownership of the directory from Kay Stowell.

The complete list of resources produced in the last six months includes:

- *Tips for Travellers* brochure and *Who to contact if things go wrong* cards
- 2020 (Dark Sky) calendar
- A revamped Visitor Information Directory
- Several airline back of seat event and advertising laminated info sheets

### **DGBI funding – the current state of play**

DGBI has a significant role in shaping the visitor experience and the visitor sector on Aotea Great Barrier Island. As we have discovered, this is no longer a job for volunteers – it requires paid expertise to run the Visitor Centre and paid support to undertake the multiple activities that have been passed to DGBI as the organisation has grown.

On behalf of the Trustees, I would like to thank the Local Board for its ongoing support and encouragement. Volunteering is often a thankless task and your positive feedback and funding has been instrumental in our success.

Current funding is as follows:

**Local Board \$29,000** – to help fund DGBI activities, the Visitor Centre, and administration etc to run the Trust.

**Foundation North \$60,000** – for the implementation of the Visitor Strategy Year 2

**Lotteries - \$23,000** – for the running of the Visitor Centre (which will be used up in March)

**Dark Sky Advisory Group \$20,000** – DGBI is an umbrella group for this funding.

**Visitor Centre \$20,000** – income generated from sales and bookings

An application has been submitted to Lotteries for \$40,000 to help run the Visitor Centre but we not optimistic that this will be granted.

**What funding do we need:**

Visitor Centre - \$65,000 per annum

CTC or similar role - \$40,000 per annum

Administration - \$20,000 – includes phone, internet, equipment, collateral, accounting and treasury costs, admin

**Total - \$125,000**

To just maintain basic services and continue to implement the Visitor Strategy we have a shortfall of \$16,000 (Funding = FN \$60,000, LB \$29,000, VC income \$20,000 less costs of \$125,000)

This does not allow for any expenditure required for implementing the Visitor Strategy other than human capacity. Neither does it allow for any revenue streams that could come to fruition (e.g. web site advertising).

We therefore request the Local Board to consider increasing its funding to \$45,000 p.a. This would allow for some surety around continuing current services and would also help ease the burden on volunteer Trustees.

**Looking Forward**

In 2020 we are going to be just as busy as last year with the following items on the agenda:

- Review success of year 1 of the Visitor Strategy, identify funding and support needed to continue DGBI
- Continuation of the visitor survey started in December and start of community and business survey with NZTRI
- Review and tuning of the visitor strategy and implementation plan
- Review and action plan from visitor survey results
- Production of Island Etiquette and promotional videos - Island etiquette currently in production with Sinclair, promotional informational video in planning stage with Mark Russell and Ben Assado
- Matariki / Winter Festival in collaboration with iwi
- Human resource development/Capacity building: Continuation of Team Aotea workshops, extension of Auckland Amabassador programmes, link to existing initiative to improve outlook for youth
- Production of an island tourism newsletter



- Launch of Aotea Business Awards
- Ongoing focus on social media output and reach.
- Requirements and evaluation of centralised booking system solutions or affiliate link, simplifying booking processes
- A review and update of the DGBI constitution
- Visitor Information Centre improvements and venue relocation
- Stronger environmental focus in collaboration with the GBI Ecology Vision
- Continued publication of (updated) collateral, including the Visitor Information Directory and a detailed Guide if budget/time allows
- Enhancing visitor information on national and regional portals, strengthening on-island visitor information
- Provision of information to visitors about what they *can* see and do and spend money on
- Create itineraries of ‘touring routes’ to link stargazing, art, culture and heritage with trails (walk, cycle, birdwatching) to develop new experiences.
- Design of a portfolio of signature events
- Obtain an accurate assessment of the number of visitor arrivals

**Progress to Date / specific projects and outcomes**

**First Six Months (see table on next page)**

Project Name	Project objective	Progress so far/ key performance indicators (figures/ stats)	Summary of outcomes – what difference has your organisation made?	Highlights and challenges	Looking forward- how you will improve on what you're doing over the next 6 months?
<p><b>Administration of the DGBI trust and it's community activities</b></p>	<p><b>Ensure continuity and efficiency of trust operations</b></p>	<p>Schedule of monthly board meetings maintained with good stakeholder engagement from DoC, LB and Sealink and low engagement from iwi, FlyMySky and, Barrier Air. A successful AGM saw 3 new trustees voted onto the board – Derek, Annabel and Seagar and January saw 3 trustees resign, Paul, Gendie and Kay..</p>	<p>In general a much stronger sense of engagement and transparency between DGBI and the local community.</p> <p>Funding, management and running of Lights Out Festival.</p> <p>Co-ordination and agreement on visitor communication/education for waste management with local operators.</p> <p>Obtained partial funding from Foundation North for second year of Visitor Strategy implementation and for running of Visitor Information Centre</p>	<p>Assuming we are successful with our next ATEED and Lotteries funding application, we still have a potential funding gap to cover renewal of the VIC and CTC contracts.</p>	<p><b>Implementation of year 2 of the visitor strategy. This will include videos, workshops, and business awards, strengthening relationships with key stakeholders, businesses and community groups, further development of the visitor information centre, further development of the web site and social media channels, facilitating training for business and community</b></p> <p>Implementing different components of the Visitor Strategy will remain a paid role.</p> <p>The administration of the trust, including taking minutes and writing of funding applications and subsequent management of these funds will become a paid role.</p> <p>The trust will continue to seek funding from a diverse range of sources e.g. Local Board, Foundation North, Lotteries Commission, ATEED etc.</p>

		<p>Community Tourism Coordinator (CTC) role appointed to Nic Tomlinson and been in operation for 12 months.</p>	<p>Improved relationship management and communication with Local Board, ATEED, NZTRI, local operators, service providers and transport stakeholders (Sealink, FlyMySky, Barrier Air).</p> <p>Team Aotea has been re-established with well-attended meetings in the south and central regions. A platform for feedback and education on Visitor Strategy. Good feedback on meetings.</p> <p>Island Etiquette video, emergency card and "what to do when things go wrong" content under development.</p> <p>Strong connections made with Motairehe Marae during their Matariki celebrations and the opportunity to shoot footage for the promotional video.</p>	<p>Inevitably when you provide a space/platform (Team Aotea) for operators/business-owners to provide feedback you get both good and not-so-good feedback. Feedback however has been received with grace and in general people are pleased about the transparency and the level of collaboration.</p>	<p>Continue to grow the relationships with ATEED and NZTRI.</p> <p>Continue to work closely/collaborate with operators and business owners – through workshops, business assistance and Business Awards.</p> <p>Rerun the visitor survey to tune the Visitor Strategy and Implementation plan.</p> <p>Improve the quality of communication with the release of the new Island Etiquette video and video collateral. And publish on our stakeholder channels e.g. ATEED, DoC, Sealink, FlyMySky, Barrier Air, in particular.</p>
		<p><b>Continued social media instruction with Wanita Fourie, Maverick Media and ATEED</b></p> <p><b>Use of Mailchimp-based stakeholder database to provide for direct / email campaigns and communication to operators, businesses, service-providers, partners and other stakeholders.</b></p>	<p>Improvement in adoption and use of social media amongst local operators.</p>	<p>On-island social media content manager could not be found at rate offered. Wanita is continuing in this role, and doing a great job.</p>	<p>A more structured and QA'd approach to DGBI social media content management using a platform such as Buffer for content curation and scheduling, eventually by a local person, preferably closely associated with the VIC.</p>

		Kay Stowell's Visitor guide has been redesigned, and is continuing to offer affordable advertising options for small business. The guide has been renamed the Visitor Information Directory (VID) and has been very well received.	A new format for the VID was designed and this has provided training opportunities for those who will be responsible for ongoing management of the publication using Adobe Indesign.	Under Kay Stowell's stewardship the VIG has been a very popular publication. The new publication has remained useful and was well received. Quality (full colour) publication on recycled paper with sustainable inks. Points of availability.	Tthe quality (full colour) and use recycled paper and sustainable inks. We will increase the points of availability.
<b>Operation of the Information Centre</b>	<b>Ensure all visitors have a positive experience and encourage them to buy local</b>	<p>The Visitor Information Centre (VIC) continues to operate well under Norm Winger's management.</p> <p>Visitor numbers have been strong due to the extended summer weather right up to Easter when numbers have dropped off significantly.</p>	<p>The VIC has helped/spoken-to/handed-out information and maps to the majority of visitors to the island. Significant interest in Aotea track and walks in general.</p> <p>The VIC has implemented a more systematic approach to publishing island events that are of interest to visitors on the web site. Kay Stowell has agreed to DGBI using her existing event guide as a basis for this.</p>	<p><b>Additional visitor centre hours have allowed for increased levels of engagement.</b></p> <p><b>Challenging location of visitor centre in a corner of the airport – missing out on visitor contact opportunities</b></p> <p><b>Visitor centre staff have not assisted with social media content provision and delivery as intended. Slow take up of website maintenance, income stream not increasing sufficiently. VIC</b></p>	<p>We would like to look at the feasibility of building a new, modern VIC on the unused land on the corner opposite the Health Centre where the recycling bins used to be.</p> <p><b>Strengthening of Social Media and Website creation delivery from VIC.</b></p> <p><b>Increased commercialisation of the VIC with revision/renewal of VIC contract in May, sot that it becomes more self-funding.</b></p>

				income could be improved.	
<b>Maintain, improve, develop the www.greatbarrier.co.nz website</b>	<b>Profile GBI as a sustainable tourist destination</b>	<p>The web site continues to do well with significant growth in users and visits over the second 6 month period.</p> <p>The Number of Users visiting the site has increased from 103K to 163K pageviews in the second half of the year, 265K page views for the year, and an increase of 59%</p> <p>74% vs 77.9% vs 74.3% users from NZ, 7% vs 5.51% vs 5.81% from Australia, 5% vs 5.47% vs 6.1% from USA, 3% vs 2.21% vs 2.29% from UK, 1% vs 1.2% vs 1.4% from Canada.</p> <p>Around 63% (50%) of users are from Auckland (Wellington 9%, Christchurch 6%, Hamilton 5%, Tauranga 3%)</p> <p>Average time users spent on the site is 2.48 min (2min 38 secs vs 2 min 48 secs)</p> <p>84% (84% vs 83.6%) of these users were new to the site.</p> <p>From a google search perspective pages on greatbarrier.co.nz have an average search result position of 13.1 (12.2 vs 9.8) - with a total of 18K (10.9K vs 8.23K) clicks and 432 (293K vs 215K) impressions, resulting in a click to impression ratio of 4 (3.7% vs 3.8%).</p>	<p>Increased use of the site by 58% (25%) appears to correlate with an increase in visits to the island.</p> <p>A selection of useful analytics graphs has been attached as an appendix to this document.</p> <p>There has been a push to encourage a greater level of local operators advertising on the site. This has been done with a revamped set of advertising packages which we hope will be attractive.</p>	<p>Despite the increased usage the site's Google search ranking has dropped from 12.2 to 13.1 (9.8 to 12.2). We will look at how we can improve the ranking through greater site linking and improved Search Engine Optimisation.</p> <p>There are still some challenges in convincing some operators that they get value from advertising – especially on the web site.</p>	<p>The web site is in need of some improvements e.g. providing easier access to on-island transport options. This and a significant list of other feature requests will be rolled out in coming months.</p> <p>We need to improve our communication process and use of site statistics to support the advertising value proposition.</p> <p><b>By regularly publishing site and per-operator page level statistics we hope to show value to operators of being listed on the site.</b></p> <p><b>By increasing site referral and referencing to other sites we hope to improve the ranking of the site in google searches.</b></p> <p><b>We hope to implement an affiliate link, where operators pay for bookings on their website that originate from greatbarrier.co.nz</b></p>

		Desktop, mobile and tablet usage remain fairly constant at 48, 44 and 8%.			
<b>Maintenance of welcome signs, as required</b>	<b>Ensure visitors are directed to the visitor centre at Claris airport</b>	Welcome Signs maintained and managed as per Maintenance Plan.	Quarterly Inspection & Expenditure Report on Asset Management & Maintenance of 5 x Welcome Signs Quarterly visual inspection		

