LWT AGM Minutes

Thursday 25 September 2025

DATE: 25 September 2025, Wānaka Community Hub, 34 McDougall Street, Wānaka.

LAKE WĀNAKA TOURISM BOARD MEMBERS IN ATTENDANCE: Calum Macleod, Brona Parsons, Charlie Cochrane, Gina Dempster, Leigh Stock, Stef Zeestraten and Darrin Brown.

LAKE WĀNAKA TOURISM / DESTINATION QUEENSTOWN STAFF IN ATTENDANCE: Mat Woods, Sarah O'Donnell, Ruby Cummins, Eilidh Blanchard, Tonia Farquharson, Aimee Riach, Ash Bickley, Cara Anderson, Will Nelson, Stu Cordelle, Micaela McLeod, Rose Wood, Amanda Tutton, Rosie Marshall, Shannon Kelly.

APOLOGIES: Brent Harridge, Amity Raymen-Barker, Paul Nicholson, Ed Taylor, Nick Aubrey, Mark Orbell, Megan Williams, Tim Cuthbertson, Richard Thomas.

REGISTERED ATTENDEES: See appendix

CHAIR REPORT:
The Chair advised that they are stepping down from the Lake Wānaka Tourism Board.

Thanks were extended to the Lake Wānaka Tourism team and the Destination Queenstown team for their continued collaboration through shared services. The Chair noted that this represents a significant resource for Wānaka moving forward.

The Chair acknowledged and thanked individual board members, confirming that Stef Zeestraten, Brona Parsons, and co-opted Director Darrin Brown are also stepping down.

A departure gift was presented.

The Chair expressed appreciation to Mat Wood (CE) and extended best wishes to the Lake Wānaka Tourism Board.

MOTION TO ACCEPT THE MINUTES OF THE PREVIOUS MEETING: September 30, 2024

Moved: Leigh Stock (Edgewater Resort) Seconded: Gina Dempster (Wastebusters)

Carried.

MOTION TO CONFIRM ASHTON WHEELANS AS THE AUDITORS FOR FY25-26:
Moved: Stef Zeestraten (Wānaka Lavendar Farm) Seconded: Darrin Brown (Greenhawk)

Carried.

ALTERATIONS TO LWT RULES

Motion 1:

That the Rules of Lake Wānaka Tourism Incorporated shall be varied as per set out in points 1 – 6.

Moved: Brona Parsons (Fedeli) Seconded: Gina Dempster (Wastebusters)

Carried.

Motion 2:

The members do hereby authorise and instruct the board to execute all documents and do all things necessary to complete the reregistration of Lake Wānaka Tourism Incorporated as a society with the Incorporated Societies Registrar, pursuant to the Incorporated Societies Act 2022, and to register the newly approved rules of the society with the reregistration of Lake Wānaka Tourism.

Moved: Charlie Cochrane (Racers Edge) Seconded: Stef Zeestraten (Wānaka Lavendar Farm)

Carried.

ELECTION OF THE BOARD:

The candidates for two board seats, David Goadby (NZ Bike Trails) and Kirsty Barclay (Wānaka Transfers), were confirmed as elected unopposed.

Both David and Kirsty gave a brief introduction.

The Chair welcomed them to their positions on the Board of Directors.

MOTION TO ACCEPT THE FINANCIALS FOR THE LAST FINANCIAL YEAR (FY24-25):

Moved: Calum MacLeod (Broomcroft) Seconded: Brona Parsons (Fedeli)

Carried.

FY24-25 ANNUAL REPORT

The Chair commends the FY24-25 Annual Report to the membership. Encourages members to read it.

ORGANISATIONAL UPDATE

Gina Dempster took to the lectern to thank Calum and shared highlights of his career in tourism.

The CE thanked Calum for his time as Chair of Lake Wānaka Tourism, and a gift was presented.

The CE acknowledged Mayor Glyn Lewers.

An update was provided on the progress and success of the shared services agreement in FY24–25. It was explained that this has now evolved into a fully operational partnership for FY25–26, enabling shared resources and significant efficiencies while maintaining two distinct brand identities.

Thanks were extended to Tonia Farquharson for her work compiling the financial accounts for Lake Wānaka Tourism. The Chief Executive explained that the outcome of the shared services arrangement is to make administrative resources more affordable, thereby allowing additional budget allocation for marketing and management activities.

FY24-25 DESTINATION INSIGHTS – MAT WOODS (CE)

Visitation: 3.7 million cumulative visitors, an increase of 3% compared to the previous year. Wānaka is among the few regions in New Zealand demonstrating growth trends.

Expenditure: $312 million, currently based solely on credit card data. MBIE intends to reinstate the Monthly Regional Tourism Estimates (MRTEs), although no timeline has been confirmed.

Net Promoter Score (NPS): Currently at 72, which is well above the national average. A slight decline has been observed over the past two quarters.

Regional Deal: Enables better leverage of the visitor economy and enhances both visitor experience and community acceptance.

The CE provided highlights of FY24–25 Regional Tourism Organisation activity, noting that this reflects work completed prior to the full shared services agreement between Destination Queenstown and Lake Wānaka Tourism. The organisations are now three months into a formalised partnership, with significant work underway.

The CE acknowledged the teams at Lake Wānaka Tourism and Destination Queenstown.

GENERAL BUSINESS:

The CE opened general business by raising the Tourism Growth Roadmap, a bipartisan strategy announced by the tourism minister. Tourism is New Zealand's second-largest export industry, and the Minister has expressed a desire for it to become the largest.

The CE discussed the use of International Visitor Levy (IVL) funds, explaining that although originally intended for conservation and mixed-use infrastructure, the funds are currently being used to supplement marketing and demand generation.

Sarah Burdon (The Camp) asked the Chief Executive for his views on whether the IVL should be allocated to marketing or split equally between conservation and mixed-use infrastructure.

- The Chief Executive noted that, according to a survey, 84% of respondents believe the IVL should be used for its original purpose - conservation and mixed-use infrastructure - rather than marketing or demand generation.
- He also highlighted that $80 million from the IVL is being directed to Tourism New Zealand to offset reductions in Crown funding. For the current financial year, approximately 82% of Tourism New Zealand's baseline funding is sourced from the levy, with around half of its future budget expected to be funded through the levy.
- It was stated that tourism generates $1.7 billion in GST annually.

Sarah Burdon (The Camp) asks if we have a good infrastructure plan to spend the IVL budget on when it comes in.

- The CE responded that the regional deal outlines the infrastructure requirements.

Sarah Burdon (The Camp) asks are residents unhappy about tourism and resident growth along with the growth of congestion?

- The CE explained that while visitation remains strong, the resident population is projected to exceed that of Dunedin by 2040.

Jessie Byrne (Bike Glendhu) asks how much sway the RTO has vs Council with influence over central government and the IVL.

- Mayor Glyn Lewers noted that Queenstown Lakes District Council's population growth projections indicate a 3% annual increase over the next decade, with tourism expected to grow by 7.1% over the next five years before easing to 3%. He stated that mixed-use infrastructure costs ratepayers $740 million, which the Council is seeking to address through the regional deal.

Sarah Burdon (The Camp) asks are we able to get that $740 million here from alternative methods like the IVL.

- The CE responded that the Council has greater influence than the RTO. With 50% of visitors choosing to holiday in the region, tourism will continue to grow despite Tourism New Zealand's efforts to disperse visitation.

Charlie Cochrane (Races Edge) asks the method to calculate the NPS score.

- Eilidh Blanchard (LWT Data and Insights Manager) explained the sample size is 357 and it is an in-person intercept survey and online social campaign send to an EDM database of 23,000 people targeting those who have visited in the last three months.
- Eilidh explained TAR is a 550-sample size representative of census data and weighted on Queenstown and Wānaka's population.
- The CE added, TNZ does a TAR score for Otago, but it is higher. LWT uses Angus & Associates to allow for regional and national comparisons.

MEETING CLOSE: 4:43pm

Appendix - Registered Members

First name	Last Name	Organisation
Amity	Raymen-Barker	NewZeal
Brona	Parsons	Federal diner / Fedeli / Fudog
Calum	Macleod	Broomcroft Ltd
Caroline	Holland	Criffel Peak View
Charles	Cochrane	Racers Edge / Bike Glendhu
Darrin	Brown	Greenhawk
David	Crawford	Crawford and Cole property partnership
David	Goadby	nzbiketrails
Ed	Taylor	Warbirds over Wānaka
Gale	Courteney	Kind Farm South
Gina	Dempster	Wastebusters
Glyn	Lewers	QLDC
Jayden	Glaister	Yello
Jessie	Byrne	Bike Glendhu
Jo	Swamy	Yello
Johnny	Curin	Wanaka river journeys
Johnny	Stewart	Tuktuk taxi
Jon	Brown	Wanaka Helicopters / Backcountry Helicopters / Learn to Fly NZ
Katy	Macpherson	Lakeside Apartments
Kelsi	Mackay	Bike Glendhu
Kirsty	Barclay	Wānaka Transfers
Krystle	Theunissen	Wanaka Water Taxi
Leigh	Stock	Edgewater Lake Wanaka
Megan	Williams	Discover Wānaka
Paul	Nicholson	NewZeal
Penny	Stevenson	Minaret Station / Southern Lakes Heliski & Helibike / Alpine Helicopters
Richie	Laming	Lake Hawea Station
Ruth	Garland	Wanaka river journeys
Sara	Beetham	Federal diner / Fedeli / Fudog
Shannon	Courteney	Kind Farm South
Suzie	Baillie	Criffel Peak View
Stef	Zeestraten	Wanaka Lavender Farm