

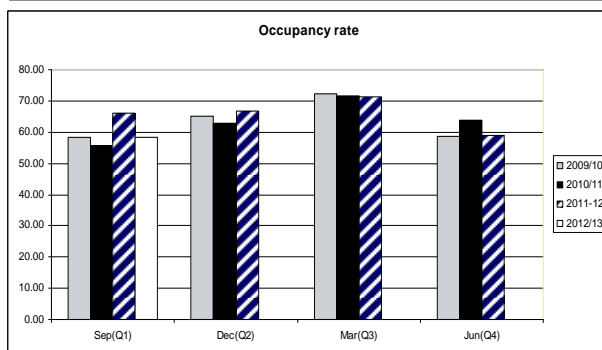
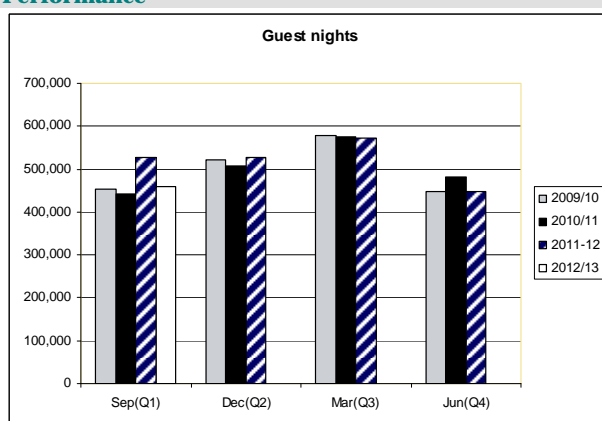
## Quarterly Review – Positively Wellington Tourism

Positively Wellington Tourism has presented its report for the quarter ended 30 September 2012 for review. A summary of key findings is presented below and the full report is attached.

### Highlights / Summary

- 'Visa Wellington on a Plate' was run during the quarter. The event attracted 1,160 people from outside the region and generated \$1.4m of direct spending.
- WOW was again a sell-out success with over 20,000 people from out of Wellington attending the event. PWT successfully ran the city excitement marketing campaign, including the retail window dressing competition.
- PWT is currently preparing for several large events and initiatives in Q2, including the Hobbit premiere, Destination Wellington, and the launch of another major marketing campaign in Australia.

### Performance



### Macro Key Performance Indicators

The following KPIs have been reported by the Trust.

Measure	Annual Target	Quarter Actual
International direct arrivals to Wgtn Airport	Maintain figures relative to 2011/12	(1.8%) decrease
Number of Visitor Nights – Domestic	2% increase relative to 2011/12	(12%) decrease
Number of Visitor Nights – International	Maintain figures relative to 2011/12	(31.5%) decrease
W/E rooms sold in partner hotels	2% increase relative to 2011/12	(10.6%) decrease
Australian arrivals to Wellington	7% growth above 2011/12	4.3% increase
Downtown weekend visitation	Maintain figures relative to 2011/12	(3%) decrease

- In general, there was a decrease in visitor numbers and hotel bookings compared to the same quarter last year. This reflects in large part the fact that in 2011 WOW was held in August (in 2012/13, WOW figures will appear in Q2).

Contact officer

Natasha Petkovic-Jeremic

### Activities during the quarter

- 'Spoiling Auckland', a large-scale experiential/digital campaign targeting Aucklanders, was very successful. Online traffic from Auckland increased 74% between August and September.
- There were 343 domestic media stories on Destination Wellington and Visa Wellington on a Plate that were influenced by PWT activity.
- During the quarter, PWT prepared to launch the first phase (of 2) of a joint Australia Marketing campaign with Tourism NZ and Air NZ. The campaign is focused on creating awareness that Wellington is the food and wine capital of NZ, and coordinated with flight package offerings.
- PWT has released three major online projects during the quarter, including the integration and coordination of event data across multiple sites such as EventFinder.co.nz and WellingtonNZ.com
- The Wellington and Wairarapa Trade Day was held in Auckland in September, with 23 tourism operators showcasing the region.
- Convention statistics show that Wellington has increased multi-day event activity to 21% of the national share.

### Financial Commentary

- The quarter's result was an operating surplus of \$745k against a budgeted deficit of \$664k.
- Income was \$269k (11%) ahead of budget due primarily to unbudgeted increases in WCC funding and partner income.
- Expenditure was \$987k (36%) under budget, due in part to Destination Wellington research work not being started until Council approved the funding in September. Also, the timing of some expenses related to Visa Wellington on a Plate and Australia has been pushed out to Q2 and Q3.
- Trading revenue at the i-SITE was \$166k down on the same period in 2011. This fall is mostly attributed to hosting of RWC2011 last year and the subsequent increase in visitors.

### Statement of Financial Performance

For the quarter ended 30 September 2012

\$'000	Q1	Q1	YTD	YTD	FY
	Actual	Budget	Actual	Budget	Budget
Income	2,827	2,558	2,827	2,558	11,560
Expenditure	1,730	2,717	1,730	2,717	8,649
Operating surplus	745	(664)	745	(664)	2,150
Operating margin	26%	(26%)	26%	(26%)	19%

### Statement of Financial Position

As at 30 September 2012

\$'000	YTD	FY	2011/12 YE
	Actual	Budget	Actual
Current assets	3,135	891	1,412
Non-current assets	208	168	272
Current liabilities	2,107	567	1,182
Non-current liabilities	-	-	-
Equity	1,248	492	502
Current ratio	1.5	1.6	1.2
Equity ratio	37%	47%	30%

### Statement of Cash Flows

For the quarter ended 30 September 2012

\$'000	YTD	FY	FY 2011/12
	Actual	Budget	Actual
Operating	1,951	76	1,415
Investing	0	(49)	(43)
Financing	-	-	-
Net	1,951	27	1,372
Closing balance	2,972	628	2,401

Note: FY Budgets are as approved in the Business Plan.

## Profile - Positively Wellington Tourism

Positively Wellington Tourism is Wellington's official tourism organisation, funded by [Wellington City Council](#).

PWT markets Wellington as New Zealand's ultimate urban destination. Positively Wellington Tourism has identified arts, education, events, sports and venues, food, beverage and retail as the city's six "sectors of excellence".



Positively Wellington Tourism's Convention Bureau targets people who would like to hold their meetings in Wellington. The Wellington Visitor Information Centre helps visitors once they are in the city, as well as those who visit our city online.

As well as working with Wellington City Council, PWT works with the private sector in our goal to create economic and social benefit for Wellington City.

### Entity Data

Established	1997	
Board	Ruth Pretty Cr Jo Coughlan Mike O'Donnell Howard Grieve Glenys Coughlan Peter Monk John Milford (Chair)	<i>Term expires:</i> 31 Dec 12 Oct 13 31 Dec 13 31 Dec 14 31 Dec 12 31 Dec 12 31 Dec 13
CEO	David Perks	
Balance date	30 June	
Number of FTE staff	27.5	
Website	<a href="http://www.wellingtonnz.com">www.wellingtonnz.com</a>	
Type of entity	Council-settled Trust	
LGA designation	CCO	
By reason of	Board control: all trustees appointed by Council	
Council interest	\$5.8m	
Type of interest	Operating Grant	

## **Positively Wellington Tourism**

2012/13 – Quarterly Report (July - September 2012)

### **Summary**

*The first quarter of 2012-13 has for Positively Wellington Tourism been one of great preparation on a number of fronts – The Hobbit premiere, Destination Wellington and the launch of another major initiative in Australia.*

*Each of these projects has demanded a new level of collaboration across both the PWT team and with other stakeholders with whom we share these projects. Whilst working on the upcoming premiere of The Hobbit has allowed PWT to enjoy the benefits of the relationships built during last years Rugby World Cup, our work in Australia this year sees our existing local partners and Air New Zealand joined by further investment by Tourism New Zealand. The Destination Wellington project broadened our established working relationship with Grow Wellington. We look forward to updating you on the progress of each of these projects in the Q2 report.*

*Meanwhile the quarter has been busy in its own right. Visa Wellington On a Plate created a significant ‘buzz’ in our city during August – buzz that resulted in visitor spend to Wellington City of \$2.08m. Both visitor and business participant satisfaction levels surveyed to have exceeded 90% ‘highly satisfied’.*

*In early September our counterparts in Auckland launched their first domestic marketing campaign since the creation of the single Auckland city and its agency Auckland Tourism, Events and Economic Development. Simultaneously we launched a new activity targeting Aucklanders . The details of the results of the campaign named ‘Spoiling Auckland’ can be found below. In today’s marketing environment we are able to target very specific audiences ensuring that our investment is highly pointed and has the best opportunity to be effective. As a result of the activity visitation to our website from Aucklanders grew 74% month on month and importantly hotel occupancies reported since the campaign have shown positive signs of revitalisation after some challenging months during the winter.*

*Comparing business levels this year with those for the same quarter last year has demonstrated the success of last years very full events programme (Wellington On A Plate, WOW in August; RWC in September); however when we compare to the same quarter of 2010 we can see that hotel occupancies have increased 4.3% and downtown visitation has increased 4.1%. It’s pleasing that arrivals to Wellington from Australia have increased 4.3% in this quarter despite a decline nationally.*

## Key Performance Indicators

	KPI	First Quarter Result	Year to Date Result
<b>Organisational</b>	Maintain overhead costs as less than 12% of total activity costs including partnership investments.	Overhead costs were \$275,756 which was 11.8% of total activity costs.	See first quarter result
	Continue to review of shared services under the umbrella activity being led by WCC.	PWT is working collaboratively with WCC considering activities that might be better provided in a shared services environment	See first quarter result
	Maintain WCC funding at 50% or less of Wellingtons marketing activity investment.	WCC funding was 54.8% of our total marketing investment; this anomaly will correct over the course of the year due to quarterly/half yearly receipts.	See first quarter result
<b>Australia Sales and Marketing</b>	Airline capacity maintained at least to 20011/12 levels and negotiations advanced to grow capacity further	Trans-Tasman capacity increased by 1.88% for the Jul-Sep quarter to total 243,192 direct airline seats between Wellington & Australia.	See first quarter result
	Recognition of Wellington as a visitor destination in targeted regions of Australia has risen over levels measured (after one full year of activity) in March 2012.	Research regarding the familiarity of Wellington amongst Australian target markets will take place at the beginning of Q4	See first quarter result
	Increase Australian visitor arrivals through Wellington International Airport over 2011/12 levels by 7%	Australian visitor arrivals to Wellington Airport increased +4.3% to 28,912 during the July-September quarter.	See first quarter result
<b>Convention Bureau Sales and Marketing</b>	Grow Wellington's C&I market share within the New Zealand market to 22% of the national share of the multi day conference market.	The National Convention Activity Survey results for this quarter are not available due to a change of external data research companies. The last data showed Wellington held 21% share.	See first quarter result
	3% increase in leads/referrals generated to Convention Bureau partners relative to 2011/12.	19% behind last year's leads/referrals generation for this quarter. The majority of the decrease relating to last years RWC activity. Relative to 2010, 2% up.	See first quarter result
<b>Downtown Marketing</b>	Downtown weekend visitation maintained at 2011/12 levels. <sup>1</sup>	Downtown Weekend Visitation declined -3.07% in the Jul-September quarter compared to the same period in 2011. This reflects that WOW and RWC were significant in the quarter in 2011	See first quarter result
	Increase the audience of KNOW Wellington content (including enewsletter and social media channels) to 85,000.	KNOW audience currently at 77,218, a 3% increase on last quarter with the biggest growth being Facebook fans: KNOW enews 36,132, Facebook 34,168, Twitter 6,918.	See first quarter result
<b>International</b>	Maintain international visitor numbers to Wellington relative to 2011/12. <sup>2</sup>	International visitor numbers to Wellington declined -1.8% during the June quarter (latest available data) compared to the same period in 2011.	See first quarter result

	Resulting from provision by WCC of an incentive fund and attendance at Routes Asia 2012 we will meet with all airlines for whom there is a business case to take up the incentive fund and provide each with a business proposition	PWT assisted WIAL in their attendance at the World Routes Conference where eight airline meetings were held.	See first quarter result
	Grow Wellington's Cruise passenger visitors in 2012/2013 by 22% relative to 2010/11.	Wellington's cruise season commences 8 October and ship bookings to date are on track to meet this target.	See first quarter result
<b>New Zealand and Event Marketing</b>	Increase domestic visitor nights in Wellington city by 2% relative to 2011/12	Domestic Commercial Guest Nights declined -12% in the three months to August compared to the same period in 2011. This reflects that in 2011 WOW was held in August.	See first quarter result
	Increase weekend rooms sold in partner hotels by 2% relative to 2011/12	Weekend Room Nights Sold decreased -10.6% in the September quarter compared to the same period in 2011. This reflects that in 2011 WOW was held in August.	See first quarter result
<b>Online and IT</b>	10% growth in visitors to WellingtonNZ.com relative to 2011/12	There were 446,396 visits during the July-Sept quarter; this represents a 3% increase compared to the same quarter last year.	See first quarter result
	Generate \$680K of bookings through WellingtonNZ.com	Online bookings generated \$153,544 during the quarter (July-Sept). This is a -14% decrease compared to the same quarter the pervious year.	See first quarter result
<b>Product Development</b>	Create and implement a visitor information and marketing plan for the Kelburn Precinct working with the cluster of attractions in that part of the city	This project will be initiated in Q2	See first quarter result
<b>i-SITE Visitor Centre</b>	Maintain i-SITE revenue relative to 2011/12 <sup>3</sup> .	Trading revenue was \$166,000 behind the same quarter last year.	See first quarter result
	Increase proportion of sales of Wellington product by 5% relative to 2011/12	Proportion of Wellington products sold increased by 1.5% to 32.5% of total sales relative to the same quarter last year.	See first quarter result
	Visitors to the i-SITE maintained at 2011/12 levels <sup>3</sup> .	There were 59,642 visitors to the i-SITE in the first quarter compared to 77,095 last year.	See first quarter result

## Highlights of our Activity

### Downtown Marketing

The July-Sept quarter was a relatively low quarter on the campaign front for the Downtown programme in comparison to other quarters as we geared up towards a campaign launching on October 1<sup>st</sup>.

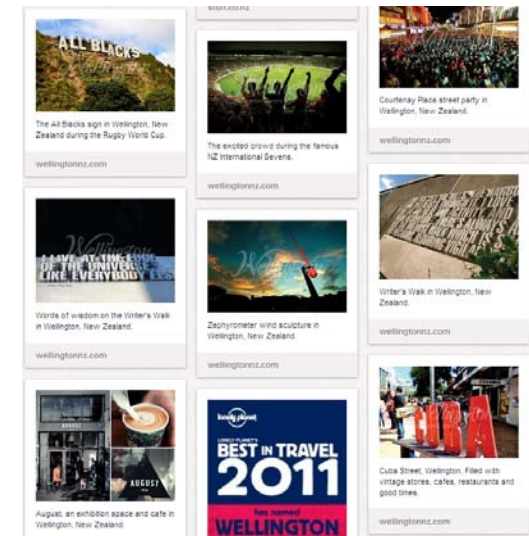
### Pinterest

This quarter saw Wellington join Pinterest, [www.pinterest.com/wellingtonnz](http://www.pinterest.com/wellingtonnz).

Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections such as events, interests and travel inspirations. Pinterest fits into PWT's digital strategy as it allows us to effectively "tell a story of Wellington that makes people want to experience for it themselves and share it with others".

### Social Media Statistics

- Facebook fans grew by 4% on last quarter, increasing our global fan base to 34,168. Of note, Wellingtonian fans grew by 11% this quarter.
- The Facebook post with the greatest fan engagement was a post asking "Who would you bring to Wellington to visit the coolest little capital" with a dawn shot of Wellington. This received 325 comments, 1,480 likes, 792 shares and had a total reach of 33,844. Of note is that the viral reach (from users sharing) was 18%.
- One other Facebook post performed exceptionally well this month. The [video](#) of the Domestic Spoil Auckland campaign (detailed under New Zealand Marketing) had a total reach of just under 500,000 (497,290) and was pushed via Facebook advertising.



## New Zealand Marketing

### Spoiling Auckland

- During the quarter we ran a large scale [experiential/digital campaign](#) targeting Aucklanders in partnership with Air New Zealand, Mojo and Whittaker's. "Spoiling Auckland" was a major success.
  - Over 28,000 visits to the campaign landing page on WellingtonNZ.com from almost 24,000 unique visitors
  - During September Auckland was the biggest geographic source of traffic to WellingtonNZ.com, and Auckland traffic increased 74% August v September 2012
  - Over 16,000 views of the [campaign video](#) on YouTube
  - 1,486 new Facebook likes and 1,825 new e-newsletter subscribers
  - Facebook reach of almost 500,000 courtesy of 6,042 engaged users, making it the post with the highest reach. There were also 313 shares, 617 likes and 145 comments.
  - Media mentions including a live cross on Breakfast TV of Aucklanders being spoiled at Mojo Carlton Gore Road, and [StopPress.co.nz](#)



### Visa Wellington On a Plate

- We successfully ran in conjunction with Grow Wellington the 4<sup>th</sup> annual Visa Wellington On a Plate (VWOAP). 20,500 Festival-goers participated in 106 Festival Events and tried set lunch and dinner menus at 108 participating DINE restaurants over 17 days. We also successfully introduced the VWAOP Award.
- 1160 people attended from outside the region, generating \$1.41 million dollars in direct spending. This spend generated \$655,000 in GDP and created employment for 14 full-time equivalents for one year. This figure rises to \$2.08 million when applied to spend by people from outside Wellington City.



- The Festival left an enormously positive impression on attendees with over 91% believing it was successful and wanting to attend again.

### **Brancott Estate WOW**

- WOW was once again a huge success with all performances selling out and more than 30,000 people from out town attending the event. We successfully ran the city excitement marketing for the event including the retail window dressing competition which had a record 66 entries.



### **Wellington mini-magazine**

- This quarter we produced and distributed 260,000 copies of a bespoke 16 page Wellington mini-mag via the NZ Herald, Sunday Star Times, Listener Magazine, Hawkes Bay Today, Taranaki Daily News and Manawatu Evening Standard.



## PR / Media Activity / Media Results

### New Zealand Destination Media Profile

***“We had THE best time. We’re telling everyone that Wellington is the new Paris...thanks for what was one of the best short breaks away we’ve had in ages.”***

There were 343 domestic media stories on destination Wellington and Visa Wellington On a Plate in the quarter that were influenced by PWT activity, including a live Breakfast broadcast of Wellington Spoiling Auckland. The quarter’s coverage had a cumulative audience of 12.5 million and an advertising space rate of \$900,000. Major hosting results through in the quarter included Mindfood magazine’s feature on Visa Wellington On a Plate (VWOAP) and Sunday Star Times coverage of the Craft Capital.



Five domestic journalists were hosted in the quarter for a variety of events and campaign-focused stories:

:: Greg Dixon from the NZ Herald was hosted for further VWOAP and Beervana coverage.

:: Judith Ritchie from The Nelson Mail was hosted to profile the upcoming Royal New Zealand Ballet season of Giselle.

:: Sunday Star Times Escape editor Angela Walker and her family were hosted to promote the launch of the Kids Stay Free domestic campaign. The front page feature 'Eat, Play, Love' had an advertising value of just under \$24,000. Sunday Star Times has a circulation of over 140,000.

:: Australian Women's Weekly Editor Fiona Fraser was hosted in July for an indulgent girls' weekend piece to launch the magazine's new Travel section. Her story had an advertising value of \$26,424; the magazine has a circulation of over 81,000.

:: North & South and The Press were both hosted for the Brancott Estate WOW Awards Show for stories to coincide with the launch of ticket sales for the show's 25<sup>th</sup> anniversary year in 2013.

*The following destination releases were also shared with media lists:*

- :: [Enjoy an Architectural Adventure in Wellington](#)
- :: [Visit Wellington For a Song](#)
- :: [Wellington Set to Host Iconic Agatha Christie Play](#)
- :: [Spring into Action in Wellington](#)
- :: [American Stars to Shine at New Zealand's Home of Ballet](#)
- :: [Culinary Capital Gets Rave Review in Latest Lonely Planet Guide](#)

### **Industry Media Profile**

There were 30 stories featuring Positively Wellington Tourism comment in the Wellington stakeholder region, with a cumulative audience of just under 2 million.

Highlights included coverage of the increase in visitor spend in the Wellington region, PWT's positive Annual Report results, the economic impact of the Brancott Estate WOW Awards Show and the WOW window dressing competition.

*The following tourism statistic and project releases were distributed in the quarter:*

- :: [Wellington Tourism Value Increases to \\$2663 per minute](#)
- :: [Latest Tourism New Zealand Campaign 100% Pure Magic](#)
- :: [Strong Year for Capital's \\$2600 Per Minute Tourism Sector](#)
- :: [Wellington Begins Spoiling Auckland](#)
- :: [Wellington Gets All Dressed Up for WOW](#)

### **Corporate Communications**

- :: The Partnership Wellington Trust 2011/12 Annual Report was published in August. You can [view the e-book online](#).
- :: The Positively Informed e-News template has been reviewed, with a new major events section introduced in response to partner feedback.

## Australia Marketing

PWT launch the first Phase (of two) of \$1 million dollar JV campaign with TNZ on 30 October lasting for 4 weeks. The campaign is focused on creating awareness that the Wellington region (Wellington, Wairarapa, Hawkes Bay and Marlborough) is the food and wine capital of New Zealand, where food and wine are made for each other. A myriad of media channels (Scooters, Print and Online) will be used, heavily weighted in favour of online which is where the strongest call to action for people to book exists.



For this two phase programme of activity we have secured partnership with Tourism New Zealand where they will invest \$500,000 alongside our investment.

Our regular partners Air New Zealand are joined by Flightcentre in partnering with Phase one of this campaign with Air NZ releasing two tactical deals at the start and end of the campaign and Flightcentre with a 9 night package and multiple promotional activities. The campaign targets primarily Sydney and Melbourne for the Scooters and Print however, the online banners will be nationwide across Australia. The target of this activity is to increase visitation across the summer months.

In addition to this, PWT have a 'Film Awareness' competition running from 19 November to 6 December in Australia to create awareness of some of the blockbuster movies that have been "touched" by Wellington while the focus of the Wellington Film industry has global reach. PWT have secured 3 x Weta prosthetics experiences to be offered as prizes in addition to flying to Wellington and attending one of the first public screenings at The Embassy Theatre.



- **Media/PR:**

- Four media famils - The Australian x 2, Timeout Australia, Freelancer - Fine Australasia.

- **Trade**

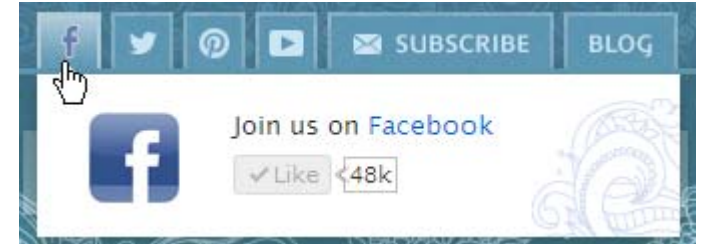
- Five travel trade famil groups through – 40 agents, Flight Centre, Infinity Holidays, Fair New Zealand, Qantas and ANZCRO.

## **Digital Marketing**

During Quarter 1, three major online projects were released on WellingtonNZ.com.

### **Social Sharing Project**

To allow for greater integration between PWT's social media channels and website, a social sharing project was released onto WellingtonNZ.com in September. This project had two key components; 'follow us' buttons were added to the main template of WellingtonNZ.com so that users could join any of our social channels with one click from any page. These include Facebook, Twitter, Pinterest, YouTube, eNewsletters and PWT's blog. The second component of this project were the 'share' buttons, encouraging users to share PWT's content to further increase the reach. An example can be viewed on an [event listing](#).



### **Eventfinder API Integration**

In August, PWT integrated Eventfinder's API into WellingtonNZ.com. This means that whenever an event is loaded onto EventFinder.co.nz, PWT has the ability to pull the data into WellingtonNZ.com's content management system (CMS), moderate where necessary and re-publish the events as PWT's own.

By using this API, event organisers no longer need to 'double-load' events onto both WellingtonNZ.com and EventFinder.co.nz; PWT supplies event organisers with a WellingtonNZ.com branded EventFinder portal that allows them to add an event listing to both sites. It also cuts down on the time spent moderating event listings by PWT staff.

### **A/B Testing**

Throughout Q4 of the 2011/12 financial year, an A/B test of WellingtonNZ.com's homepage was undertaken, with the aim of increasing our visit to 'booker' conversion rate and also to increase revenue per user. This was done by running two versions of the homepage simultaneously and spitting the traffic 50/50. The sole difference between the two homepages was to bring the accommodation booking widget above the fold, next to the homepage hero imagery. After the results were analysed, the winning version became the homepage in August 2012.





## International Marketing

The Wellington & Wairarapa Trade Day was held in Auckland in September. Twenty three tourism operators from Wellington, Hutt City, Wairarapa and Kapiti showcased the region to inbound tour operators, conference organisers and frontline travel industry.

Six Inbound Product Managers were hosted during Visa Wellington on a Plate and World of Wearable Arts to refresh their Wellington knowledge and explore new itineraries and programmes for international clients.

International Media hosting highlights included the film crew accompanying the Zhejiang delegation, The Guardian UK and German media outlets visiting New Zealand ahead of the Frankfurt Book Fair. There is significant media interest in film stories as media outlets prepare stories ahead of the world premiere of The Hobbit: An Unexpected Journey. Media results from Germany's Quest magazine, blogger Nadine Jollie for The Daily USA and UK The Daily Telegraph,



### don't wear this at HOME

Jeden September pilgern 50 000 Menschen aus aller Welt zur Sunnyside WORLD OF WEARABLE ARTS nach Wellington, seit dessen Jahr zum Neugründung des Bezirks. Hier sind nach 50 Jahren schon von Erfolg umgeben. Es kann doch nicht an ihrem Lagerort?

ALDIN  
Foto: The Daily Telegraph, NZ Herald, NZ Herald




### WOW ist nicht einfach eine Show!

Wow ist nicht einfach eine Show! Es ist ein Contest und ein Drama, meistens vorgeführt von Schauspielern und Tänzern.

Foto: NZ Herald  
Foto: NZ Herald

### Hello from Wellington, New Zealand!

So, I'm not really in Wellington at the moment, but here's (finally) the much-anticipated video I kept promising to post while on the road!



Wellington, New Zealand

Wellington was a great city: it surprised the hell out of me. Its big sister city Auckland is more flashy, but Wellington is artsy and cool, sort of like Portland or San Francisco, with a fierce coffee culture, tons of fashion designers, beautiful Victorian houses dotting the bayside hills, and Peter Jackson's various "Wellywood" movie studios and post-production facilities.

**But the thing that really amazed me? The cocktail bars. Oh, lord, the cocktail bars!**

ALDIN  
Foto: NZ Herald

<b>Client:</b>	Tourism New Zealand Yellow News
<b>Source:</b>	The Daily Telegraph (Travel)
<b>Date:</b>	15 September 2012
<b>Page:</b>	1
<b>Reach:</b>	581249
<b>Size:</b>	1769cm2
<b>Value:</b>	56855.66

## RETURN TO MIDDLE EARTH

*A decade after the Lord of the Rings trilogy, New Zealand is again gripped by Tolkien fever. This time, tourists are flocking to see the spectacular backdrop to "The Hobbit"*

Adrian Bridge 

ALDIN  
Foto: NZ Herald

## **Convention Bureau Sales and Marketing**

The Bureau participated in the International Trade Day in Auckland and undertook a sales presentation to the Auckland University Events Group as well as ongoing sales calls domestically.

Nine people were hosted on business event families during the quarter. This includes three Australians.

Our Sydney based Australian Business Development Manager undertook sales calls in Canberra on behalf of the Bureau.

A Bureau Partners Update was held late September at the Abel Tasman Hotel, this was well attended and included a presentation on the TSB Bank Arena/Shed 6 development from Positively Wellington Venues.

The most recent Convention Research Programme Statistics (Year to 30 June 2012) show Wellington has increased multi day event activity to 21% of the national share.

## **i-Site Visitor Centre**

1. Management and staff – have remained the same, ensuring that we have a team with strong of local and national knowledge.
2. Foot count – Wellington i-SITE Visitor Centre foot count was down 22% this quarter compared to last year. (RWC2011 and WOW in August 2012)
3. Wellington City Ambassador Programme – There are 108 volunteers on the roster for the 12/13 cruise season. 30 are returns from last year and 15 came to the programme from the Friends of the Botanic Garden. This season we will have volunteers stationed at CentrePort, Brandon Street, Cable Car Lane and the Top of the Cable Car in the Botanic Garden on all cruise days (days when we have a ship at Queens Warf we will also have volunteers stationed there.) We have supplied everyone with the same uniforms as last year and had our Kick off function at ZEALANDIA in September 12.



## **Financial performance**

The budget and related KPI's presumed that Joint Venture Activity in Australia would result in cash flow through PWT. However working with Air New Zealand and Tourism New Zealand has meant that our campaign structure changes with each organisation paying accounts up to \$1m and \$500k respectively during this financial year.

The fall in income and visitor numbers at the i-SITE compared to the previous year can be mostly attributed to the hosting of Rugby World Cup last year and the boom in visitors that created in the September month.

**Profit and Loss**  
**For the quarter ended 30 Sep 2012**  
**Partnership Wellington Trust Inc.**

	Quarter				Full Budget
	Actual	Budget	YTD	YTD Budget	2012/13
<b>Income</b>					
Visitor Centre	389,230	510,000	389,230	510,000	2,998,000
Funding - WCC	1,685,000	1,485,000	1,685,000	1,485,000	5,940,000
Interest Income	21,567	23,000	21,567	23,000	75,000
Partner Income	583,153	375,000	583,153	375,000	1,750,000
Sundry Income	65,949	75,000	65,949	75,000	225,000
Interislander i-Site	81,712	90,000	81,712	90,000	572,000
<b>Total Income</b>	<b>2,826,611</b>	<b>2,558,000</b>	<b>2,826,611</b>	<b>2,558,000</b>	<b>11,560,000</b>
<b>less Direct Costs</b>					
VIN Cost of Goods Sold	351,913	505,000	351,913	505,000	2,908,650
<b>Total Direct Costs</b>	<b>351,913</b>	<b>505,000</b>	<b>351,913</b>	<b>505,000</b>	<b>2,908,650</b>
<b>Gross Surplus from Trading</b>	<b>2,474,698</b>	<b>2,053,000</b>	<b>2,474,698</b>	<b>2,053,000</b>	<b>8,651,350</b>
<b>less Expenditure</b>					
Domestic Marketing (includes Hobbit)	522,886	720,000	522,886	720,000	1,905,000
Downtown	22,558	50,000	22,558	50,000	232,200
Communications	50,957	73,000	50,957	73,000	245,000
Digital	179,865	285,000	179,865	285,000	798,000
Research & Product Development	19,101	75,000	19,101	75,000	133,000
International	97,221	145,000	97,221	145,000	504,000
Convention Bureau	107,189	130,000	107,189	130,000	509,000
Australia	179,227	340,000	179,227	340,000	1,630,000
Visa Wellington on a Plate	44,439	300,000	44,439	300,000	380,000
Long Haul	0	55,000	0	55,000	200,000
i-Site	180,254	194,262	180,254	194,262	790,000
Overheads	301,967	323,000	301,967	323,000	1,230,000
Interislander i-Site	23,863	27,000	23,863	27,000	93,000
<b>Total Expenditure</b>	<b>1,729,527</b>	<b>2,717,262</b>	<b>1,729,527</b>	<b>2,717,262</b>	<b>8,649,200</b>
<b>Net Operating Surplus</b>	<b>745,171</b>	<b>(664,262)</b>	<b>745,171</b>	<b>(664,262)</b>	<b>2,150</b>
Capital Expenditure	0	38,500	0	38,500	49,000
Intangibles Expenditure	0		0		
<b>Total Capital Expenditure</b>	<b>0</b>	<b>38,500</b>	<b>0</b>	<b>38,500</b>	<b>49,000</b>



**Statement of Cash Flows**  
**For the period ended 30th Sept 2012**  
 Partnership Wellington Trust Inc.

	<b>2012/13</b>	<b>2011/12</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
<b>Cash was provided from:</b>		
WCC Income in Advance	1,580,000	1,846,667
Sales and Other Income	518,272	648,338
WCC Funding	1,685,000	1,885,000
Partner Income	578,153	469,697
Rent Received	23,619	22,339
Interest Received	21,567	19,557
	4,406,610	4,891,597
<b>Cash was applied to:</b>		
Payments to Suppliers	(2,336,397)	(2,877,116)
Payments to Employees	(117,631)	(596,651)
Rent Paid	(1,781)	(2,545)
	(2,455,808)	(3,476,311)
<b>Net Cash Flows from Operating Activities</b>	<b>1,950,802</b>	<b>1,415,286</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
<b>Cash was applied to:</b>		
Purchase of Fixed Assets & Intangibles	0	(42,966)
<b>Net Cash Flows from Investing Activities</b>	<b>0</b>	<b>(42,966)</b>
<b>Net Increase / (Decrease) in Cash Held</b>	<b>1,950,802</b>	<b>1,372,320</b>
add: Cash Held at 1 July	1,021,424	1,028,370
add: Effect of foreign exchange gain / (loss)		
<b>Cash Held at End of Month</b>	<b>2,972,226</b>	<b>2,400,690</b>
<b>Represented By:</b>		
Cash on Hand	600	600
Bank Accounts	2,971,626	2,400,090
	<b>2,972,226</b>	<b>2,400,690</b>

**Balance Sheet**  
**For the period ended 30th Sept 2012**  
Partnership Wellington Trust Inc.

	2012	2011
	September	September
<b>TRUST FUNDS</b>		
Trust Funds at start of year	502,283	499,803
Net Surplus (deficit) for period	745,172	896,559
<b>Trust Funds at month end</b>	<b><u>1,247,455</u></b>	<b><u>1,396,362</u></b>
<b>Comprising</b>		
<b>Current Assets</b>		
Cash and Bank	2,972,226	2,400,690
Accounts Receivable	92,019	742,431
GST Receivable	0	0
Stock on Hand	0	0
Prepayments	36,245	23,809
Provision for Bad Debt	0	0
Withholding Tax Paid	34,042	31,370
<b>Total Current Assets</b>	<b><u>3,134,531</u></b>	<b><u>3,198,300</u></b>
<b>Current Liabilities</b>		
Accounts Payable	113,967	193,005
Accruals	650,148	432,628
Employee Entitlements	102,137	111,213
Income in Advance	1,252,573	1,454,352
GST Payable	(11,497)	(7,129)
Tax Payable	0	0
<b>Total Current Liabilities</b>	<b><u>2,107,328</u></b>	<b><u>2,184,069</u></b>
<b>WORKING CAPITAL</b>	<b><u>1,027,204</u></b>	<b><u>1,014,231</u></b>
<b>Fixed Assets</b>		
<b>Property Improvements</b>		
Property Improvements	182,975	175,077
less Accumulated Depreciation	(134,370)	(110,743)
Net Property Improvements	<b><u>48,605</u></b>	<b><u>64,334</u></b>
<b>Computers</b>		
Computers Original Cost	103,012	94,047
less Accumulated Depreciation	(82,390)	(61,158)
Net Computers	<b><u>20,622</u></b>	<b><u>32,889</u></b>
<b>Furniture, Fittings &amp; Equipment</b>		
Furniture, Fittings & Equipment	471,219	448,993
less Accumulated Depreciation	(332,389)	(213,327)
Net Furniture, Fittings & Equipment	<b><u>138,830</u></b>	<b><u>235,666</u></b>
<b>Total Fixed Assets</b>	<b><u>208,058</u></b>	<b><u>332,889</u></b>
<b>Intangible Assets</b>		
Intangible Assets	517,856	513,826
less Accumulated Amortisation	(505,662)	(464,584)
Net Intangible Assets	<b><u>12,194</u></b>	<b><u>49,242</u></b>
<b>NET ASSETS</b>	<b><u>1,247,455</u></b>	<b><u>1,396,362</u></b>

NOTES

Websites and software