

Zealandia Report to the Wellington City Council CCO Performance Committee

First Quarter ending 30 September 2022

LIVING WITH NATURE



A PLACE THAT TREASURES
HE WĀHI TAONGA



A PLACE THAT ENGAGES
HE WĀHI HUIHUINGA



A PLACE FOR LEARNING
HE WĀHI MĀTAURANGA



A PLACE THAT EMPOWERS
HE WĀHI WHAKAMANA

Highlights

- We have seen a significant resurgence in visitation and guests taking up opportunities for tours in the second half of this quarter. This signals that the summer season will provide a fabulous chance for recovery.
- We launched this spring campaign in September to encompass conservation week, te wiki o te reo Māori, mental health awareness week and the October school holidays. The campaign centered around the mental health benefits of visiting green spaces and taking action for conservation as well as using opportunities to teach kupu Māori relating to nature, mental and physical health.
- In August, experts from Aotearoa and Rēkohu/Chatham Islands came together at Zealandia Te Māra a Tāne and Ōtari-Wilton's Bush to discuss the management around karaka. The wānanga aimed to facilitate discussion around the value of this plant and whether it should be classified as a weed, how much of a risk to dogs it presents or if it is a species that needs protection.
- We have engaged a contractor to assist in the development of our exotic canopy removal plan, which will be based on science and focus on the trees as a resource for our ecosystem, not just a pest. This will inform removal over the coming years and decades.



The karaka berries which were discussed throughout the symposium. Photo Credit: Chriss Gee

Every Business Restoring Nature

In October, Kia Mouriora te Kaiwharawhara Sanctuary to Sea's Every Business Restoring Nature (EBRN) working group of Zealandia, DOC, CentrePort and Connective Impact will host six businesses who have committed to the six-month pilot phase of the project. The businesses cover a wide range of industry including a mechanic, butcher, painting contractor, waste business and interiors retail shop. The purpose of this first workshop is to inspire and create a local network of businesses. The working group will then support each business to develop an individual plan of nature positive actions they can take for their staff and business. Learnings from the pilot phase are being recorded to inform the next stage of the project that will have wider reach across the whaitua.

Volunteers

Volunteer awards night

In August, volunteers gathered with senior managers, Board Members and staff in a celebration of the amazing mahi of our volunteers. The first part of the evening provided an opportunity for everyone to mix and mingle, before a formal awards ceremony was held to recognise and honour the contributions made by our volunteers over the past year. Feedback from those attending was that they very much enjoyed hearing about the achievements of their fellow volunteers and appreciated the opportunity to get together in a social environment beforehand. The 2022 Faye Schaefer recipient was Philippa Larkindale, who received this award for her long-term volunteer commitment in many different roles.

Volunteer seminar

The August volunteer seminar was attended by 33 volunteers who were treated to a fascinating report by Dr Julia Kasper, Lead Curator Invertebrates - Entomology at the Museum of New Zealand Te Papa Tongarewa on the lesser known night fauna at Zealandia and the research into the fascinating moth species to be found in the sanctuary. Findings are being compared with historical and pre-sanctuary data and will add to a dataset reaching back almost 100 years, gathered by NZ's great naturalist, G V Hudson. Findings will reveal whether moth populations have changed over time.



A PLACE THAT EMPOWERS
HE WĀHI WHAKAMANA



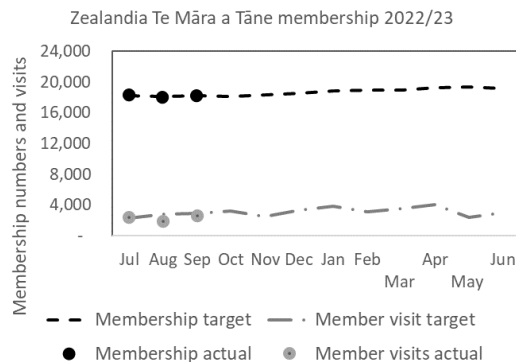
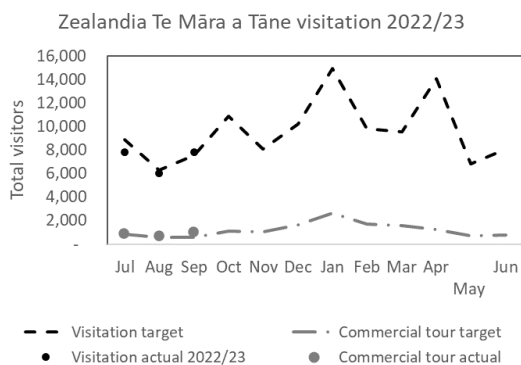
Volunteer award night. Photo Credit: Zealandia Te Māra a Tāne

Visitors

During the first quarter, Zealandia hosted 21,704 visitors—this was better than anticipated given the June targets where not hit, primarily due to impacts of weather in the second half of the school holidays. Of note is that we exceeded our target for tours, which signals the continued return of this aspect of business.



A PLACE THAT ENGAGES
HE WĀHI HUIHUINGA



Membership

Our memberships are tracking slightly below the target of 18,200, primarily due to the move through of people who joined at a significant discount in 2020, and then were offered a significant 'win back' offer. The team is working on a 'first year of membership' programme at present to retain new people.

Financial Sustainability

Revenue

Overall revenue performance excluding the WCC funding is \$906,241 against a budget of \$880,508. Revenue year to date is 11% higher than the same period last year.



A PLACE THAT TREASURES
HE WĀHI TAONGA

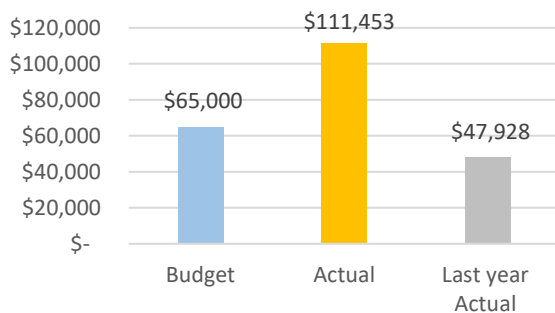
Retail

Sales in the Zealandia gift shop totaled \$111,453 in the first quarter, up 71% on budget and up 130% on last year. We are delighted to see the positive impact the freedom of travel and the increase in visitor numbers is having on our revenue

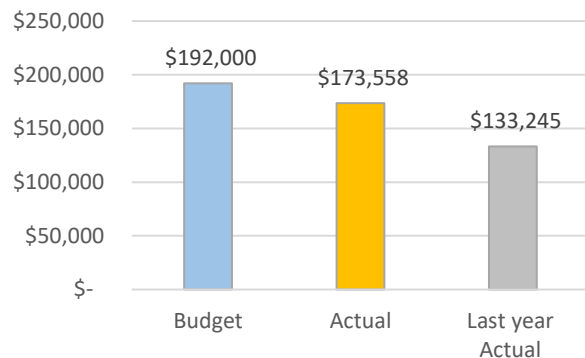
Rātā Cafe

Sales in Rātā Café totaled \$173,558 in September, down a marginal 10% on budget but an increase of 30% on last year. Rātā has seen the benefit of increased visitation and the eagerness of corporate organisation to restart booking external meetings and functions that had previously been cancelled during the pandemic.

Retail Sales Revenue (YTD Q1)



Rātā Cafe Sales Revenue (YTD Q1)

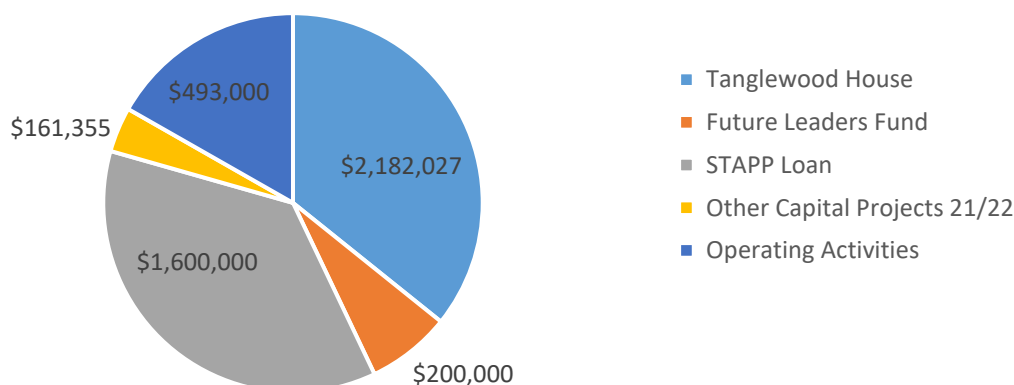


Operating Surplus/(Deficit)

The quarter one year-to-date result for Operating Surplus/(Deficit) before depreciation is tracking on budget. Good revenue income from tours, retail and major donors, together with reduced spending and savings on unfilled vacancies have led to this favourable result.

Working Capital

As at 31 September we have a working capital balance of \$4.6m, these funds are committed to the following areas.



Strategy and Governance

Awards

Zealandia Te Māra a Tāne was a finalist in the international Finance for the Future Awards this year. Our entry focused on the impact the Finance team has by providing information and measuring value to support the 500-year vision. While Zealandia did not take out the top prize, recognition at this level is a measure of the impact our organisation has.

Zealandia has been shortlisted for the Skål International Sustainable Tourism Awards 2022. Our entry focused on our Living with Nature strategy and Zealandia's 500-year vision. Our entry was also highlighted in the July Skål International membership newsletter, which has a vast international readership. The final judging for this award will also take place in September.



Sustainability | Leadership | Innovation



Deloitte

Facilities and Infrastructure

Rātā Café refresh

At the end of September, we closed Rātā Café for two days for a refresh and a deep clean. A new menu has been introduced, the layout and presentation of the café has been improved, new table talkers and self-serving tables have been introduced and our beautiful karakia kia will soon take place of pride above the serving window.



A PLACE THAT TREASURES
HE WĀHI TAONGA

Tanglewood House

Zealandia has now received a full cost estimate for this project from a builder who it interested in undertaking the project. We are currently awaiting approval of a Building Consent with WCC, and amendments to the Resource Consent for the project.



Volunteer award night. Photo Credit: Zealandia Te Māra a Tāne

MEASUREMENT AGAINST TARGETS IN THE SOI 2022/23

Non-Financial Performance Measures (Quarterly Targets)

| Measure | 2022/23 Quarter 1 | | 2022/23 Annual | |
|-------------------------------|-------------------|--------|----------------|--------------|
| | Actual | Target | Actual (YTD) | Target (YTD) |
| Visitation | 21,704 | 13,000 | 21,704 | 13,000 |
| Education Visits ¹ | 2,201 | 700 | 2,201 | 700 |

¹Education sanctuary visits are also included in total visitation numbers above.

Non-Financial Performance Measures (Annual Targets)

| Measure | Actual YTD | Annual Target 2022/23 |
|--------------------------------------------|------------|-----------------------|
| Individual Members | 18,186 | 16,000 |
| Number of Volunteers | 513 | >500 |
| Volunteer Satisfaction Survey ² | TBC | >95% |
| Percentage of Satisfied Visitors | 97.5% | >95% |

²Annual volunteer satisfaction survey due to be completed in quarter four.

Financial Performance Measures

| Measure | Actual YTD | Annual Target 2022/23 |
|-----------------------------------------------------------------------|------------|-----------------------|
| Average subsidy per visit (Total WCC operating grant/all visitors) | \$12.93 | \$12.47 |
| Average revenue per visitation (excludes Council & Government grants) | \$33.33 | \$27.55 |
| Non-Council Donations/Funding | \$156,352 | \$200,000 |
| Net surplus/-deficit before depreciation and tax | -\$140,021 | \$0 |
| Non-WCC grant revenues as a % of overall revenue | 76.4% | 75% |
| Membership subscription revenue | \$110,870 | \$400,000 |

MEASUREMENT AGAINST TARGETS IN THE SOI 2022/23

Conservation Measures (Annual Targets)

| Measure | Target | YTD Actual | Comment |
|-------------------------------------------------------------------------------------------|--------|-------------------|------------------------------------------------|
| Manawaroa. We actively restore ecosystem function to foster resilience | | | |
| Number of fauna or flora species transferred into or out of the sanctuary, or 'topped up' | 1 | 0 | On track. Planning is underway. |
| Percentage of the bird community that is native | 80% | Not yet measured. | Relevant surveys are underway in October 2022. |
| Kaitiakitanga. We look after what we have alongside our many partners. | | | |
| % of incursions into the mouse-free area eradicated, or under active response | 100% | 100% | On track, no incursions detected |
| Mice maintained to target level | <10 | 0.2 | On track, mouse numbers at very low levels. |
| % pest animal incursions successfully eradicated, or under active response | 100% | 100% | On track, no incursions detected |

Measures against Strategy Areas

| Strategic Initiatives | Key performance indicators for 2022/23 | Tracking 2022/23 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------|
| A place that treasures - He Wāhi Taonga | | |
| Leading the delivery of the Sanctuary to Sea Every business restoring nature initiative. | Tanglewood house is close to completion | On track. |
| Partnering with mana whenua to support their aspirations for taonga present at Zealandia Te Māra a Tāne and beyond. | Grant revenues (excluding the WCC grant) equate to >75% of overall income. | On track. 76.4% |
| Building a fit for purpose facility to provide a supportive and productive workplace for staff, volunteers, and researchers. | Membership subscriptions of \$400,000. | On track. \$110,870 |
| Implementing opportunities to reduce waste through initiatives to reduce, reuse and recycle and to reduce our carbon footprint in line with the Council's Te Atakura First to Zero Policy. | We achieve a net breakeven before depreciation and tax. | On track to meet budget. -\$140,021. |
| | Average WCC subsidy per visitor of no more than \$12.97. | On track. \$12.93 |
| | Average revenue per visitor of no less than \$27.55. | On track. \$33.33 |
| | Non-Council donations/funding of \$200,000. | On track. \$156,352 |
| A place that engages | | |
| We are building our digital infrastructure to ensure it is fit for purpose and can support a range of offerings into the future. | Visitor numbers – 90,000 separate visitations with breakdown of visitor demographics. | On track. YTD 21,704 visitations. |
| We are exploring and testing new products that fit the needs of a local and national regenerative tourism market. | Zealandia achieves a visitor satisfaction rating of 95% or greater. | On track. |
| We explore how we can cater to diverse communities through our offerings. | 80% of volunteers are satisfied with their relationship with Zealandia. | Annual volunteer survey due to be conducted in quarter four. |
| A place for learning - He Wāhi Mātauranga | | |
| We will grow our regular giving funding base to support and expand our formal and informal learning programmes. | We will have delivered 4000 education engagements. | On track. YTD 2,201 education engagements. |

| Strategic Initiatives | Key performance indicators for 2022/33 | Tracking 2022/23 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>We will build our impact beyond the fence through initiatives such as 'nature at your place', which is about supporting others to promote nature in their corner of the world.</p> <p>We are exploring possibilities for digital learning approaches that could connect with audiences further afield.</p> | <p>Our staff and volunteers will have had access to cultural competency upskilling opportunities.</p> | <p>On track. Several staff are participating in our internal Te Ara Poutama course, and we are actively using kupu through our regular communications to staff and volunteers.</p> |
| | <p>We have delivered key events in line with Mātariki and Te Wiki o te reo Māori.</p> | <p>On track to meet target.</p> |
| | <p>We will have shared our leading-edge research on social and ecological outcomes from nature conservation in cities.</p> | <p>On track.</p> |
| <p>A place that empowers - He Wāhi Whakamana</p> | | |
| <p>We are working closely with the corporate sector to grow our Sanctuary to Sea Every Business Restoring Nature programme, that aims to support businesses in realising their aspirations for nature.</p> <p>We are growing our national supporter/membership base by sharing our social and environmental impact across Aotearoa New Zealand and internationally.</p> | <p>We have begun connecting with a range of businesses through our Sanctuary to Sea Kia Mouriora te Kaiwharawhara project.</p> | <p>On track.</p> |
| | <p>We are working with 10 or more community organisations to support 'beyond the fence' aspirations for nature.</p> | <p>On track.</p> |
| | <p>We have 17,000 members from across Aotearoa New Zealand.</p> | <p>On track.</p> |

FINANCIAL PERFORMANCE

Detailed financials are attached.