

Destination Wairarapa Monthly report to SWDC October 2011

Members and i-SITEs:

- Successful and informative AGM held at Parehua with 40+ attendees
- Met with Intercity Rep, Lisa Sabo. Intercity bookings up 7% on this time last year. Looking to do a promotion in December/January through the i-SITE's to increase revenue
- Both retail and travel/tourism activity revenue up over 100% on same time last year

Destination development:

- New tourism product developed through partnership with i-SITE and member as a response to enquiries by a number of visitors – Murliea Rise Vineyard Tour

Destination marketing:

- Visitors Guide completed and distributed
- New popup banner developed featuring same visual approach as Guide Cover:



- Remaining events in Spring and Rugby Festival held with particular success being Martinborough Unmasked with 300 attendees over two days
- Society of American Travel Writers (SATW): continued major work on preparing for six famils through the region on 11 November: total of 171 writers booked to visit the region

- Hosted Nigel Coventry, editor of Inside Tourism, very influential national trade e-newsletter, who visited with his family over Labour Weekend- especial thanks to Copthorne for his accommodation
- Twitter and Facebook activity for Spring Festival and Classic NZ Wine Trail 'Conga Line' campaign
- Worked with committee of Woodside Cycle Trail for the promotion of their launch
- Liaison with a whole raft of concert promoters bringing acts to the region over the summer. Included working with local people bringing in Toni Childs to Wai Coll.
- Meet with Grow Wellington rep for informal de-brief for Wellington On A Plate. We now have dates for all key announcements and planning sessions for 2012
- Meet with operator of new Boutique Art Tours and provided advice and marketing consultancy
- Supported Greytown Melbourne Cup Day with targeted email and Facebook etc

Trade:

- Met with Tranzit as IMG Partner regarding opportunities, in particular with PWT
- Met with Aylstone Martinborough - they are now willing to be 'export ready' and work with Trade!
- Developed famil for six top NZ sellers from Germany with Tourism NZ – going to PMB and Martinborough one night
- Worked with Pacific Destinationz on a tour they have coming to the region with clients from Belgium. The will have a special afternoon tea hosted by Mayor SWDC in Featherston (twin town Messines etc). Has potential to be an annual tour

PR:

- Attended PWT Rugby media event – a Wairarapa Wine tasting in Wellington before Quarter Finals. Met Irish, Australian, welsh media and shared regional info.
- With Katie secured a page in FISHHEAD magazine with 'society' photos from a Masterton event
- With Katie provided copy on Wairarapa wine to Air NZ for a publication
- Assisted with preparation for SATW media visit in particular development of a new Wairarapa media backgrounder/fact sheet

Results:

- <http://realnzfestival.wordpress.com/2011/10/12/martinborough-unmasked/>
- <http://www.eatshowandtell.com/2011/10/04/martinborough-wellington-new-zealand/>

Destination management:

- Worked with Audit NZ to ensure efficient auditing of our annual accounts: only three small operational issues found and will go in management report
- Job description for STAR Advisor forwarded to Chair and ad being developed
- With Robin, represented the organisation at the Masterton Mayoral Welcome for Georgian rugby team

Finances:

- September monthly accounts are attached

August visitor stats:

- All our indicators were well down on last year, mainly due to dreadful winter weather including snow and main domestic markets stayed at home or went up SH1. A grander Wellington On a Plate event boosted the city's hotel visitation, as those increases were all in the CBD.

	<i>Wairarapa</i>	<i>Greater Manawatu region</i>	<i>Greater Wellington region</i>	<i>National</i>
<i>2011 Guest Arrivals (000)</i>	5.1	21.1	98.7	1,073
<i>2010 Guest Arrivals (000)</i>	6.3	20.6	72.2	1,001
<i>% change</i>	-18.9	+2.4	+36.8	+7.2
<i>2011 Guest Nights (000)</i>	8.7	37.1	202.2	2,195
<i>2010 Guest Nights (000)</i>	10.8	36.2	144.5	2,025
<i>% change</i>	-19.9	+2.7	+39.9	+8.4
<i>2011 Occupancy rate (%)</i>	11.8	31.9	61.1	32.1
<i>2010 Occupancy rate (%)</i>	13.6	30.3	47.0	29.1
<i>% change</i>	-13.8	+5.4	+29.9	+10.4

Peter Wilson
General Manager

DESTINATION WAIRARAPA INC.
INCOME STATEMENT FOR THE PERIOD 30/09/2011



DRAFT

	Actual	Budget	Actual	Budget
	30/09/2011	30/09/2011	YTD	YTD
	\$	\$	\$	\$
REVENUE				
Retail Sales & Other Commissions	1,260	1,000	2,456	2,000
Less Cost of Sales	696	(500)	(2,012)	(1,500)
Accommodation Commissions	1,394	1,500	3,010	2,500
Escape Planner - Revenue	-	-	-	-
Wine Map Revenue	370	12,000	12,590	12,000
Other Revenue	-	6,000	293	7,000
Grants - Councils	33,346	33,346	100,037	100,037
Donation - THCT	19,725	19,725	59,176	59,176
Donations & Gifts	-	-	5,000	5,000
Membership	5,545	4,667	16,396	14,000
Interest Received	217	467	834	1,400
Total Operational Revenue	61,160	78,204	197,779	201,612
Total Non Operating Revenue (Projects)	-	7,167	13,000	7,167
Total Revenue	61,160	85,371	210,779	208,779
EXPENDITURE				
Corporate Support				
Salaries	17,877	17,816	50,852	53,449
Personnel Expenses incl Training	-	91	-	273
Board Fees	3,000	5,000	3,000	5,000
Board Members' Expenses	-	250	15	250
Membership Expenses incl TDG	13	500	7	1,500
Training & Recruitment	-	-	-	-
Subscriptions & Membership	-	58	6,043	6,708
Vehicle Leases	-	780	-	780
Vehicle Operating Costs	1,295	1,688	3,969	5,063
Other Travel & Transport	-	-	-	-
Rent & Rates	1,112	1,218	3,760	3,653
Electricity	102	96	322	287
Telecoms incl Mobiles	1,204	917	3,612	2,750
Information Technology	2,280	622	4,289	6,282
Office Supplies incl Furnishings	160	281	675	842
Kitchen Supplies	37	50	52	150
Repairs & Maintenance	-	-	60	-
Equipment Rental	101	112	303	337
Bank Fees - National Bank	55	50	200	150
Accounting Fees	2,083	2,083	6,250	6,250
Merchant & Bank Fees - BNZ	181	267	418	800
Insurance	421	383	1,262	1,150
ACC Levies	-	2,400	-	2,400
Fringe Benefit Tax	-	1,050	-	1,050
Legal Expenses	945	-	945	1,000
Audit Fees	1,000	1,122	3,000	3,365
Depreciation	1,865	1,375	5,595	4,125
Gain on Sale	-	-	-	-
Loss on Sale	-	-	-	-
Interest Expense	123	542	378	1,625
Bad Debts	-	-	-	-
Total Corporate Support Expenses	33,854	38,749	95,006	109,237

DESTINATION WAIRARAPA INC.
INCOME STATEMENT FOR THE PERIOD 30/09/2011



DRAFT

	Actual	Budget	Actual	Budget
	30/09/2011	30/09/2011	YTD	YTD
Marketing				
Contract Staff	3,290	2,100	4,550	6,300
CNZWT Marketing	42	-	27,542	27,500
International Marketing Alliance	-	10,000	12,500	22,500
Advertising	-	-	1,239	-
Distribution	19	972	1,224	2,916
Web Site & E-Marketing	233	2,000	1,319	3,500
Wine Map	-	-	-	-
Branding & Imagery	20	167	1,110	500
Exhibitions & Events	433	-	4,430	3,200
Trade	-	-	-	-
Media	159	-	215	-
Conferences	576	-	1,471	1,000
Total Marketing Expenses	4,734	15,239	55,600	67,416
I-Sites				
Wages	13,395	14,157	38,854	42,472
Personnel incl Training & Conferences	364	517	4,387	1,550
Travel & Transport	-	108	187	325
Rent & Rates	1,895	2,006	5,684	6,017
Electricity	392	442	2,136	1,325
Telecoms	605	667	1,600	2,000
Photocopier	40	29	40	88
Office Supplies incl Furnishings	369	200	589	600
Kitchen Supplies	84	183	543	550
Cleaning & Rubbish Disposal	-	42	-	125
Repairs & Maintenance	-	25	59	75
Total I-Site Expenses	17,144	18,375	54,080.60	55,126
Total Operating Expenditure	55,732	72,363	204,686	231,779
Total Non Operating Expenditure (Projects)	15,390	5,833	24,349	12,000
Total Expenditure	71,122	78,196	229,035	243,779
INCOME STATEMENT SUMMARY				
Total Operating Surplus/(Deficit)	5,428	5,841	(6,907)	(30,167)
Total Projects Surplus/(Deficit)	(15,390)	-	11,349	2,667
Net Surplus/(Deficit)	(9,962)	5,841	(18,256)	(27,500)

DESTINATION WAIRARAPA INC.
INCOME STATEMENT FOR THE PERIOD 30/09/2011



DRAFT

	Actual	Budget	Actual	Budget
	30/09/2011	30/09/2011	YTD	YTD
PROJECTS				
STAR Project				
Income		3,917	-	3,917
Expenditure	(11)	(1,667)	(403)	1,667
Total	(11)	2,250	(403)	2,250
Spring & Rugby Festival				
Income		1,083	6,000	1,083
Expenditure	(8,930)	(1,083)	(10,851)	(1,083)
Total	(8,930)	-	(4,851)	-
Conference Marketing Project				
Income	-	-	1,000	-
Expenditure	(182)	(500)	(1,332)	(1,500)
Total	(182)	(500)	(332)	(1,500)
Rugby World Cup Project				
Income	-	2,167	6,000	6,500
Expenditure	(6,233)	(2,167)	(11,728)	(6,500)
Total	(6,233)	-	(5,728)	-
Cycling Project				
Income	-	-	-	-
Expenditure	(34)	(417)	(34)	(1,250)
Total	(34)	(417)	(34)	(1,250)
Total Projects Balance	(15,390)	1,333	(11,349)	(4,833)
INCOME STATEMENT SUMMARY				
Total Operating Surplus/(Deficit)	5,428	5,841	(6,907)	(30,167)
Total Projects Surplus/(Deficit)	(15,390)	1,333	(11,349)	(4,833)
Net Surplus/(Deficit)	(9,962)	7,174	- 18,255.88	(35,000)

DESTINATION WAIRARAPA INC.

BALANCE SHEET AS AT 30 SEPTEMBER 2011



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	\$	\$
CURRENT ASSETS		
Cash Float	400	
Funds at Bank		
Bank - National	44,346	
National Bank - Call Account	58,845	
Current Assets		
BNZ Trust Account.	12,562	
Inventory I-Sites	3,119	
Receivables	19,271	
Receivables Other	59,176	
GST	6,146	
Total Current Assets	<u>203,865</u>	
NON-CURRENT ASSETS		
Fixed Assets	114,514	
Less Accumulated Depreciation	<u>(46,720)</u>	
Fixed Assets	<u>67,795</u>	
TOTAL ASSETS		<u><u>271,659</u></u>
CURRENT LIABILITIES		
Accounts Payable	26,414	
Income in Advance	16,632	
BNZ Trust Account (Commission)	12,562	
Payroll Liability	21,536	
Finance Lease	14,498	
Loan - BNZ	<u>11,800</u>	
Total Liabilities	<u>103,442</u>	
TOTAL LIABILITIES		<u>103,442</u>
EQUITY		
Opening Retained Earnings 2010/11	186,473	
Surplus / (Deficit) for the year	<u>(18,256)</u>	
Total Equity		<u>168,217</u>
TOTAL LIABILITIES & EQUITY		<u><u>271,659</u></u>

**DESTINATION WAIRARAPA
STATEMENT OF CASH FLOWS
AS AT 30 SEPTEMBER 2011**



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Cash Flows from Operating Activities

<u>Cash was provided from:</u>	\$
Donation - Trust House	-
Donation - Others	-
Receipts from Customers	74,919
Grants Received - TLA	100,037
Interest Received	834
	<u>175,790</u>

Cash was applied to:

Payments to suppliers and employees	233,835
Interest Paid	1,728
	235,563

Net Cash Inflows / (Outflows) from Operating Activities (59,773)

Cash Flows from Investing Activities

Cash was applied to:

Net Cash Outflows from Investing Activities -

Cash Flows from Financing Activities

Cash was provide from:
Proceeds from Borrowings 11,800

Cash was applied to:
Finance Lease Repayments (905)

Net Cash inflows from Financing Activities (905)

Net (Decrease) / Increase in Cash Held (60,678)

Opening Cash Balance 164,126

Closing Cash Balance 116,153

Closing Cash is made up of:

Cash Floats	400
Funds at Bank	56,908
Short Term Deposits	58,845
	<u><u>116,153</u></u>

DESTINATION WAIRARAPA - FIXED ASSET DEPRECIATION SCHEDULE

As at 30 SEPTEMBER 2011



ASSET	PURCHASE DATE	COST PRICE	ACCUM DEP	OPENING BOOK VALUE	ADDITIONS	SALES	DEPN RATE % DV	YTD DEP	CLOSING BOOK VALUE
Furniture & Equipment									
Projector Trolley	Oct-07	108	42	66			12.50 DV	2	63
Brochure Stand	Oct-07	150	59	91			12.50 DV	3	88
Brochure Stand	Oct-07	159	63	96			12.50 DV	3	93
Martinborough Sign	Oct-07	209	82	127			12.50 DV	5	122
Coffee Table	Oct-07	234	92	142			12.50 DV	5	137
Disco Shelving	Oct-07	242	95	147			12.50 DV	5	141
Display Stand & Panels	Oct-07	309	121	188			12.50 DV	7	181
Wairarapa Banners	Oct-07	312	122	190			12.50 DV	7	183
Wall Display Unit	Oct-07	322	126	196			12.50 DV	7	189
Marketing Panel	Oct-07	338	133	205			12.50 DV	7	198
Chairs	Oct-07	388	152	236			12.50 DV	8	227
Lectern & Poster Holder	Oct-07	424	167	257			12.50 DV	9	248
Blinds	Oct-07	459	259	200			20.00 DV	12	187
Brochure Stand	Oct-07	646	253	393			12.50 DV	14	379
Signage	Oct-07	1,294	508	786			12.50 DV	28	758
Wairarapa Display Panels	Oct-07	1,870	735	1,135			12.50 DV	41	1,095
Joinery - Display Stands	Oct-07	6,536	2,567	3,969			12.50 DV	142	3,827
PABX System	Oct-08	5,133	3,228	1,905			36.00 DV	268	1,637
Midback Chairs (4)	Feb-09	859	343	516			19.20 DV	31	485
2 Drawer Filing Cabinet Black	Feb-09	496	198	298			19.20 DV	18	280
Form Midback Chair (2)	Feb-09	656	262	394			19.20 DV	23	371
Vortex Sofa & Chairs	Feb-09	512	205	307			19.20 DV	18	289
Vortex Tub Chair	Feb-09	296	118	178			19.20 DV	11	167
Desk - Light Maple	Feb-09	346	138	208			19.20 DV	12	195
Chair - Hero Black Knight	Feb-09	99	40	59			19.20 DV	4	56
Coffee Table	Feb-09	230	92	138			19.20 DV	8	130
Counter	Feb-09	7,960	2,104	5,856			12.00 DV	200	5,656
Signage	Jun-09	880	460	420			30.00 DV	45	375
Hero Chair Black Knight	Jun-09	119	42	76			19.20 DV	5	72
Essence Guest Chairs (2)	Jun-09	283	101	182			19.20 DV	11	171
Desks Tawa (3)	Jun-09	824	245	579			15.60 DV	27	553
Work Station Tawa (1)	Jun-09	399	118	281			15.60 DV	13	268
4 Drawer Mobiles (5)	Jun-09	969	346	622			19.20 DV	37	585
Bookcases Tawa (2)	Jun-09	532	190	342			19.20 DV	20	321
Cupboard Tawa	Jun-09	426	152	274			19.20 DV	16	257
Cubit Coffee Table	Jun-09	230	82	148			19.20 DV	9	139
Laptop	Jun-09	2,280	1,933	347			60.00 DV	130	217
IBM Equipment (2nd Hand)	Jun-09	3,470	2,222	1,248			40.00 DV	197	1,052
Work Station Tawa (1)	Jun-09	399	118	281			15.60 DV	13	268
PABX System 2	Jul-09	2,990	1,765	1,225			36.00 DV	172	1,052
Prints (3)	Aug-09	1,813	673	1,140			21.60 DV	79	1,062
Brochure Stand	Sep-09	1,019	220	798			12.50 DV	29	770
15" Monitor & Wall Bracket	Dec-09	1,219	902	317			60.00 DV	119	198
IBM Equipment (2nd Hand)	Feb-10	2,124	1,062	1,062			40.00 DV	177	885
Mobile Phones (2)	Feb-10	2,665	1,865	800			60.00 DV	300	500
Vortex 2 Seater Sofa	May-10	589	130	458			19.50 DV	28	431
Banner	Jun-10	1,964	419	1,545			20.00 DV	97	1,448
Banner Stand	Jun-10	1,690	361	1,329			20.00 DV	83	1,246
Ricoh Copier (Leased)	Feb-10	20,129	5,703	14,426			20.00 SL	1,006	13,420
Display Units	Oct-10	1,430	134	1,296			12.50 DV	45	1,252
Signage (Sign Factory)	Nov-10	1,184	237	947			30.00 DV	89	858
Computer Toshiba Tecra	Dec-10	1,715	500	1,215			50.00 DV	214	1,000
Printer Canon Laser	Dec-10	867	202	665			40.00 DV	87	578
Phillips LCD 22"	Dec-10	304	71	233			40.00 DV	30	203
Computer Toshiba Tecra A11	Feb-11	1,475	307	1,168			50.00 DV	184	983
Disk Drive 500GB HDD's (2)	Jun-11	995	41	954			50.00 DV	124	829
Server & Equipment	Jun-11	12,768	266	12,502			25.00 DV	798	11,704
Total Furniture & Equipment		98,336	33,177	65,160	-	-		5,081	60,078.61
Vehicles									
Mitsubishi Airtrek 2003	Oct-07	12,000	6,778	5,222.40			20.00 DV	326	4,896
Holden Vectra	Jan-10	4,178	1,170	3,007.96			20.00 DV	188	2,820
Total Vehicles		16,178	7,947	8,230	-	-		514	7,716
Total for : Destination Wairarapa		114,514	41,124	73,390	-	-		5,595	67,794.56

Destination Wairarapa

Monthly report to SWDC

November 2011

Members and i-SITEs:

- October sales were 32% over target and we are currently on track to meet November's sales target: retail sales are up by 30% on this time last year.
- CSM hosted Regional i-SITE manager's meeting for Wellington, Hutt City, Upper Hutt, Porirua & Tararua i-SITE managers

Destination marketing:

- Met with new advertising manager for Wairarapa Times-Age to discuss future of their 'Escape' publication and our input into it. We are now able to offer suggestions for the editorial content.
- Facebook activity for key events including launch of Woodside Trail, Toast Martinborough and Tauherenikau Races
- Working with concert promoters for Toni Childs and Winery tour on promotion and giveaways across summer and editorial in DomPost
- Adding links from our site to our YouTube and Flickr channels. Additional content loaded on both. <http://www.wairarapanz.com/?q=wairarapa-must-dos>

Trade:

- Organised Tourism visit by seven top German trade sellers. Stayed one night in Martinborough across three properties and developed famil for six top NZ sellers from Germany with Tourism NZ – going to Martinborough one night
- Organised day of site inspections for senior staff at ANZ Nature Tours
- Provided copy and images for Discover NZ UK wholesaler's brochure

PR:

- Completed last organisational details and visits to operators to prepare for 175 members of Society of American Travel Writers on six tours through the region
 - Farming tour (organised with The Wool Shed), guide: Peter
 - Art and Gardens, guide: Julie Kidd
 - Big Skies, guide: Helen
 - Wharekauhau Farm and Luxury Lodge, guide: Barb
 - Gourmet Greytown, guide: Zest Food Tours
 - Martinborough Wine Village, guide: Zest Food Tours
- Hosted four writers the next day in Martinborough (including two organisers who reported ecstatic reviews of the region and its hospitality)
- Met with Heather McCracken new editor of Times-Age. Secured a new fortnightly column called 'Close to Home' to be written by Helen with our logo and Helen's photo – outlet for us to promote local attractions and activities to locals but crucially will always feature a sub-text message of 'you need to know this because your friends and family who visit look to you to be an expert'. First column on Treasure Caching, a new product in the range of activities at Heavenly Adventures on Riversdale Station

- Facilitated visit by UK freelance journalist Anna Hart – here to write re Wharekauhau and also Martinborough vineyards.
- Hosted six German food/wine/lifestyle writers at Toast Martinborough via Tourism NZ - here doing the Classic NZ Wine Trail
- Worked with PWT who bought an Australian food writer from AAP to Toast Martinborough
- Attended Toast Martinborough media dinner –editors of key NZ magazines, Metro magazine etc.

Results:

- http://www.letstravelmag.com/index.php?option=com_content&view=article&id=2385:wairarapa-events-nov-2011-to-nov-2012&catid=54:events&Itemid=68
- There was coverage re Manukura in hospital and her moving to the nocturnal house:
- <http://www.bbc.co.uk/news/science-environment-15524265>
- <http://www.stuff.co.nz/dominion-post/news/5944803/This-chicks-a-survivor>

Destination management:

- Held interviews with four very strong applicants for the role of STAR Advisor (thanks to Lisa and Jerry on the panel), with appointment of Tracey O'Callaghan of Summit Lodge to two-year contract

Finances:

- October monthly accounts are attached

September visitor stats:

- Disappointing results given hype of Rugby World Cup but reflects the day visit nature of our international visitors over the tournament period. Manawatu had a catastrophic fall, due to the closing of the Gorge. Interesting to see that while Wellington's arrivals were even, there were more quest nights, reflecting the nature of the RWC match schedule in Wellington. What seems harder to explain are the National figures...

	Wairarapa	Greater Manawatu region	Greater Wellington region	National
2011 Guest Arrivals (000)	7.0	20.1	94.7	1,135
2010 Guest Arrivals (000)	7.1	24.0	93.4	1,138
% change	-1.6	-16.0	+1.4	-0.3
2011 Guest Nights (000)	11.3	32.0	202.9	2,189
2010 Guest Nights (000)	13.1	42.6	184.5	2,184
% change	-13.6	-24.8	+10.0	+0.3
2011 Occupancy rate (%)	15.3	29.2	56.0	32.1
2010 Occupancy rate (%)	16.6	35.3	47.0	31.6
% change	-7.8	-17.4	+9.9	+1.7

Peter Wilson, General Manager

DESTINATION WAIRARAPA INC.
INCOME STATEMENT FOR THE PERIOD 31/10/2011



	Actual	Budget	Actual	Budget
	31/10/2011	31/10/2011	YTD	YTD
	\$	\$	\$	\$
REVENUE				
Retail Sales & Other Commissions	1,515	1,000	3,971	3,000
Less Cost of Sales	- 1,207	(500)	(3,219)	(2,000)
Accommodation Commissions	1,905	2,000	4,915	4,500
Escape Planner - Revenue	-	-	-	-
Wine Map Revenue	-	-	12,590	12,000
Other Revenue	564	500	857	7,500
Grants - Councils	35,113	34,528	135,150	134,565
Donation - THCT	19,725	20,570	78,901	79,745
Donations & Gifts	-	-	5,000	5,000
Membership	5,556	4,667	21,953	18,667
Interest Received	150	467	984	1,867
Total Operational Revenue	63,321	63,232	261,101	264,844
Total Non Operating Revenue (Projects)	-	7,167	13,000	28,667
Total Revenue	63,321	70,398	274,101	293,511
EXPENDITURE				
Corporate Support				
Salaries	14,529	17,816	65,381	71,266
Personnel Expenses incl Training	2,968	91	2,968	364
Board Fees	2,500	-	5,500	5,000
Board Members' Expenses	67	-	82	250
Membership Expenses incl TDG	1,924	500	1,931	2,000
Training & Recruitment	-	-	-	-
Subscriptions & Membership	43	56	6,086	6,764
Vehicle Leases	-	780	-	1,560
Vehicle Operating Costs	2,210	1,688	6,179	6,750
Other Travel & Transport	-	-	-	-
Rent & Rates	1,535	1,218	5,294	4,870
Electricity	113	96	435	383
Telecoms incl Mobiles	995	917	4,607	3,667
Information Technology	1,905	622	6,195	6,904
Office Supplies incl Furnishings	460	281	1,135	1,122
Kitchen Supplies	152	50	204	200
Repairs & Maintenance	-	-	60	-
Equipment Rental	101	112	403	449
Bank Fees - National Bank	36	50	236	200
Accounting Fees	2,083	2,083	8,333	8,333
Merchant & Bank Fees - BNZ	176	267	594	1,067
Insurance	622	383	1,884	1,533
ACC Levies	-	-	-	2,400
Fringe Benefit Tax	753	-	753	1,050
Legal Expenses	-	-	945	1,000
Audit Fees	1,000	1,122	4,000	4,487
Other Fees	513	-	513	-
Depreciation	2,367	1,375	6,861	5,500
Gain on Sale	-	-	-	-
Loss on Sale	-	-	-	-
Interest Expense	121	542	498	2,167
Bad Debts	-	-	-	-
Total Corporate Support Expenses	37,173	30,047	131,078	139,285

DESTINATION WAIRARAPA INC.
INCOME STATEMENT FOR THE PERIOD 31/10/2011



	Actual	Budget	Actual	Budget
	31/10/2011	31/10/2011	YTD	YTD
Marketing				
Contract Staff	1,015	2,100	5,565	8,400
CNZWT Marketing	24	500	27,566	28,000
International Marketing Alliance	10,000	-	22,500	22,500
Advertising	-	1,300	1,239	1,300
Distribution	1,273	972	2,497	3,888
Web Site & E-Marketing	469	2,800	1,788	6,300
Wine Map	825	2,950	825	2,950
Branding & Imagery	-	167	1,110	667
Exhibitions & Events	875	-	5,305	3,200
Trade	-	-	-	-
Media	-	-	215	-
Conferences	84	-	1,556	1,000
Total Marketing Expenses	14,566	10,789	70,165	78,205
I-Sites				
Wages	12,717	14,157	51,571	56,629
Personnel incl Training & Conferences	624	517	5,011	2,067
Travel & Transport	-	108	187	433
Rent & Rates	1,895	2,006	7,578	8,022
Electricity	496	442	2,632	1,767
Telecoms	639	667	2,240	2,667
Photocopier	-	29	40	117
Office Supplies incl Furnishings	563	200	1,152	800
Kitchen Supplies	348	183	891	733
Cleaning & Rubbish Disposal	-	42	-	167
Repairs & Maintenance	-	25	59	100
Total I-Site Expenses	17,282	18,375	71,362.14	73,501
Total Operating Expenditure	69,020	59,211	272,605	290,990
Total Non Operating Expenditure (Projects)	12,596	5,333	36,945	22,833
Total Expenditure	81,617	64,544	309,550	313,824
INCOME STATEMENT SUMMARY				
Total Operating Surplus/(Deficit)	(5,699)	4,020	(11,505)	(26,146)
Total Projects Surplus/(Deficit)	(12,596)	-	(23,945)	2,667
Net Surplus/(Deficit)	- 18,295	4,020	(35,450)	(23,480)

DESTINATION WAIRARAPA INC.
INCOME STATEMENT FOR THE PERIOD 31/10/2011



	Actual	Budget	Actual	Budget
	31/10/2011	31/10/2011	YTD	YTD
PROJECTS				
STAR Project				
Income		3,917	-	15,667
Expenditure		(1,667)	(403)	(6,667)
Total	-	2,250	(403)	9,000
Spring & Rugby Festival				
Income		1,083	6,000	4,333
Expenditure	(2,047)	(1,083)	(12,898)	(4,333)
Total	(2,047)	-	(6,898)	-
Conference Marketing Project				
Income	-	-	1,000	-
Expenditure	(698)		(2,030)	(1,500)
Total	(698)	-	(1,030)	(1,500)
Rugby World Cup Project				
Income		2,167	6,000	8,667
Expenditure	(9,852)	(2,167)	(21,580)	(8,667)
Total	(9,852)	-	(15,580)	-
Cycling Project				
Income	-	-	-	-
Expenditure		(417)	(34)	(1,667)
Total	-	(417)	(34)	(1,667)
Total Projects Balance	(12,596)	1,833	(23,945)	5,833
INCOME STATEMENT SUMMARY				
Total Operating Surplus/(Deficit)	(5,699)	4,020	(11,505)	(26,146)
Total Projects Surplus/(Deficit)	(12,596)	1,833	(23,945)	5,833
Net Surplus/(Deficit)	(18,295)	5,854	(35,450)	(20,313)

DESTINATION WAIRARAPA INC.

BALANCE SHEET AS AT 31 OCTOBER 2011



	\$	\$
CURRENT ASSETS		
Cash Float	400	
Funds at Bank		
Bank - National	73,459	
National Bank - Call Account	58,995	
Current Assets		
BNZ Trust Account.	21,641	
Inventory I-Sites	2,875	
Receivables	7,641	
Receivables Other	78,901	
Total Current Assets	243,912	
NON-CURRENT ASSETS		
Fixed Assets	149,288	
Less Accumulated Depreciation	(47,985)	
Fixed Assets	<u>101,303</u>	
TOTAL ASSETS		<u><u>345,215</u></u>
CURRENT LIABILITIES		
Accounts Payable	14,070	
Income in Advance	72,870	
BNZ Trust Account (Commission)	21,641	
Payroll Liability	19,895	
Finance Lease	14,191	
Loans - BNZ	11,022	
Toyota Finance	40,503	
Total Liabilities	<u>194,191</u>	
TOTAL LIABILITIES		194,191
EQUITY		
Opening Retained Earnings 2010/11	186,473	
Surplus / (Deficit) for the year	(35,450)	
Total Equity		151,024
TOTAL LIABILITIES & EQUITY		<u><u>345,215</u></u>

**DESTINATION WAIRARAPA
STATEMENT OF CASH FLOWS
AS AT 31 OCTOBER 2011**



Cash Flows from Operating Activities

<u>Cash was provided from:</u>	\$
Donation - Trust House	-
Donation - Others	-
Receipts from Customers	157,267
Grants Received - TLA	135,150
Interest Received	984
	<u>293,401</u>

Cash was applied to:

Payments to suppliers and employees	318,055
Interest Paid	1,728
	319,783

Net Cash Inflows / (Outflows) from Operating Activities (26,382)

Cash Flows from Investing Activities

Cash was applied to:

Net Cash Outflows from Investing Activities (34,774)

Cash Flows from Financing Activities

Cash was provide from:
Proceeds from Borrowings 51,525

Cash was applied to:
Finance Lease Repayments (1,212)

Net Cash inflows from Financing Activities (1,212)

Net (Decrease) / Increase in Cash Held (62,368)

Opening Cash Balance 164,126

Closing Cash Balance 154,495

Closing Cash is made up of:

Cash Floats	400
Funds at Bank	95,100
Short Term Deposits	58,995
	<u><u>154,495</u></u>

DESTINATION WAIRARAPA - FIXED ASSET DEPRECIATION SCHEDULE

As at 30 OCTOBER 2011



ASSET	PURCHASE DATE	COST PRICE	ACCUM DEP	OPENING BOOK VALUE	SALES ADDITIONS	PROFIT (LOSS)	DEPN RATE % DV	YTD DEP	CLOSING BOOK VALUE
Furniture & Equipment									
Projector Trolley	Oct-07	108	42	66			12.50 DV	3	63
Brochure Stand	Oct-07	150	59	91			12.50 DV	4	87
Brochure Stand	Oct-07	159	63	96			12.50 DV	4	92
Martinborough Sign	Oct-07	209	82	127			12.50 DV	5	121
Coffee Table	Oct-07	234	92	142			12.50 DV	6	136
Disco Shelving	Oct-07	242	95	147			12.50 DV	6	141
Display Stand & Panels	Oct-07	309	121	188			12.50 DV	8	180
Wairarapa Banners	Oct-07	312	122	190			12.50 DV	8	182
Wall Display Unit	Oct-07	322	126	196			12.50 DV	8	187
Marketing Panel	Oct-07	338	133	205			12.50 DV	9	196
Chairs	Oct-07	388	152	236			12.50 DV	10	226
Lectern & Poster Holder	Oct-07	424	167	257			12.50 DV	11	247
Blinds	Oct-07	459	259	200			20.00 DV	13	186
Brochure Stand	Oct-07	646	253	393			12.50 DV	16	376
Signage	Oct-07	1,294	508	786			12.50 DV	33	753
Wairarapa Display Panels	Oct-07	1,870	735	1,135			12.50 DV	47	1,088
Joinery - Display Stands	Oct-07	6,536	2,567	3,969			12.50 DV	165	3,803
PABX System	Oct-08	5,133	3,228	1,905			36.00 DV	229	1,677
Midback Chairs (4)	Feb-09	859	343	516			19.20 DV	33	483
2 Drawer Filing Cabinet Black	Feb-09	496	198	298			19.20 DV	19	279
Form Midback Chair (2)	Feb-09	656	262	394			19.20 DV	25	369
Vortex Sofa & Chairs	Feb-09	512	205	307			19.20 DV	20	288
Vortex Tub Chair	Feb-09	296	118	178			19.20 DV	11	166
Desk - Light Maple	Feb-09	346	138	208			19.20 DV	13	194
Chair - Hero Black Knight	Feb-09	99	40	59			19.20 DV	4	56
Coffee Table	Feb-09	230	92	138			19.20 DV	9	129
Counter	Feb-09	7,960	2,104	5,856			12.00 DV	234	5,622
Signage	Jun-09	880	460	420			30.00 DV	42	378
Hero Chair Black Knight	Jun-09	119	42	76			19.20 DV	5	71
Essence Guest Chairs (2)	Jun-09	283	101	182			19.20 DV	12	170
Desks Tawa (3)	Jun-09	824	245	579			15.60 DV	30	549
Work Station Tawa (1)	Jun-09	399	118	281			15.60 DV	15	266
4 Drawer Mobiles (5)	Jun-09	969	346	622			19.20 DV	40	583
Bookcases Tawa (2)	Jun-09	532	190	342			19.20 DV	22	320
Cupboard Tawa	Jun-09	426	152	274			19.20 DV	18	256
Cubit Coffee Table	Jun-09	230	82	148			19.20 DV	9	138
Laptop	Jun-09	2,280	1,933	347			60.00 DV	69	277
IBM Equipment (2nd Hand)	Jun-09	3,470	2,221	1,249			40.00 DV	157	1,091
Work Station Tawa (1)	Jun-09	399	118	281			15.60 DV	15	266
PABX System 2	Jul-09	2,990	1,765	1,225			36.00 DV	147	1,078
Prints (3)	Aug-09	1,813	673	1,140			21.60 DV	82	1,058
Brochure Stand	Sep-09	1,019	220	798			12.50 DV	33	765
15" Monitor & Wall Bracket	Dec-09	1,219	902	317			60.00 DV	63	254
IBM Equipment (2nd Hand)	Feb-10	2,124	1,062	1,062			40.00 DV	142	920
Mobile Phones (2)	Feb-10	2,665	1,865	800			60.00 DV	160	640
Vortex 2 Seater Sofa	May-10	589	130	458			19.50 DV	30	429
Banner	Jun-10	1,964	419	1,545			20.00 DV	103	1,442
Banner Stand	Jun-10	1,690	361	1,329			20.00 DV	89	1,241
Ricoh Copier (Leased)	Feb-10	20,129	5,703	14,426			20.00 SL	1,342	13,084
Display Units	Oct-10	1,430	134	1,296			12.50 DV	54	1,242
Signage (Sign Factory)	Nov-10	1,184	237	947			30.00 DV	95	852
Computer Toshiba Tecra	Dec-10	1,715	500	1,215			50.00 DV	202	1,012
Printer Canon Laser	Dec-10	867	202	665			40.00 DV	89	576
Phillips LCD 22"	Dec-10	304	71	233			40.00 DV	31	202
Computer Toshiba Tecra A11	Feb-11	1,475	307	1,168			50.00 DV	195	973
Disk Drive 500GB HDD's (2)	Jun-11	995	41	954			50.00 DV	159	795
Server & Equipment	Jun-11	12,768	266	12,502			25.00 DV	1,042	11,460
Total Furniture & Equipment		98,336	33,177	65,160	-	-		5,443	59,717
Vehicles									
Mitsubishi Airtrek 2003	Oct-07	12,000	6,778	5,222.40			20.00 DV	348	4,874
Holden Vectra	Jan-10	4,178	1,170	3,007.96			20.00 DV	201	2,807
Toyota Corolla ETU339	Oct-11				17,387		30.00 DV	435	16,952
Toyota Corolla EJM659	Oct-11				17,387		30.00 DV	435	16,952
Total Vehicles		16,178	7,947	8,230	34,774	-		1,418	41,586
Total for : Destination Wairarapa		114,514	41,124	73,390	34,774	-		6,861	101,303