



NATIONAL TRUST
Our birthplace Te pitowhenua

ANNUAL MANAGEMENT REPORT

1 July, 2007 – 30 June, 2008



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SECTION ONE

(1) General Overview

1.1 Message from the Chair

The 2007/2008 year has been a challenging one for the organisation but there have been a significant number of highlights which easily outweigh the lowlights. Planning and development have been key undertakings for both Board and management.

Our most significant highlight has to be the announcement in December that the Trust was in a position to make entry to the Grounds free for all New Zealanders.

Increasing the number of New Zealanders coming to the Grounds had long been a strategic objective of the Waitangi National Trust Board. This announcement was the culmination of many years of planning, both financial and developmental, and it was with a great deal of pleasure that I made this announcement at a special press conference in Auckland.

Much of the last year was devoted to the thinking process that went to make free entry a practical reality. I am very happy to report that free entry for all New Zealanders has now been put in place and we are welcoming many more New Zealand residents to Waitangi during the latter part of 2008.

Another outstanding highlight has to be Waitangi Day 2008. Despite falling on a mid-week day, Waitangi Day attracted a record number of visitors and I was proud of the Grounds, our Board, who were in near full attendance, and our staff and their myriads of helpers who, all together, helped make Waitangi Day hugely memorable. I hosted some guests over the several days of the celebrations and it was gratifying to see the event and the place through the appreciative eyes of others.

The other highlight for the year, for me, was the contribution made by the Operations and Development Committee. This subcommittee was set up by the full Board over a year ago and it was operational throughout the 2007/2008 year. It has added to the efficiency and effectiveness of the Board in terms of dealing with a large quantity of detailed work and producing high quality decisions and recommendations on a monthly business cycle. Now that we are entering a time of economic uncertainty, the ODC will further prove its worth, I am sure, as its support to management and Board, and its monitoring of results on a monthly basis, will be imperative.

Over the year we continued to develop our thinking around our emergent building programme and this remains very much a work in progress. I am grateful to the many people who have volunteered their time and ideas to help the thought process. We are looking forward to a year of progress in this special part of our activities.

I would like to take this opportunity to thank, firstly, my Deputy Chair Mr Pita Paraone, for his assistance with the governance-related tasks at hand and for his unerring enthusiasm for Waitangi, the place. I would secondly like to thank the

other members of the Board and the ODC for the hard work undertaken in the year gone by. It has been a year of achievement for us and we should have considerable pride in the fact that, for the first time in seventy five years, New Zealanders can enter the birthplace of our modern nation without paying a fee. This is a significant achievement for an independent charitable trust which is not funded from the public purse. Thirdly, I would like to thank the management and staff of the Waitangi National Trust organisation for all the hard work that they have done over the past year, and continue to do, often around the clock, to ensure that the Grounds are well and suitably presented and interpreted for our visitors.

This year I can aptly and proudly say that Waitangi has been well governed and managed by the people for the people.

Jeremy Williams
Chair
Waitangi National Trust.

1.2 Overview from the Chief Executive Officer

The 2007/2008 year has been one typified by both achievements and challenges.

The major achievement was the work being completed on both the 'financial strength' and 'diversity in product' fronts which allowed our organisation to announce a free entry arrangement for New Zealanders. Management and staff planning for this eventuality have been intense and detailed, and mostly took place over the 2007/2008 year.

In the autumn and winter months, we put together an increased portfolio of tours and shows so that we were ready to host an increased number of visitors. Much of this work was done in time for our plans to be unveiled at TRENZ.

We hosted a number of special events over the year and two stand-out events were Waitangi Day and the Willie Apiata home coming event. Waitangi Day is always special and the sheer size and colour of the event was a delight this year. I would like to make special mention of the Governance Group whose members work tirelessly, around the calendar, to ensure that the day and its attendant festival are inclusive family events which are memorable in nature.

We were honoured during the year to be gifted a five metre long wooden carving for eventual installation in our proposed visitor centre. The gift was very generously given by Maori Television and was indicative of the warm relationship between our two organisations.

The building programme has continued in terms of development, planning and consultation work. It has also been a great pleasure to use the new Board room and to be able to welcome our guests there. It is hoped that our work of the 2007/2008 year will bear fruit in 2008/2009 and we will get to the point of beginning the physical work of building a new visitor centre.

Challenges began to rear their heads over the 2007/2008 year in regard to the global economy. We certainly saw some drop-off in visitor numbers toward the end of the year and it could be that tourism will be hard hit for some time yet.

Overall it has been a year of innovation and forward thinking at Waitangi and I would like to thank the Chair, Deputy Chair and the members of the Board, and the ODC, for the hard work put in, and support given over the 2007/2008 year.

Similarly I would like to thank the staff at Waitangi for their unfailing contribution to our overall effort to present the Waitangi National Trust Estate in the best, and most appropriate, light possible.

Jeanette Richardson
Chief Executive Officer
Waitangi National Trust

SECTION TWO

(2) Marketing and Promotion

2.1 Visitor Services – Numbers and Quality

Visitor numbers for the 2007/2008 year were similar to those for the previous year. Many educational groups as well as paying guests visited the Grounds during the year. Waitangi Day brought in a huge crowd. At the end of the financial year there were the early signs of 'fall-off' in numbers which may represent a challenge in the 2008/09 year with a significant slump in tourism being predicted.

Admission revenue for year ending June 2008 was 5% less than the previous year. Visitors from all countries were fewer than the previous year with the exception of Australia. Tour visitors made up 26% of the visitors in 2008 compared with 25% in 2007.

2.2 Promotions and Special Events

Partnerships and Special Events

The organisation continued to build solid links with the Manaaki Tourism Group which has been formed to promote Maori tourism throughout the country with support from the Ministry of Tourism, Qualmark AA and with back up and sponsorship from Telstra Clear. The Waitangi Treaty Grounds was considered by the group to be an essential visit for any visitor wanting to experience Maori tourism and consequently, the Treaty Grounds have become part of the programme.

In January the Waitangi National Trust's partnership work with Maori Television was recognised when Waitangi National Trust was gifted a five metre long waka

carving that was carved for, and displayed at, the inaugural World Indigenous Television Broadcasters Conference.



Carvers Blaine Te Rito, left, and Mike Davies working on the waka

The carving celebrates the spirit of partnership, using symbols to identify the Treaty partners moving forward into the future. This generous offer was welcomed by the Waitangi National Trust and arrangements were made to house this carving until it can take pride of place in the new visitor centre. Maori Television personnel travelled to Waitangi to gift the carving to representatives of the Waitangi National Trust at a special ceremony.

Corporal Apiata honoured at Waitangi

New Zealand's only Victoria Cross winner in over sixty years was honoured at the Waitangi Treaty Grounds on Saturday, 3 May, 2008. It was an emotional return to the north for Corporal Willy Apiata and for the many people who attended the event.



The success of the occasion was a result of careful planning and direction by the WNT team in conjunction with Ngapuhi representatives, the Police, the Army and various community groups. Kaumatua Wiremu Wiremu worked with local school groups and performers to co-ordinate a powerful, moving and energetic display.

The weather was fine and around 2000 people attended the gathering. One of the highlights of the day was an impromptu haka performed by Corporal Apiata with the very comrades he risked his life for.



Groups

There were a number of other memorable visits to Waitangi during the year.

- Ambassador McCormick and Mrs McCormick, the American Ambassador to NZ and his wife paid a visit
- Globetrotter, the largest travel accessories retailer in Europe, took photos for an exclusive 140 page catalogue/guidebook called 'Dream Destination Northland New Zealand.
- Air New Zealand concierges visited as part of the introduction of a special programme called 'International Airline Concierges' on their long haul routes.

Film crews

Throughout the year the Waitangi National Trust hosted a number of film and television crews including:

- Irish Television production *No Frontiers* - Ireland's mainstream holiday programme;
- Professor Tsukio working on a Japanese TV series called '*The Wisdom of Indigenous Peoples*', beginning with the Maori people in New Zealand;
- A Chinese programme called "Go Go Go" which profiled members of the Waitangi guiding team and was broadcast in China to an estimated audience of 2.4 million people.

Press

A wide variety of representatives of different media visited the Grounds during the year and wrote about their experiences. These included representatives from the Air New Zealand in-flight magazine and a number of other local and international travel magazines and newspapers.

Other Promotions/Events

- In June the Trust offered a special Matariki insight with a series of evening tours by Waitangi guide Ngati Kawa Taituha, one of which was attended by a group of ten international media
- The Waitangi Treaty Grounds was featured prominently in the print advertising of the *What's On?* Campaign, with the map of New Zealand showing the Whare Runanga pictured over the Northland region.
- Waitangi participated in the second annual *Northland Kauri Festival* (a celebration of all things kauri) in September. This campaign included a “take a walk, leave a legacy” campaign in which guests were invited to take a guided tour and given the opportunity to plant a tree on the Grounds
- Vancouver’s top rated popular music station *The Beat Radio* ran a week-long contest with the two prize winners and their partners receiving a five-day trip to New Zealand, escorted by the radio host and a colleague. The party arrived on the inaugural Air New Zealand flight from Vancouver on 2 November. The trip included a guided tour of the Waitangi Treaty Grounds with live radio coverage being relayed back to Vancouver.

Trade shows

- Waitangi National Trust staff attended the *Meetings Showcase* in July.
- In August, Waitangi staff partnered with other Northland operators at the *Northland Naturally Road Show* in Auckland.
- The Trust was represented at the annual NZ tourism industry conference.
- Staff also attended the annual TRENZ Showcase in May. TRENZ is New Zealand’s largest annual international tourism business event and some very interesting and useful marketing information was collected.

2.3 Product Development

Guiding

A popular and growing part of the Waitangi experience, guiding is provided for individuals on scheduled *Embrace* tours as part of *Ultimate Waitangi* packages and for tour groups. Guiding gives the Trust the opportunity to showcase its history and to give an educational experience to visitors. Total revenue from guiding was 22% up on 2007 levels. The growth of the guiding service is expected to continue over the 2008/09 year.



Cultural Performances

Kapa Haka performances were offered throughout the summer period in the year ending June 2008. A new 30-minute show entitled *Memories of Time* was introduced during which two performers tell of the Maori relationship with the land, combining story and song.

Total performing revenue for the 2008 year was 7% up on 2007 figures.

Packages

The *Ultimate Waitangi* Package and the *Ultimate Family* Package continued to build momentum in the 2007/2008 year. Again, this was rewarding as these packages have a significant amount of informative content about Waitangi built into them.

The *Ultimate Waitangi* Package

This package includes:

- Ground admission
- Audio-visual presentation
- Cultural performance
- Embrace Waitangi guided tour
- Free gift of a copy of the Treaty of Waitangi

The *Ultimate Family* package includes all the above and was available for two adults and two children over the 2007/2008 year.

2.4. Retail

Early signs of the tightening of the economies of many countries, and the resultant impact on their travellers, began to manifest itself. Retail sales figures for the year ended June 2008 were 3% down on the June 2007 result.

SECTION THREE

(3) Properties and Leases

3.1 Bledisloe Domain

Bledisloe Domain was again utilised by a variety of sports groups including soccer and cricket teams from local schools. Corporate groups used the facilities for team building exercises and Sport Northland used the Domain as a venue for several community events throughout the year. The New Zealand Police also used the venue for training.

3.2 Heritage Buildings

The waka shelter decking was replaced with treated timber decking. The roof was sprayed and washed down and is due to be replaced next year in order to look its best for the *Year of the Waka* in 2010.



The deck of the Whare Runanga was stripped back to the concrete and repainted.

3.3 Rental Properties

The Trust has seven houses available for rent.

SECTION FOUR

(4) Education Services

4.1 Ministry of Education Contracts

The LEOTC Contract – Curriculum Areas: Science, Technology & Maths

Once again the LEOTC programme met its annual target of 1500 students from 50 schools in the 2007/2008 year. The total number of students participating in the programme was 1793.

New education components were developed to fulfil the Waitangi National Trust obligation under the science contract with the Ministry. Specific programmes have been planned that will coincide with a yearly calendar of national education events such as Matariki. There is a component related to Mount Bledisloe and the Waitangi Reference Library is being included as a resource.

As part of the preparation for the Willy Apiata homecoming event, many students from various schools were trained at Waitangi to perform and participate in the welcome and in the event.

4.2 The Treaty of Waitangi Seminars

Three workshops were held in October and November 2007 and April 2008 and these were, as always, well received. Participants came from as far as Hamilton and Kaitaia and were a mixture of teachers, school board members, district council employees and Waitangi National Trust staff.

4.3 Teacher Fellowship

The Royal Society Teacher-Fellow completed his time at Waitangi placing his research on Vernon database and leaving copies of primary and secondary research documents with the Trust. This was a very successful relationship and project for the Teacher-Fellow as well as for the Trust.

4.4 Te Ao Maori and Education for Sustainability Workshops

Four workshops were conducted over two days for science teachers. The workshops were linked to the science curriculum offered through the Waitangi LEOTC programme and covered:

- powhiri and the Whare Runanga,
- waka and traditional navigation,
- the mangrove environment and the traditional use of plants,
- the planting cycle and pre-European use of plants.

4.5 LEARNZ project with Heurisko

In September, 2007, the LEARNZ Virtual Field Trip visited the Treaty Grounds. This was a great success with 50 classes and 2000 students participating from around the country. Waitangi National Trust staff contributed through video and live feed audio conferencing.

4.6 Ngati Kapo

In October 2007 Waitangi National Trust hosted Ngati Kapo, an organisation that supports blind Maori and their whanau. There were 60 blind and partially blind people and their support workers in the group. Ngati Kapo representatives worked with Waitangi education and curatorial staff before the visit to create experiences for people without sight using touch and sound as well as descriptive language.

SECTION FIVE

(5) Heritage

5.1 Museum Collection

As noted in the Education section, the Waitangi National Trust hosted a Teacher-Fellow, Eric Alexander, who was granted a fellowship with the Royal Society of New Zealand Teachers. As well as his value to Waitangi education services, his work was very valuable to the development of the museum collection. He completed his twelve months research into the people who were involved with Waitangi, and in the Bay of Islands, at the time the Treaty was signed. His research work culminated in a great exhibition for Waitangi Festival Week which was developed in conjunction with the Curator and the Education Officer.

The “outreach” aspect of the museum collection has been important this year. As well as the Festival Week exhibition the resources of the collection were used to put on a display at the time of the Willy Apiata home-coming event. This work was done in partnership with the New Zealand Army.

In this regard, efforts have been made to bring the stories of various collection items to life for visitors. A new short tour has been introduced called “Treaty House Treasures” during which the collection items on show in the Treaty House are highlighted by education/museum staff and their stories are told.

Entry of collection information onto the database has also continued as time has allowed. Conservation work has continued and one interesting example is that work has been completed on an aerial photograph of the Great Hui and this has now been returned to Waitangi.

There has been significant development of the library with the purchase of a number of books containing information about Waitangi.

SECTION SIX

(6) Nationhood

6.1 Waitangi Week 2008

Waitangi Day 2008 was a magnificent occasion with a record 46,612 people attending celebrations. The Governance group, comprising a dedicated group of community partners, worked diligently to ensure Waitangi Day and the festival were a great success.

The positive atmosphere began even before dawn, with much-repeated themes of unity and family that started with karakia at the Whare Runanga, and continued through the ecumenical service led by Bishop Kito Pikaahu at Hobson's Beach. The transport connections were a great success with three shuttles running consistently from their Haruru Falls base and ferries bringing people to the Grounds by water.

Car parks were in demand from the families who came from out of town and the Trust received excellent assistance from the Maori wardens in parking and many other aspects of the day. Crowds were leisurely and in holiday mode, even though it was a mid-week break. By evening, as the Navy brought the day's commemorations to a very formal close, it was clear this had been one of the most relaxed and memorable Waitangi Day events in recent times.

Almost every music style or era was represented during the three-day Waitangi Festival. The Hobson's Beach stage and the Treaty House courtyard shared a varied musical line-up. The Treaty Grounds resident kapa haka performers, Nga Puawai O Waitangi, also took the stage frequently during the festival with songs of Ngapuhi, both contemporary and traditional.

Free concerts included the popular acts of Ray Woolf, reggae band *1814*, and world groove exponents *Latitude* and drew good crowds. For the first time since 1998, a Naval Guard paraded at the Treaty Grounds during the three days of the Festival. Several hundred people participated in the family fun day on the first day of the Festival which blended entertainment on a stage with sports.

The entire program was a great success and planning started immediately for what is promising to be a great Waitangi week in 2009.



SECTION SEVEN

(7) Environmental Management

7.1 Tracks

Haruru Falls Track was reopened in December 2007 having being closed following the devastating floods in March 2007 and the following wet winter. All debris was cleared and re-metalling was carried out on areas that had been

washed out. However, even though the track is open and 'walkable', maintenance is ongoing. The Trust has continued to receive support from the Corrections units in track clearing work and the removing of ginger and weeds.



The various storms also caused significant damage to vegetation in some areas and these have been replanted with natives. Planting has continued below Nias track, in the gardens around the Whare Runanga and waka and in the visitor car park.

SECTION EIGHT

(8) Special Projects

8.1 Building Programme

Planning for the proposed new visitor centre was a feature of the 2007/2008 year. As expected with a significant project of this magnitude there has been considerable public interest.

Following the resolution by the Board to proceed with building the new visitor centre, consultants prepared resource consent drawings and an Assessment of Environmental Effects to support the resource consent application. The application was lodged with the Far North District Council and Northland Regional Council in late 2007 and public notification and a call for submissions followed in the first quarter of 2008.

The application drew approximately 200 submissions, with about two-thirds in support and one third opposed. Among those opposed were a number of significant organisations - Department of Conservation, New Zealand Historic Places Trust and Northland Regional Council. The Trust has, and continues to consider details of those submissions and the latter part of the year was devoted to working on designs and deciding on a way forward.

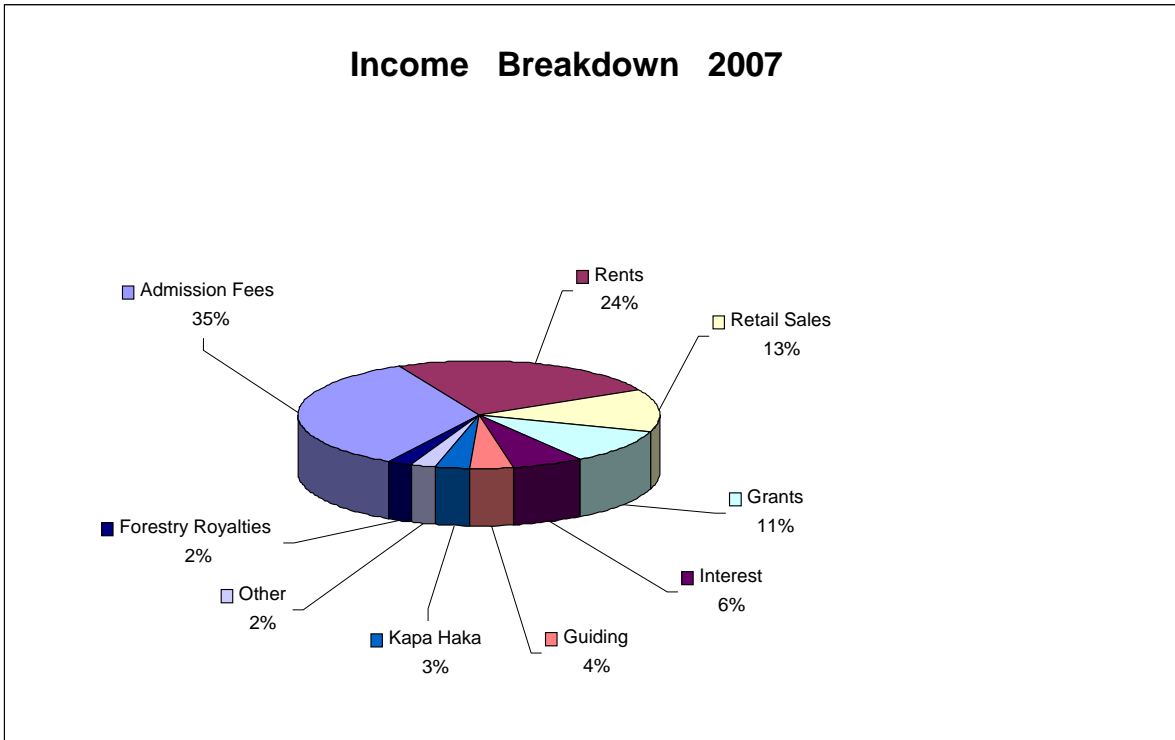
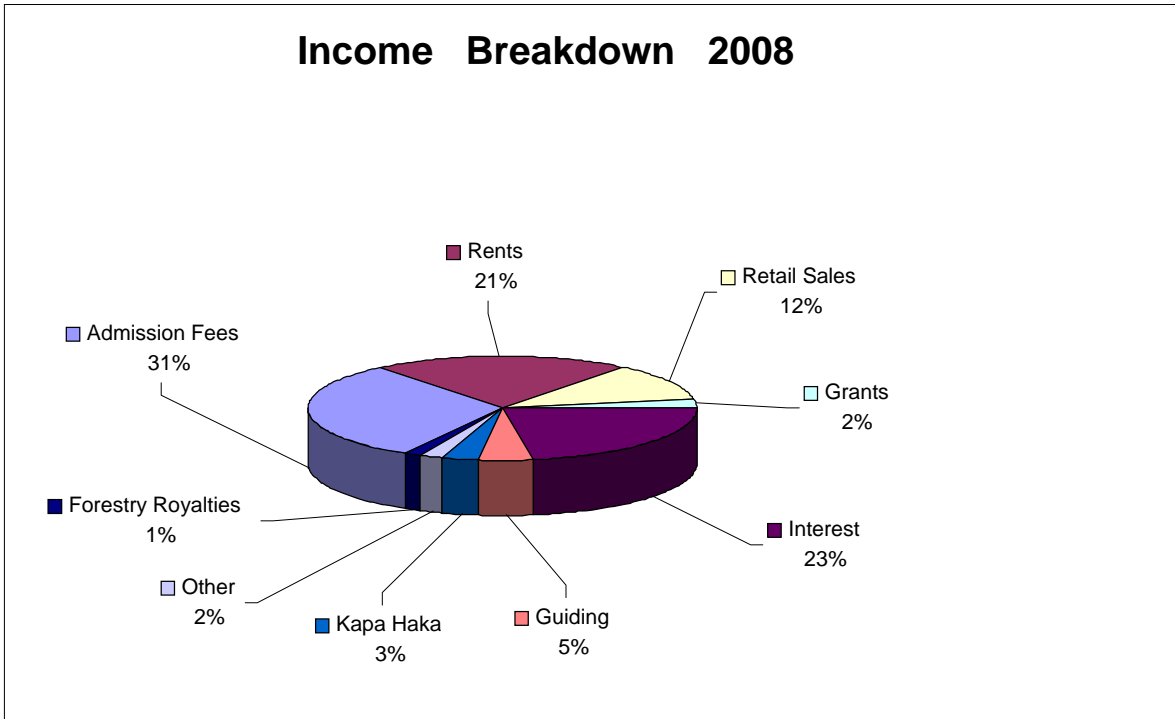
The new Boardroom has been well utilised, not only by the Board, Management and staff but by many local community groups.

SECTION NINE

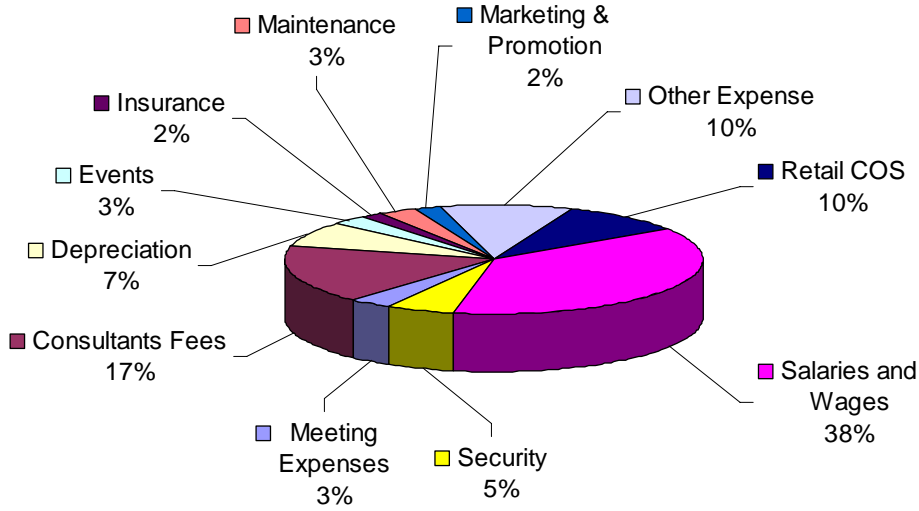
(9) Financial Results

9.1 Financial Results Information

The following graphs compare income and expenditure for the financial years ended 2007 & 2008.



Expenditure Breakdown 2008



Expenditure Breakdown 2007

