

<b>SLA REPORT</b>	<b>TO</b>	Thames-Coromandel District Council	<input checked="" type="checkbox"/>	For Information
	<b>FROM</b>	Thame i-SITE Visitor Centre Destination Coromandel	<input type="checkbox"/>	For Approval
	<b>DATE</b>	1 January 2016	<input type="checkbox"/>	For Action
	<b>SUBJECT</b>	<b>Biannual Report : 1 Jan and 1 July</b>	<input type="checkbox"/>	For Recommendation

This report is for the period **1 June - 31 December 2015**

Report Requirements;

1. Progress on delivery of matters set out in clauses 3.1 and 3.3;
2. Progress on achieving matters in the business plan: and
3. Details on significant risks or issue relating to operations..

### 1 Progress on service delivery

All operations were compliant with the requirements of i-SITE New Zealand for the period.

Objectives and Measures set out in 3.3	Comments
Centre to be open 7 days a week (minimum of 48hrs per week) between 1 October - 28 February the following year. From 1 March to 30 September the hours of operation to best accommodate visitor demand of the local area.	The Centre was open every day except for Christmas Day. Hours of operation were 50 hours per week and 54 per week from 05 December. On 01 August the Centre relocated to 200 Mary Street, and all services were available during the transition period.
There must be at least one appropriately trained employee operating the Centre at all times during operation	Complied. Training has been a focus over the period to ensure a higher level of cross-skilling and provide more flexibility in rostering staff.
Provide visitors with local information via multiple mediums (including verbal, electronic or print) to facilitate tourism and generate revenue;	Information provided via: Digital platforms <ul style="list-style-type: none"> <li>• Internet – Regional &amp; National enquiries</li> <li>• www.thecoromandel.com - local</li> <li>• www.tcdc.govt.nz - local council services</li> <li>• IBIS, Bookit and operator booking portals</li> </ul> Print Collateral <ul style="list-style-type: none"> <li>• Regional and national brochures</li> <li>• Local brochures, product specific</li> <li>• Poster, maps, flyers</li> </ul> Live radio updates
Utilisation of Council information (including provided via Council e- newsletters) to keep up-to-date on current matters and disseminate such information to visitors;	All correspondence received from TCDC is printed off and attached to the diary. This is read each morning by all staff.
Provide an area to display posters of upcoming events;	There is a small display rack in the Centre for events. Currently no notice board is installed in new premises. We have been advised that a community notice board will be provided and i-SITE staff will maintain content.

Provide booking services for local and district accommodation, attractions, activities, tours and local transport;	Details of bookings made are attached.
Promote the Thames area and the wider Coromandel Peninsula via correspondence, promotional material and other relevant mediums	For a full breakdown of KPI results refer to Destination Coromandel 6-monthly report
Produce local Thames guides for visitors use (e.g. Thames Map, Eating out, Things to see & do)	Local map and "Things to See & Do" are produced in the i-SITE and is ongoing WIP.
Maintain and make available a database on facilities within the Thames region for general public use (e.g. halls for hire, wedding venues, conference facilities, social services, sports & recreation groups, places of worship, service and community groups, education providers)	The spreadsheet database is is searchable on enquiry. It will be updated over the winter months when staff have more time available.
Support and promote any local initiative that will build on the TCDC's vision that "the Coromandel will be the most desirable area of New Zealand in which to live, work and visit	For a full breakdown of KPI results refer to Destination Coromandel 6-monthly report.
Network with and support other visitor information centres within the region wherever practicable	On 17 November we hosted a meeting of the managers of the regional visitor information centres to familiarise them with our new premises and to exchange operational reports and share ideas for collaboration and improvement in service delivery and revenue generation.

## 2 Comment on progress on the business plan

Activity	Progress
Financial	Brochure display rates are under review, currently aligned with those charged in Whitianga at \$150 pa. Booking fee introduced for Intercity bookings.
Operational	Policies and procedures revised and implemented Self service kiosk installed in the centre for visitor enquiry on thecoromandel.com Public toilet issues at peak bus times have been effectively addressed by Council and Smart Environmental staff. Tablets introduced for on-floor customer service
Management	Booking database linked to both sites and administrator. Payroll and administration centralised under DC.
Human Resources	Training on local knowledge and product has been a focus with 6 staff famils over the period and regular one to one and team ad hoc and planned sessions. Whitianga staff have worked in Thames Centre to cross-pollinate skills.. Thames staff are rostered in Whitianga during January and February and buddy training between teams will be an ongoing tactic. Operational processes streamlined and training carried out by administrator, and is ongoing. Development of a team culture has been hampered by the prolonged absence of the Team Leader, owing to an injury.

## 3 Operational risks and issues

The absence of the Team Leader, the only full time staff member has been an issue for manning the centre, implementing procedural changes, training, and leading the development of a supportive and energised team culture. These are all crucial to the success of the Centre.

A lot of resource is deployed around bus transition times, especially in poor weather, when the Centre acts as a waiting area. Low value Intercity bookings make up a high proportion of overall bookings, and the implementation of a \$5 booking fee will ameliorate this. The average ticket value in Thames is less than \$20, whereas in Whitianga it is over \$36.

The development of the front courtyard area to provide some shelter and waiting space for passengers would be helpful, and we have had discussion with Council staff on the feasibility of using the Civic Centre entry area as a waiting area in inclement weather.

### Additional information attached

Monthly metrics including:

- Visitor numbers
- Gross turnover
- Number of booking transactions
- Total value of retail sales
- Number of hours of operation
- Wages paid

Statement of financial position.

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## Monthly Metrics

Wages in July higher than usual owing to transition activities.  
Bookings in November include ticket sales for several Civic Centre events.

THAMES I-SITE VISITOR INFORMATION CENTRE													Are your figures inclusive or exclusive of GST?		Exclusive	
<b>TOTAL VISITORS</b>																
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year			
						2676	2579	1927	2918	4994	4904	19998	19,998			
<b>TOTAL GROSS TURNOVER</b>																
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year			
						\$11,956	\$10,916	\$15,296	\$19,810	\$30,562	\$24,815	\$113,355	113,355			
<b>TOTAL BOOKING TRANSACTIONS</b>																
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year			
						262	257	336	375	652	394	2276	2,276			
<b>TOTAL RETAIL SALES</b>																
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year			
						\$280	\$270	\$498	\$812	\$1,203	\$1,816	\$4,880	4,880			
<b>TOTAL OPENING HOURS</b>																
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year			
						224	218	216	221	213	232	1324	1,324			
<b>TOTAL WAGES PAID</b>																
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year			
						10,454	7,507	8,284	5,407	6,218	9,178	\$47,048	47,048			

## Financial Position:

The absence of the Team Leader is the primary reason for lower than expected wages costs, and income from booking commissions and retail sales are below budget.

A potential discretionary payment of \$30,000 from TCDC was included in the original budget as it was clear that this would be required to operate the Centre. That position has not changed. The Destination Coromandel Board is aware of this situation and we will request a draw down of the additional funding.

## Financial Position

DESTINATION COROMANDEL TRUST							
MANAGEMENT ACCOUNTS							
For the year ended 30 June 2016							
	THAMES i-SITE			THAMES i-SITE			
	BUDGET DEC 2015	ACTUAL DEC 2015	VARIANCE	BUDGET YTD	ACTUAL YTD	BUDGET 2015-16	REMAINING BUDGET
<b>INCOME</b>							
Commercial Levy - TCDC	30,000	-	-100%	90,000	60,000	120,000	60,000
Commerical Levy - HDC	-	-		-	-	-	-
Brochure Advertising i-SITE	7,000	- 625	-109%	7,000	13,415	12,000	- 1,415
Brochures - Visitor Guide	-	-		-	-	-	-
i-Site Commissions	4,250	- 6,617	-256%	12,000	9,711	28,000	18,289
Retail Sales	2,000	1,817	-9%	7,200	4,881	17,200	12,319
Signboard advertising i-SITE	-	-		-	-	-	-
Trade Me - BookIT	-	-		-	487	-	- 487
Website Listings	-	-		-	-	-	-
Interest Income	-	-		-	-	-	-
Other Revenue	-	-		-	-	-	-
<b>TOTAL INCOME</b>	<b>43,250</b>	<b>- 5,425</b>	<b>-113%</b>	<b>116,200</b>	<b>88,494</b>	<b>177,200</b>	<b>88,706</b>
<b>LESS COST OF SALES</b>							
Purchases	1,000	2,357	136%	3,600	9,023	8,600	- 423
Stock Write Off	25	-	-100%	90	-	215	215
<b>TOTAL COST OF SALES</b>	<b>1,025</b>	<b>2,357</b>	<b>130%</b>	<b>3,690</b>	<b>9,023</b>	<b>8,815</b>	<b>- 208</b>
<b>GROSS PROFIT</b>	<b>42,225</b>	<b>- 7,782</b>	<b>-118%</b>	<b>112,510</b>	<b>79,470</b>	<b>168,385</b>	<b>88,915</b>
<b>LESS DIRECT PROJECTS</b>							
Marketing - Website/Digital	-	-		-	-	-	-
Marketing Brand	-	-		-	-	-	-
Marketing Domestic	-	-		-	-	-	-
Marketing International	-	-		-	-	-	-
<b>TOTAL DIRECT PROJECTS</b>	<b>-</b>	<b>-</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>LESS OVERHEADS</b>							
ACC	-	-		-	-	-	-
Accountancy and Audit	2,500	-	-100%	2,514	-	5,214	5,214
Bank Fees	337	188	-44%	1,210	813	3,680	2,867
Communication costs (phones, mob	250	312	25%	1,500	1,145	3,000	1,855
Computer Maintenance	-	-		480	98	840	742
Depreciation	80	-	-100%	480	-	960	960
Eftpos Rental	92	92	0%	552	601	1,104	503
Entertainment	-	17		150	31	300	269
FBT	-	-		-	-	-	-
General Expenses	60	26	-57%	360	59	720	661
Governance	962	2,693	180%	5,193	5,193	11,238	6,045
Local Industry Events & Comms	-	-		-	-	-	-
Insurance	-	-		600	603	600	- 3
KiwiSaver Employer Contributions	328	291	-11%	1,858	1,321	3,715	2,394
Light, Power, Heating	300	141	-53%	1,800	598	3,600	3,002
Office Expenses	190	166	-13%	1,140	2,126	2,280	154
Operating Lease - Photocopier	-	-		-	-	-	-
Rent	900	900	0%	5,400	5,432	10,800	5,368
Repairs and Maintenance	-	49		250	153	500	347
Salaries	10,920	9,178	-16%	61,920	47,049	123,840	76,791
Subscriptions	-	-		4,460	4,090	4,460	370
Training	-	-		-	-	-	-
Travel - Governance	-	-		-	-	-	-
Travel - Staff	100	-	-100%	600	71	1,200	1,129
Vehicle Expenses	-	-		-	86	-	- 86
<b>TOTAL OVERHEADS</b>	<b>17,019</b>	<b>14,053</b>	<b>-17%</b>	<b>90,467</b>	<b>69,472</b>	<b>178,051</b>	<b>108,580</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>17,019</b>	<b>14,053</b>	<b>-17%</b>	<b>90,467</b>	<b>69,472</b>	<b>178,051</b>	<b>108,580</b>
<b>NET PROFIT</b>	<b>25,206</b>	<b>- 21,835</b>	<b>-187%</b>	<b>22,043</b>	<b>9,999</b>	<b>- 9,666</b>	