

SLA REPORT	TO	Thames-Coromandel District Council	<input checked="" type="checkbox"/>	<i>For Information</i>
	FROM	Whitianga i-SITE Visitor Centre Destination Coromandel	<input type="checkbox"/>	<i>For Approval</i>
	DATE	01 January 2016	<input type="checkbox"/>	<i>For Action</i>
	SUBJECT	Biannual Report :1 Jan and 1 July	<input type="checkbox"/>	<i>For Recommendation</i>

This report is for the period **1 July – 31 December 2015**

Report Requirements;

1. Comment on the services provided as detailed in section 5.1 of the current service level agreement; and
2. Comment on the current or anticipated issues which the centre considers may impact on the delivery of outputs delivered or outcomes achieved.

1. Comment on services provided

Services in 5.1.1	Comments
Centres to be open to provide service 364 days of the year (excludes Christmas Day)	The Centre was open every day except Christmas Day. Hours of operation during winter months were 52 per week, increasing to 56 in late October. 9am-5pm daily.
Use of council's website to provide accurate information to visitors, particularly regarding council facilities and services	Daily use. Staff use the Customer Service team for additional enquiries.
Utilisation of council information to keep up to date on current matters and disseminate such information to visitors.	All correspondence from TCDC is printed and attached to the diary. This is read each morning by all staff.
Provide visitors with local information via multiple mediums to facilitate tourism and generate revenue	Visitor information is provided via: Digital platforms * Internet – Regional & National enquiries * www.thecoromandel.com - local visitor information * www.tcdc.govt.nz - local council services Booking Software – IBIS, Bookit and transport operator booking portals Print Collateral * Regional and national brochures * Local brochures, product specific * Poster, maps, flyers * Column in local paper Live radio updates
Promote the local area and the entire Coromandel via correspondence, promotional material and other relevant mediums	In conjunction with the marketing team at Destination Coromandel. The i-SITE staff actively use promotional material in the Centre and feature local events and news via local radio call outs.
Centres must provide an area to display posters of upcoming local events	Notice board outside building on Albert Street and at Ferry Landing is maintained by Centre staff.
Centre must provide a booking service for local and district accommodation, attractions, activities, tours and transport	See attached booking activity

Centres must make it's premises reasonably available for the conducting of information gathering survey's carried out by the Council	Available on request. Nothing to date.
Services in 5.1.2	Comments
Work with the Mercury Bay Community Board and local groups to help facilitate or market local major events	The i-SITE actively promotes events, sell tickets and displays promotional material. Events are the major feature of local radio call outs. Team Leader attends Business After 5 meetings.

Notes:

- Staff organised a famil for 21 North Island i-SITE staff in the Whitianga area to train them on local product and attractions and thereby increase local bookings from out of region i-Sites.
- Staff worked at the Thames i-Site to provide cover and buddy training on Whitianga products and activities and also on IBIS.
- Implemented a sales commission target and monitoring system, to identify training gaps, focus staff on the sales process and to celebrate team progress toward meeting targets.

Future plans:

- Review commission target plans.
- We have terminated the internet kiosk contracts to develop the space for display or retail. We will investigate the possibility of providing free Wi-Fi, according to i-Site New Zealand policy.

2. Comment on current and anticipated issues.

IT wiring in the Centre is an issue and we are still waiting for the various parties to coordinate to connect to VDSL. In the meantime, we continue to pay two providers.

Additional information attached

Monthly statistical data including year on year comparisons for:

- Total visitors
- Total gross turnover
- Total booking transactions
- Total retail sales
- Total opening hours
- Total wages paid

Statement of financial position.

Monthly Metrics

Although year-on-year monthly comparisons show a decline in visitor numbers earlier in 2015, the latter part of the year is stronger. The weather has a huge effect on numbers over the busy holiday period, so it will be interesting to see how the prolonged periods of rain affect visitor numbers. Certainly activity bookings were adversely affected, with many refunds.

We have built up the retail space, and sales reflect this. Gross turnover is showing pleasing growth, reflecting a focus on up-selling. Fine-tuning of rosters has allowed a saving against budget on staff wages over the period.

WHITIANGA i-SITE VISITOR INFORMATION CENTRE													Are your figures inclusive or exclusive of GST?		Exclusive			
TOTAL VISITORS																		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year					
16940	11586	10010	7261	4609	3554	4233	3566	4228	6712	6905	10134	89738	85,310					
14963	10113	8733	7711	4637	3375	4,351	2,542	4,344	5642	6083	8428	80922	71,056					
11241	8709	7877	5970	3403	2466	3482	3096	3820	6407	7063	9250	72784	33,118					
TOTAL GROSS TURNOVER																		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year					
\$127,116	\$90,872	\$80,068	\$33,226	\$16,556	\$13,982	\$21,135	\$16,134	\$15,559	\$26,284	\$41,397	\$57,542	\$539,871	178,052					
\$117,341	\$69,090	\$61,642	\$37,377	\$14,786	\$8,301	\$68,767	\$17,036	\$27,767	\$31,153	\$38,589	\$71,731	\$255,042	563,580					
						\$37,191	\$20,977	\$29,177	\$44,809	\$48,727	\$83,471	\$572,889	264,352					
TOTAL BOOKING TRANSACTIONS																		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year					
907	692	634	342	187	155	256	210	221	257	370	473	4704	1,787					
						383	142	232	260	356	577	1950	4,670					
920	602	555	363	170	110	263	183	255	338	353	589	4701	1,981					
TOTAL RETAIL SALES																		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year					
\$11,797	\$10,345	\$8,840	\$5,169	\$2,496	\$1,803	\$1,617	\$1,719	\$2,388	\$2,813	\$4,932	\$5,469	\$59,387	18,937					
						\$1,532	\$651	\$1,105	\$1,425	\$1,709	\$2,872	\$9,294	22,741					
\$3,412	\$3,228	\$3,108	\$2,041	\$1,065	\$594	\$1,240	\$1,132	\$1,132	\$1,456	\$3,703	\$4,048	\$26,158	12,711					
TOTAL OPENING HOURS																		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year					
310	224	237	231	232	221	232	231	222	237	231	233	2841	2,799					
248	224	245	240	235	221	232	134	224	248	240	248	2739	2,738					
248	224	248	240	228	224	232	228	224	248	240	240	2824	1,412					
TOTAL WAGES PAID																		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL	Financial year					
						\$13,407	\$10,125	\$8,880	\$10,105	\$13,966	\$15,767	\$72,251	147,418					
\$18,014	\$13,482	\$12,336	\$13,758	\$9,921	\$7,656	\$6,398	\$7,552	\$10,175	\$9,231	\$9,513	\$12,893	\$130,929	55,762					

Financial Position

DESTINATION COROMANDEL TRUST								
MANAGEMENT ACCOUNTS								
For the year ended 30 June 2016								
	WHITIANGA i-SITE			WHITIANGA i-SITE				NOTES
	BUDGET DEC 2015	ACTUAL DEC 2015	VARIANCE	BUDGET YTD	ACTUAL YTD	BUDGET 2015-16	REMAINING BUDGET	
INCOME								
Commercial Levy - TCDC	-	-		66,667	66,667	100,000	33,333	
Commercial Levy - HDC	-	-		-	-	-	-	
Brochure Advertising i-SITE	-	250		16,000	13,313	16,000	2,688	Some cancelled
Brochures - Visitor Guide	-	-		-	-	-	-	
i-Site Commissions	6,000	4,543	-24%	17,500	29,884	46,500	16,616	Operator pmt 01 Dec
Retail Sales	3,000	4,049	35%	11,900	12,711	25,400	12,689	
Signboard advertising i-SITE	-	16,207		-	24,145	8,000	16,145	Reversal LY accrual
Trade Me - BookIT	-	-		-	-	-	-	
Website Listings	-	-		-	-	-	-	
Interest Income	-	-		-	-	-	-	
Other Revenue	-	-		-	-	-	-	
TOTAL INCOME	9,000	25,049	178%	112,067	146,720	195,900	49,180	
LESS COST OF SALES								
Purchases	1,500	5,268	251%	5,950	12,941	12,700	241	
Stock Write Off	38	-	-100%	149	-	318	318	
TOTAL COST OF SALES	1,538	5,268	243%	6,099	12,941	13,018	76	
GROSS PROFIT	7,463	19,782	165%	105,968	133,779	182,882	49,104	
LESS DIRECT PROJECTS								
Marketing - Website/Digital	-	-		-	-	-	-	
Marketing Brand	-	-		-	-	-	-	
Marketing Domestic	-	-		-	-	-	-	
Marketing International	-	-		-	-	-	-	
TOTAL DIRECT PROJECTS	-	-		-	-	-	-	
LESS OVERHEADS								
ACC	-	-		-	-	-	-	
Accountancy and Audit	2,500	-	-100%	2,514	-	5,214	5,214	
Bank Fees	400	456	14%	1,773	1,443	4,803	3,360	
Communication costs (phones, mot)	290	375	29%	1,750	2,332	3,810	1,478	Spark changeover additional cost
Computer Maintenance	-	-		1,040	203	2,400	2,197	
Depreciation	50	-	-100%	300	106	600	494	
Eftpos Rental	92	92	0%	552	551	1,104	553	
Entertainment	150	-	-100%	300	-	450	450	
FBT	-	-		-	-	-	-	
General Expenses	60	-	-100%	360	104	720	616	
Governance	962	2,693	180%	5,193	5,193	11,238	6,045	
Local Industry Events & Comms	-	-		-	913	-	913	i-SITE conference
Insurance	-	-		600	563	600	37	
KiwiSaver Employer Contributions	367	339	-8%	1,957	1,568	3,990	2,422	
Light, Power, Heating	300	-	-100%	1,800	-	3,600	3,600	
Office Expenses	115	223	94%	690	1,233	1,380	147	
Operating Lease - Photocopier	-	-		-	-	-	-	
Rent	-	-		350	-	350	350	
Repairs and Maintenance	1,000	-	-100%	2,000	251	2,000	1,749	
Salaries	12,250	12,893	5%	65,236	55,762	133,001	77,239	
Subscriptions	-	70		5,860	4,266	5,860	1,594	
Training	-	-		-	-	-	-	
Travel - Governance	-	-		-	-	-	-	
Travel - Staff	100	230	130%	600	934	1,200	266	
Vehicle Expenses	-	-		-	-	-	-	
TOTAL OVERHEADS	18,636	17,371	-7%	92,875	75,423	182,320	106,897	
TOTAL OPERATING EXPENSES	18,636	17,371	-7%	92,875	75,423	182,320	106,897	
NET PROFIT	- 11,174	2,411	122%	13,093	58,355	562		