


Love Wanaka

Annual Impact Report

2023-24

Love
Wānaka
COMMUNITY
FUND



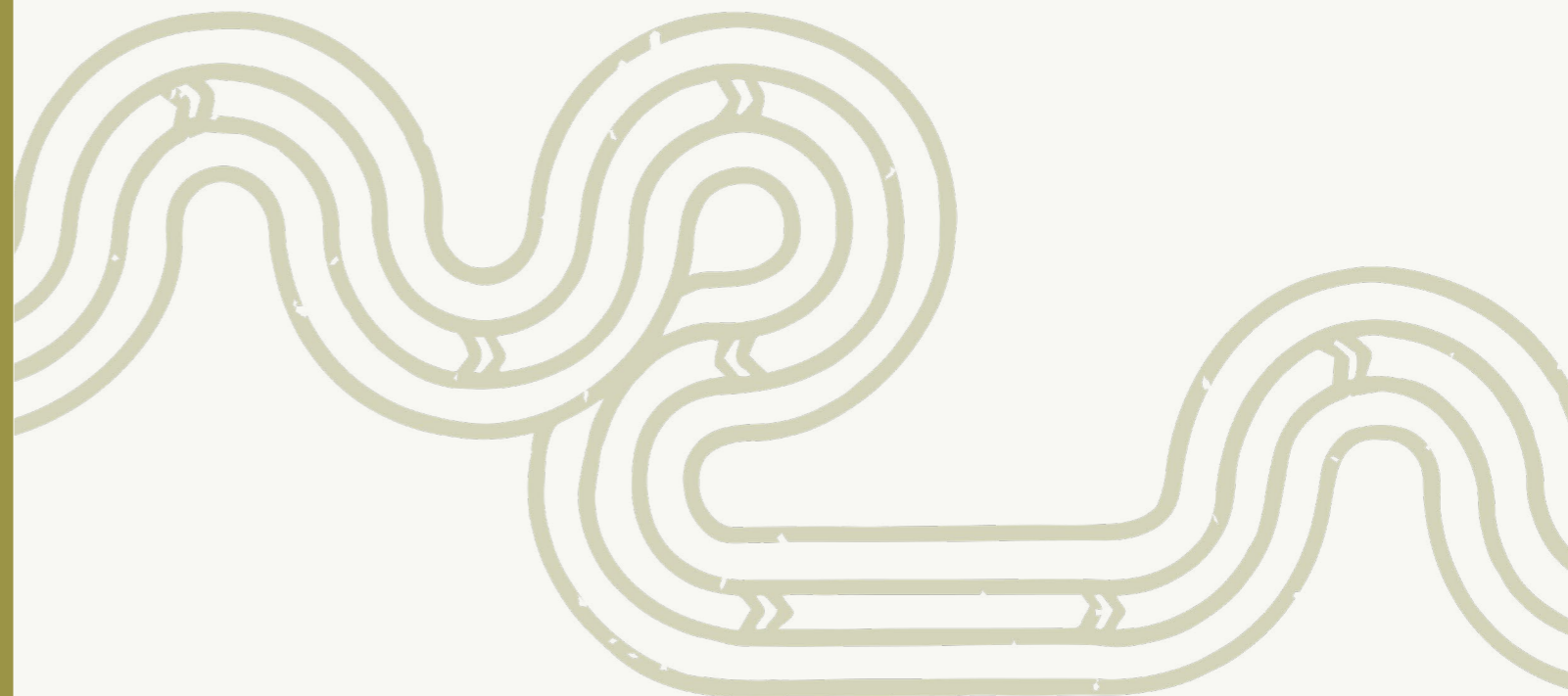
**Mō tātou, ā mō kā
uri, ā muri ake nei.
For us and our
children after us.**


Supporting the protection and regeneration of Wānaka's natural environment.

About

Love Wānaka is a giving platform that invites our visitors - and the industry that supports them - to play an active role in the protection and regeneration of our environment.

Our purpose has an intergenerational focus: how can we be good tupuna (ancestors) and create the foundations of a thriving future long after we are gone?





Our mission is to inspire tautiakitaka (guardianship); to create an ecosystem where nature thrives for the benefit of all species; and to ensure that tourism gives back more than it takes.

Vision

Our aspiration is for the visitor industry to enrich this place, and the lives of the local community, now and into the future; to create mutual value for our whānau / whānui (our families, communities, and visitors), our whenua (our land and natural resources) and our economy.

We create impact by:

- Raising funds and awareness for local environmental action
- Educating and inspiring our visitors
- Creating a culture of giving within our visitor industry

Introduction



“For our community to reach its goals, we must be innovative, dedicated, and focused. Love Wānaka is an excellent example of this – demonstrating the power of collaboration and the immense potential we have to benefit our communities indefinitely. We are so proud to partner with Love Wānaka and look forward to working together into the future”

Jennifer Belmont
CE, Wakatipu Community
Foundation

Love Wānaka was proudly launched alongside Love Queenstown in April 2023.

It has been a year of learning, growing and reflecting, but most importantly, it's been a year of change.

We hope that year one signals a new start for our community and for the way we do tourism in our region. It's about evolving the invitation we extend to our visitors, and supporting our industry to take bold steps to protect the environment at its heart.

Collaboration is fundamental to everything we do, so we couldn't be more grateful to those who have embraced Love Wānaka; the businesses who have contributed, the community groups who have connected with us, and of course, our key partners at Lake Wānaka Tourism and the Wakatipu Community Foundation.

We have bold ambitions for the future, and we couldn't be happier to have begun the journey.

Thanks for being here with us.

Kā kite,

Ash Bickley
Community Fund Coordinator

By the numbers



\$35,420 in
Impact Grants



25 Business
Partners



540 Visitor
Donations



215 native trees
planted



2 Industry Volunteer
Days + **295** Visitor
Opportunities Shared



925,000+ people
reached through
Love Wānaka's channels

2024 Impact Grants



Te Kākano Aotearoa— Nurturing Native Habitats

Te Kākano's vision is for Aotearoa's communities to connect with their land through native restoration and revegetation efforts. Since 2008, they have been leaders in their field, working with numerous community groups, schools, businesses, youth organisations and individuals to bring this vision to life.

With over 90% of Queenstown-Lakes' indigenous plant cover lost, their work could not be more critical.

This \$10,000 Love Wānaka grant will support Te Kākano's ongoing efforts in this space, enabling their team to continue leading this important mahi on the ground. This includes eco-sourcing, nurturing, and planting thousands of native plant species each year.

"Te Kākano is honoured to be an inaugural recipient of Love Wānaka's community grant funding... it is integral to Te Kākano delivering on its mahi of inspiring community native habitat restoration through propagation, education, and hands-on participation"
—Carrie Williams, Chair.



Wānaka Backyard Trapping— Biodiversity Protections

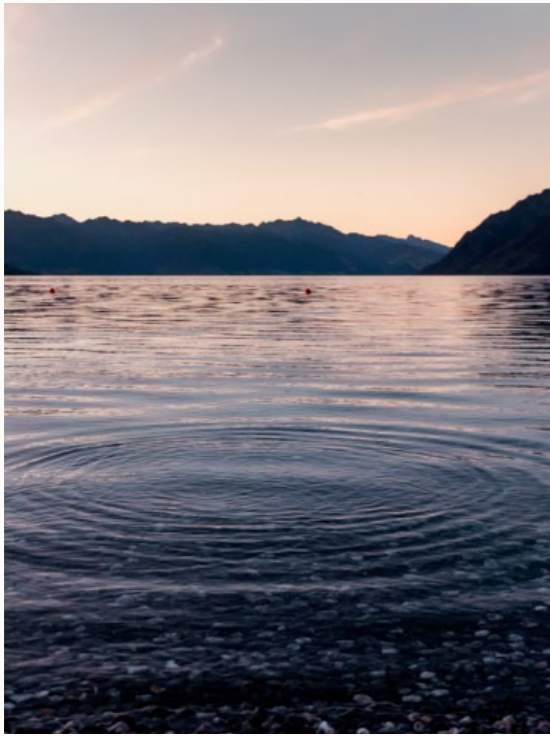
Wānaka Backyard Trapping (WBT) has been granted \$7,500 to support ongoing predator control efforts. As a region, we urgently need to reduce pest numbers, with over 35 native species in the area now threatened with extinction. Predators in rural and urban areas pose a significant threat; left unencumbered, they could spell the end for many of our precious taoka (treasured) species.

"We are thrilled that WBT has received generous funding and support from Love Wānaka," says the organisation. "This support will mean we can expand our efforts to reduce predator numbers and help us deliver on our mission to protect and restore the native biodiversity of our beautiful region."

We are continually adding new trap lines, with over 100 volunteers managing 900 traps, often hiking long distances in remote and challenging terrain to create a safe environment for our wildlife. We are deeply grateful to Love Wānaka for their commitment to conservation and their belief in our vision".

\$35,000+
granted to the
community to
support local
environmental
efforts

2024 Grants (cont'd)



WAI Wānaka—Safeguarding Freshwater Ecosystems

WAI Wānaka has received \$7,920 to support their “Our Drains are Streams” project. WAI Wānaka’s purpose is to accelerate community action for fresh water, achieving a vision of healthy ecosystems and community wellbeing for future generations.

This work involves collaboration with individuals, visitors, catchment groups, landowners, businesses and schools to improve ecosystem health, reverse biodiversity loss, and maintain healthy waters. The “Our Drains are Streams” programme addresses urban development pressures identified in the 2020 Upper Clutha Community Catchment Plan, such as water pollution, drought, biodiversity loss, soil erosion, and habitat loss.

The programme provides opportunities for individuals, neighbours, businesses, and visitors to reduce negative impacts on stormwater drains.

“Community-driven projects have a unique power to bring people together and make a real difference...working alongside our community to create meaningful projects that leave a lasting impact on our environment”, says John Rodwell, WAI’s Chair.



Upper Clutha Wilding Tree Group—Protecting our Iconic Landscapes

The Upper Clutha Wilding Tree Group (UCWTG) received \$10,000 to continue their work of protecting our outstanding natural landscapes and indigenous biodiversity from the threat of wilding tree species. Their mission is crucial for maintaining the native flora and fauna of our rohe (region).

UCWTG aims to remove a small stand of wilding conifers from the front face of Mt Roy, which are spreading seedlings across the otherwise wilding-free mountain. This project will have a significant visual impact and prevent a large-scale outbreak of conifer seedlings. Protecting the habitats of native plant species ensures they have every opportunity to thrive in a region under undue threat from invasive species.

Rob Phillips, UCWTG Chair, says: “We are so thrilled to receive this funding – it is a real boost for our young group and will go a long way to preserving our iconic landscapes in the Upper Clutha”.

Engagement

Industry volunteer events

Love Wānaka provides an opportunity for our industry to come together and participate in the protection and regeneration of the environment at its heart.

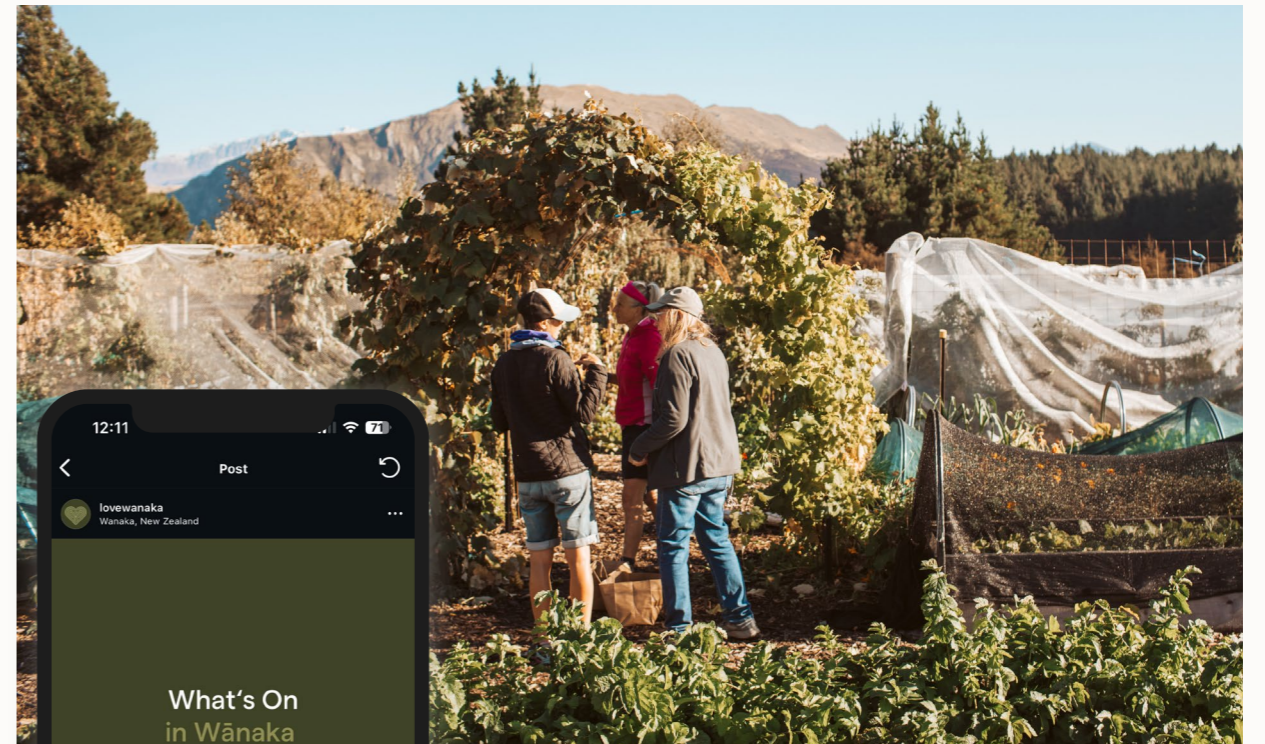


2 industry planting days

20 local businesses

215 native plants

295 visitor volunteer opportunities shared



Visitor volunteer opportunities

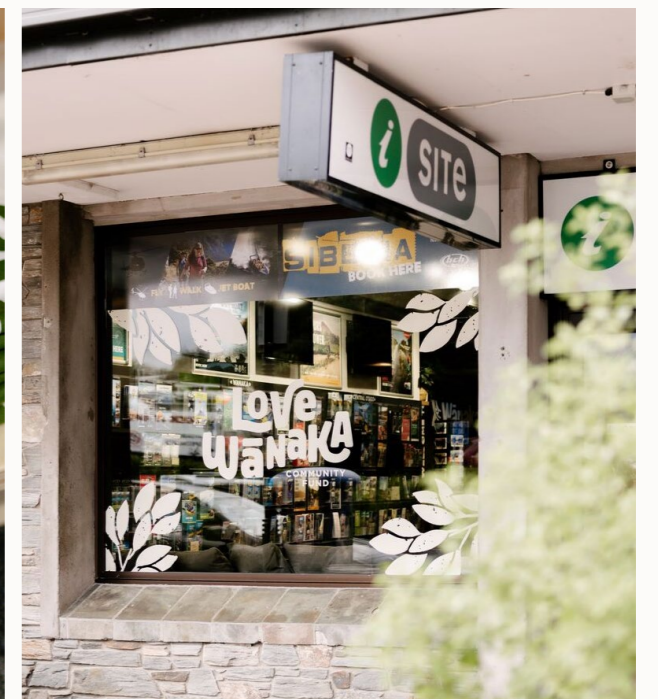
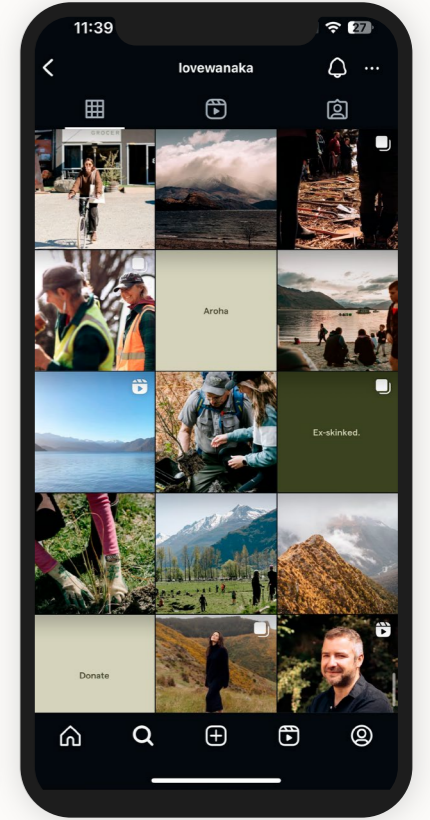
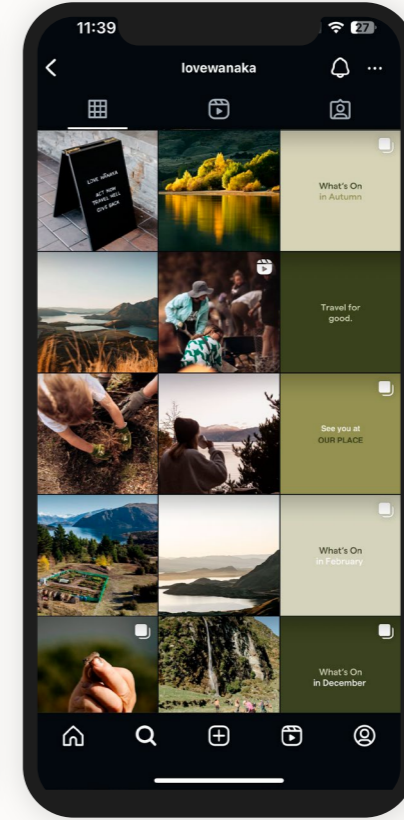
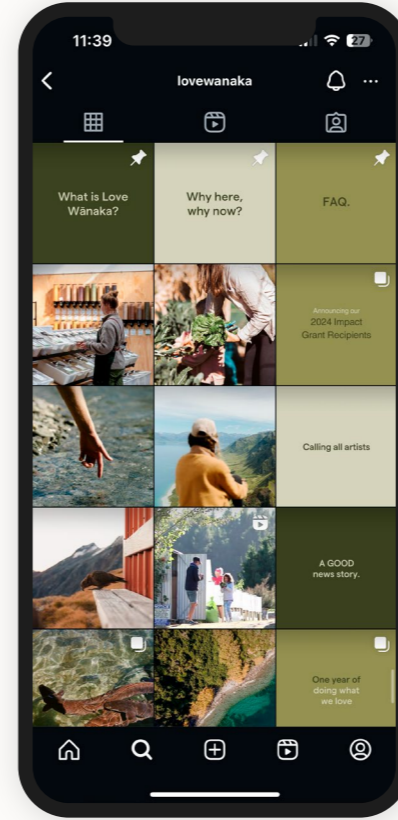
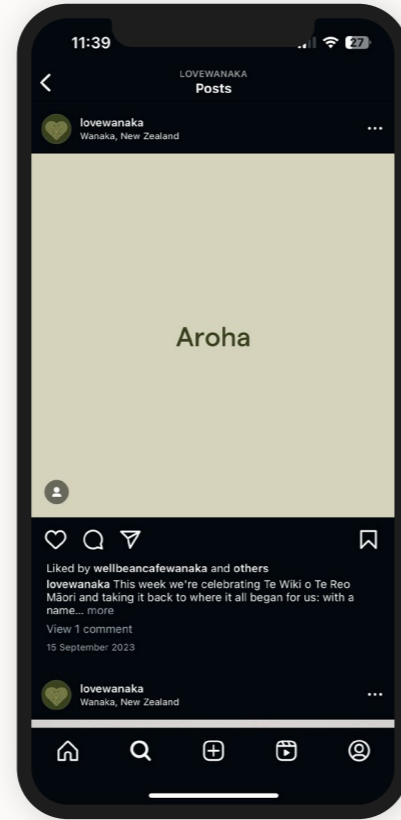
We give our visitors a once-in-a-lifetime opportunity: to slow down, connect with the community, and make a difference to a place they love.

Reach

925,000 reached 7,500 subscribers

Education and inspiration

By sharing the values of our place and connecting people to the things that make it special, we hope to inspire the type of travel that enriches our community and our environment - safeguarding it for the future and ensuring it's here to be enjoyed for many (many) years to come.



Supporters

We couldn't be more grateful to have the support of these incredible businesses and organisations.



Delivery Partner Lake Wānaka Tourism

Love Wānaka was the first project to come to life from the region's Destination Management Plan, *Travel to a Thriving Future*. The DMP, developed and led collaboratively by Lake Wānaka Tourism and Destination Queenstown, lays the grounds for our region's bold ambitions for tourism in the Queenstown-Lakes.

As our delivery partner, Lake Wānaka Tourism connects us to our business community and our visitors and provides the operational funding and support we need to do what we do best.



Charitable Partner Wakatipu Community Foundation

Love Wānaka and Love Queenstown are delivered in partnership with the Wakatipu Community Foundation – a donor driven charitable trust that supports localised philanthropy in our region.

The Foundation supports these initiatives in a risk, audit and compliance capacity, supports the charitable allocation of funds, and manages the Love Wānaka Endowment Fund.

A huge thank you to all of the businesses, big and small, who supported Love Wānaka in year one.



Business Supporter Lake Wānaka iSite

The iSite plays a pivotal role in connecting visitors to our place and is Love Wānaka's key in-destination visitor touchpoint.

Pop into the iSite next time you're in Wānaka for all the latest on what's on, how and where you can lend a hand, or to grab your Love Wānaka merch (all for a good cause, of course).



Business Supporter Queenstown Airport

As the gateway to the Southern Lakes region, the Queenstown airport plays a key role in connecting people to our place. The Airport have been with us from day one, sharing the message of regenerative travel and introducing their guests to the Love Wānaka and Love Queenstown initiatives.



Edgewater Hotel, New Zealand Photography Workshops, Whare Kea Lodge, Fedeli, GOOD Travel, WanaHaka, Wānaka Lavender Farm, Wānaka Wine Tours, Discover Wānaka, Paloma Taqueria, Drink Sidetracks, Rhyme and Reason Brewery, Red Star Burgers, WellBean Café, The Alpine Group, The Cardrona, General Service, Rhythm and Alps, Copper Beach Lodge, Wānaka Top 10 Holiday Park, PE Nation, Mountainwatch Travel, Southern Lakes Heliski, Untouched World Wānaka, and Roam Clothing.

An aerial photograph of a mountainous landscape. In the foreground, a steep, green mountain slope descends towards a valley. The valley floor is a mix of green grass and brownish soil. A winding road or path is visible. To the left, a large, calm lake stretches towards the horizon. In the background, more mountain ranges are visible under a blue sky with scattered white clouds.

**Ka ora te whenua,
ka ora te takata.**

**When the land is well,
the people are well.**

**When Papatūānuku
thrives, we thrive.**

