

When the land is well, the people are well.

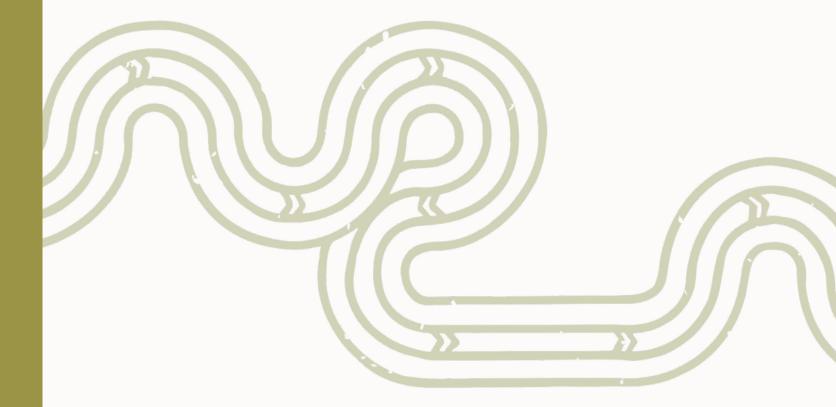
When Papatūānuku thrives, we thrive.

Protecting the environment at the heart of our home - now and into the future.

About

Love Wānaka exists to accelerate grassroots environmental action through visitor and industry engagement, enabling tourism to enrich our rohe (region) long into the future.

Our kaupapa has an intergenerational focus: how can we be good tupuna (ancestors) and create the foundations for 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.

Impact model

"Accelerated impact through collective action"

Key objectives

- (1) Raise funds and awareness for grassroots environmental action
- (2) Educate and inspire our visitors
- (3) Inspire 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

Chief Executive 45South Community Foundation This year marked an exciting chapter in Love Wānaka's journey.

Our work continues to grow, driven by the enthusiasm of our community, the support of industry partners, and growing visitor awareness.

It has been inspiring to see the impact of our inaugural Impact Grants round and to watch this funding grow into its second year, with 8 inspiring projects now funded across the rohe.

The launch of our Impact Partner Programme has created new opportunities to scale partnerships, extend our reach and build enduring relationships with funders who share our vision for a thriving, regenerative future.

Together, we're empowering change, fostering deeper connections between people and place, and contributing to a brighter future for our environment and community.

Looking ahead, there's more to do - and more to share. More growth. More impact. And more opportunities to connect with our community.

A heartfelt thank you to our partners and supporters, and the incredible community organisations whose mahi inspires us every day.

Kā mihi nui,

Ash Bickley

Community Fund Coordinator

By the numbers '23-25



\$74,000 in Impact Grants **\$38,850 FY25**



1,085 visitor + industry Donors **525 FY25**



680+ volunteer opportunities shared 385 FY25



\$17,245 invested for the future \$8,660 FY25



360 native trees planted **145 FY25**



3m+ people reached **2.1m FY25**

2025 Impact Grants



\$38,850+
granted to the community to support local environmental efforts

Plastic Free Wānaka - Accelerating Zero Waste Initiatives

Plastic Free Wānaka is on a mission to cut waste at its source by helping people shift from single-use to reuse. At the heart of this mahi is SUCfree Wānaka, a bold campaign aiming to make Wānaka the first single-use-cup-free town in Aotearoa – setting a national benchmark for community-driven change.

With \$10,000 in Impact Grant funding, Plastic Free Wānaka is taking this kaupapa to the next level. Over the coming year, they will roll out a national storytelling campaign alongside aligned summer messaging with local industry partners, making it easier than ever for visitors to choose reuse.

The funding will also support the tools and systems that make reuse practical and accessible: expanded mug libraries, new signage, digital resources, and a certification programme to help workplaces and events go SUCfree.

Together, these efforts create a ripple effect – empowering visitors, businesses, and residents to be part of a tangible shift toward a zero-waste future.



"Love Wānaka's support has strengthened our connection with both residents and visitors... allowing us to run more local events, gather crucial community data, and unite purpose-driven organisations like ourselves with each other" -Millie Ginnet, WAI Wānaka.

WAI Wānaka - Safeguarding Freshwater Ecosystems

WAI Wānaka accelerates community-led action to protect and restore freshwater ecosystems across the Upper Clutha.

This summer, their "Make it Count" campaign focuses on protecting Lake Wānaka, engaging holidaymakers and absentee homeowners – groups often hardest to reach – in safeguarding our region's namesake.

With a \$4,959 Love Wānaka Impact Grant, the campaign will deliver education, citizen science, water testing, and hands-on experiences that promote sustainable lake use and raise awareness of the unique pressures our alpine lakes face due to growth, recreational activity, microplastics and a changing climate.

Guided by Te Mana o te Wai, this mahi prioritises the wellbeing of freshwater, benefiting people, biodiversity, and local businesses, while fostering long-term stewardship of our iconic freshwater ecosystems.

2025 Impact Grants



\$38,850+
granted to the community to support local environmental efforts

Planetary Accounting Network - Quantifying Regenerative Actions

The Planetary Accounting Network (PAN) helps people and organisations make better environmental decisions through clear, science-based data that goes beyond carbon alone.

Using its innovative Planetary Facts framework, PAN measures impacts across air, land, water, waste, and more – giving a holistic picture of environmental health and wellbeing.

With \$9,890 in Impact Grant funding, PAN will deliver a pilot case study with Wānaka Wastebusters, quantifying the benefits of their circular, zero-waste initiatives.

By capturing these outcomes, the project will show how reuse, repair, and recycling contribute to reducing emissions and protecting ecosystems.

"With Love Wānaka's support, we have the opportunity to explore how circular, regenerative initiatives deliver real environmental benefits. This pilot is a small but important step toward understanding what works and how we can support people and communities to make more sustainable choices" - Kate Meyer, Planetary Accounting CEO.



"We're incredibly grateful for the support from Love Wānaka and its Impact Partners. This first restoration site will be an example and catalyst for continued improvements across generations of track users" -- Lucy Fullerton, Trustee

Upper Clutha Tracks Trust - Connecting the Hāwea River Corridor

The Upper Clutha Tracks Trust is developing a 4.8km walking and cycling track along the Hāwea River, completing a 10km loop for locals and visitors.

Alongside the track, the project aims to restore and enhance the river corridor for both people and wildlife.

A \$2,500 Partner's Choice Grant will contribute to native planting, educational signage about local biodiversity, and improved access for conservation work like pest control and wilding removal.

While a small piece of a much larger project, this support helps bring the vision of a healthier, more connected landscape closer to reality – creating spaces where people can enjoy nature and support its long-term wellbeing.

This project was selected as the recipient of our Partner's Choice grant, voted on by Love Wānaka's Impact Partners.

Love Wānaka

Annual Impact Report

2025 Additional Recipients



Te Kākano Aotearoa -Nurturing Native Habitats

Love Wānaka has allocated a further \$10,515 through key strategic partnerships to support Te Kākano's native habitat restoration in Wānaka.

This funding will support Te Kākano's community nursery, grow engagement with schools, youth groups, businesses, and individuals, and co-fund partnered planting projects – including Love Wānaka's industry planting days – scaling engagement across the community to create thriving native landscapes.



Friends of Bullock Creek - Restoring Urban Waterways

Friends of Bullock Creek are on a mission to protect this stunning spring-fed wetland, from its headwaters to Lake Wānaka.

The group restores ecological health by tackling pollution and invasive weeds, protecting wetlands, and creating habitats where native plants, fish, and wildlife thrive.

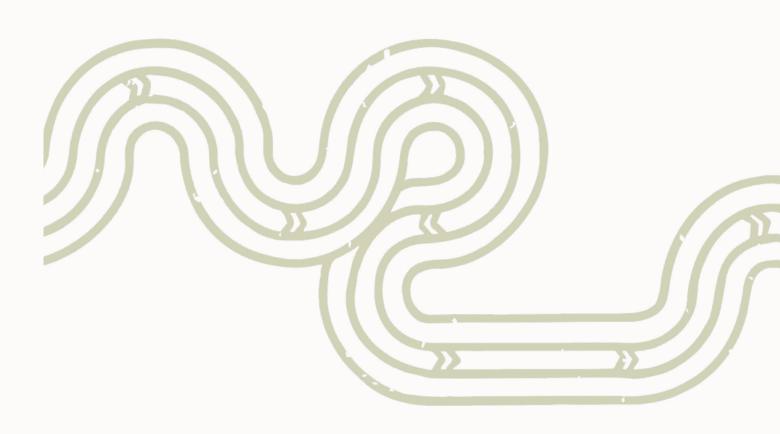
This small grant of \$800 will go a long way to support these efforts and protect this little creek with a big heart.



Love Wānaka Endowment -Sewing the Seeds of the Future

Our focus from day one has been on the future: how can we be good tupuna / ancestors and lay the foundations for a thriving home long after we are gone.

In addition to the grants awarded this year, a further \$8,500 has been invested into the Love Wānaka Endowment Fund, with twenty percent of everything we raise enabling long-term, substantial funding opportunities that will benefit this place for generations to come.



2024 Grant Recipients



Te Kākano Aotearoa -Nurturing Native Habitats

A \$10,000 Impact Grant supported Te Kākano's core operations, from running their nursery to engaging schools and volunteers, fostering long-term community-led restoration and stronger connections between people and place.

This year, they grew over 15,000 ecosourced seedlings, supported 1,300+ volunteer hours, and restored eight sites across the Upper Clutha.



Predator Free Wānaka -Pest Eradication + Biodiversity Control

A \$7,500 grant enabled Predator Free Wānaka (formerly Wānaka Backyard Trapping) to maintain 600+ predator traps, expand into high-risk areas, and equip volunteers with the gear they need.

Funding for bait, tools, signage, and new traplines helped remove predators threatening native wildlife, advancing community-led efforts toward a predator-free Upper Clutha.



WAI Wānaka - Safeguarding Freshwater Ecosystems

A \$7,920 grant empowered WAI Wānaka to deliver 12 Adopt a Drain workshops, maintain LittaTraps, and host community events that removed over 1,000kg of river waste.

This support strengthened education, volunteer action, and stormwater pollution prevention - protecting freshwater ecosystems and inspiring locals and visitors to care for our lakes and rivers.



Upper Clutha Wilding Tree Group - Protecting our Iconic Landscapes

A \$10,000 Impact Grant enabled the removal of wilding conifers from seven hectares along the face of Mount Roy, protecting a total of 50 hectares from further spread.

Specialist arborist work eliminated highrisk seed sources, reduced fire danger, and safeguarded native ecosystems helping keep this iconic landscape wilding-free for future generations.

Engagement

Industry volunteer events

Love Wānaka provides an opportunity for our business community to come together, roll up their sleeves, and support tangible efforts to protect the environment at the heart of it all.

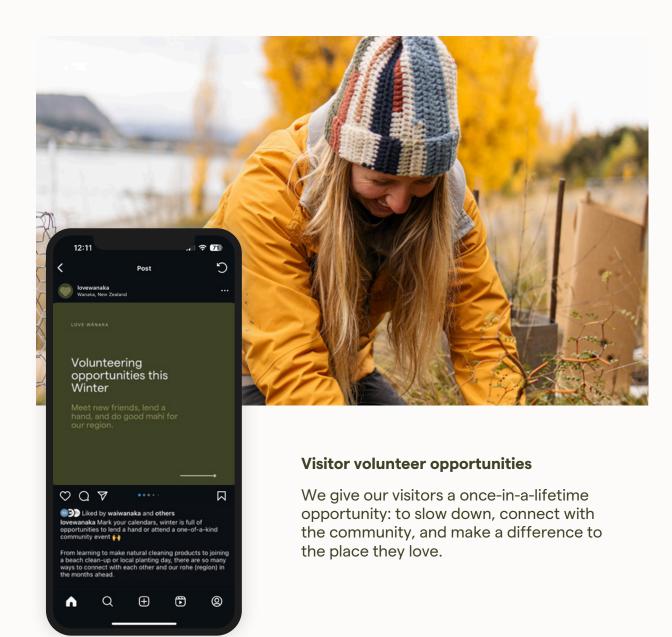


1 industry planting day

10 local businesses

145 native plants

385 visitor volunteer opportunities shared



Love Wānaka

2024-25

Annual Impact Report

Reach

2.1m+ reached 6.0k+ 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

Aroha nui -



Lake Wānaka Tourism

Love Wānaka was the first initiative to come to life from the region's Destination Management Plan, Travel to a Thriving Future, developed collaboratively by Lake Wānaka Tourism, Destination Queenstown and QLDC. As our delivery partner, Lake Wānaka Tourism connects us with businesses and visitors, and provides the operational support that powers our work.



45 South Community Foundation

Love Wānaka and Love Queenstown are delivered in partnership with the 45 South Community Foundation, a donor-driven charitable trust championing local philanthropy. The Foundation oversees risk, audit, and compliance, manages charitable fund allocations, and administers the Love Wānaka Endowment Fund.



Business Partners

Edgewater Hotel; Whare Kea Lodge; WanaHaka; Wānaka Wine Tours; Discover Wānaka; Drink Sidetracks; Wānaka Brew Bar; Beautiful Gardens of Wānaka; Skydive Wānaka; Elaine Kelly Wellness; Nanny Goat Vineyard; Lakeside Apartments; Marina Terraces; Roam Clothing; Rhythm and Alps; STAR Travel; Siddhartha's Intent.

Impact Partners

This collective of businesses go above and beyond to support Love Wānaka. As Impact Partners, they donate 1% of their net proceeds or \$10,000 or more each year, as well as connecting their guests to our mahi.













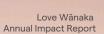


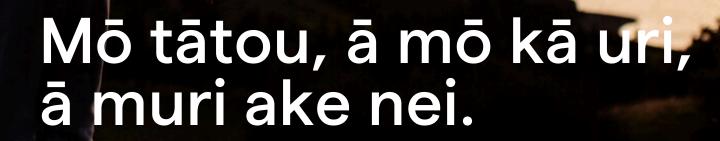












For us and the children after us.