

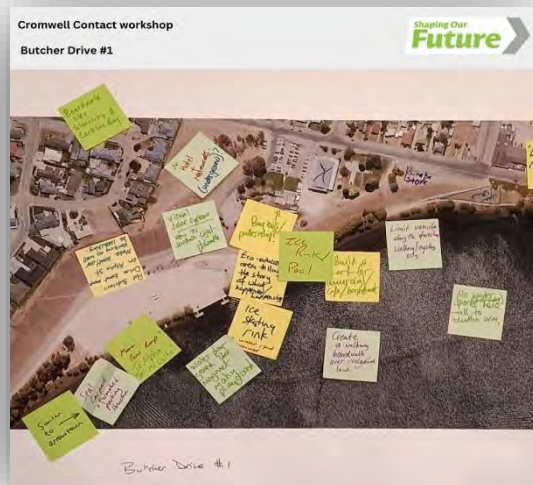
Shaping Our Future

Shaping our Future Inc.

Annual report Nov 2022 – Nov 2023



less connections with people
↳ you sort of know everyone you meet is a foreigner so people just instinctively don't +CONNECT!+



Chairs' report

I have great pleasure in presenting our Annual Report for the 2023

As always I acknowledge the work of the Board members and particularly I would like to thank Barry Bruce who has stood down this year due to work commitments after a long association with Shaping our future - we hope Barry will continue to be a vocal supporter of Shaping our Future around the Council table. We also farewell Susan David who is also standing down this year after nearly two years on the Board and has assisted with many of the forums and contributed thoughtfully around the Board table. Both Barry and Susan will be missed and wish them well in the future.



We have been fortunate to have Nicolet Spice join us as co-opted member of the Board in recent months and we look forward to her contribution in the months to come.

John as our Executive Officer has completed another stellar year of service to Shaping our Future. His role is multi-faceted - one day he can be booking rooms for a forum and the next facilitating a hall full of people with differing points of views and strong held beliefs. John does this with seeming ease while I am sure he is paddling furiously underneath the surface. I am confident to say that SoF would not be what it is today without John's efforts - thank you!

Leoni Sullivan has joined us during the year and she is already assisting John in delivering great outcomes for our communities. Thanks Leoni and welcome aboard. Lauren Prebble our social media creative guru has continued her role with us this year. Her creativity and drive has ensured we have maintained and increased our social media presence again.

A key part of our task forces is that participants donate their time and the outcomes achieved have been due to their commitment to contribute to their community without expectation of reward - thank you all.

It has been a busy year of finishing projects and starting some new ones. It is very satisfying to have finished the work in Southland and have very positive comments from the potential users of the report about how helpful it will be to aid future decision-making. This is what we hope for when we work with a community to facilitate the development of options, actions and ideas for what they want their future to look like. This work was funded by a grant from Lotteries NZ and supported by SDC.

We also decided that the time was right to facilitate a discussion with the community to explore the thought that there are 'too many tourists'. Hopefully the completion of this work will support and assist the new Destination Management Organisation in their work implementing the Destination Management Plan.

Other projects undertaken during the year are further details in the following report.

One of our key focuses in the coming year will be achieving funding support from Queenstown Lakes District Council for our activities run in the Queenstown Lakes. We chose not to apply in this year's Annual Plan round because we recognised we had enough funds for this year's work and knew that there would be significant demand on the QLDC community funds - thereby leaving funds available for community groups with the need for funding in the current year.

Shaping our Future Inc is an organisation based in the community, we have no agenda and we do not present options for consideration. At the core of our values is the understanding that communities can develop their own answers - they just need to be given the vehicle to have these ideas heard. Our focus for 2024 will be to continue to provide that vehicle and to encourage participation in the process from all parts of our community - every voice is equally valuable!!

We will continue to do this for as long as the community wants to be heard!

Janessa van Uken

Our team

Board members Vanessa van Uden, Rachel Rose, Jon Mitchell, Julie Perry, Barry Bruce, Mike Rewi, Ebony Webster, Gavin Flynn & Susan David were joined toward the end of the year by Nicolet Spice who was co-opted onto the board. The board met 6 times during the year.



Above - Board members Susan David & Mike Rewi helping at workshops.



Marketing & social media content was provided by Lauren Prebble who contracted to SoF for the first half of the year. She then joined My Marketing Agency who have been engaged on a contract for services to produce content as agreed.



We were delighted to be joined by Leoni Sullivan who contracts to SoF on a part time basis to provide administrative support and who has quickly rolled up her sleeves and pitched in.



John Glover has continued to contract to the role of executive officer through the year.



Our funding

In June 2022 we received funding from QLDC that ran to June 2023. The board decided not to request a community grant from QLDC for the 23/24 FY but hope to secure a 3-year funding agreement from QLDC as it prepares it's next long-term plan.

The Lotteries Community Development fund awarded us \$20,000 split over two years.

The audited accounts for the year are attached to this report.

Our activities

Community Visioning

The Luggate community turned out in force to attend two workshops that we held over the winter. We captured a great deal of comment, thought and future thinking and a small group have formed a task force to develop some recommendations for action.



We grasped the topic of 'over tourism' and led a community discussion to explore why people thought there were 'too many tourists'. This involved capturing what the community considered were the positive and negative impacts of tourism, how the impacts could be measured and what levers could be used to influence the impacts. The report, when

finalised, will provide a community voice into work that is being led by the local Destination Management Organisation.

We finalised the report of our work across Southland. This involved returning to some of the communities where we held workshops, meeting with the Southland District Council Mayor and senior leadership team to present our findings and take on board any feedback.

The tranche of work to update the Arrowtown Community Vision was completed. The report was finalised, loaded onto our website, and now rests with the Arrowtown Village Association as custodians.

We finalised the report of the community visioning workshops that we held with the Kingston community last year. The report contains a number of recommendations for action and now rests with the Kingston Community Association as custodians.



Work we had expected to undertake across the Southern Kawarau corridor did not proceed as QLDC engaged consultants to develop future development strategies for that area and it would have been confusing for the community to have different engagement activities running at the same time. Accordingly, SoF stepped aside.

Central Otago district council invited us to submit a bid to undertake district wide community visioning for that area, however in the end the bid was unsuccessful.

We have met with representatives of the Wanaka Airport Users group and residents of Hawea Flat with a view to undertaking visioning workshops for their respective communities.

Other activities

JG attended a day long QLDC workshop on Blue Green networks in the district and was able to provide informed community perspective.



We made a submission on the notified resource consent relating to the BP roundabout and Frankton Bus Hub based on the content of a number of previous SoF forums and workshops. JG spoke to the submission and it was interesting to note that in its consent application, QLDC had included extracts from previous Shaping our Future reports.

We made a submission to the QLDC notified plan change relating to urban intensification. The submission was to introduce the community visioning reports that we facilitated for Hawea & Arrowtown.

The Hawea Community Association successfully used their new community led masterplan in Environment Court mediation proceedings to secure some tangible gains in a new subdivision proposal.

Whats the next year looking like?

The task force working to turn the output of the Luggate visioning workshops into a series of recommendations for action should complete its work early in the year.

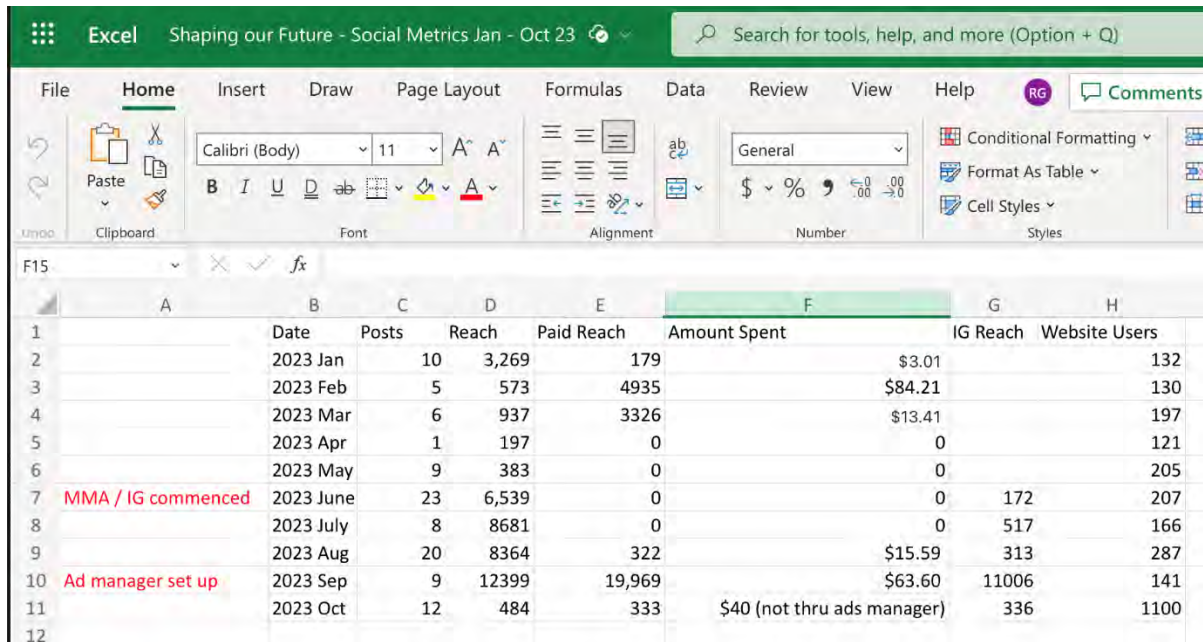
We have been asked by communities based at Hawea Flat and Wanaka Airport to help them develop long term visions.

We have had preliminary discussions with Whakatipu High School around a workstream based on addressing falling levels of childhood literacy.

Organisationally, Shaping our Future will need to resolve if it remains a member based Incorporated Society or transitions to a charitable trust. Either option will involve a review of purposes, rules and governance.

Securing multiyear funding will be essential if SoF is to continue doing what it currently does. It's our very own 'biggest issue'.

Social Analytics 2023 Annual Overview.



	A	B	C	D	E	F	G	H
		Date	Posts	Reach	Paid Reach	Amount Spent	IG Reach	Website Users
1		2023 Jan	10	3,269	179		\$3.01	132
2		2023 Feb	5	573	4935		\$84.21	130
3		2023 Mar	6	937	3326		\$13.41	197
4		2023 Apr	1	197	0		0	121
5		2023 May	9	383	0		0	205
6		2023 June	23	6,539	0		0	172
7	MMA / IG commenced	2023 July	8	8681	0		0	517
8		2023 Aug	20	8364	322		\$15.59	313
9		2023 Sep	9	12399	19,969		\$63.60	11006
10	Ad manager set up	2023 Oct	12	484	333	\$40 (not thru ads manager)	336	1100
11								
12								

Above spread sheet tracks number of posts, reach and paid reach for the year over IG + FB. There was a period this year between January to May where the social pages stagnated due to an internal change (i.e- LPCreative merging with MMA).

The annual data shows that paid reach is down 59.7% compared with last year. So we're spending less online and upping our organic reach.



More campaigns and in person workshops were delivered last year compared to this year and this has played a part in the metrics for our overall reach.

When MMA started onboard, we actively included webpage links into our content to see whether our content was driving traffic to the website.

The last column of this spreadsheet tracks google analytics. Numbers fluctuate but generally show an upwards trajectory with October experiencing the highest amount of traffic to the page.

2022 our overall reach on Facebook was 47,713

Campaigns for 2022

- KCA long term plan (x2 workshops)
- Lake Dunstan community vision (online workshops)
- AVA Long term plan (revised)
- Locally Grown Food (one off workshop)
- Call me Southland (8 workshop)
- Hawea (meeting with taskforce + support for delivering township master plan).

Campaigns for 2023

- Downtown Queenstown survey (wrapping survey)
- Luggate Community Vision (x2 workshops)

- Carrying Capacity Campaign (x2 workshops)

This year we had an annual reach of 27,060.

But there was more paid campaigns and call-to-action activities in 2022.

Though reach is tracking down, our page visits is tracking up.

Reach is the number of people who view our content. Page Visits is when a viewer actually seeks out our profile. This is a good metric to have increased.

For 2023 our page visits are up 35.1% compared to 2022

We had 1729 people visit our profile.

We've had 103 published FB posts for this year. Content was shared 39 times and gathered 202 reactions and 67 comments.

This year we created an IG account.

It is still finding itself online but is building its base.

We've produced 46 posts, have accumulated 63 followers.

Have had a total reach of 12K and 83 site visits.

We delivered two major campaigns for 2023 via social media.



LUGGATE Community Vision.

Campaign: 6 posts + x2 Reels

On the Day: X3 stories onsite

Post Campaign: x1 post, x3 stories + x1 Reel

(content mirrored on IG)



FB gathered nearly 20.4 K of eyes on content.

IG gathered a reach of 630 from a brand-new page.

On FB, content was shared 39 times

Gathered 202 reactions and 67 comments.

Not bad for a completely organic campaign.

TOURISM CAPACITY workshop.

Campaign: x4 posts, x3 shares, x2 Reels, x2 stories.

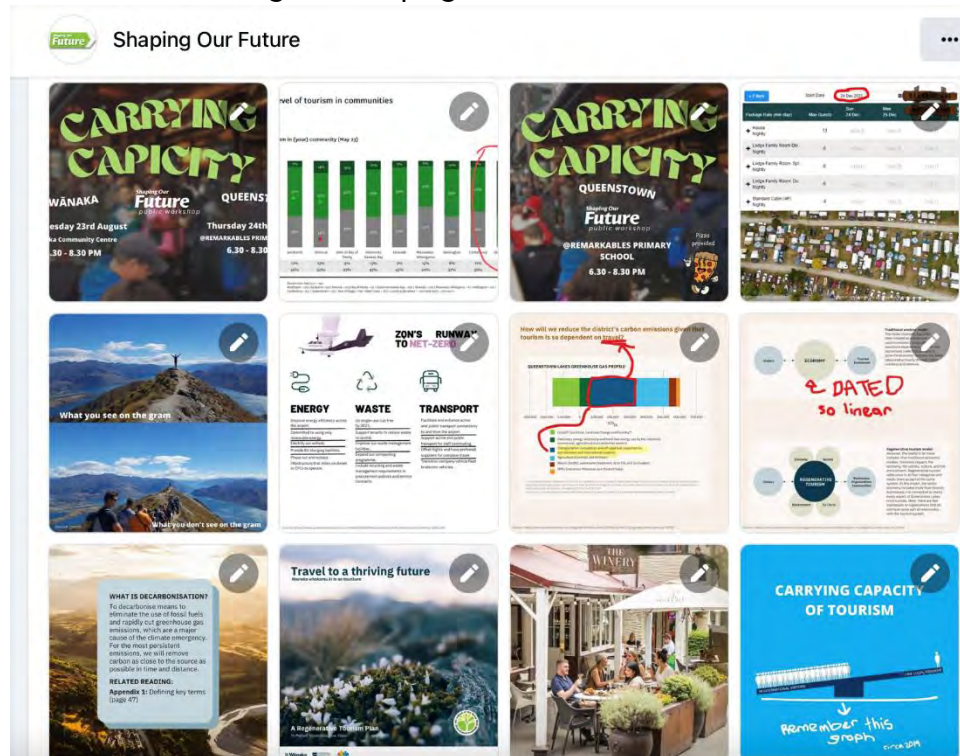
On the Day: x2 stories + x2 day of posts

Post Campaign: x1 post, x4 stories

FB gathered 11.9 views over the duration of the campaign

Content was shared 24 times, gathered 103 reactions and gathered 46 comments and had 26 link clicks.

This was from an organic campaign.



IG gathered 346 eyes on the campaign, 10 likes, 1 comment and 3 shares.

The paid campaign ran afterwards to promote our survey.

Our Meta ad, 'Talking Tourism' had a reach of nearly 20K across both meta platforms (FB and IG) and 27K impressions.

On TikTok a reach of 41K.

Total ad spend: \$191.89

Based on these findings with have recommendations of how to improve the metrics for 2024.

- **Call to Action:** Focus some of the messaging about 'following us' and to 'connect' with our other social platforms. We have an IG, TikTok, FB and website.

This can be tags on every posts but is also worthy as fleshed out content. We have good reach now we need to convert them into followers.

- **Increase story content:** From our experience with other client profiles, we have been seeing a significant lift in reach by including daily stories. They are a bubble at the top of your feed with a shelf-life - great for news sharing. MMA suggest that we include it as part of the original price package for a month to demonstrate the impact gained from including 'Stories' into the marketing strategy.
- **Hashtag research:** We included this into the list of recommendations as a lot of SoF's content is hyperlocal. Doing a bit of research into hashtag and using the right ones could pair us with a local audience that we want to engage

Performance Report

Shaping Our Future Incorporated Society

For the year ended 30 June 2023

Statement of Financial Performance

Shaping Our Future Incorporated Society

For the year ended 30 June 2023

	NOTES	2023	2022
Revenue			
Donations, fundraising and other similar revenue	1	54,000.00	89,460.00
Total Revenue		54,000.00	89,460.00
Expenses			
Volunteer and employee related costs	2	35,710.35	37,495.73
Costs related to providing goods or service	3	2,669.66	3,471.39
Other expenses	4	16,622.57	9,559.05
Total Expenses		55,002.58	50,526.17
Surplus/(Deficit) for the Year		(1,002.58)	38,933.83

Statement of Financial Position

Shaping Our Future Incorporated Society

As at 30 June 2023

	NOTES	30 JUN 2023	30 JUN 2022
Assets			
Current Assets			
Cash & Bank Balances		91,492.63	90,413.58
Debtors and Prepayments		3,178.72	1,311.00
GST Receivable		882.45	-
Total Current Assets		95,553.80	91,724.58
Non-Current Assets			
Property, Plant and Equipment	8	267.36	1,197.22
Total Non-Current Assets		267.36	1,197.22
Total Assets		95,821.16	92,921.80
Liabilities			
Current Liabilities			
Creditors and Accrued Expenses	9	6,977.72	2,977.43
GST Payable		-	98.35
Total Current Liabilities		6,977.72	3,075.78
Total Liabilities		6,977.72	3,075.78
Net Assets		88,843.44	89,846.02
Accumulated Funds			
Accumulated Income	10	88,843.44	89,846.02
Total Accumulated Funds		88,843.44	89,846.02

Notes to the Performance Report

Shaping Our Future Incorporated Society

For the year ended 30 June 2023

Analysis of Revenue

	2023	2022
1. Donations, fundraising and other similar revenue		
Grant Funding	50,000.00	83,760.00
Other Funding Income	4,000.00	5,700.00
Total Donations, fundraising and other similar revenue	54,000.00	89,460.00

Analysis of Expenses

	2023	2022
2. Volunteer and employee related costs		
Executive Support	32,769.15	37,130.75
Recruitment and Training	338.02	-
Travelling Expenses	2,603.18	364.98
Total Volunteer and employee related costs	35,710.35	37,495.73

	2023	2022
3. Costs related to providing goods or services		
Entertainment - Deductible	-	10.10
Forum Costs and Facilitation	2,069.67	2,173.79
Printing, Postage & Stationary	529.56	-
Seminars, Conferences & Meetings	70.43	1,287.50
Total Costs related to providing goods or services	2,669.66	3,471.39

	2023	2022
4. Other expenses		
Audit Fees	500.00	500.00
Accounting Fees	500.00	200.00
Bank Fees	42.99	-
Computer Expenses	-	891.01
Depreciation	929.86	667.25
General Expenses	-	10.00
Marketing	11,943.52	5,339.36
Subscriptions	1,559.20	1,267.43
Telephone & Tolls	-	40.00
Website	1,147.00	644.00
Total Other expenses	16,622.57	9,559.05

Statement of Cash Flows

Shaping Our Future Incorporated Society
For the year ended 30 June 2023

'How the entity has received and used cash'

	2023	2022
Cash Flows from Operating Activities		
Cash was received from:		
Receipts from providing goods or services	57,500.00	96,324.00
Cash receipts from other operating activities	3,013.00	5,244.00
Total	60,513.00	101,568.00
Cash was applied to:		
Payments to suppliers and employees	59,433.95	65,282.81
Total	59,433.95	65,282.81
Total Cash Flows from Operating Activities	1,079.05	36,285.19
Cash Flows from Investing and Financing Activities		
Cash was applied to:		
Payments to acquire property, plant and equipment	-	795.00
Total	-	795.00
Total Cash Flows from Investing and Financing Activities	-	(795.00)
Net Increase/(Decrease) in Cash	1,079.05	35,490.19
Bank Accounts and Cash		
Opening cash	90,413.58	54,923.39
Closing cash	91,492.63	90,413.58
Net change in cash for period	1,079.05	35,490.19



Annual report 2022/23