

WELCOME TO OUR SOCIAL IMPACT REPORT FOR 2019/20

Tēnā koutou. Ngā mihi mahana ki a koutou katoa.

At Whenua Iti Outdoors we have a long and proud history of delivering experiential learning to inspire positive change. Feedback from individuals, from whānau, from schools and from the wider community consistently tells us that the work we do has very positive, lasting impacts for many of our students.

The resulting changes in confidence, self-esteem, motivation or other behaviours are very difficult to measure and even more difficult to quantify. And yet we do need a measure of the work we do; we need to robustly demonstrate that what we do works and that what we do is critically important to the development of many, many young people.

The purpose of our Social Impact Report is to take the wonderful, reaffirming feedback that we receive and use it to tell the story of what we do.

Mark Bruce-Miller, General Manager



Manaaki whenua, manaaki tangata, haere whakamua.

Care for the land, care for people, go forward.

WORDS FROM THE PATRON

I have lived a large part of my life in the outdoors, allured by adventure. Outdoor adventure sport and activity has many proven benefits and outcomes; I can attest to that. But I fear that as modern society becomes more robotic, electronic and technologically centred, many people are losing their connection with nature, they are not benefiting from what the wilderness has to offer. My involvement with WIO dates back almost to the beginning; I am committed to being the Patron as I believe with conviction that what WIO can offer our community is becoming increasingly more important as we move through time. You simply cannot have a WIO experience and not be changed in some way. Its value and importance is forever increasing. I hope you enjoy reading this Social Impact Report and finding out what WIO continues to do for our young people today and how you can be involved moving forward.



Nathan Faavae, 6x World Adventure Champion

Our Vision: Experiential learning inspiring positive change

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- NZQA is "Highly Confident" in the educational performance of Whenua Iti Trust.
 - NZQA Education Evaluation Review Results





- Places like Whenua Iti Outdoors exist to encourage people to become better citizens; we all live in this world together.
 - Rod Markham, Trustee, Whenua Iti Outdoors

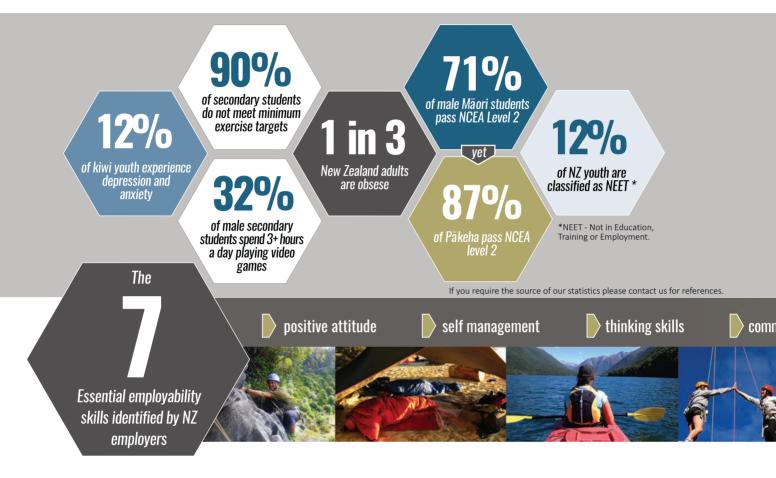






WHY WE ARE NEEDED

At Whenua Iti Outdoors, we focus on developing programmes that offer lasting, life changing outcomes for individuals and the communities we live in together.



BEING PART OF THE SOLUTION

These statistics highlight some of the challenges we face. What evidence is there to support the use of the outdoors and adventure to create successful, impactful, long term solutions to these issues?



We need to encourage our children into the outdoors to give them the opportunity to develop normal, essential life and survival skills that are important in daily life as well as during crises such as the Christchurch or Kaikoura earthquakes. Children need to experience challenge to gain the skills needed to overcome adversity.

- Nathan Fa' avae, Patron, Whenua Iti Outdoors

"It often comes down to how resilient young people are. Youth with resilience can manage life well, the **problems they** encounter are a glitch rather than a forerunner of lifelong mental illness." Richard Wilkins, School Counsellor

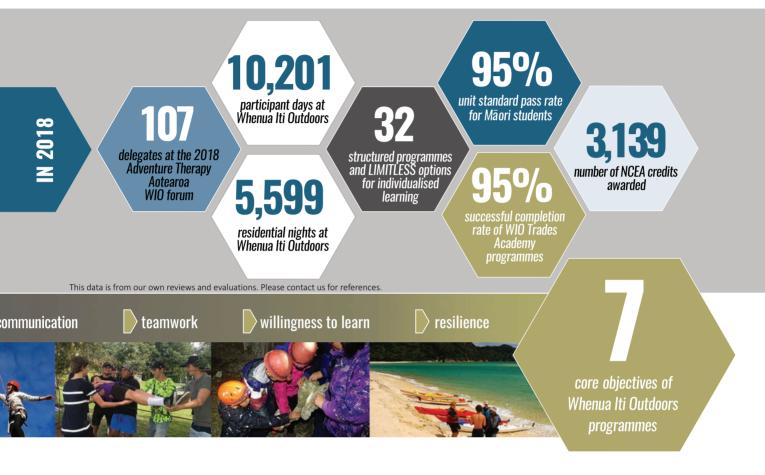
"Regular physical activity is one of the most important lifestyle behaviours to incorporate in daily routines for optimising health and quality of life...... being physically active contributes positively to adults' mental health, particularly through reduced depressive symptoms and stress, as well as improved mood." *Ministry of Health, NZ*

"(Time in nature)...led to significant improvements in mood, reduced anger and aggression, and better recovery from mental fatigue compared with walking in the urban setting or sedentary magazine reading." *Department of Conservation, NZ*

"Youth exclusion, disengagement, and overall underutilisation in the labour market has short term costs to the economy, as well as long term impacts on society." Auckland University of Technology

ACHIEVING POSITIVE OUTCOMES

In using the outdoors as a classroom and an arena for **personal challenge and growth**, we begin to see change in the outcomes faced by many of the participants in our programmes.



COMMENTS FROM OUR PARTNERS

We constantly seek feedback on our programmes to help **find ways to improve**. Here are some of the comments we received.



WIO are a professional and experienced team who are able to relate to and inspire Youth Nelson Alternative Education students with quality programs and respectful and supportive encouragement. The challenging activities require them to step outside their comfort zones and participate in experiences that extend their overall potential. We absolutely endorse the work they do.

- Maree Shalders, Manager, Youth Nelson



"(The course) ... was empowering for those who may have always considered themselves disadvantaged, non-achievers and dislocated. When students looked at their strengths, they were often amazed to discover how resilient, adaptive and innovative they were." Teacher, Westland High School



"Not only have our students earned credits on Manaaki Tāpoi, they have grown as young people, proud of their culture and more aware of where they stand in the world. The course has been a real influence in their decisions to stay at school. Manaaki Tāpoi is a true treasure, a taonga, for our students." *Careers Advisor, Marlborough*



"Thanks Whenua Iti, my sullen teen is now a **vibrant young man with direction and goals**." **Trades Academy student's parent**

THE WHENUA ITI OUTDOORS WAY

How do we successfully address the wide range of issues facing our youth and communities? It is not the individual tools in our kete that make us stand out - it is the way we combine them to create **a comprehensive and individualised set of opportunities** for every person who encounters Whenua Iti Outdoors.



THE PROGRAMME DEVELOPMENT PROCESS WE FOLLOW

Grow trust and knowledge to build relationships in our community

Identify specific needs of the organisation and individual participants that we are working with Collaborate &
design a course to
achieve the desired
outcomes using the wide
range of skills and
facilities available
at WIO

Deliver and facilitate the programme to meet the agreed outcomes Review & evaluate to improve future programmes

We **focus on the needs of the organisation or individual we are working with** to deliver a highly relevant, and custom designed programme that develops relevant and positive skills and outcomes.



We acknowledge the high value and significance of the **personal, social, cultural and environmental** skills and knowledge that are essential to both individuals and communities. We ensure participants have ample access to opportunities that develop these attributes.



A major point of difference is that on many of our programmes, secondary school students achieve credits towards their **NCEA qualifications**.





Our kaupapa underlies everything we do leading to the holistic development of our students and their ability to not only be more successful in reaching their own goals, but also to **contribute to their wider community**.



Few organisations offer such an extensive range of opportunities. Our ability to tailor programmes and adapt to meet community and individual need ensures student experiences are targeted and effective.







Each and every programme is **culturally appropriate**, **develops environmental awareness and encourages community engagement**.



By providing new experiences in new environments we create opportunities for personal growth using a wide variety of physical, social and emotional challenges – and for each person the challenge is different. I like watching our students achieve more than they ever thought they were capable of and succeeding when maybe in the past success was not part of their expectation.

- Pip Rees, Whenua Iti Outdoors Tutor

WORKING WITH OUR COMMUNITY

We work with many communities in a variety of formats, from partnering with large organisations and delivering multiple outcomes for large groups, through to to one on one mentoring over long periods of time. We are flexible and adaptable, responding to the needs of communities as these change over time.



BREAKING THE CYCLE

Whenua Iti Outdoors provides a one-on-one mentoring service for youth with high and complex needs, i.e., people whose behaviour is a risk to themselves or others and whose needs cannot be addressed by the usual services. These challenging behaviours include inappropriate risk-taking, criminal behaviour, substance abuse and aggression towards others. Without a positive change of behaviour, these young people were at risk of being placed in a youth justice facility. We worked extremely effectively to break the cycle of reoffending, helping with the development of self-confidence, self-discipline and positive socialisation skills that has helped these young people to live constructive, purposeful and crime-free lives.

ed by WIO participants

commitment

teamwork

initiative

healthy risk-taking

creativity

adaptability

qualifications

unication

nsibility

reliance

sitive

itude

The staff of Whenua Iti is fantastic and I found them really committed to achieve better life outcomes for young people. Their personal approach, ability to engage and the flexibility to work with individual care plans have achieved some amazing outcomes. A place where miracles still happen!

- Jaap Noteboom, Operations Manager, Gateway Housing Trust-Nga Kaitiaki i te Puwaha

COMMUNITY PARTNERSHIPS: GO WILD NZ

Whenua Iti Outdoors partners with other organisations wherever possible as we recognise that together we can have a far greater impact. Together, Go Wild, The Red Cross, Sport Tasman and Whenua Iti Outdoors worked with a group of former refugees to give them a taste of the skills, fun, learning and empowerment that can be gained from New Zealand's great outdoors. We really value the partnerships we have and the people who help us work towards fulfilling our vision.

Spo

Whenua Iti Outdoors fills an essential role in our community. Sport Tasman are delighted to partner with Whenua Iti Outdoors and take opportunity to work collaboratively around a number of activities including the Go Wild NZ initiative encouraging Nelson's refugee youth community to explore some of New Zealand's great wilderness areas for the very first time. We look forward to working on many more ground-breaking initiatives in the years ahead.

- Nigel Muir, CEO, Sport Tasman

WORKING WITH SECONDARY SCHOOLS

Whenua Iti Outdoors is an NZQA approved provider so we can combine the essential life skills we teach with nationally recognised qualifications, such as NCEA. An example of this is the work we do with the Ministry of Education and Trades Academies.

"It's wonderful – there are so many options for all our students... that not only extend their learning at school but also give them a really solid credit base... that will be part of their future pathways."

- Tracey Lean, Senior Dean, Kaikoura High School

OUR PARTNER - TRADES ACADEMIES

Trades Academies provide an alternative education model to enable senior secondary students to remain at school and also start practical training for their future. We work with Top of the South and West Coast Trades Academies delivering Manaaki Tāpoi, Adventure Tourism Leadership, Uniformed Operation Services, Environmental Science and Tourism courses.

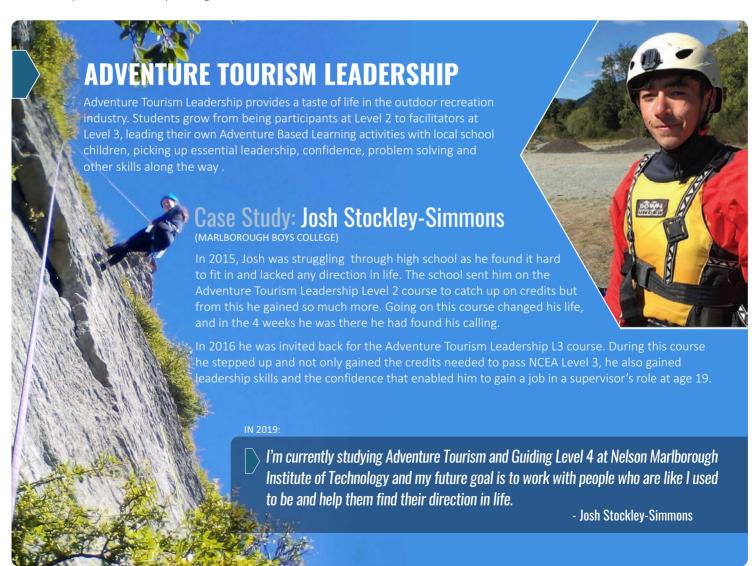
The programmes are residential and challenging and provide an opportunity for the development of crucial personal and social development skills incorporating Level 2 and 3 NCEA credits.





Whenua Iti's unique and intensive programmes see students routinely step up and beyond they achieve success, both academically and socially, for the first time. At the end of the programme they have confidence in their abilities and a passion to put their new skills into practice. These programmes empower to have the confidence to go on and pursue their dreams.

- Delyth Logan, Schools Liaison, Top of the South Trades Academy



MANAAKI TĀPOI

Manaaki Tāpoi celebrates the importance of cultural tourism. Learning focuses on key elements of Māori culture and gives students an opportunity to interact with local and international visitors.

Case Study: Ravenli Malcolm

(TE KURA KAUPAPA MAORI O TUIA TE MATANGI)

Ravenli first appeared at WIO as a student on a Manaaki Tāpoi Level 2 programme and instantly connected to the whānau centred kaupapa. She was hooked and returned to complete Manaaki Tāpoi Levels 3 and Extension followed by Tourism Operations and was still hungry for more!

WIO could see that here was a rangatahi with passion and amazing skills and we wanted to provide a pathway to further develop this. With support from funders and the WIO Board, Ravenli is now a trainee tutor and is learning how to provide students with the same opportunities, support and inspiration she experienced herself.

WIO saw I had ambitions to be a member of the tutor team and when I was ready to take that step up, they offered tautoko (support) and awhina (care) to support me on the next steps of my journey.

It's awesome that they create bridges to help young people to the next steps of their lives.

- Ravenli Malcolm



UNIFORMED SERVICES

This programme provides students with the opportunity to explore career pathways within the Uniformed Services, such as Search & Rescue, Emergency Services or Armed Forces. Within each 16-day block students gain hands on experience in LandSAR, police, fire service training and Civil Defence.

Case Study: Callum Lean

(KAIKOURA HIGH SCHOOL)

Callum first arrived at WIO on the Uniformed Services programme not expecting too much and feeling pretty nervous. The challenges around reading and writing have made some aspects of schooling difficult for Callum; at WIO he learned through taking part in activities and accepting challenge. Callum excelled in his course and was awarded Uniformed Services Top Student Award for Marlborough 2018.

Callum put his skills to use back in school leading the peer support programme and in 2019 returned to WIO to complete the Tourism Operations programme too. He hopes to move into Outdoor Education on leaving school.

I've enjoyed learning by doing things, you get to learn from your mistakes, you get shown how to improve so you can keep learning... and there are lots of different people to come and help you, whatever help you need, they know that different people learn things in different ways.

- Callum Lean

MULTI-DAY PROGRAMMES

For 30 years, Whenua Iti Outdoors has been developing adventurous and challenging programmes, each one with an individual focus based on the needs of the organisations and indiduals we work with. Safety is of utmost importance and our **Outdoors Mark Certification** gives schools and other organisations confidence in our ability to work within Health and Safety guidelines. As safety guidelines for school trips become more complex, more and more schools are turning to Whenua Iti Outdoors to deliver outdoor programmes.



OPPORTUNITIES BUILT INTO EVERY WHENUA ITI OUTDOORS PROGRAMME



Case Study: Garin College

Garin College appreciates the huge impact school camps can have and so in collaboration with Whenua Iti Outdoors, they have created the Garin Journey Programme. The annual camps start with "Basecamp" in Year 9 and end with "Summit" in Year 13. Each camp builds on the previous one and has a theme: the Year 10 Camp is called "Te Haerenga Waka" and explores our bi-culturalism as well as our relationship with the environment and others. The Journey Programme is integral to the delivery of Garin's Catholic Special Character and core values and dovetails with the curriculum being taught back at school.

- Without the partnership that Garin college has with Whenua Iti Outdoors our Journey/outdoor retreat programme would be unsustainable. The professionalism, expertise and safety management practices WIO provided in co-constructing our five year programme has been excellent. Their staff provide meaningful connections and learning opportunities for our students within a rich and diverse programme.
 - Tracey Stock, Journey Co-ordinator and Deputy Principal, Garin College

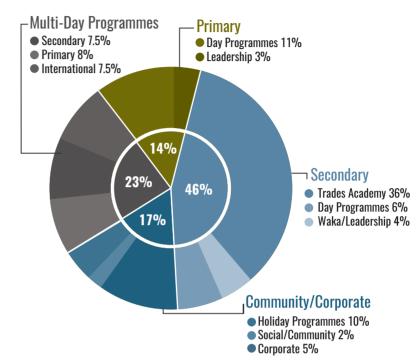


PROGRAMMES OVERVIEW

Each year, the number of available programmes, the age range of participants and the localities we work in expand and increase the impact of our work.

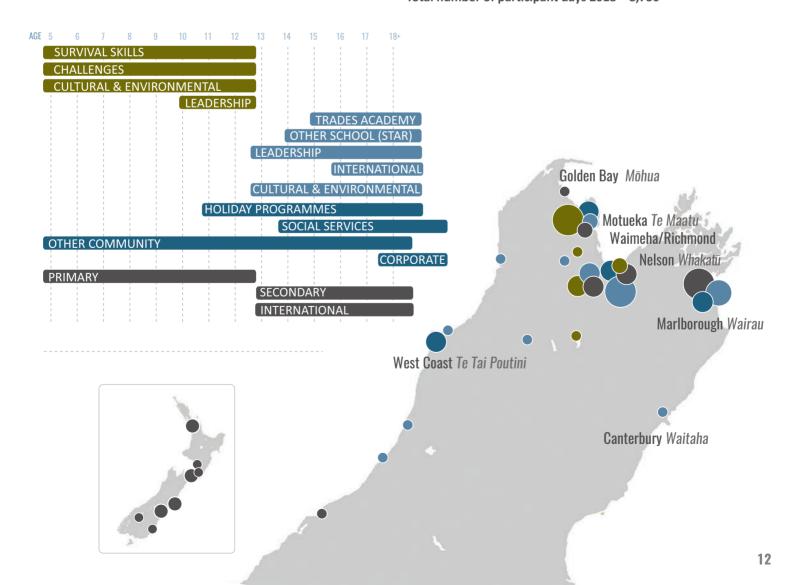
KEY

- Multi-Day Programmes programmes run for schools with overnight component
- **Primary** day programmes with a focus chosen by the school
- Secondary programmes with an NCEA component and /or related to the school curriculum
- **Community** Our work beyond the school system including open enrolment programmes



OUR PROGRAMMES

Total number of participant days 2018 = 8,750



REFLECTIONS FROM PAST STUDENTS

Quotes and statistics from 2019 give a snap shot of the initial outcomes for people who come and experience our programmes. We are still in touch with many of the thousands of people who have come through our doors; many years later they still reflect on how the skills and experiences they had have changed their lives for the better.





LEE-ANNE JAGO, Co-owner, Waka Abel Tasman

Whenua Iti opened a pathway for me into Te Taiao (The Outdoors) in 1998. **This was a turning point that shaped my future** as a guide, instructor, manager, and most recently an co-owner of an Adventure Activity. Whenua Iti provided a safe nuturing environment for me to thrive as a Māori woman working in the Adventure Tourism Industry.



MIKE ELKINGTON, Kaiako, Manaaki Tāpoi

I have a life mission to unify all peoples in these Lands of The Long White Cloud. Starting in 2000 I did the Adventure Tourism programme. Through a personal journey of discovery with Whenua Iti, I learnt a whole new set of skills that walked hand in hand with Te Ao Māori: the vocabulary was different but the attitude, the desire and the mana was Māori to the core.

I now work with Whenua Iti to share this love and connection with any willing to walk these paths of "Kiwidom" because this is a safe place for my Māori heart to do so.







ROHAN HASKELL, R&R Kayaks

The year-long Adventure Tourism course in 2003 set me up with the skills and knowledge to help me get to where I am now. I learnt skills such as kayaking, rafting, tramping (the list goes on and on) and was put in so many different situations that challenged me physically and mentally. Who knows if I would be here owning my own sea kayaking company today. I highly recommend Whenua Iti Outdoors to anyone wanting to learn lifelong skills, gain great memories and become part of the Whenua Iti family.



BARNEY RENNIE, St John Intensive Care Paramedic

In 2000, having dropped out of secondary school, I headed south to Whenua Iti Outdoors where I spent two years studying Outdoor Leadership My studies gave me a range of skills that I now use on a daily basis both in an ambulance and when working in the rescue helicopter. **Skills such as communication and leadership help me to manage a clinical team**, while skills like bushcraft, high ropes and navigation allow me to operate safely in the wilderness environment.



WHAT OUR PARTNERS SAY

Through stories, quotes and statistics, we can illustrate the impact of our programmes. But what do our partners and supporters have to say about us? What are we like to work with? And how well do our partners feel we achieve our goals?

Whenua Iti Outdoors has been an inspiration for 30 years offering people of all ages an insight into the outdoors and the tools to help personal growth and development. Every contact at many different levels has reassured me that their unique mix of professional and ethical life and skills education should be expanded to meet the increasing need for appropriate guidance for many young New Zealanders.

- Hon, Damien O' Connor, MP for West-Coast Tasman, Minister of Agriculture and Minister for Biosecurity, Food Safety, and Rural Communities, Minister of State for Trade and Export Growth

"The organisation has effective self-assessment in place to ensure robust processes that contribute to important learner and stakeholder outcomes. Whenua Iti works closely with schools to understand and tailor programmes as far as possible to match those needs. (They have)..... a good understanding of individual learner achievement and the valued outcomes it is contributing to."

- NZQA Education Evaluation Review Results 2015

"It is essential that we have a really good relationship with ... (WIO) ... because ultimately they do much of the work with young people that will move them into a better place, a better space"

- Sally Mottram, Youth Justice Manager, Oranga Tamariki

"As a funder, we like to work with Whenua Iti Outdoors because their aim is to support young people in our communities to learn and thrive. Learning in the outdoors is a positive way for young people to learn teamwork and develop their life skills." - Matt Walters. Rata Foundation

"Rangatiratanga, Manaakitanga, Kaitiakitanga and Kotahitanga are some of the many principles that Whenua Iti empowers our akonga to develop and model outside of the classroom setting. These experiences also provide opportunities of whakawhānautanga through positive communication with others beyond their own sphere creating lifelong relationships."

- Anthony de Thierry, Principal, Tumuaki, Te Kura Kaupapa Māori o Tuia te Matangi

"The wider Tasman district holds an extremely diverse range of career opportunities for our young people. It is critical for young people to develop strong interpersonal skills and leadership skills to be in a position to confidently explore careers across these industry sectors. Whenua Iti Outdoors plays an integral role in supporting the development of such skills in the youth of our region. They have an established reputation as an excellent provider offering fantastic training programmes."

- Susan Edwards, Community Development Manager, Tasman District Council

"With my work focussed on the marine environment and with WIO in the wider environmental education space, we have built a strong collaborative relationship. Together we can provide a wide variety of quality experiences for the students we both work with and intend to grow this relationship in future."

- Richard de Hamel, NZ Marine Studies Centre, Dept. of Marine Science, University of Otago. LEOTC Educator, NELSON.

THE WHENUA ITI FOUNDATION



Finding funding for programmes certainly keeps us on our toes – we try to be adaptable and creative and also look for ways to make our funding more sustainable in the longer term. We are already supported by a wide range of wonderful organisations, however, the demand for our programmes is greater than the resources we have available. We have been working on innovative ways to bridge this gap including launching the Whenua Iti Foundation in 2019 – the new, philanthropic arm of Whenua Iti Outdoors.

WHENUA ITI TRUST

WHENUA ITI OUTDOORS

Whenua Iti Outdoors is the operational arm of Whenua Iti Trust. WIO manages the day to day running, safety management and delivery of all programmes and is governed by the Trustees



WHENUA ITI FOUNDATION

EXPEDNZ
Experiential Education
New Zealand

donations and sponsorship, and deliver activities and events to enable greater community involvement in our work. The Foundation will offer scholarship placements to ensure our programmes are accessible to all.

GNITE

ExpedNZ is the new, international division of WIO and encourages people from overseas to spend time with us. Proceeds from these trips go directly into the Whenua Iti Foundation and then to our local community.

Contact us if you are interested in more information.



A word from a local Donor:

"In partnership with Whenua Iti Outdoors and a local teaching institution, I recently instigated a youth development programme to provide a positive stimulus in their crucial mid-teen years - at school, within their whānau, and in their community.

Whenua Iti Outdoors' location, its access to the best of New Zealand's nature, their well proven inspirational programmes, and an ability to tailor programmes to meet needs, together provide the holistic environment desired to achieve this personal growth path - and a lasting goal for betterment.

From our preliminary vision discussions, WIO developed the programme framework, which I enthusiastically expanded to encompass a multi-year 'step up' in skills, leadership and overall personal development. The WIO staff have been particularly helpful, approachable and pro-active in our discussions, leading to a receptive agreement on the final programme."

OUR PEOPLE - OUR GREATEST ASSET

Like many organisations, the Whenua Iti Outdoors staff are behind much of what makes the organisation so special. So, what attributes are needed to make this wide ranging organisation work?



HOW OTHERS VIEW OUR STAFF

- "Professional beyond the call of duty." Parent
- "The tutors are of the highest standard and I know that at any point I could go to them for support or advice." Past student
- "....the tutors made a real effort to empower us and give us the chance to try new things outside of our comfort zone... (they).. genuinely care about your progress and development." **Past student**
- "They focus on much more than the curriculum to include building up of confidence, self-worth etc and this has resulted in a number of our students 'turning the corner' in their learning and development." **Student Co-ordinator**

KUPU WHAKATEPE - CLOSING WORDS

Thank you for reading our Social Impact Report. The social impact of our work continues to be significant for communities in the Top of the South. For 30 years, Whenua Iti Outdoors has opened opportunities for young people to learn through the medium of outdoor activities and environments. It is this proud history that the current Board of Trustees and staff are working hard to carry forward. We will continue to pursue opportunities to engage with local communities and their youth. We will continue to value partnerships that assist youth to create good lives for themselves and their whānau. We will continue to foster pathways for youth into responsible, community-minded adulthood. Our goal is to expand our social impact and we look forward to working with you toward this goal.

Pip Lynch, Chair, Board of Trustees

Our work often falls outside of the scope of mainstream education and many other government agencies. And yet everyone I speak to, is incredibly complimentary of what we do, and convinced that it plays a crucial role in the development of strong, resilient and healthy young people. I trust this Social Impact Report conveys the power of our work.

We need to to alter the mind-set and convince our political leaders that this is a sector that needs focus. A real focus that recognises it is equally important to the traditional academic measures of success. Our youth are our future, we need to invest in their holistic development, in skills and training that reaches beyond academic subjects into the development of vital social and interpersonal skills.

I lead a fantastic, dedicated and highly skilled team who are experts in this field. We look forward to playing a leading role in championing this argument to truly inspire positive change.

Ngā mihi mahana ki te whānau o Whenua Iti Outdoors. Ka nui te maioha mō tō tautoko o tēnei kaupapa.

Mark Bruce-Miller, General Manager, Whenua Iti Outdoors





Inā kei te mōhio koe ko wai koe, i anga mai koe i hea, kei te mōhio koe kei te anga atu ki hea.

If you know who you are and where you are from, then you will know where you are going.

OUR PARTNERS

















OUR FUNDERS













OUR SPONSORS











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Whenua Iti Outdoors

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Experiential learning inspiring positive change