



2022 ANNUAL REPORT

Social • Cultural • Environmental • Financial



WHENUA ITI
TRUST INC

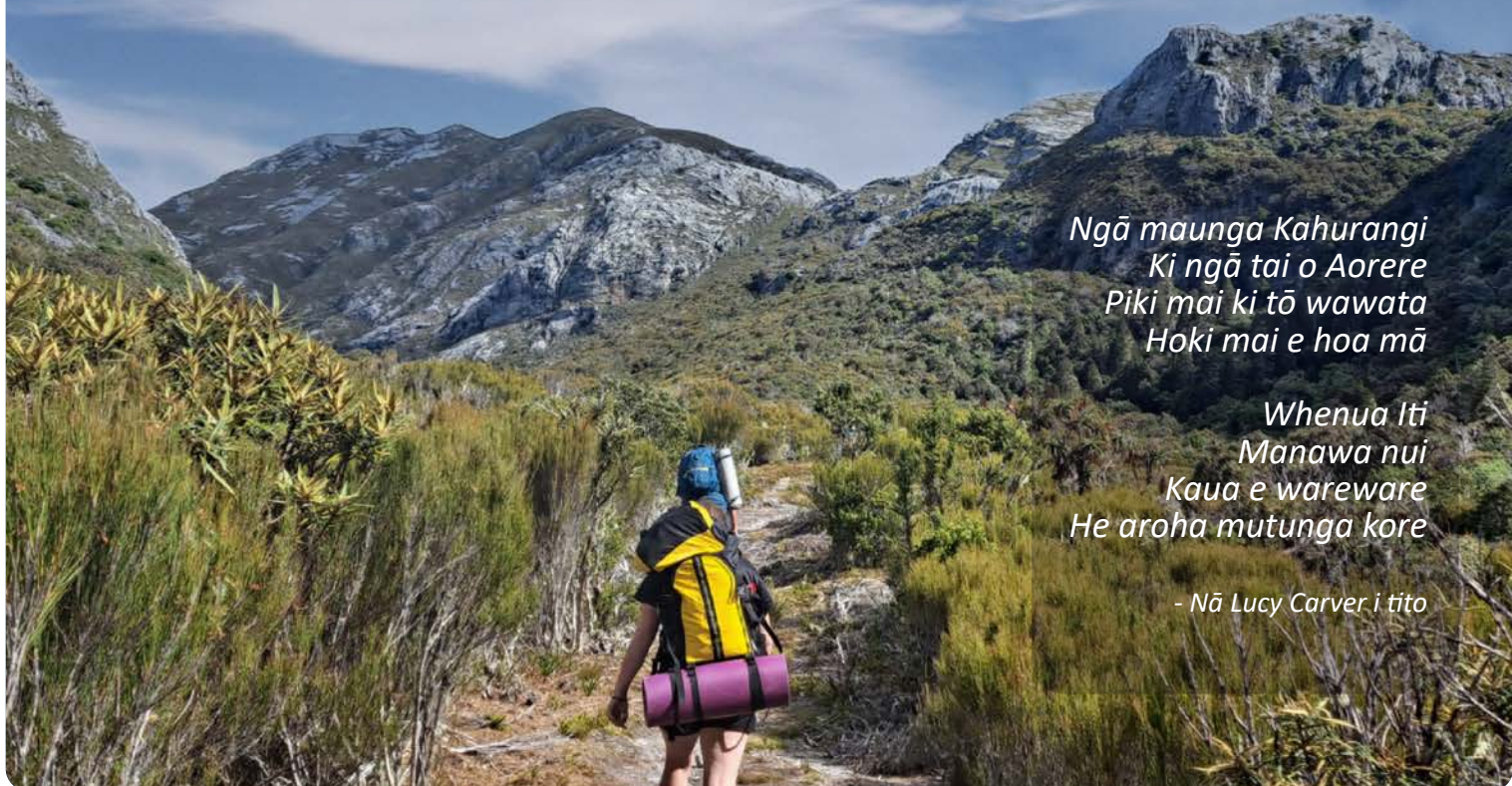
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*Ngā maunga Kahurangi
Ki ngā tai o Aorere
Piki mai ki tō wawata
Hoki mai e hoa mā*

*Whenua Iti
Manawa nui
Kaua e wareware
He aroha mutunga kore*

- Nā Lucy Carver i tito



NGĀ MIHI MAIOHA

Ko Tū-Ao-Wharepapa te maunga rangatira
Ko Pukeone te puke whakaruruhau
Ko Motueka te awa whakahirahira
Ko Riuwaka te puna waiora
Ko Te Tai Aorere te moana
Ko Ngāti Rārua me Te Ātiawa ngā iwi mana whenua
Ko Te Āwhina te marae
Ko Moutere te whenua
Ko Whenua Iti te wānanga
Ko Hazel Nash te kaiwhakāū
Tēnā koutou, tēnā koutou, tēnā koutou katoa

WHAKAMANA

We inspire, we encourage, we instil confidence

KAITIAKITANGA

We model guardianship, stewardship and trusteeship
of our land and our people

MANAAKITANGA

We show respect, generosity and care for others

WHANAUNGATANGA

We share experiences and together we strengthen each
other and our communities

OUR VISION: Experiential Learning Inspiring Positive Change

OUR MISSION: To Achieve Positive Change in Individuals & Communities

INTRODUCING WHENUA ITI TRUST INCORPORATED

Whenua Iti Trust Inc (WIT) was established in 1986 and trades as Whenua Iti Outdoors (WIO). WIO delivers programmes that incorporate adventurous, environmental, wellbeing, cultural and community elements. Through personal challenge and development, we create opportunities for long-term, positive change in participants' everyday lives. Our focus on educational, hauora (holistic health), employability and community outcomes builds strong people, whānau and communities. We work predominantly across Te Tau Ihu (Top of the South Island) and Te Tai Poutini (West Coast).

2022 WIT Board members were Pip Lynch (Chair), Phil Sharpin, Cheryl Heta, David Ross, Eli Grace-Webb, Tiegān Maru, Lisa Dunn, Gareth Wheeler and Nicki Bensemān (Secretary).

OUR REPORTING APPROACH

Our reporting approach reflects the broad and holistic nature of our impact. This Quadruple Bottom Line report covers four key areas: Social, Cultural, Environmental and Financial.

WHENUA ITI TRUST BOARD: KIA MATE URUROA

Kia mate ururoa, kei mate wheki | Fight like a shark, don't give in like an octopus

This quadruple bottom line report for 2022 represents a year of exceptionally hard mahi by Whenua Iti Outdoors staff. In a year of unceasing challenge, staff throughout the operational team unfailingly pushed themselves harder to deliver value to programme participants, to schools and the communities we serve. They fought like sharks for the Whenua Iti kaupapa.

The year began with the possibility of more social upheaval as the Omicron variant of the Covid-19 virus rolled across Aotearoa. One result was the cancellation of some large bookings by schools and a sudden re-organisation of the WIO calendar. WIO's already complex programme scheduling became further convoluted as staff availability was randomly, and suddenly, interrupted by positive test results. Field staff were faced with numerous changes to their work schedules with minimal time to prepare. During term two, the change in government requirements for vaccinations provided a little more stability but staffing remained tight all year. With the cost of living increasing, and competition from similar employers for staff, we have focused on retaining our Whenua Iti whānau of staff and rewarding them for their service to our kaupapa. Without them we can achieve very little of value.

I orea te tuatara ka patu ki waho | A problem is solved by continuing to find solutions

This whakatauki reminds us that perseverance, adaptability and creative thinking are all needed to solve problems. Whenua Iti staff are well-skilled in all three domains. I say thank you on behalf of our participants, their whānau, our schools and community partners. Our gratitude to you all is immeasurable.

Managing the finances in 2022 was a major challenge. Cash flow pressure came on when bookings were cancelled. The annual budget had to be re-worked more than once. We obtained a government cash flow loan and held it as a back-up if needed but consistent monitoring and control throughout the year enabled WIO to trade its way through. On the back of an expected surplus from new bookings, we had committed to investing for future productivity. A new data and booking management platform, Salesforce, will pay off from 2023 in time efficiencies and more detailed reporting capacity. We established a new staff recruitment process to provide greater certainty of suitably capable field staff in the future. This was done by taking on 8 trainees/apprentices and inducting them in to 'the Whenua Iti way'. We also invested in direct marketing to American schools as the potential for re-starting ExpedNZ in 2023 seemed certain. The balance of the cost of these investments against cancellations of high-yield programmes is shown in our financial loss for the year.

The Board works closely with WIO staff when the budget is set each year. We also work with staff when there is a need to review the budget, as has happened several times in the past three years. This year we have approved a budget that sees us return to a surplus, albeit a small one. With our investments for efficiency and productivity, we anticipate better surpluses after 2023. We have full confidence in our General Manager to navigate the current and future years to deliver on our operational financial and other goals.

In addition, we are carefully considering partnership opportunities that advantage our kaupapa without adding unnecessary cost or risk. Regarding longer term financial sustainability, we have now established a philanthropic entity, Whenua Iti Foundation Trust. This is a separate charitable organisation with the purpose of providing financial support to Whenua Iti Trust Incorporated. Income from investments made possible by bequests and large donations will be passed on to Whenua Iti for strategic projects and experiential outdoor programmes that inspire positive change in our tamariki and rangatahi.

Our thanks to all our stakeholders, supporters and sponsors for enabling our work. Our thanks to the schools, parents and whānau, and not least our participants, for trusting us and encouraging us. We are guided by community need and need our communities alongside us. Together we make change that is positive and inspiring.

Tohea, tohea, ko te tohe i te kai | Keep on striving, as one strives for food

Pip Lynch, WIT Board Chairperson



FROM THE GENERAL MANAGER

Kia ora koutou,

We often talk of the importance of resilience, determination and team work on programmes at Whenua Iti Outdoors and, the last few years have certainly demanded that the team walk the talk in this regard. If someone had told back in March 2020 that Whenua Iti Outdoors would emerge from the pandemic 3 years later having significantly grown the depth and breadth of our impact, the team and the level of programming I would have not believed it possible. But, in a time when our communities have been struggling with lock-downs, with closed schools, cancelled events and constant disruption we have done all we can to take opportunity to remain open, to remain committed to maintaining access to our programmes and to remain nimble and agile enough to respond both to need and opportunity as it arose. So, although we sign off from another really tough year, we have survived and are well positioned for a more positive, less disrupted 2023 and 2024.

Like many in the outdoor recreation sector we have found it hard to find enough qualified and experienced instructors to support our programmes. We tried as long as we could to not cancel programmes but towards the end of 2022 we were in the unfortunate position of needing to cancel a handful of programmes, which in my time, is unprecedented at Whenua Iti. Without the staff available, due to the effects of illness & injury, our hands were tied. And, as a team we were exhausted. Yet the demand and the need for our programmes has continued to grow. Quite the conundrum! If we can't attract qualified and experienced staff we have to take a different approach.

Our response was to innovate and adapt. With the support of many sources, we are now training our own apprentices, and have welcomed the injection of youth, skills, energy & passion into our team - a model which will see a continual flow of knowledgeable and skilled educators into our sector.

A highlight for me in recent months was attending the Recreation Aotearoa Awards in support of our lead kaiako Māori, Matua Mike Elkington, receiving the Supreme Te Tohu Manu Kura Award. For me, the recognition of his mahi and leadership in developing kaupapa Māori programmes is an endorsement of the journey we must take as a sector towards programming that uplifts all rangatahi.

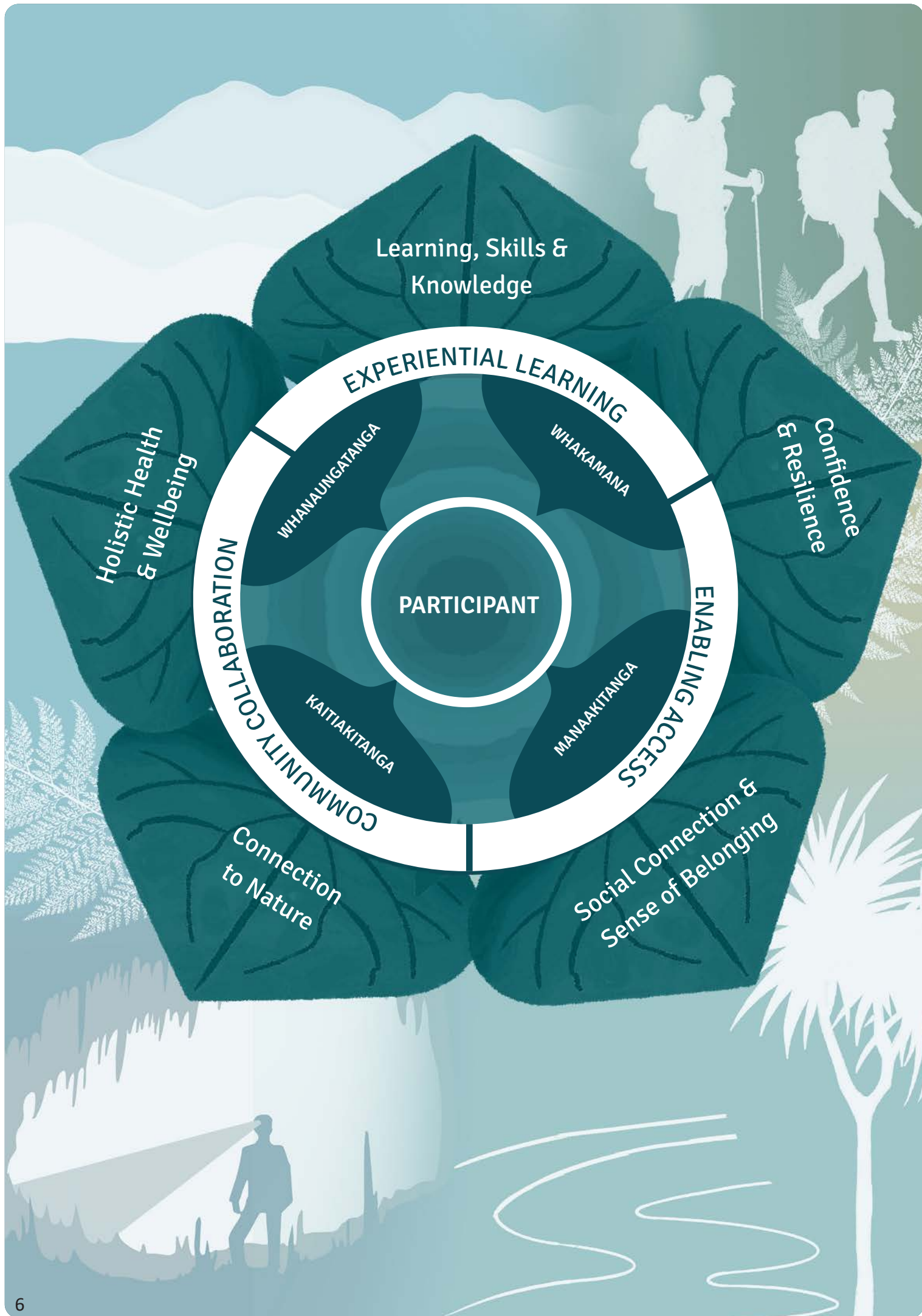
As we look to 2023 and on into 2024 our schedule of programmes is filling up further and further in advance. The return of International programming under the Social Enterprise model Experiential Education New Zealand (ExpedNZ) both enriches our delivery whilst forecasting a significant boost to Trust reserves and reinvestment in the community. The intent is to protect against future downturns in funding or programming and also provide opportunity to invest in programming and other support in our community where we see the need.

Our team are amazing. I am impressed day in day out and week after week at how a collective, dedicated and positive, can-do approach has enabled us to roll with the punches and adapt to the changes we were continually facing. Thank you to each and every one of you. It would be remiss of me not to mention that I acknowledge we didn't always get it right! Many of us felt the stress and strain of constant change and its cumulative effect was significant. We were not always able to flex and respond in a way that allowed for the maintenance of a healthy work-life balance and manageable, sustainable workloads. This was as a result of the continually shifting sands we were trying to operate in and is the stand-out, unintended consequence that I am least proud of. Thank you again to our team and to the Whenua Iti Trust for your perseverance and dedication to the enriching Kaupapa at Whenua Iti Outdoors.

Me mahitahi tatou, mō te oranga o te katoa | We should work together for the wellbeing of everyone

Mark Bruce-Miller, General Manager





WIO IMPACT MODEL

This is a visual representation of the intended outcomes for every participant who attends our programmes. It represents the holistic and integrated nature of the outcomes that participants experience. It is unlikely, for example, that confidence and resilience happen in isolation from a sense of belonging. Each programme has benefits unique to each individual, and a strength of our programme design is that it allows for a student-centred approach- each participant is at the heart of what we do. We work towards individual growth, that will ultimately benefit the school or whānau and community our participants return to after our programmes. This growth is likened to the the growth rings of a tree, which builds strength, developing ‘leaves’ of positive outcomes as each individual flourishes under our guidance.

PROGRAMME OUTCOMES



CONFIDENCE & RESILIENCE

Participants have the chance to overcome a range of challenges, be it mental, physical or emotional in a safe and supportive environment, building resilience & confidence, proving to themselves that they are capable of adapting to change.



SOCIAL CONNECTION & BELONGING

Shared experiences in the outdoors form strong bonds and lasting friendships, without distractions from technology. Activities chosen for programmes encourage teamwork, leadership and community connection to develop a sense of purpose & belonging.



LEARNING, SKILLS & KNOWLEDGE

Experiential learning in the outdoors improves learner confidence, skills and knowledge. We are NZQA accredited to support classroom learning and can offer NCEA assessments for transferable & practical skills needed for employment and participants’ future.



CONNECTION TO NATURE

Immersed in wilderness settings, participants learn both Western and te ao Māori perspectives of te taiao. This opens up new ways of thinking, deepens an understanding & connection to this land and promotes wellbeing & kaitiakitanga.



HEALTH & WELLBEING

Being active in the outdoors, away from devices in a supportive & safe setting that enables social connection is the ultimate boost for participants’ wellbeing. They will leave feeling more confident, capable and able to accept life’s challenges.

OUR MAHI

We provide experiential learning programmes in the outdoors as the platform for positive change. We enable access to our programmes by removing barriers that exist to participation- whether these are social, financial or cultural barriers.

We facilitate community collaboration alongside partner organisations to identify community need, and respond to that need with programmes that successfully achieve the intended outcomes.

OUR KAUPAPA

Our values are instilled on each of our programmes to provide a safe and supportive environment for personal growth, where we instil confidence, nurture positive relationships and provide the opportunity to connect with and care for our environment.

AT A GLANCE

PARTICIPANT REACH

13442
TOTAL
PARTICIPANT
DAYS*

5886
UNIQUE
PARTICIPANTS*

1280
NUMBER OF
STUDENT REPORTS
OUR FIELD AND
OFFICE STAFF HAVE
GENERATED



WIO PROGRAMME ELEMENTS



ADVENTURE



COMMUNITY



CULTURAL



ENVIRONMENT



WELLBEING

“Outstanding from wow to go. Students engaged, leaders respectful and inspiring.”

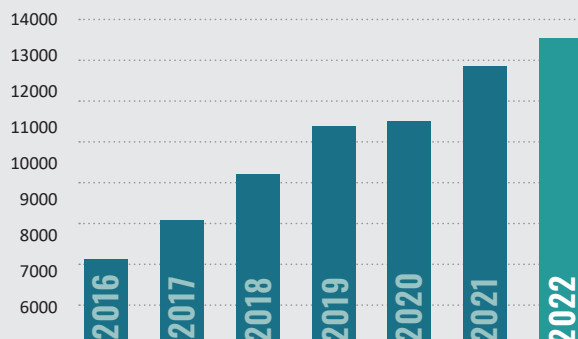
– Teacher, Murchison School

282km

TRAVELLED BY WAKA
in Te Tai o Aorere



TOTAL PARTICIPANT DAYS

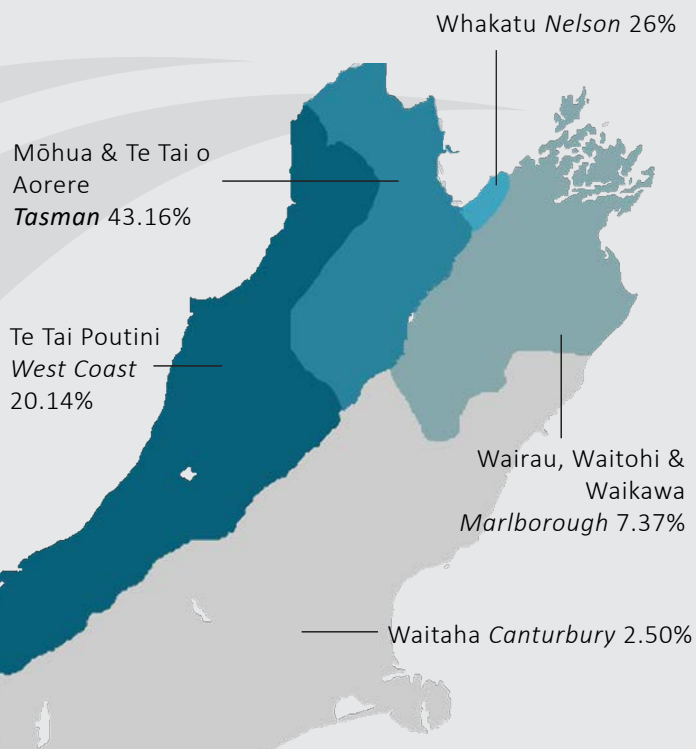


“I really enjoyed being able to challenge myself on this journey! I had a great experience and learnt so much about myself, others and the wilderness! I totally recommend this camp to anyone who has an adventurous spirit. It is an opportunity of a lifetime!”

– Duke of Edinburgh participant

PARTICIPANT ORIGIN

**Region of origin for participants on our open enrolment programmes.*



**Data based on bookings; adjusted for day to day absences*

“Whenua Iti Outdoors is a high functioning organisation delivering programmes to a quality standard... Values were not only widely visible, but they were also evident in practice... The work of WIO is tailored to the people they work with using a holistic perspective. Staff role model healthy respectful relationships between themselves and they are respectful towards young people.”

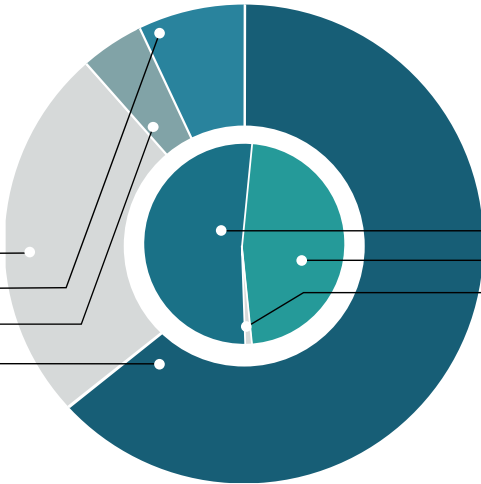
- Review of organisational effectiveness for youth by SCOPE Aotearoa Charitable Trust

OUR PARTICIPANTS

*Participant ethnicity totals over 100% due to affiliation to multiple ethnicities.

ETHNICITY*

Māori 28.43%
Other Ethnicity 5.42%
Pasifika 2.41%
NZ European 65.78%



GENDER

Male 55.20%
Female 43.5%
Other Gender 1.20%

PROGRAMME TYPE



132 MULTI-DAY PROGRAMMES

101 SINGLE-DAY PROGRAMMES

6 1-1 MENTORING SESSIONS

KAUPAPA MĀORI PROGRAMMES

34 PROGRAMMES

116 PROGRAMME DAYS

2133 PARTICIPANT DAYS ON KAUPAPA MĀORI PROGRAMMES

AUDITS & ACCREDITATIONS



CATEGORY 1
HIGHLY CONFIDENT IN
EDUCATION PERFORMANCE
CONFIDENT IN CAPABILITY
IN SELF-ASSESSMENT



18
STAFF COMPLETED THE
SAFEGUARDING CHILDREN
TRAINING



smart business centre motueka
Not your ordinary accountants

SOCIAL

Research around the world increasingly shows that the benefits of active recreation in natural environments are substantial for our overall health and wellbeing. WIO provides opportunities for participants to disconnect from the digital world and their everyday environments in order to reconnect with the natural world and each other. Ensuring our social impact aligns to wider regional, national and international frameworks supports the wellbeing of the individuals, whānau and communities we work with. A collaborative approach to the delivery of our programmes further amplifies this impact. Key programme outcomes include:

Educational achievement - access to NCEA credits in an experiential setting that supports student success & confidence for future study & for life.

Employability skills - equipping students with recognised essential employability skills to improve their chance for success in future employment.

Community contributors - voluntary community service activities & leadership programmes to grow participants' sense of belonging, capability, awareness & responsibility, leading to stronger & healthier individuals actively caring for our communities.

2022 OUTCOMES & HIGHLIGHTS

- We continue to see significant personal and educational outcomes for the 246 students who have taken part in our 4-week Trades Academy programmes. This is demonstrated by the contributions programmes make towards students achieving NCEA Level 2 and 3, and through the boost in social confidence, leadership and other essential employability skills.
- The Ākonga pilot programme was extended to include another 2 local secondary schools, to make a total of 5 participating schools in 2022. Designed to address the increasing issue of students disengaging from school earlier and earlier, the focus of the Ākonga programme is to re-engage Y9-Y10 students positively with school and create pathways for success.
- In 2022 we extended our programme delivery on the West Coast: Kawatiri Adventurers participants went paddle boarding, Rangatahi Explorers went caving, Māwhera Adventurers experienced rainy bush walks and Kaitiaki Kids West Coast enjoyed rock climbing. A highlight was the West Coast Trades Academy Lifeskills programme - a series of 5 programmes for participants with disabilities.
- We commenced a collaborative project with Sport New Zealand and the Halberg Foundation, improving access for participants with physical disabilities on our programmes. We focused on improvements across communications, enrolments, the facilities, tutor delivery skills and equipment. Highlights included whole staff training with the Halberg Foundation, Making Trax and participants on a pilot programme.
- With growing demand for programming, we hired 5 new adventure instructor apprentices and 2 cultural trainee tutors who will complete Skills Active training alongside field-based training.
- Our highly successful Ignite programme continued with 30 young male teens from Motueka High School, focused on furthering their personal development.

97%

NZQA CREDIT
PASS RATE



This includes both Pākehā & Māori students and is the percentage of standards attempted & achieved by students who completed their programme



59

ADVENTUROUS
JOURNEYS

completed in 2022 for
the Duke of Edinburgh's
Award

2928

NCEA CREDITS
AWARDED



in partnership with Top
of the South and West
Coast Trades Academies



11

PROGRAMMES FOR THE
MUSLIM COMMUNITY

"It was a course I would love to see more children be a part of. After a hard year of floods and being displaced it was such a treat. It instilled confidence in my son and challenged him out of his comfort zone." – Westport parent, Kawatiri Adventurers

“Over the 9 days of camp I was inspired to get outdoors more and go on more adventures instead of wasting time inside. Meeting so many new people and making close friends over the camp has made me more confident in myself and around others.” – *Adventure Leadership participant.*

CASE STUDY

This year we continued our partnership with the Nelson Whakatū Muslim Association, delivering a series of community day programmes for the Muslim community, removing barriers they face to accessing the outdoors. Programmes were designed to increase confidence in outdoor recreation, help individuals better integrate into NZ society, and improve wellbeing through increased physical activity, social connection and nature connection. “We had an awesome time. More importantly, it was an eye opener! It made us realize our potential,” says Nissa of NWMA. “Challenging our physical limits has been a unique experience regardless of being adults. We felt more connected with nature, earth, & water and also found new bonding between the sisters in our community.” The Muslim women went caving, bush walking to Harwoods Hole and kayaking and the Muslim men went caving, rock climbing, sea kayaking and raft building.

LOOKING FORWARD

In the coming years, WIO will continue to actively seek partnerships to ensure we can support as many participants as possible to develop, grow and value the lifelong health and wellbeing benefits that a stronger connection to self, peers, whānau, community and the natural world can offer. We are developing our evaluation methods to gain a greater understanding of our social impact, and so we can better communicate this to partners and funders. 2023 will see us expand the Disability & Inclusion project to ensure we are working towards a fully inclusive operating environment. We anticipate a Halberg & Whenua Iti annual camp full of adventure and outdoor challenge as part of this. Supporting our interns with training and work experience is also a focus, helping to multiply and deepen the impact of programmes as well as grow the next generation of leaders and facilitators.

CULTURAL

Cultural connection is a cornerstone of identity and wellbeing. WIO actively seeks to be a responsible Te Tiriti partner, working alongside mana whenua to develop an organisation that supports Māori to thrive. We offer kaupapa Māori programmes such as Waka Journeys and Manaaki Tāpoi, designed and led by Kaiako Māori, that are mana-enhancing for our rangatahi and tamariki and build skills and knowledge that enable them to achieve their aspirations. Notably, many of the elements of kaupapa Māori programmes result in positive outcomes for people from all cultures. Thus, elements of tikanga are woven to various degrees throughout all our programming to support all participants and to provide a springboard to further pathways in Te Ao Māori. We offer ongoing te reo and tikanga workshops to our staff and Board to build organisational capability and continue to look for ways to make our organisation and programmes more inclusive and relevant to people of all cultures and identities.

2022 OUTCOMES & HIGHLIGHTS

- In 2022 we ran 34 kaupapa Māori programmes.
- We were proud to learn that our lead kaiako Māori, Matua Mike Elkington scooped up Recreation Aotearoa's Supreme Te Tohu Manu Kura Award for outstanding leadership in the Outdoor Recreation sector.
- In partnership with Ngāti Koata we were able to deliver two rangatahi wānanga, both Waka Journeys in Abel Tasman National Park. Ngā Taero a Kupe was developed to increase rangatahi self-confidence, cultural connection and a strong sense of belonging to the iwi and significant whenua. 100% of rangatahi on December's wānanga thought that the kaiako were awesome and that the programme helped them understand te ao Māori and connect with te taiao. All of them would recommend that others take part in the programme.
- In September we were able to deliver the Manaaki Kai: Young Leaders in Hospitality project. Rangatahi on our Manaaki Tāpoi programme worked alongside local businesswoman Renee Kahukura of The Kai Table to prepare a haraki (feast) for whānau and local guests.
- We were fortunate to have two staff training noho, one in July at Whakatū marae and another in December at Arahura marae near Hokitika.
- Two WIO staff are now MOE-approved PLD providers to support Te Tiriti and te ao Māori competency development within schools.
- In 2022, a small group of staff established Tīaho Mai, a rōpu working to advise and support the organisation in its application and delivery of kaupapa Māori. One outcome of this is the introduction of morning karakia for all staff onsite. This is an opportunity for staff to get used to the flows of mihi, waiata and karakia, and to connect briefly before launching into the day's activities.



"Being surrounded by my culture helped me to thrive in my learning."
– Manaaki Tāpoi participant

99%

NZQA CREDIT
PASS RATE
FOR MĀORI
STUDENTS



This is the percentage of standards attempted & achieved by students who completed their programme

12



HANGI PREPARED

on kaupapa Māori programmes



2133

 PARTICIPANT
DAYS

on kaupapa Māori programmes

2


 NOHO
MARAE

staff training experiences at
Whakatū and Arahura marae

100%

 OF RANGATAHI
CADETS

said they strongly agreed that the kaupapa helped them explore & understand Te Ao Māori and connect with cultural identity



“While I’ve been a part of Manaaki Tāpoi and the kaupapa
I believe that I’ve become better with my leadership
skills, better at organisation, better at paddling in the
waka, and even a better person.”

– Rangatahi Cadet

CASE STUDY

This year WIO ran 8 rangatahi cadetships for graduates of the Manaaki Tāpoi programme alongside our Year 9 and 10 week-long Waka Journeys. Cadetships were for rangatahi who were keen to progress their leadership and facilitation skills in a kaupapa Māori context, enabling them to take up certain responsibilities to lead group activities, model kawa and support the other rangatahi.

“I loved joining these journeys as a student, but I am loving it more as a cadet, as part of the instructor team,” said one cadet. “I get more insight into behind the scenes.” “It’s made me feel more connected,” said another cadet. “I have a better sense of what I want to do in the future and how I can go about setting that into motion.”

LOOKING FORWARD

As an organisation we remain committed to strengthening our bicultural practice and growing our organisational capability and capacity to support tauira Māori. In recent years, kaupapa Māori programmes that link together to form pathways for rangatahi have grown significantly and we continue to actively pursue further partnerships and programmes that support rangatahi on their journey through Te Ao Māori and into the world. We are looking to transfer the learnings gained from the successful Ngāti Koata rangatahi leadership programme to an equivalent programme in partnership with local iwi Te Ātiawa. As a team we are actively working individually and collectively to grow our capability in Te Ao Māori. This includes looking at ways to embed respectful tikanga, te reo and mātauranga Māori across all of our programmes and processes.

ENVIRONMENTAL

The natural environment forms the foundation of every programme at WIO. This gives us a vested interest in looking after it. We recognise the unique opportunity we have to educate and inspire behaviours that can contribute to local, regional, national and international efforts to work towards positive environmental impacts. We divide our environmental activity into 3 categories – what we do on our programmes, what we do on our site to support programmes, and organisation wide activity that enable us to track and deliver on our environmental goals.

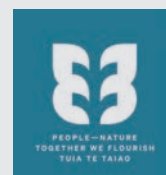
2022 OUTCOMES & HIGHLIGHTS

- Our Community Nursery has undergone a facelift and has been extended to double the growing space. Participants across all age groups have opportunities to engage with the nursery, whether it be helping to sow seeds, prick out, pot up or plant out. We raised 5799 seedlings that will be distributed to landowners throughout the Moutere Catchment as part of the One Billion Trees project. We've also supported the propagation of 1500 seedlings for the Te Mamaku Drive Planting Project.
- We have been busy establishing a new māra (garden) area with rongoā (Māori medicine) species. We worked with local nursery Westbank Natives to choose many local varieties of kōwhai, horopito, akeake, kawakawa and more. With so many groups on site simultaneously these days, the intention for this space is also to create more intimate and reflective spaces for group debriefs and nature connection activities.
- We teamed up with Tasman District Council and Forest & Bird Youth to deliver a community tree planting day at Moturoa (Rabbit Island) along the Waimeha /Waimea inlet.
- Students on our Predator Control & Conservation Programme volunteered with Kaiteriteri Mountain Bike Park, helping to form parts of a new track and build wooden trap boxes to replace old ones. They also checked and maintained one of the trap lines at Nelson Lakes National Park with the Friends of Rotoiti.
- We participated in Mission Zero, a new Businesses for Climate Action initiative which aims to energise and support Te Taihu business on their journey towards zero carbon.
- We hosted the Local Connections Day for the NZ Association of Environmental Education national conference.
- We developed the Tamariki Tiaki programme suite to connect local schools with environmental sites of local significance, including Awa (river), Ngāhere (bush), Whenua (land) & Wairepo (wetland) programmes. These programmes were developed to nurture younger participants' sense of kaitiakitanga, weaving in pūrakau, science and nature connection activities.

677

TRAPS
MONITORED

checks completed by students on our programmes



8912

NATURE
CONNECTION
EXPERIENCES

delivered to participants

6 COMMUNITY
DAYS

in the native plant
nursery sowing seeds,
pricking out and
potting up



7299

ECO-SOURCED
NATIVE
SEEDLINGS

propagated in our
community nursery

"It was so much fun, I liked how on the walk we learnt about different types of trees and how you can make meals and make tea with the leaves. It was a great opportunity to go on this trip and highly recommend for outdoor people that want to learn more about nature."
– D.O.E participant



CASE STUDY

Inspiring Leaders & Go Wild planting day

In July, students from our Inspiring Leaders programme buddied up with our Go Wild Holiday Programme participants for a tree planting day at Rough Island. There aren't always a lot of opportunities for participants to overlap, so this was a great way for the older participants to put their leadership skills to the test and teach these young tamariki how to plant trees. "There was a great dynamic between the older and younger participants, and it gave the older participants a perfect opportunity to step up as role models. It was definitely more than just planting trees!" - Gilby, Instructor. A special thank you to Tasman Environmental Trust volunteers who came along to support the planting day and provided the seedlings to plant out.

LOOKING FORWARD

2023 will see the final year of existing funding for the Kaimahi for Nature Connection programme. The programme has allowed WIO the opportunity to take a leap forward in our environmental education and nature connection programmes. The challenge for 2023 is to attract the necessary funding and support to allow for the continuation of this work into 2024. Certainly, the demand for these programmes is ever increasing and they become all the more pertinent and relevant to many schools looking to refresh and enrich local curricula that is centred on connection to the environment surrounding the school campus. This year we aim to formalise a framework for the whole organisation that will help us define, measure and reduce our environmental impact and increase environmental education, awareness and action across all our programmes.

FINANCIAL

The last three years have seen times of significant change and challenge for many sectors of our community. We may not fully understand or appreciate the implications of these challenges for the health and wellbeing of people across our community for many years. It is already evident however, that there is an increased need for support for youth mental wellbeing and being in a position to meet these challenges as an organisation is a constant focus. We can be thankful to have come through the turbulence of three years of pandemic, not only remaining operational, but having grown our team, our impact, and our reach. However, we posted our most significant operational deficit in years in 2022 and this is not a financially sustainable position to be in. Our work across the community is impactful and receives excellent feedback, yet it is increasingly expensive to deliver and not funded to the level we need it to be to make ends meet each year. This leaves us with an annual “funding gap” challenge that we must overcome. Our diversification strategy includes increasing income from grants and contracts, encouraging donations of all shapes and sizes, and implementing Experiential Education New Zealand (ExpedNZ)- the international division of WIO. ExpedNZ operates as a social enterprise – we can charge for all costs and services provided to international students which in turn gives us a profit that we can return to our local communities.



“Whenua Iti is a special place and at NBS we love the idea of our young people having no barriers to these special experiences. For our Tamariki to learn about themselves and the natural world is so rewarding and aligns with our NBS values.”

– Nic Foster, Community Engagement Manager, Nelson Building Society



“My son did the Go Wild holiday programme in April and he absolutely loved it! He had such a good time with all the fun adventures and ended the week with some new friends and a huge boost in confidence. I think the team atmosphere created by the instructors made it all possible. As a sole parent of 4 I have found holiday programmes a little out of reach financially so am deeply grateful for the opportunity. Thank you to everyone who makes this programme possible.”

– Parent of a scholarship recipient

\$10,085



TOTAL VALUE OF SCHOLARSHIPS AWARDED WITH THE SUPPORT OF GENEROUS DONORS



23

FULL OR PARTIAL SCHOLARSHIP PLACES AWARDED

56

FUNDING CONTRACTS HELD



62

FUNDING ACCOUNTABILITY REPORTS COMPLETED

FUNDING SOURCE



FINANCIAL SUMMARY

TRUST REVENUE & EXPENDITURE	2022	2021
Donations, fundraising & other similar revenue	844,296	805,902
Revenue from goods & services	1,444,461	1,618,377
Interest, dividends & other investment revenue	1,012	994
Other revenue	81,773	159,428
Total Revenue	2,371,542	2,584,701
Volunteer & employee related costs	2,154,761	1,862,322
Costs relating to providing goods or service	462,010	415,257
Grants and donations made	1,634	569
Other expenses	114,307	146,343
Total Expenses	2,732,712	2,410,086
Surplus (Deficit)	(361,170)	160,210

TRUST FINANCIAL POSITION	2022	2021
Current Assets	457,944	635,146
Non-Current Assets	1,062,740	1,013,983
Total Liabilities	671,484	438,759
Net Assets	849,200	1,210,370
Accumulated Funds	759,200	1,120,370
Equity Reserves	90,000	90,000
Total Accumulated Funds	849,200	1,210,370

LOOKING FORWARD

In order to improve our financial performance, 2023 will see a greater focus on generating income via our social enterprise activity, including profits from Experiential Education New Zealand (ExpedNZ). ExpedNZ offers international students experiential programmes with Whenua Iti Outdoors and returns funding to support local tamariki and rangatahi to also attend WIO programmes. In this way, we will create further opportunities to respond to local need through direct, targeted local investment. In addition, we will scale up our efforts to attract donations and other philanthropic support. The establishment of Whenua iti Foundation Trust is an important step in this direction.

NGĀ MIHI NUI TO OUR FUNDERS & SUPPORTERS



Grapevine | Māpua/Ruby Bay & District Community Trust | McKee Charitable Trust | Motueka Community Store
Moutere Catchment Group | One Billion Trees | Sarau Community Trust | Vision Motueka

NGĀ MIHI MAIOHA TO OUR STAFF



TE TOHU MANU KURA

MATUA MIKE SCOOPS SUPREME AWARD

We were thrilled to learn that this year's Recreation Aotearoa Supreme Award- Te Tohu Manu Kura- was awarded to our very own Matua Mike! The award recognises outstanding mana and leadership in the outdoor recreation sector, and we can't think of anyone more deserving!

Michael Elkington (Ngāti Koata, Ngāti Kuia, Ngāti Toa Rangatira), known affectionately to staff and participants as Matua Mike, is a lead kaiako Māori at Whenua Iti Outdoors (WIO). Matua Mike's passion lies in uplifting the mana of tamariki and rangatahi, in particular, rangatahi Māori, teaching them that it's not just 'okay' to be Māori, but that it's 'exceptional' to be Māori and to be proud of their whakapapa.

As Matua Mike says, "you've got to have love in your heart to do this work of connecting young people to themselves, their whānau, their communities and te taiao." It's clearly a love that lasts, since Matua Mike has had an enormously positive impact on over 250 Manaaki Tāpoi graduates in the last 8 years. Rangatahi continue to ask for further learning pathways, so they can continue growing in the culturally responsive kaupapa Māori learning environment that Mike has established.

"Mike is a unifying force, bringing people together, keeping everyone working as a team and connected as a whānau," remarks WIO founder Hazel Nash. "In this way he embodies kotahitanga (unity, togetherness)."

He is exceptional at bringing depth to learning experiences, weaving in kōrerō and whakaaro (ideas) that promote mohiotanga (understanding) of Te Ao Māori in an accessible and inclusive way. Next time you are at Whenua Iti, you might just hear him calling out, "everyone, repeat after me; 'Nothing But Love!'"

He aroha mutunga kore! *Nothing but love!*





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Experiential learning inspiring positive change