

ANNUAL REPORT 2014



PRESIDENT'S REPORT

I am pleased to present this report for 2013/14. It has been an interesting year for the region, with a number of challenges but also successes.

This year has seen the growth of the region's membership take a bit of a break with only marginal growth, following rapid growth in previous years, see page 9. As shown on page 8, some clubs continued to grow their membership significantly during 2013/14.



The region's clubs two largest clubs are now the 7th and 9th largest in New Zealand, out of a total of 75 clubs. Both have in excess of 100 members. At the same time, a number of clubs within the region have decreased their membership, in a couple of cases very significantly.

Most clubs will experience some peaks and troughs over time, and reasons for this can differ significantly. Some minor fluctuations or reductions in membership may not be of much concern. However, where membership decreases significantly, as appears to have happened in a couple of cases, it may indicate more deep-rooted issues. Strong leadership and robust structures and processes within a club play a key role in a club being resilient and being able to endure change.

Stephen R. Covey, in his work on the seven habits of highly effective people, identified being proactive as the most important habit of those people. This quality can also be applied to a club environment and structure. For example, a club may be well endowed with resources and people, but if the club (and its management) does not proactively look after its resources and people, it may lose them. Canoes may deteriorate without maintenance, and people

may burn out or leave after they have been in a role for a long time. Without a succession plan in place, the loss of key people may be great enough that the club can no longer operate effectively. As a result, a club may not be able to accommodate demand, or worse, paddlers may decide that the grass is greener elsewhere (be that in another club or another sport).

Supporting, developing and nurturing effective volunteers is a challenge for us all and it is important to note that our clubs and regional body relies heavily on volunteers.

The question I have is whether we, the paddlers and clubs in the Hoe Tonga region, need to get better at working together and learning from each other. Collaboration, communication and working as a collective are key challenges to being an effective organisation.



I note that even though the regional committee – a key means for collaboration and communication – meets on average every two months, a number of clubs often do not attend. This affects strategic discussions, decision making, and the passing on of important information relevant to paddlers within those clubs. Does this indicate a lack of interest? Or a lack of relevance of the regional body? I sometimes hear that Hoe Tonga does this, and Hoe Tonga does that, but we are ‘all’ Hoe Tonga. I invite all clubs and paddlers to play a (pro)active part in our region.

It is also useful to look at what other regions are doing. For example, the Auckland and Waikato region have grown their membership by over 25% each last year alone, that’s a total of 500 members (nearly the size of our region). An interesting concept is the AROCA winter series, where, under a common regional concept, different clubs run a race within that series. Some

of these events have had more than 400 paddlers participating, with significant fundraising opportunities for the organising club, an opportunity to upskill members and officials, and a special novice category to help attract new paddlers and members. Could this be a useful template for our region?

With regard to our finances, Hoe Tonga is continuing to diversify its income sources, in order to reduce reliance on club affiliation fees. The region has again incurred a loss this year, for the second year in a row, and this is the result of the growing demands on Hoe Tonga – particularly in terms of time (administrator role) and the upkeep of race resources. While Hoe Tonga still has a sizable buffer from previous years to cover this shortfall, Hoe Tonga has also put in place initiatives to resolve this situation during the coming season. In many cases this will mean an increase in race fees, but our executive is confident that races will continue to be very good value for money.

With regard to new events, this year Hoe Tonga ran the inaugural Mana Super 6 Ocean Challenge. This event received excellent feedback from participating teams. While Wellington is often regarded as a tricky place to paddle because of strong winds, it also means there are some good waves to be surfed.

I would like to thank all clubs, paddlers and volunteers for their efforts in administrating clubs, running races, and continuing to make waka ama a fascinating sport. Our people continue to be the biggest asset for our sport, in various roles, be they coaches, team managers, club officers, support boat drivers, race officials, and of course paddlers. Now it is time to look ahead and plan the coming season.

In the immediate future, it is great to see a number of paddlers from throughout the region travelling to Rio de Janeiro to compete at this year's World Sprint Championship. Best of luck to them!

Jörn Scherzer
President, Hoe Tonga

FINANCIAL POSITION

BALANCE SHEET

Hoe Tonga Pacifica Waka Ama Association Inc As at 30 June 2014

	30 Jun 2014	30 Jun 2013
Assets		
Bank		
Hoe Tonga Eftpos Cash	939	500
Hoe Tonga Main	1,196	2,828
PayPal	289	-
Savings (Short-Term)	3,576	3,007
Total Bank	6,001	6,335
Current Assets		
Accounts Receivable	105	493
Term Deposit	5,389	5,229
Total Current Assets	5,494	5,722
Fixed Assets		
Less Accumulated Depreciation on Equipment	(348)	(868)
Race Resources	380	1,200
Total Fixed Assets	32	332
Total Assets	11,526	12,388
Liabilities		
Current Liabilities		
Accounts Payable	2,305	-
Unpaid Expense Claims	(82)	(59)
Total Current Liabilities	2,223	(59)
Total Liabilities	2,223	(59)
Net Assets	9,303	12,447
Equity		
Current Year Earnings	(3,144)	(1,555)
Retained Earnings	12,447	14,002
Total Equity	9,303	12,447

COMPREHENSIVE INCOME

Hoe Tonga Pacifica Waka Ama Association Inc For the 12 months ended 30 June 2014

	Jun-14	Jun-13
Income		
Affiliation fees	3,050	3,050
Corporate Races Income	7,614	6,000
Interest Income	236	163
Mana Ocean Challenge income	2,720	-
Other income	-	85
Regional Sprint Champs Income	3,145	-
Secondary Schools Income	2,780	2,200
W1 Regional Sprints Income	-	880
W6 Regional Sprints Income	-	2,587
Total Income	19,544	14,965
Less Cost of Sales		
Corporate Races Costs	7,314	5,800
Mana Ocean Challenge costs	2,908	-
Other expenses	127	-
Regional Sprint Champs Costs	4,172	-
Secondary Schools Costs	2,446	1,793
W1 Regional Sprints Costs	-	713
W6 Regional Sprints Costs	-	2,298
Total Cost of Sales	16,966	10,604
Gross Profit	2,578	4,361
Plus Other Income		
Sponsorship, Fundraising, Donations and Grants	860	-
Total Other Income	860	-
Less Operating Expenses		
Admin expenses	1,091	2,992
Administrator	4,250	-
Bank Fees	16	3
Depreciation	300	420
Meeting Expenses	-	60
Professional fees	403	403
Race resource expenses (minor additions and replenishment)	448	2,009
Subscriptions	74	30
Total Operating Expenses	6,582	5,916
Net Profit	(3,144)	(1,555)

CHANGES IN EQUITY

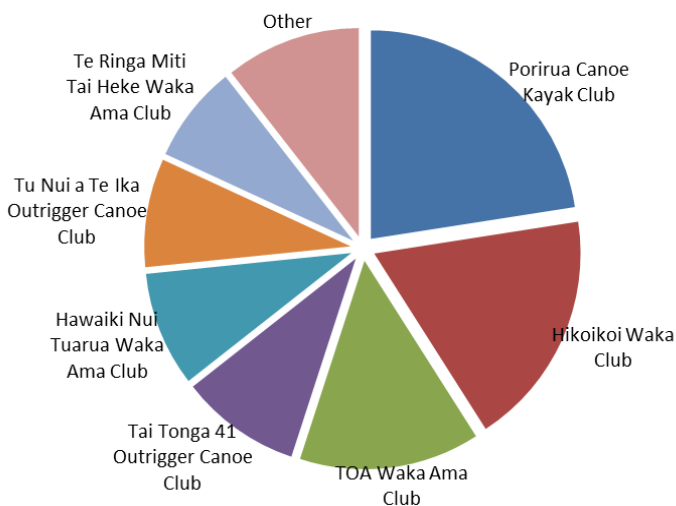
Hoe Tonga Pacifica Waka Ama Association Inc For the Year ended 30 June 2014

	30 Jun 14	30 Jun 13
Equity at start of period	12,447	14,002
Surplus and Revaluations		
Net Surplus After Tax	(3,144)	(1,555)
Total Surplus and Revaluations	(3,144)	(1,555)
Equity at end of period	9,303	12,447

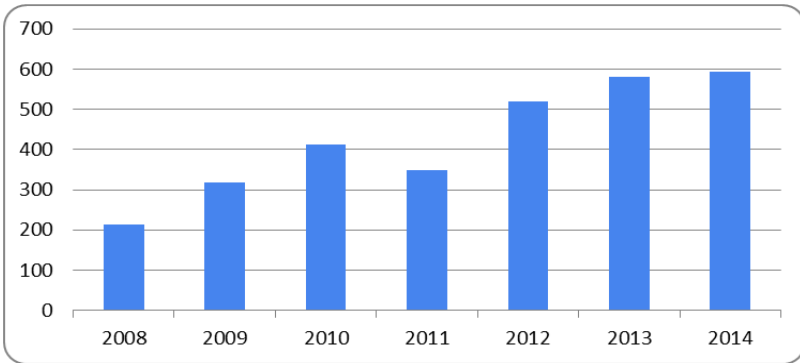
STATISTICS

Club membership for the season ending 30 June 2014

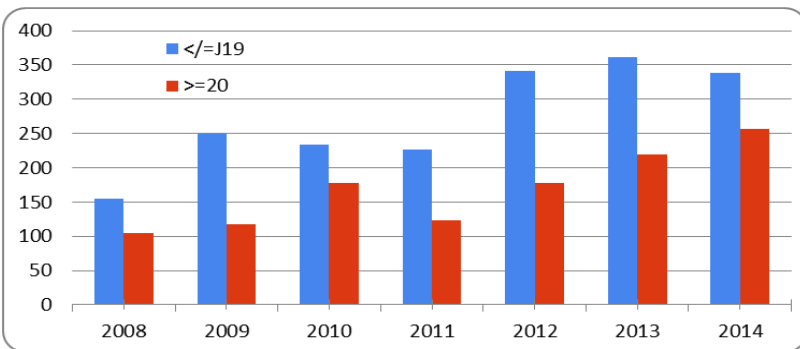
Club	Members 2012/13	T	Members 2013/14	Share
Porirua Canoe Kayak Club	97	↑	134	22.6%
Hikoikoi Waka Club	41	↑	109	18.4%
TOA Waka Ama Club	74	↓	84	12.8%
Tai Tonga 41 Outrigger Canoe Club	46	↑	56	9.4%
Hawaiki Nui Tuarua Waka Ama Club	71	↓	53	8.9%
Tu Nui a Te Ika Outrigger Canoe Club	7	↑	50	8.4%
Te Ringa Miti Tai Heke Waka Ama Club	65	↓	45	7.6%
Wairarapa Waka Ama Canoe Club	24	→	22	3.7%
Kokiri Tai Patu Waka Ama Club	42	↓	20	3.4%
Aniuwaru ki Porirua Waka Ama Ropu	24	↓	14	2.4%
Te Rau o Te Rangi ki Otaki	74	↓	6	1.0%
Mana Pasifika Outrigger Canoe Club	15	↓	1	0.2%



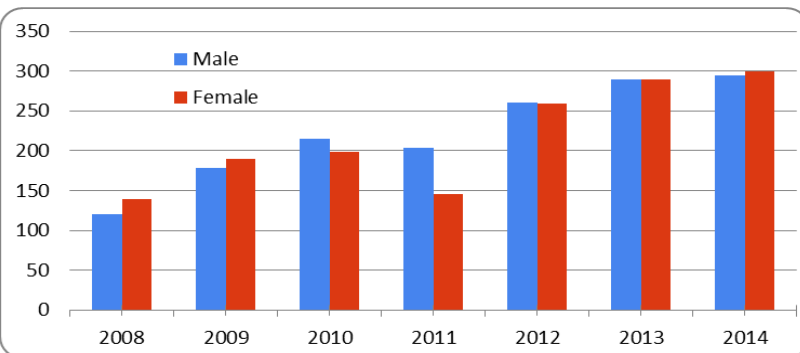
Total regional paddlers



Age distribution



Gender distribution



Website

Our website at www.hoetonga.co.nz, now complemented by a Facebook site, is a key tool to promote events and distribute information of interest to our region, and enables clubs to access resources that will assist in club operations. It complements the national website at www.wakaama.co.nz.



Our website continues to be used well by paddlers; over the 12 months to 30 June 2014 we recorded the following web statistics:

	2012/13	2013/14
Visits:	13,980	13,687
Page views:	29,860	28,634
Pages per visit :	2.14	2.09
Average visit duration :	1 min 46 sec	1 min 43 sec
Bounce rate :	58.11%	58.67%
Percentage new visits :	51.33%	45.12%



