

**LAKE TEKAPO PROMOTIONS & BUSINESS ASSN INC.
AGM held The Godley Hotel, 22th September 2026 at 9.30am**

Meeting opened:9.35am

Present: Wayne Frewen, Steve Berge , Natasha Boyd, Carmen Rhodes, Chris O`Sullivan, Josh Binns, Tania Clauberg

Apologies: Jo Bradford, Summer

Review of actions from the previous annual general meeting:

Tekapo App: It was agreed that this would be put on hold for now due to cost and commitment available from local businesses and the committee. It was agreed that the committee would refocus on the values in the constitution, hosting four events per year that would bring TPBA members and the community together.

Committee members are still a focus for the year.

Moved: Nastaha Seconded: Carmen

TPBA Chair Report: Wayne Frewen (acting Chairperson) read by Wayne

TPBA Digital Media Report: written by administrator Sarah Haywood read by: Wayne

Website

laketekaponz.co.nz is still a strong resource for many visitors to the area. Over the last year there have been 48'533 visitors to the website. This is down 11% on the previous year.

The organic search is sitting at 72% of those visitors so Google remains a useful tool for directing new visitors to the site. Continuing to work on our SEO in the background will only strengthen our position with search engines.

The website has attracted 15% more visitors directly to the site compared to the previous year.

AI platforms have only contributed to 0.3% of visitors to the site at 173 unique visitors.

The majority of visitors are coming from NZ at just under 25k, then Australia at around 8k, third place is Singapore.. The average sessions per day sits at 132.

57% on mobile, 42% on desktop and only 1% on tablet.

The webcam continues to be the most popular page to visit.

Social Media

In March/ April 2026 our social media channels were brought back to life slowly after being dormant for around three years.

Our Facebook page has grown by 100 followers to 3.4k in the last six months and our Instagram page almost reaching 5k total followers almost 1k up since March 2026.

Unfortunately we have had access issues with Lake Tekapo NZ Facebook page so are continuing to cross post from Instagram with no direct access via Facebook. This has been reported as an issue with Meta but so far there has been no resolution.

In response to this a new Tekapo Promotions and Business Association Facebook page has been created. This page is used for our events and our newsletters. These posts are then share with local community pages.

Our Instagram page is consistently filled with engagement from creators visiting the area and local businesses. Many creators are happy to collaborate keeping our feed active when we are low on original content. Our focus is to share local business content and to continue to

engage the wider audience of visitors by using creator generated content that align with TPBA values.

EDM (Monthly Newsletter)

Although our open rate has dropped by 9%, our monthly newsletter continues to be a great tool for TPBA members to communicate with others in the community.

We have members who consistently contribute content but others who are not engaging with newsletter contributions. I would suggest a review of who receives the newsletter content call outs that are sent via email and a reminder in the newsletter that businesses can contribute with community events or special mentions.

Moved: Natasha Seconded: Carmen

Treasurer's Report: Natasha Boyd

Year ended March 31 2026 reports below.

A thanks from Breathe Tekapo for another financial contribution from TPBA this year.

Tash to update the Incorporated Society Register to reflect who holds officer positions.

Wayne Frewen: Acting Chair

Natasha Boyd: Treasurer

Carmen Rhodes: Secretary

Moved: Carmen Seconded: Steve

Appointment of officers

Chair- Wayne Frewen happy to continue as chair unless anyone else would like the role.

General consensus for Wayne to continue in the role. Steve thanked and acknowledged Wayne for stepping into the role.

Treasurer- Natasha Boyd happy to continue in the role.

Secretary- Carmen Rhodes happy to do the role.

Existing committee members are Jo Bradford, Steve Berge.

New committee member is Summer as per her correspondence- Sarah to add Summer to whatsapp group, Wayne to send welcome email.

All others present were asked if they wanted to join the committee, all declined at this point.

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Profit and Loss

Tekapo Promotions and Business Association Inc.
For the year ended 31 March 2026

	2026
Trading Income	
Interest Income	20.56
Sales of maps	1,715.07
Subs / Membership fees	11,010.00
Total Trading Income	12,745.63
Gross Profit	12,745.63
Operating Expenses	
Administration Contractor	7,891.06
Advertising, Promotion, Website	433.53
Christmas shopping / function	161.16
Entertainment	85.00
Sponsorship	500.00
Subscriptions	1,040.64
Total Operating Expenses	10,111.71
Net Profit	2,633.92

Balance Sheet

Tekapo Promotions and Business Association Inc.
As at 31 March 2026

	31 MAR 2026
Assets	
Bank	
Tekapo Promotion & Business Ass	5,554.94
TPBA - Savings	12,966.42
Total Bank	18,521.36
Total Assets	18,521.36
Liabilities	
Current Liabilities	
Funds held on account for fctc	3,188.00
Total Current Liabilities	3,188.00
Total Liabilities	3,188.00
Net Assets	15,333.36
Equity	
Current Year Earnings	2,633.92
Owner A Funds Introduced	216.00
Retained Earnings	12,483.44
Total Equity	15,333.36

General Business:

Window Stickers: with the Tekapo app on the backburner, it was suggested that window decals were to be printed that would be displayed in local businesses and would take visitors who scan the QR code directly to the Lake Tekapo NZ website. These have now been printed and are being distributed to local businesses.

Maps: an update and reprint of maps was completed in May 2026. These remain at Discover Tekapo offices for businesses to collect after they have purchased via the website.

Subscriptions to remain the same for the current year \$150 per business, \$50 for additional business and \$30 for individual membership. Mainly covers the administrator role, events and maps.

Josh Binns asked what TPBA role/goals were.

Wayne talked about the constitution and the benefits of being a member- events where local businesses get to network, be informed of other businesses, attend exclusive events, access to newsletter.

Wayne asked Josh what he thinks TPBA should look like or could do, Josh thought there was a need for more promoting of local activities as a lot of attendance is organic and could be pushed more. Steve discussed the importance of not encroaching on Mackenzie Tourism as that is their job but thinks visitors definitely want to interact with locals when they are here.

Natasha queried if it would still be appropriate to have the Airbnb Ambassador come to talk to TPBA in April 27 due to the current issues with accommodation in Tekapo. General consensus was that we should go ahead with the event ensuring it would only be open to TPBA members. May help increase membership numbers.

Moved: Natasha Seconded: Steve

Correspondence:

Agreed a sub committee to be organised at the next meeting to work with Tekapo Springs on organising a mid Winter event.

L

Lydia Stoddart

to me, Sales

1:35 PM (1 hour ago)

Hi there

Just looking at your mid winter event - you may want to chat to Andy and Lisette at Tekapo Springs if you haven't already as they've previously worked on something similar and (I believe) were keen to work with Tekapo Promotions on something a few years ago.

Unfortunately there are no signs of central government funding to support the seeding and development of such events (like we had with Regional Events Fund and Regional Events Promotional Fund) however we will let you know if that changes. Both of those funds (which were administered by us) have now finished and the government appears to be focused on major events targeting the main cities.

Lydia

D

Digital Marketing - Tekapo Springs

to me, Operations

1:56 PM (1 hour ago)

Hi Bevi,

Thanks for sharing this in the newsletter, we'd love to see a mid winter event get off the ground for June 2027.

As you might know, Tekapo Springs has run a Winter Wonderland Festival for the past few years (2023 to 2025). It started as a small way to bring some life to June (as, to my opinion, this is very much of a boring and dark month), and grew into something really special with help from a few locals along the way. Barbara in particular has been fantastic with her Saturday market and treasure hunt. It became a bigger and more expensive (i.e., advertising cost) undertaking than we could keep carrying alone, which is why we stepped back from running it in 2023, but we're genuinely excited about the idea of a joint event with wider involvement across the town.

We'd very much like to be part of the subcommittee for this. We'd be keen to bring back the Friday afternoon event we've run in past years (or something similar), and we're hoping to coordinate the Mid Winter Storm with The Breese over the same weekend if things align, alongside whatever other ideas the group comes on.

We'd bring one or two people along to the subcommittee (Bibi, and potentially myself). Given how much planning a good event needs, our one ask would be that the subcommittee (ideally 4 to 6 businesses) is formed well in advance so everyone has enough time to plan, share ideas, and bring others on board.

Looking forward to working on this together.

Chris,
Lisette

On Fri, Sep 4, 2026 at 1:27 PM Mackenzie Alpine Horses <info@mackenziealpinehorses.co.nz> wrote:

Hi Team,
Gutted to be missing this, will be away. But would like to jump on the committee if possible!

Many Thanks
Summer



Mackenzie Alpine Horses

Meeting Closed: 10.22am
Signed: Chair
Wayne Frewen

Signed by:


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29 September 2026 | 15:12 NZDT

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Wayne Frewen

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29-Sep-26 | 15:12

Certified Delivered

Security Checked

29-Sep-26 | 15:12

Signing Complete

Security Checked

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Security Checked

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Payment Events

Status

Timestamps