



# RIDING THE TAILWINDS

Tauranga Windsports Inc  
**ANNUAL REPORT**  
**2023**

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# ABOUT US

Tauranga Windsports Incorporated (TWI) Club is a not-for-profit organisation started in 2018. We became a charity to secure insurance and funding for our major annual windsurfing event, the Tauranga Harbour Jam, which we took over from previous organisers. Our club is 100% run by volunteers with all donations and funds raised going back into the club. As well as hosting the popular Harbour Jam we offer windsurfing lessons and annual membership with our great little windsport club where allcomers are welcome.

Our main aim is to promote the sport of windsurfing in the Bay of Plenty and to build windsport communities. With recent growth in windsport flourishing in Aotearoa, and windsurfing the deck upon which all offshoots of the sport have evolved, we see a long and progressive future for our club and vision.

We are fortunate to operate out of a premium, and easily accessible, location in the boatshed at Kulim Park, Tauranga.




# MISSION

Tauranga Windsports is driven by a clear mission - to grow and develop windsurfing, foiling and winging in Tauranga. We are committed to removing barriers for individuals of all ages and skill levels to engage and participate in these exhilarating water sports. By offering comprehensive training programmes, organising engaging events, and fostering a supportive community,

Tauranga Windsports aims to create an inclusive environment where everyone and anyone can embrace the joys and challenges associated with wind and water sports.

Our mission reflects our dedication to sharing the thrill of these activities and ensuring that learning and participating in them is rewarding and enjoyable for everyone involved.



To grow and develop windsurfing, foiling and winging in Tauranga

# VISION

Tauranga Windsports' vision reflects our dedication to sharing the thrill of these activities and ensuring that learning and participating in them is a rewarding and enjoyable experience for all.

Tauranga Windsports holds a true set of core values that shape our operations and interactions within our community. We are driven by passion, and seek to inspire others to embrace windsurfing, foiling and winging. We strive for excellence in everything we do, from organising events to providing top-notch training and support.

We envision a future where windsurfing, foiling and winging thrive as accessible and sustainable activities in the stunning Bay of Plenty. Our vision is to see a vibrant community of enthusiasts, constantly pushing the boundaries of these sports and creating a sense of camaraderie and adventure.

By nurturing this vision, Tauranga Windsports aims to make a lasting impact on the local water sports scene and inspire future generations to embrace the exhilaration and serenity of windsports.

We are  
driven by  
passion

# VALUES

Inclusivity is a fundamental value, ensuring individuals from diverse backgrounds and abilities have a space where they feel welcome and encouraged to participate. Environmental sustainability is another value in which Tauranga Windsports operate under, emphasizing the importance of preserving and protecting the natural environment in which our water sports take place. We leave a low carbon footprint and can grow the sport knowing the environment is not going to pay the price.



We leave a  
low carbon  
footprint



Our sponsors  
are the  
tailwind that  
propels us  
forward

# CHAIR'S LETTER

Nau Mai Haere Mai,

As we come to reflect on this past year together, I am pleasantly reminded of our club's values and purpose, and everyone's help in achieving them. To our dedicated members, volunteers, partners, and sponsors, I would like to extend my

heartfelt gratitude. You are the tailwind that propels us forward. You are the ones who make our purpose of promoting windsports, removing its financial barriers, and fostering a sense of community among water sports enthusiasts, achievable.





This past year has been shaped by our ability to navigate forward through the aftermath of the Covid-19 pandemic. We took an important stride in the right direction when we changed our organization's name from Tauranga Windsurfing Incorporated to Tauranga Windsports Inc.

In this way, we have been able to show more inclusivity towards other wind-based sports such as wingfoiling and windfoiling which have been growing in popularity. It is vital that we do not separate ourselves from other disciplines because, in the end, we all enjoy the water just as much as each other.

Another hallmark of this past year has been our financial success. Not only did we manage to secure a tax exemption certificate, but we have also managed to retain an average membership of almost sixty.

Another thrilling achievement for TWI was being voted winner of the Local Legends fund. This, in addition to grants from the ONE Foundation and Tauranga City Council, has enabled us to invest in replacing and purchasing new sails, booms, masts, and safety equipment.

Another  
thrilling  
achievement  
was being  
voted winner of  
the Living  
Legends fund

In the opposing spectrum, I would also like to acknowledge our continued mercy to weather conditions. Our main event of the year, the 2022 Harbour Jam, suffered from unfavourable winds which resulted in a disappointing turnout of thirty-five participants at the event.

We did, however, still manage to draw hundreds of spectators which was a great bonus.

In an attempt to best manage the unreliability of the waters and weather, we have continued to communicate with our members and the wider community through our Facebook page and our flash new website courtesy of Chantelle.

As we continue to navigate the best tailwind to ride in the direction of upholding our purpose, we must look to the future.



One of our main objectives for the upcoming years is to attract more schools to use our activities as part of their programme. We aim to achieve this through collaboration with other organizations like Waterborn or the Tauranga Yacht Club.

Another would be to convert more novice windsurfers we begin teaching to participate in our bronze fleet race at the Tauranga Harbour Jam.



Our aim is to have at least eighty participants at the event. We also want to continue fostering and growing our relationships with the Tauranga Yacht Club and the Bay of Plenty Youth Development Trust over the coming years. By collaborating with these two organizations, we can envision a stronger integration between different on-water sports in the region as well as work closely with the local youth. For example, we already provide personnel to the Tauranga Yacht Club to run some of their activities and in return, they provide us with rescue boats.

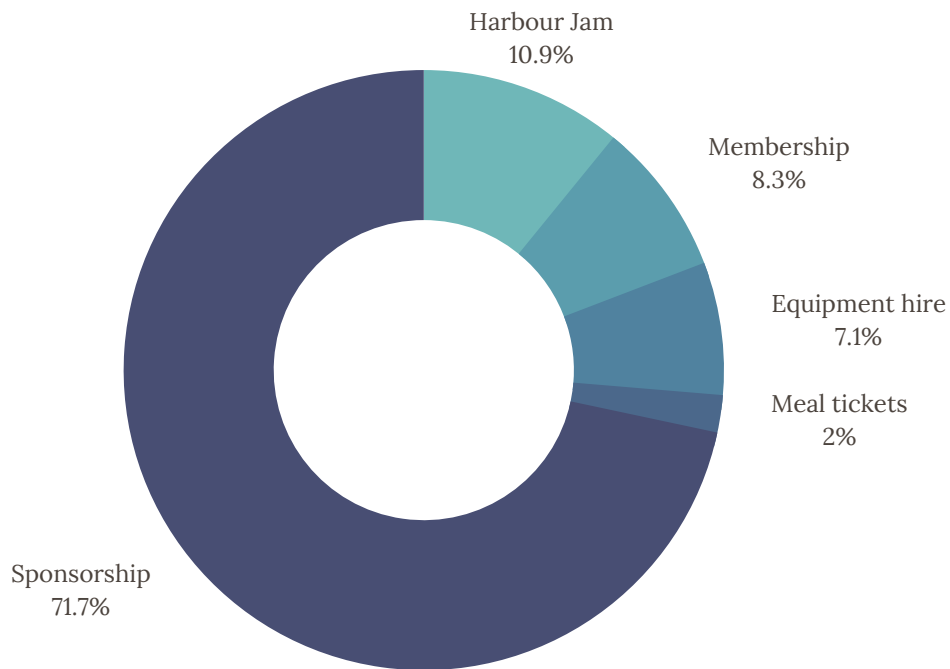
Finally, I offer my sincerest thanks to my fellow board members for their continued dedication: Chantelle, Momo and Fabrice.

**John Davies**  
Chair  
Tauranga Windsports Inc

# FINANCIAL OVERVIEW

Tauranga Windsports Inc has seen pleasing growth in the 2023 financial year due to increased sponsorship and funding income along with steady membership numbers and good Harbour Jam attendance. This forward momentum is sure to carry us through to even more success in 2024 as we action our strategic growth plan.

2023 INCOME PERCENTAGE BY CATEGORY

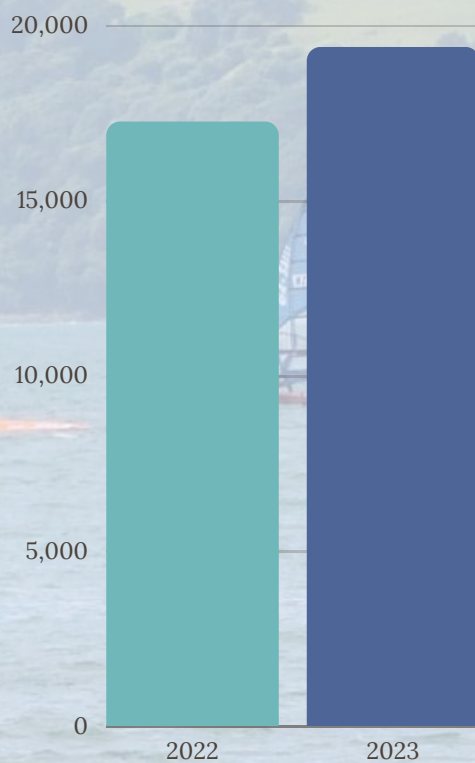


# TAILWINDS – Highlights

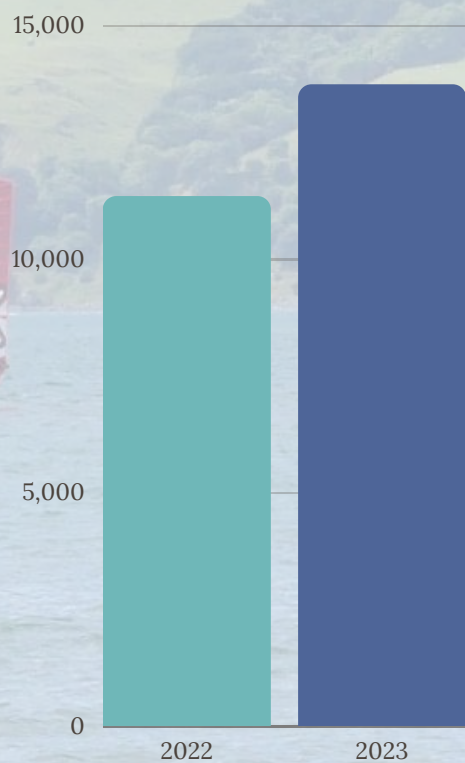
One Foundation  
funding grant  
\$6000

Winner  
Local Legends  
2023  
\$5000

TWI Income Total  
FY22-23



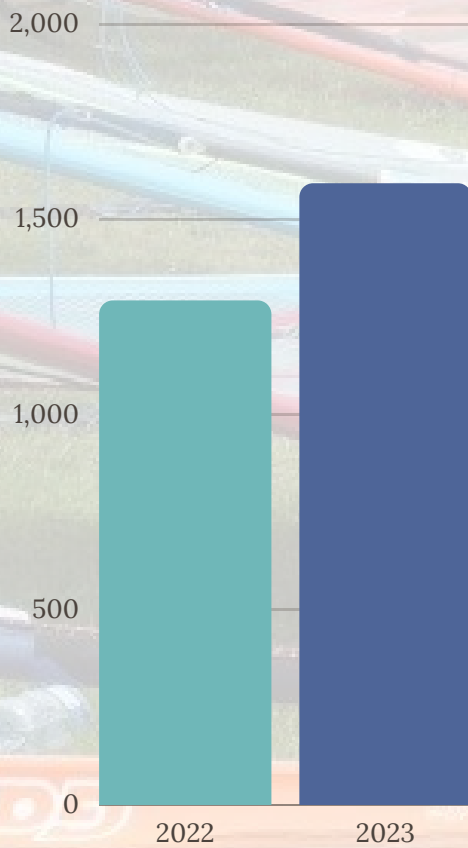
TWI Income  
Sponsorship FY22-23



# Highlights

55+ current members

TWI Income  
Membership FY22-23



tax exemption status confirmed

female membership increase 160%

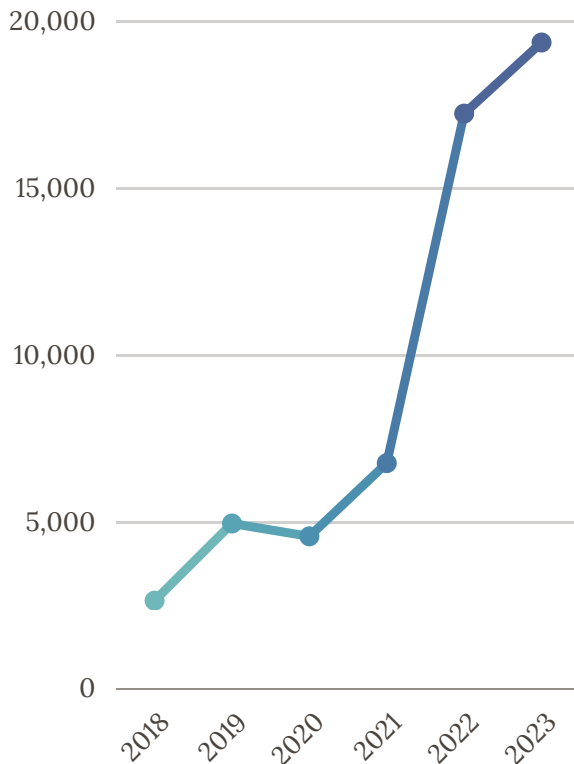
# PERFORMANCE

## 2018-2023



### REVENUE PERCENTAGE BY YEAR

TWI is thrilled with its annual revenue growth since its inception in 2018



626%

Percentage income  
increase from  
2018-2023

# HARBOUR JAM 2022



- 17-18 Sept
- 35 participants plus supporters. 13 from Tauranga and 22 from out of town. Half than normal due to low wind
- hundreds of spectators over the 2-day event
- all abilities catered for

**\$2085**  
Funds raised





# PERFORMANCE

- Financial
- Environmental
- People



# FINANCIAL

Being a non-profit club, community funding and donations are a key source of revenue. We have been fortunate to receive over \$13,000 in sponsorship and funding this financial year, equating to \$71.7% of all revenue.

Our very reasonable annual sub of \$80 membership brings in 8.3% of our income, but gear replacement, which can be expensive, requires ongoing funding.

Our annual Harbour Jam event generates between \$2000-\$4000 with weather conditions determining patronage. For the event Tauranga City Council funds half and we find the other half.



Holding windsurfing lesson sessions with corporate groups, as a team bonding exercise, has been profitable and there is potential for growth here. We have identified schools as another key group we can offer these sessions to, opening another revenue stream. These opportunities are being eyed up for 2024.

\$11,339

Funding/  
sponsorship  
FY22

\$13,732

Funding/  
sponsorship  
FY23

Even with our increase in funding this financial year, in order to deliver the best and safest service we can, we must keep this momentum going. We aim to replace two board kits per year and with a new board, sail and rigging costing up to \$5,000, we are looking at an annual spend of approximately \$10,000 for gear alone.

With \$7,000 in cash holdings we are in a healthy position to launch these initiatives into the next financial year.



# GROWTH OPPORTUNITIES

Some ways where we can improve profit maximisation is by reaching into local schools to offer windsurfing lessons. Water safety tuition could be part of the package. For example, a morning of water safety instruction followed by an afternoon of windsurfing instruction.

An obstacle with school engagement thus far has been the long process of health and safety compliance. We haven't had sufficient human resourcing to undertake the administrative work this entails. However, partnering with Water Safety New Zealand (WSNZ) who have met compliance may give us that access. Likewise, with our neighbours, the Tauranga Yacht Club, who we already have a strong relationship with.

Tertiary students are an untapped key target public

Tertiary students are another key target public that remains untapped. There are numerous tertiary campuses in Tauranga and Hamilton who can be approached. This student group typically pick up windsurfing quickly, have their own transport, and tend to be relatively active and seekers of new adventures and social clusters, a perfect target group. Annual raffles could be another fundraising opportunity.eg. a summer raffle.

Lastly, there is more potential for social media advertising and even a flyer drive around neighbouring localities to raise our profile and engagement.

# ECONOMIC HEADWINDS

A major trying economic factor for the Club has been Covid-19, as it has been for many. We had more people turning up to our events such as Harbour Jam and open days prior to Covid-19 than post-Covid. With the worst of the pandemic behind us people are finally starting to get out more and do the things they used to do. In saying that, it has become an opportunity for us to do more events and activities to promote and fund our organisation.

Chairman, John Davies, feels a realistic number of club members would be 80-100. We are trimming our sails to capture these extra members with the waning Covid-19 headwind now behind us.



# BALANCE SHEET

\$7144

Cash balance  
2023

For all our years of operation, 2018-2023, we have finished each year with a cash surplus and 2023 is no different.

Although 2023's closing balance is less than our opening balance, this is due to restocking in new boards. Hence, our asset value has risen to reflect this investment. As previously addressed, gear replacement and maintenance remains our greatest outgoings.

Overall, our economic state is solid, because we are progressing as an organisation. But there are still improvements which can be made to increase funding and profit maximisation, which we have addressed in our strategic growth plan for 2024 and already mentioned in this document.



# ENVIRONMENTAL

At Tauranga Windsports Incorporated (TWI) we recognize the importance of environmental sustainability and strive to minimize the impacts we may incur on the environment.

Hence, we place major emphasis on reducing our carbon footprint, promoting recycling and creating a safe and environmentally friendly sporting culture.

At TWI, we pride ourselves on the ability to rely on environmentally friendly winds and waters to power our sports offerings of windsurfing, wingfoiling, and windfoiling. We seldom need to rely on motorized vehicles or machinery as part of our operations, thus minimizing our noise and air pollution outputs.

In the case of rescues, we will typically carry out our missions on paddleboard. We otherwise rely on the assistance of the Coastguard to help with rescues out of our reach.



## ECO-FRIENDLY

We are committed to buying equipment from trusted eco-friendly suppliers using recyclable materials. For example, we have moved towards ordering equipment that only comes in cardboard packaging. Such packaging is significantly more environmentally friendly than its competitor, plastic packaging, whose industry contributes to a total of 4.5% of all greenhouse gas emissions over the past year. In comparison, paper manufacturing has only contributed to 0.8% of all greenhouse gas emissions.

Cardboard packaging is also more rapidly disposable than its competitor, plastic packaging. Therefore, by transitioning to using such packaging materials, our organization makes purposeful strides towards reducing its ecological footprint and contribute more responsibly to a sustainable future.

Our boards may be made of plastics but they can last up to 20 years and we only replace as needed. We look forward to future boards being manufactured from more renewable materials.





## EVENTS AND EDUCATION

Another area we have been minimizing our environmental impact is with our flagship annual event, the Tauranga Harbour Jam. We achieve this by only using a small generator with a ten-litre capacity to run our operations tent. This manages to cater for over a hundred spectators and the 35 competitors who came to the Tauranga Harbour Jam in 2022. We also do not use petrol rescue boats as they are not needed for the event as most of the racing area is low-depth. We encourage our spectators to recycle their rubbish in the correctly marked bins.

We are also planning to foster stronger education about environmental sustainability with the younger generation of the area through our association with the Bay of Plenty Youth Development Trust.

This will be achieved by communicating with the youth about how their ability to enjoy wind-based water sports relies on unpolluted waters and stable weather conditions which are byproducts of an environmentally responsible future. We also hope to impart a similar message to the corporate bodies when have begun offering lessons in the Bay of Plenty area.

Environmentally  
friendly wind  
and water  
power our sport

## We are dedicated to promoting environmental sustainability

As an organization, we are dedicated to promoting environmental sustainability and taking every measure we can to do our part.

Furthermore, as a sport, we hope that windsurfing, and other windsporting, clubs and associations continue striving towards being as environmentally conscious as possible.

We hope that by adhering to environmental regulations, educating our communities, and finding new ways to be more eco-friendly, we can sustain our amazing sport and the wider world for the foreseeable future.



# PEOPLE AND CULTURE

Community is what we are about. Although our club is a community bonded in our mutual interest and passion for windsurfing, we strive to be inclusive, not exclusive.

We reach out to all diverse people to come and join us no matter their gender, race, fitness level, socio-economic background or culture. We recognize, traditionally, windsurfing has attracted a narrower demographic of traditionally European, athletic, affluent males, and we are committed to changing this by marketing to all demographic groups and making allcomers feel welcomed.

This ethic will benefit our club and our wider social community. Our efforts to develop a diverse, inclusive and safety conscious culture continue to develop and grow our club.



## FEMALE MEMBERSHIP

We are pleased to see the growth in female membership go from five in 2021 to thirteen in 2023. We look forward to this trend continuing. The more women that join, the more women will feel comfortable joining the club. Part of our strategy to further encourage female participation, along with lift the profile of the club in general, has been making Veerle ten Have, national windfoiling champion and past club member, an honorary member of our club. We look forward to using our association with Veerle to leverage more members, particularly youth and females.

5

female  
members  
2021

13

female  
members  
2023



## VEERLE TEN HAVE - WINDFOILING CHAMPION

Honorary TWI club member


Born: Netherlands, 2000

Height: 173cm

Raised: Tauranga

### CAREER HIGHLIGHTS

- 2023 Windfoiling World Cup, Spain – 3rd
- 2022 Olympic Week Regatta - 5th
- 2022 Princesa Sofia Regatta - 7th
- 2022 Windfoiling national championships - 1st
- 2021 Windfoiling national championships - 1st
- 2018 Youth Sailing World Championships - 2nd
- 2018 Oceanbridge NZL Sailing Regatta - 1st
- 2018 Oceania Championships - 1st

A close-up portrait of Veerle Ten Have, a young woman with long, wavy blonde hair, smiling broadly. She is wearing a white sailing jacket. The background is a bright, slightly blurred outdoor setting, likely a beach or coastal area.

**“These things go fast. It’s like a one-person America’s Cup boat”**



### John Davies – President

Club President, John, started an informal windsurfing group in 2017 to run the TGA Harbour Jam. He then spearheaded the group becoming an incorporated society the year after. He has since been President of TWI and is also now the President of Windsurfing NZ (WNZ).

John taught windsurfing as a teenager in North Wales, England, for four years, and dinghy sailing in Guernsey for the Sea Cadets. He loves any form of sailing and is passionate about sharing the sport with others.



### Olly Maidment - up and coming

Olly started windsurfing in 2014 at the age of 10. He competed in Australia in 2018 at just 13 years of age, representing NZ at the Oceania Championships where he achieved a very respectable 5th placing. He has since transitioned to windfoiling. Now 18, and on the national competition circuit, he has achieved a number of top placings. He loves the freedom and time out windsurfing provides.



### Tim Wood - long time competitor

Tim has been a competitive windsurfer all his life. At 60 he stills remains on the national competitive circuit achieving a string of top placings in his category.

## DIVERSITY

We recognize diverse cultures are underrepresented in our membership. However, corporate lesson days have brought diversity to our windsurfing student first-timers and we hope this first positive experience will bring them back.

Anecdotally, we are seeing more diversity in Harbour Jam spectators, which is pleasing. As we action our 2024 plan to engage deeper with school communities we hope there will be a greater reach to diverse cultures and a broadening of our profile in these less represented clutches.

These diversity values are embedded in our long-term strategic thinking and planning and will no doubt be manifested in our future growth and membership dynamic.

Two areas we can boast diversity is in nationality and age of our membership. Along with Kiwis we have Brazilian, French, Swiss, British and Canadian members to name a few. The youngest of our members is 16 with a spread across ages up to those in their 60s. We continue to encourage these diversities and celebrate the richness they bring to the Club experience.

Diversity values  
are embedded  
in our long-term  
strategic  
thinking and  
planning



## SAFETY

Safety is paramount at TWI as we recognise windsurfing can be a dangerous sport without necessary precautions taken. Much planning and thought goes into meeting our Health and Safety obligations. Our volunteers and instructors have been trained to be safety conscious at all times and our safe location helps facilitate this.

Our strategic plan enables first aid training and instructor training for our volunteers and instructors. We have recently developed a concise windsurfing training curriculum so all teaching is cohesive and all safety precautions are followed with the public. Safety gear is mandatory for all our learners and provided free of charge.

Safety gear for learners is mandatory





## EVENT SAFETY

We have had  
no significant  
safety  
incidents in the  
history of our  
club.

For event safety we have designed a comprehensive operations plan with detailed safety guidelines for the annual Harbour Jam Event.

Risk management of both the public spectators and competitors is planned for, documented and executed.

We are pleased to report we have had no significant safety incidents in the history of our club.



## WE'RE ABOUT PEOPLE

Prowess on the water is not our first focus - but people are. These values are communicated clearly at our open days, events and club days. As a charity we are not profit driven and therefore this helps us put people first. Having a fun and safe time on the water with others is what we are about and we want to share this ethos with whoever engages with our club, be it members or non-members.

Although we are windsurfing focused, with the community ethos we hold, we are interested in building bonds with other windsport communities to support one another and celebrate the diversity of the windsport genre which is flourishing nationwide. What better location could you have than the Bay to grow these exciting sports and draw strength and unity from one another.



Prowess on the  
water is not our  
first focus -  
people are.



# OUTLOOK

As we ride the waves of success of the 2023 financial year we can reflect on the achievements, the challenges and the future direction we wish to chart. This report has allowed us to showcase our successes, not just for this year, but since the Club's foundation.

Such as expanding from windsurfing alone to windfoiling and water safety options, the cementing of Harbour Jam as a key Tauranga event, growing club diversity in age, gender and sailing ability, and a growing cohort of generous and engaged sponsors/funders.

We look forward to establishing stronger long term relationships with One Foundation who generously funded our new gear purchases with a \$6000 grant, and other potential sponsors, with the view to securing future grants to build our asset base and profile.



We have, concurrently, persevered in the face of any headwinds. Particularly Covid-19 which hit us financially, and the red-tape challenges of engaging with schools to offer windsurfing tuition.

However, based on our successful FY2023 we are looking forward confidently to our growth prospects in the years to come. In order to overcome the red-tape hurdle with schools in the region we are intending to partner with Water Safety New Zealand, who already have established relationships with key schools.

In collaboration with them we can offer water safety and windsurfing packages together. We can also partner with Yachting New Zealand and springboard off their larger profile.

Similar to this we will make inroads into tertiary student populations in the Bay and Waikato, as they are a good

target market for us.

We will expand our marketing to corporate groups to encourage an afternoon of windsurfing as a team bonding activity for their staff. These corporate sessions generate income and, long term, can lead to more annual memberships.

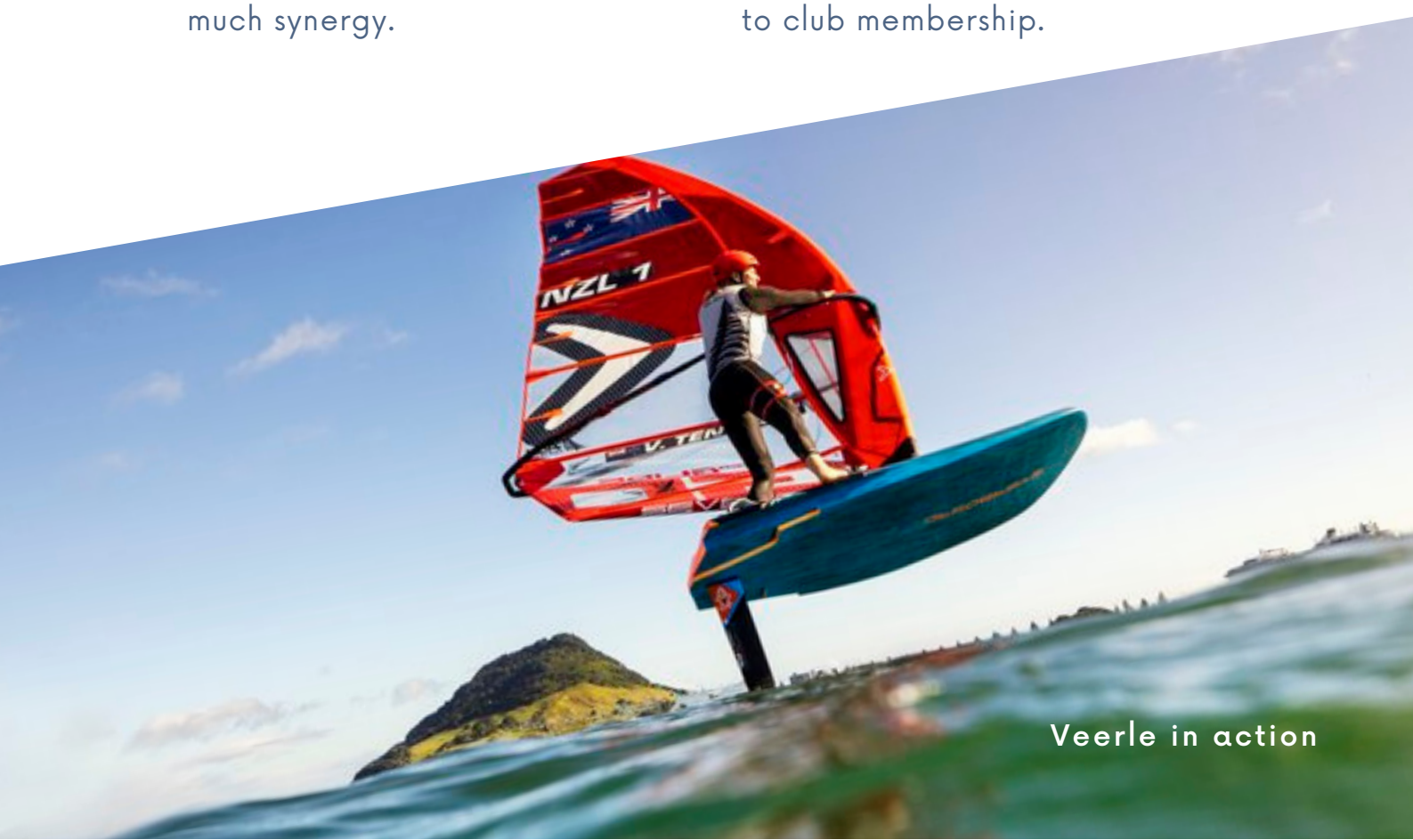


There is more potential for media engagement, simply by posting more regular content on our club pages and tapping into local event and neighborhood social media pages. Perfect channels for promoting our key annual event Harbour Jam, and our open days.

We plan to partner with our honorary member, windfoiling champion Veerle ten Have, to offer a celebrity presence at some of our open days. Her profile and personable nature, and the fact she is a Tauranga native and past club member, give our collaboration with her much synergy.

With the 2024 Olympics approaching fast and Veerle's almost certain selection there is immense potential to capitalise from our association with her.

With this in mind, accelerating the diversity of our club membership is part of our growth agenda. Excellent inroads have been made into female membership and with Veerle Ten Have at the helm of our honorary memberships, we foresee our female and youth membership climbing. Through our increased engagement with corporates and schools we also aim to bring a more diverse dynamic culturally and age wise to club membership.



If riding the tailwinds was the theme of 2023, then partnering looks to be the theme of 2024 and the recipe for our continued growth. As Chairman John Davies has posed, with 55 active members so far, we are only just over halfway to the optimum membership size. As we set our rigging and trim our sails towards key partnerships in the 2024 financial year, we know this is the brighter horizon we are sailing towards.

Together with our partners we look forward to achieving these goals, but for now, we look forward to seeing you out on the water.

**Partnering -  
We know this  
is the brighter  
horizon we  
are sailing  
towards**





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