



WINTA
WORLD INDIGENOUS
TOURISM ALLIANCE



WINTA ANNUAL REPORT 2014/15

CONTENTS

1. Chairman's Statement

2. Managing Director's Statement

3. Strategy

- Positioning Statement
- Vision
- Mission
- Values
- Objectives

4. Performance at a glance

5. Regulatory Framework

6. Governance

- Leadership Council
 - Role
 - Operating Policies
 - Composition/Appointees
 - Selection/Role of Chairman
 - Diversity
 - Meetings
 - Performance
 - Remuneration
 - Interest in transactions
- Committees

7. Management

- Managing Director
 - Role
 - Remuneration
 - Indemnity and Insurance
 - Interest in transactions
- Operating Team

8. Auditors

9. Shareholder Information

- Shareholders
- Dividend Policy

10. Economic Performance

11. Trends Statement

- Partners/Volunteers
- WINTA Network

12. Corporate Directory

1. CHAIRMAN'S STATEMENT



WINTA had an excellent year of active growth and development. In the third year of WINTA's existence our organization's global recognition and impact continues to increase. Some of this is due to the relationships we have developed with other international organizations such as the Adventure Travel Trade Association (ATTA), Pacific Asia Travel Association (PATA), and International Institute for Peace through Tourism (IIPT). Each of our partner organizations has well-established media connections which they willingly share with WINTA to carry news of our activities.

Another reason for WINTA's growing profile has been due to prominent speaking roles for our leaders in major international conferences. Beyond providing Indigenous speaker roles, WINTA has been invited to assist in organizing the Indigenous in international tourism conferences. One example was the highly successful IATC2015 conference in Quebec City for which WINTA provided international Indigenous speakers. This type of participation through partnerships has provided opportunities to develop an international presence for WINTA that would not otherwise be possible through our own efforts.

We will move on into 2015 energized by our past performance while addressing new challenges for the growth of Indigenous tourism in the world. We look forward to PAITC2015 in Vancouver to further boost international interest in Indigenous tourism development. We believe the work we will do in Chile with ATTA will provide significant returns in that country. We will continue to press for the advancement of Indigenous rights through tourism in every possible forum. That continues to be our primary goal and purpose.

Thank you for your support and prayers.
Mitakuye Oyasin (All my relatives)
Ben Sherman, Oglala Lakota

2. MANAGING DIRECTOR'S STATEMENT



During this first year of WINTA's operation as an incorporated body, critical building blocks for the forward operation of WINTA have been put in place including the distribution of shares, the adoption of a constitution, and the establishment of the governing Leadership Council and the confirmation of a Director to manage WINTA's operation.

A significant input has been required by management in supporting the Leadership Council in its development of strategic operating policies and plans and the subsequent establishment of operating procedures to give practical effect those policies and procedures.

The greatest challenge and yet the greatest opportunity for management has been to manage an operation using only volunteer services and partnerships. Much has been achieved and WINTA has operated a robust organisation, fostered a positive international profile and achieved some credible results for international Indigenous tourism interests.

He aha te mea nui o te ao? – Maku e ki ake, he tangata, he tangata, he tangata!
What is most important? – I will say it is people, it is people, it is people!

Johnny Edmonds, Ngapuhi Maori

3. WINTA STRATEGY STATEMENTS

POSITIONING STATEMENT

The global support network for Indigenous voices through tourism

VISION

Indigenous peoples contribute through tourism, to a world where people live in harmony with each other and the environment around them.

MISSION

To promote the survival, dignity and well-being of the Indigenous peoples of the world, by advancing Indigenous human rights through tourism consistent with the standards articulated by the United Nations Declaration on the Rights of Indigenous Peoples.

CORPORATE ORGANISATIONAL VALUES

WINTA's operations are based on:

- Universal Indigenous Values including kinship, reciprocity and respect;
- Sustainable partnerships based on mutually beneficial relationships;
- Shared information and experiences that lead to informed decisions and empowerment.

OBJECTIVES

- **To advocate** in support of Indigenous peoples wishing to develop responses to issues and opportunities arising from existing and proposed tourism developments and trends of global interest;
- **To facilitate relationships** between Indigenous and non-Indigenous peoples to realize global social, environmental and economic opportunities through Indigenous peoples participation in tourism;
- **To foster networking** opportunities for Indigenous and non-Indigenous peoples to share information and experiences on international opportunities and issues for Indigenous peoples in tourism.

4. PERFORMANCE AT A GLANCE

Advocacy Outcomes and Outputs

In implementing its Advocacy objectives WINTA has established itself as a global umbrella organization for tourism-related Indigenous issues and opportunities WINTA and has:

- Initiated corporate partnerships and secured professional services to manage the operation of WINTA;
- Met all legislative and regulatory compliance requirements for companies operating in NZ;
- Completed a research project into Indigenous human rights in tourism in the jurisdictions of Australia, NZ and the Pacific Islands, in support of PATA's report on *Indigenous Tourism and Human Rights in Asia and the Pacific Region*;
- Produced reference lists of research papers and other presentations on Indigenous engagement with tourism in Australia, NZ and the Pacific Islands.
- Completed a research project into Indigenous human rights in tourism in South Africa in support of planning for the *IIPT World Symposium 2015*;
- Profiled WINTA and Indigenous tourism in the UNWTO/ATTA *Global Report on Adventure Tourism* released in October 2014;
- Initiated a collaborative research project with Tourism Education Futures Institute (TEFI)/University of Guelph on University Best Practise and Indigenous Human Rights in Tourism;
- Supported Quebec Aboriginal Tourism consultation table on Aboriginal tourism
- Prepared briefing reports for WAITOC & PATA and lodged an associated submission on Indigenous Tourism and *Threshold Outcome Learnings for Tourism, Hospitality and Events Bachelors and Masters Course Work Degree Programs. Australia*.

Facilitation Outcomes and Outputs

In facilitating relationships between Indigenous and non-Indigenous peoples, WINTA has provided Indigenous peoples with their own collective voice and ability to engage with global tourism industry organisations based on mutual respect and has:

- In partnership with ATTA
 - Distributed Indigenous tourism eNews regularly to ATTA members/stakeholders;
 - Convened an Indigenous Roundtable at ATWS 2014, Ireland;
 - Transferred the url *Indigenous.travel* from ATTA to WINTA on behalf of Indigenous tourism.
- In partnership with PATA
 - Contributed to the implementation of the Larrakia Declaration by collaborating in the completion of the research report on *Indigenous Tourism and Human Rights in Asia and the Pacific Region*;
 - Reinforced submissions to the *Threshold Outcome Learnings for Tourism, Hospitality and Events Bachelors and Masters Course Work Degree Programs. Australia*;
 - Transferred the brand PAITC from PATA to WINTA on behalf of Indigenous tourism.
- In partnership with FreeNomad, enabled WINTA shareholder constituent tourism businesses to register for free marketing services.
- In partnership with Tourism Education Futures Initiative initiated a collaborative research project with the University of Guelph on University Best Practise and Indigenous Human Rights in Tourism;
- Provided consulting services to Aboriginal Tourism Association of British Columbia and Tourism Quebec respectively, to secure international speakers for the Canadian International Aboriginal Tourism Conference 2014 and 2015.

Networking

In fostering networking opportunities for Indigenous and non-Indigenous peoples to share information and experiences WINTA has:

- Developed & maintained a Network of stakeholders in over 50 countries;
- Distribute online E-news to highlight international Indigenous tourism developments
- Maintained social media channels to support the ongoing dialogue and sharing of information on responsible development of indigenous tourism
- Supported the participation of Indigenous people in the Canadian international Indigenous tourism conferences 2014 (Whistler, BC) and 2015 (Quebec City)
- Supported Indigenous tourism participation in other international tourism conferences including the:
 - Adventure Travel World Summit 2014(Ireland),
 - 8th Tourism Education Futures Initiative Conference 2014(Toronto)
 - IIPT World Symposium: Cultivating Sustainable and Peaceful Communities and Nations through Tourism, Culture and Sports (South Africa)
 - 5th International Symposium and Annual Conference of Partners of the Global Partnership for Sustainable Tourism (Namibia).
- Led the planning for the 2nd Pacific Asia Indigenous Tourism and Trade Conference in partnership with the Aboriginal Tourism Association of BC.

5. REGULATORY FRAMEWORK

The regulatory framework for the corporate governance and management of WINTA is provided by both the WINTA Constitution and NZ legislation.

The WINTA Constitution was adopted on 30 May 2014 by special resolution of shareholders, pursuant to section 32 Companies Act 1993. The Constitution shares responsibility for the corporate governance and management of WINTA between the Leadership Council and the Director.

6. GOVERNANCE

Leadership Council

- Role

Schedule 1 of the Constitution places responsibility on the Leadership Council to set the strategic direction of WINTA and approve the annual plan/budget and adopt policies to guide the operation of WINTA.

- Operating Policy

The operating policy adopted by the Leadership Council in 2014/15 included

- Leadership Council Appointments, Co-options, Chairperson, Advisory Groups (8 August 2014)
- Designation of Director (8 August 2014)
- Policy On Disclosures Of Interest (8 August 2014)
- Policy On Financial Management (8 August 2014)
- Policy on Partnerships (8 August 2014)
- Policy on Workforce Planning and Development (6 February 2015)
- Position Description for Director WINTA (6 February 2015)

- Composition/Appointees

Clause 1.1.1.a of the Constitution provides that each shareholder may appoint one person to the Leadership Council and may subsequently remove that person and appoint another person to the Leadership Council.

The shareholder appointees for 2014/15 were:

- Mr John **Barrett** appointed by the NZ Maori Tourism Society;
- Mr Keith **Henry** appointed by the Aboriginal Tourism Association British Columbia.
- Mr Lennart **Pittja** appointed by Vägvisaren–samiska upplevelser;
- Mr Doc **Reynolds**, Mr Neville **Poelina** as interim replacement following retirement of Mr Reynolds and then subsequently Ms Tahn **Donovan** appointed by the WAITOC Association Inc;
- Mr Ben **Sherman**, appointed by the Native Tourism Alliance;
- Ms Yankila **Sherpa** appointed by the Trans Himalayan Environment Livelihood Program;

There were no co-opted Councillors in 2014/15.

- Selection/Role of Chairman

Leadership Council corporate policy 1.2.3 provides that the shareholder appointees shall elect one of the shareholder appointees as Council Chairperson and once elected, that person shall hold that office until he or she dies or resigns, or is no longer a shareholder appointee or the majority of shareholder appointees elect a chairperson in his or her place.

The shareholder appointees elected Mr Ben Sherman to chairman of the Leadership Council on 7 August 2014.

- Diversity

All councillors have a background in Indigenous tourism and bring first hand experiences from Asia, Europe, North America and Oceania. At present the only continents not participating on the Council are Africa and South America.

The gender balance has improved during the year with a Council now comprising 2 women and 4 men.

- Council Meetings

All Leadership Council meetings were conducted in accordance with approved Council policy.

All meetings were conducted via skype and exceeded the policy requirement for a minimum of 4 meetings per annum. Meetings were held on:

- 8/9 July 2014
- 7/8 August 2014
- 11/12 September 2014
- 6/7 November 2014
- 4/5 December 2014
- 5/6 February 2015

The Director prepared and distributed the agendas and briefing papers in advance of all Council meetings.

The Director also prepared/distributed the minutes following the meetings with a quorum and prepared/distributed notes where the number of Councillors present did not meet the required quorum.

All Council deliberations taken "out of session" by Council members were ratified at the next following Council meeting.

- Council Performance

As required by the constitution, the Leadership Council approved WINTA's 2014/15 annual plan/budget and operating policies. The draft strategic plan was not updated.

The Leadership Council met all policy requirements for conducting meetings including:

- Ratifying minutes
- Disclosing material interests
- Quorum

Of the 6 skype meetings agreed to by Council, 3 proceeded with the required quorum and the other 3 proceeded as discussion meetings.

Individual Councillors who carried out additional tasks for WINTA included:

- Chairman Ben Sherman who represented WINTA at
 - o The 3rd International Aboriginal Tourism Conference 2014 in Whistler, BC, Canada;
 - o The Adventure Travel World Summit 2014, Killarney, Ireland
 - o The IIPT World Symposium: Cultivating Sustainable and Peaceful Communities and Nations Through Tourism, Culture and Sports 2015, Ekurhuleni, South Africa;
 - o The 5th International Symposium and Annual Conference of Partners of The Global Partnership for Sustainable Tourism 2015, Windhoek, Namibia;
 - o The 4th International Aboriginal Tourism Conference 2015 in Quebec City, Canada;
- Councillor John Barrett who represented WINTA in discussions with
 - o the Victoria University of Wellington MBA Not for Profit Advisory Project 2014;
 - o The JR McKenzie Trust for foundation funding to enable NZ Maori tourism leaders to attend the Pacific Asia Indigenous Tourism & Trade Conference 2015.

- Council Remuneration

No remunerations were made to Councillors and no costs incurred by Councillors were reimbursed by WINTA.

- Interest in transactions

Council policy requires that all councillors comply with the intent of Clause 21 of the WINTA constitution and Section 139-144 Companies Act 1993 which prescribe the restrictions that apply to self-interest transactions. All meeting agendas enabled councillors to disclose an interest in any agenda item/transaction and the recording of those interests in a WINTA *interests register*.

No self-interests in transactions were declared by Councillors or recorded in the interests register.

Committees

No Council committees were formed by the Leadership Council.

7. MANAGEMENT

Managing Director

- Role

Schedule 1 of the WINTA constitution requires the Director to manage, direct and supervise the management of the business and affairs of the company, in accordance with the strategic plan, the annual plan and budget, and the operating policies for the company as approved by the Leadership Council. In addition the Director is obligated to meet minimum compliance requirements set out in the Companies Act 1993. These obligations include acting in good faith and in best interests of the company, avoiding reckless trading and entering into obligations that cannot be met. Any breach of these obligations constitutes an offence under the Companies Act 1993.

- Remuneration

No remuneration was paid to the Managing Director.

The role of Managing Director was undertaken by Mr Johnny Edmonds in terms of a sponsorship agreement entered into by WINTA and Irimana Enterprises Ltd. Under the agreement all costs incurred by Johnny Edmonds in fulfilling the role of Director WINTA were met by Irimana Enterprises Ltd.

- Indemnity and Insurance

Irimana Enterprises carried its own professional indemnity insurance for Johnny Edmonds. WINTA did not carry indemnity insurance cover.

- Interest in transactions

At the Leadership Council meeting on 5/6 February 2015 - Director Johnny Edmonds declared a potential self-interest in Council's discussion of Agenda Item 14 - *Corporate Sponsorship Agreement with Irimana Enterprises Ltd*

Operating Team

In addition to the Managing Director, the operating team/secretariat included Mr Dan Kreuger, who as a volunteer, managed WINTA's website, social media Facebook and Twitter accounts and the Authentic Destination eNews.

Other volunteers who assisted with WINTA initiatives included WINTA Network participants

- Jeff Provost and Dan Kreuger, with the delivery of WINTA workshops at the Adventure Travel World Summit 2014 in Killarney, Ireland;
- Anna Pollock who assisted WINTA with testing the social collaboration online software platform Tourism Changemakers;

8. AUDITORS

In view of the early development of the company and the likelihood of a limited number of transactions, the WINTA shareholders' meeting held on 17 April 2014 in Whistler, BC, Canada, resolved unanimously to not appoint an auditor for 2014/15 pursuant to Section 196(2) NZ Financial Reporting Act 1993.

9. SHAREHOLDER INFORMATION

Shareholders

WINTA has 600 ordinary shares, which are held equally by

- WAITOC Association Incorporated, Suite 52, 102 Railway Parade West Perth, Western Australia 6005, Australia.
- Native Tourism Alliance, 1744 Garfield, #101, Louisville, Colorado 80027 USA.
- New Zealand Maori Tourism Society, Seabridge House Mezzanine Floor, 110 Featherston Street, Wellington 6011, New Zealand.
- Aboriginal Tourism Association British Columbia, #600 – 100, Park Royal West Vancouver, BC V7T1A2 Canada.
- Vägvisaren-samiska upplevelser, Fjällnäsgränd 15c, S-982 39 Gällivare Sweden.
- Trans Himalayan Environment Livelihood Program. Kathmandu, Nepal.

Dividend Policy

Part 2 Special Provisions of the WINTA constitution provides that the Company shares shall not confer on shareholders entitlement to payment of dividends, or preferential rights to distributions of capital or income, or rights to transmit or transfer shares to other than the company, or pre-emptive rights to new shares.

Furthermore, Company shares may only be transferred to corporate entities that subscribe to the charitable purpose of the company.

10. ECONOMIC PERFORMANCE

An annual plan and a working budget were approved by the Leadership Council for 2014/15. However, WINTA incurred no financial transactions in delivering the annual plan. That is WINTA incurred neither income nor expenditure in the 12 month period to 31 March 2015, as all outputs were provided through volunteer and partnership support.

11. TRENDS STATEMENT

Partners and Volunteers

WINTA has demonstrated an increasing propensity to enter into mutually beneficial partnership agreements with international tourism industry organisations having completed agreements in 2014/15 with:

- The Pacific Asia Travel Association (PATA)
- The Tourism Education Futures Initiative (TEFI)
- The Nomad Toolkit Sociedad Mercantil (FreeNomads)
- The Aboriginal Tourism British Columbia (AtBC)

Other agreements are being progressed.

WINTA has experienced an increasing interest by individuals seeking to undertake volunteer work for WINTA. This interest includes University students and tourism professionals.

The WINTA Network

The WINTA Network expanded in number and geographic extent during 2014/15.

The number of Network participants increased by almost 40 % and their geographic location expanded from 40 to 49 countries. This increase in number and geographic coverage is closely associated with increased exposure of WINTA through its active participation in assisting with the delivery of the 2014 and 2015 Canadian International Aboriginal Tourism Conferences and the Pacific Asia Indigenous Tourism Conference 2015.

12. CORPORATE DIRECTORY

Registered Office

Care of Wellington Income Tax Consultants Limited
1st Floor 7 Woodward Street,
Wellington, 6011
New Zealand

Mailing address

1 Manapouri Lane,
Aotea,
Porirua, 5024,
New Zealand

Websites

www.winta.org
www.paitc2015.com

Banking

Bank: ANZ
Branch: Porirua, New Zealand

Legal Advisors

Member of TrustLaw

Auditor

Nil appointed to date.

Leadership Council Appointees

- | | | |
|--------------------------------|----------------------------------------------------------------------------|---------------|
| - Ben Sherman (Chairman), | sherman1491@gmail.com , | United States |
| - John Barrett (Councillor), | john.barrett@xtra.co.nz , | New Zealand |
| - Keith Henry (Councillor), | khenry@aboriginalbc.com , | Canada |
| - Lennart Pittja (Councillor), | lennart.pittja@biegga.com , | Sweden |
| - Yankila Sherpa (Councillor), | yshslt@gmail.com , | Nepal |
| - Tahn Donovan (Councillor), | maxsblack@bigpond.com , | Australia |

Managing Director/Company Secretary

- | | | |
|-------------------|--------------------------------------------------------------------|-------------|
| - Johnny Edmonds, | secretariat@winta.org , | New Zealand |
|-------------------|--------------------------------------------------------------------|-------------|