

WINTA

WORLD INDIGENOUS
TOURISM ALLIANCE



ANNUAL REPORT 2017/18

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. Secretariat

- Managing Director
 - Role
 - Remuneration
 - Interest in transactions
- Operating Team

8. Annual Shareholders' Meeting and Auditors

9. Shareholder Information

- Shareholders
- Dividend Policy

10. Operating Trends

- Advocacy
- Facilitation
- Networking

11. Corporate Directory

12. Economic Performance

. CHAIRMAN'S STATEMENT



The World Indigenous Tourism Summit (WITS 2018) in Aotearoa was a great adventure, from the most solemn Maori ceremony, to the most informative speakers and their presentations; and to the most fun gala celebration. New Zealand Maori Tourism, our highly competent partner and host, created a memorable event worthy in every regard of being labeled a “summit.” The event was an impressive world summit in terms of spectacular location, caring hospitality, competent arrangements and quality of participants. With delegates from 33 countries lending their attractive cultures and traditions to the gathering, Indigenous tourism could not have been better served.

After three days of impressive activities at Waitangi, Bay of Islands, the summit was adjourned with emotional farewells among the participants and host organizations. Part of the group then went south to Waikato-Tainui College for Research and Development to attend a one-day Research Symposium chaired by Professor Linda Smith, PhD, from the University of Waikato. Upon arrival, the group was treated to a warm welcoming ceremony and reception at the beautiful Waikato-Tainui College facilities. Professor Smith and her colleagues facilitated a full day of discussion about the necessity of research and data collection as a vital prelude to effective Indigenous tourism development.

The World Indigenous Tourism Summit will be reconvened April, 2020 in Perth, Australia under the hosting of the Western Australia Indigenous Tourism Operators Council (WAITOC). Leaders of that organization, Doc Reynolds, Robert Taylor and Neville Poelina, were at Waitangi to accept the assignment for conducting WITS 2020. These three gentlemen have been affiliated with WINTA in recent years. We have the highest confidence in their ability to plan and conduct a world class Indigenous tourism summit.

WINTA’s past three years of work in Chile continues to bear positive results. With the addition of Jean-Philippe Le Moigne as WINTA’s agent in Chile, we can now develop strong connections with other Indigenous tourism leaders and organizations in South America without the barrier of language. Jean-Philippe is fluent in Spanish, English and French. We have shared numerous activities with Jean-Philippe during the past three years. We have come to know him as one who possesses the commitment, integrity and abilities to function successfully as our WINTA agent.

The WINTA Chairman has been invited to participate in the Eleventh Session of the Expert Mechanism (EMRIP) on the Rights of Indigenous Peoples in Geneva, Switzerland. The session is a week-long event being held at the Palais des Nations during July 2018. EMRIP is a United Nations body reporting to the Human Rights Council of the UN. The WINTA Chairman and the Executive Director, with assistance from Aurelie Debuscherre, WINTA’s Europe Agent, are preparing to conduct a “side event” that will be held during EMRIP week to introduce WINTA, our mission and our programs to an international audience.

We will continue to seek such ways to advance the important work of WINTA to world audiences. We carry the banner for Indigenous human rights in our constant advocacy for sustainable development of Indigenous tourism. We look for and appreciate the support of the WINTA Leadership Council as we strive for a better future for our people.

Mitakuye Oyasin (We Are All Related)

Ben Sherman, Oglala Lakota

2. MANAGING DIRECTOR'S STATEMENT



This year marked the completion of WINTA's 4th and successful year of operation as an incorporated entity.

WINTA's strategies have remained focussed on promoting the rights of Indigenous peoples through tourism and have enabled WINTA to continue to impact on the international tourism operating environment through its consistent advocacy, its industry partnerships and its ever-widening global network.

From a management perspective, the outstanding feature of WINTA's operations in the current year has been the impact and results it has achieved, through volunteer services provided by professionals who clearly share a passion for supporting the aspirations of Indigenous peoples. Few

bystanders would necessarily appreciate that such significant results are actually being achieved through the generosity of individuals and SMEs. The estimated value of the pro bono services & partnership support provided to WINTA's operational activities have exceeded NZ \$300,000. The services of passionate volunteers will remain a distinctive component of WINTA's operations. However, with continuing and successful interventions comes increased international exposure and additional requests for support from nations focused on developing Indigenous tourism as an integral component of their journey toward sustainable tourism. The time is approaching where WINTA must engage with Foundations and States to encourage their investment in WINTA's activities.

*Naku te rourou, nau te rourou, ka ora ai te iwi
With your basket, and my basket, the people will thrive*

Johnny Edmonds
Ngapuhi



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 people's 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 further reinforced its role as the global umbrella organization for tourism-related Indigenous issues and opportunities WINTA and has:

- Maintained corporate partnerships and retained volunteer professional services to manage the operation of WINTA;
- Met all legislative and regulatory compliance requirements for companies operating in NZ;
- Maintained full membership of the Leadership Council comprised of Indigenous tourism leaders based in Australia, Canada, Nepal, New Zealand, Sweden and USA;
- Secured operational volunteer services from personnel based in Canada, France, India, New Zealand and USA;
- Appointed the first WINTA Europe Agent;
- Provided information on funding opportunities to Indigenous tourism organisations in Bangladesh, Bolivia, Chile, Europe, India, Kenya, Nepal, Nigeria, Papua New Guinea and Peru;



- Further developed the WINTA global Network following applications for participation from organisations and individuals from Argentina, Australia, Bangladesh, Belgium, Canada, Chile, Colombia, Ghana, Hawaii, Honduras, Indonesia, Mexico, Namibia, New Zealand, Spain, Taiwan, Uganda, USA and Vietnam;
- Progressed due diligence reports for Scots Gaelic tourism and Community tourism in Latin American countries;
- Collaborated with the University of Lapland, Multidimensional Tourism Institute in formulating the research project '*Culturally Sensitive Tourism in the Arctic*' - ARCTISEN);

- Participated on the Expert Review Panel responsible for assisting the Planeterra Foundation, G Adventures and George Washington University with the development of the *Indigenous People and the Travel Industry, Global Good Practice Guidelines*;
- Promoted the Larrakia Declaration in support of the *World Committee on Tourism Ethics*; the development of the *Indigenous People and the Travel Industry, Global Good Practice Guidelines*; the Project Methodology developed for *Indigenous tourism experiences in 6 destinations in Chile* for the Chile Government; to NSW National Parks and Wildlife Service as a basis for developing guidelines for the interpretation of Aboriginal Cultural heritage within NSW National Parks; the manual for the Development of Integrated Products of Indigenous Tourism in Chile;



- Continued to advocate implementation of SDGs to recognise impact of tourism on Indigenous Peoples;
- Contributed to publications on *Socially just and sustainable luxury tourism led by Indigenous communities: Deliberating on an Indigenous cultural governance framework* and *Indigenous Tourism in Australia and New Zealand*.



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 Travolution:
 - Supported the development of *Indigenous tourism experiences in 6 destinations in Chile and*
 - Supported the *Design and Implementation of Integrated Indigenous Tourism Products in Chile;*
 - Assisted with planning for the *East Africa - Community Based Tourism Encounter;*
 - Assisted with planning for the *Central America Community-Based Tourism Encounter;*



- In partnership with New Zealand Maori Tourism planned for the delivery of the World Indigenous Tourism Summit 2018
- Supported NSW National Parks & Wildlife Service with: *Guidelines for the development and delivery of Aboriginal cultural heritage interpretation within NSW national parks and reserves;*
- Supported Culture Link PNG Ltd in the promotion and delivery of Tourism Lae & Morobe Project Proposal;
- Assisted VisitScotland with information to support their decision-making on whether to give priority to the development of a Scots Gaelic Tourism Strategy



In addition, WINTA responded to various requests from country contacts for advice and potential partnerships for development and promotion of Indigenous tourism.

Networking

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

- Maintained a Global WINTA Network of stakeholders expand the network to some 60 countries;
- Distributed 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



- Appointed a delegate to represent WINTA at ITB



- Presented to the Symposium on *Innovations in Community Based Research And Management for Sustainable Indigenous Tourisms*. Vancouver Island University.



- Presented at Canada's 6th International Aboriginal Tourism Conference in Calgary Alberta, 6-8 November 2017



- Presented to the Nunavut International Economic Developers Council (IEDC) annual conference in Toronto Canada on 17 September 2017
- Secured a partner to host the World Indigenous Tourism Summit 2020



- Presented to the Maui Native Hawaiian Chamber of Commerce on 11 October 2017 at King Kamehameha Golf Club

KĀ 'IKENA 'ŌIWI
Native Knowledge/Native Wisdom
UA LEHULEHU A MANOMANO O KA 'IKENA O KA HAWAI'I
"GREAT AND NUMEROUS IS THE KNOWLEDGE OF THE HAWAIIAN PEOPLE"

- Responded to various requests for advice from organisations wishing to connect with Indigenous tourism



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 remained in force in 2017/18.

- 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 2016/17 were:

- Mr John **Barrett** appointed by the NZ Maori Tourism Society;
- Ms Brenda **Baptiste** appointed by the Aboriginal Tourism Association British Columbia.
- Mr Lennart **Pittja** appointed by Vägvisaren-samiska upplevelser;
- Ms Tahn **Donovan** retired & Mr Neville Poelina subsequently 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;
- Mr Keith **Henry**, Chairman/CEO Aboriginal Tourism Association of Canada co-opted by the appointed Leadership Councillors.

- 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 and his tenure as Chairman remained unchanged during 2017/18.

- Diversity

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

The gender balance changed during 2017/18 and comprised of 2 women and 5 men.

- Council Meetings

All Leadership Council meetings were conducted via skype and were held on:

- 23 June 2017
- 25 August 2017
- 29 March 2018

These meetings proceeded as Council discussion sessions and no specific issues required decision by a quorum.

The Director prepared and distributed the agendas and briefing papers in advance of all Council meetings. The Director also prepared/distributed meeting notes following the Council discussion sessions.

- Council Performance

As required by the constitution, the Leadership Council approved WINTA's 2017/18 annual plan/statement of intent. Council also retained its established Strategy Statements (positioning, vision, mission, corporate values, objectives) and its established operating policies without change.

Individual Councillors who carried out additional tasks for WINTA included:

- Chairman Ben Sherman who
 - o Presented to the SSHRC Symposium - Best practices and methodologies to engage Aboriginal communities (12-13 April 2017).
 - o Presented at Canada's 6th International Aboriginal Tourism Conference in Calgary Alberta, 6-8 November 2017
 - o Presented to the Nunavut International Economic Developers Council (IEDC) annual conference in Toronto Canada on 17 September 2017
 - o Presented to the Maui Native Hawaiian Chamber of Commerce on 11 October 2017 at King Kamehameha Golf Club
 - o Participated in the Mapu Lahual public tourism fair in Chile
 - o Participated on the Joint WINTA-NZMT Management Team for the World Indigenous Tourism Summit 2018
 - o Participated on the expert review panel associated with the production of *Indigenous People and the Travel Industry: Global Good Practice Guidelines*.
 - o Provided recommendations, at the invitation of the World Committee on Tourism Ethics on *Sustainable Development of Indigenous Tourism*
- Councillor John Barrett who
 - o Participated on the Joint WINTA-NZMT Management Team for the World Indigenous Tourism Summit 2018
- Councillors Neville Poelina and Yankila Sherpa who
 - o Provided recommendations, at the invitation of the World Committee on Tourism Ethics on *Sustainable Development of Indigenous Tourism*

- Council Remuneration

Chairman Ben Sherman was remunerated for Consultancy Services provided in support of WINTA's contribution to the Travolution.org Indigenous Tourism Marketing School in Chile and reimbursed for international travel health insurance to NZ.

- 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. SECRETARIAT

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 who also met all costs incurred in fulfilling the role of Director.

Operating Team

In addition to the Managing Director, the operating team/secretariat included volunteers:



Ms Aurélie Debusschère, France, who was appointed WINTA Europe Agent



Mr Dan Kreuger, Canada, who managed WINTA's website, social media Facebook and Twitter account

Other volunteers who assisted with WINTA initiatives included WINTA Network participants:



Mr Jean-Philippe Le Moigne, Chile, who assisted with WINTA's Database of Indigenous tourism leaders in Latin America



Ms Rashmi Sawant, India, who assisted with WINTA networking in India

8. ANNUAL SHAREHOLDERS' MEETING & AUDITORS

The only annual business matter that required the WINTA Shareholders to vote on in 2016 was the non/appointment of an auditor for 2017/18.

A meeting of Shareholders was deemed not necessary and instead all Shareholders agreed unanimously by circular email under Section 196 (2) NZ Financial Reporting Act 1993, ***“To not appoint an auditor for 2017/18”***.

9. SHAREHOLDER INFORMATION

Current Shareholders

WINTA has 600 ordinary shares, which are held equally by

- Aboriginal Tourism Association British Columbia, #600 - 100, Park Royal West Vancouver, BC V7T1A2 Canada.
- 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.
- Trans Himalayan Environment Livelihood Program. Kathmandu, Nepal.
- Vägvisaren-samiska upplevelser, Fjällnäsgränd 15c, S-982 39 Gällivare Sweden.
- WAITOC Association Incorporated, Suite 52, 102 Railway Parade West Perth, Western Australia 6005, Australia.

Founding Shareholders



Dividend Policy

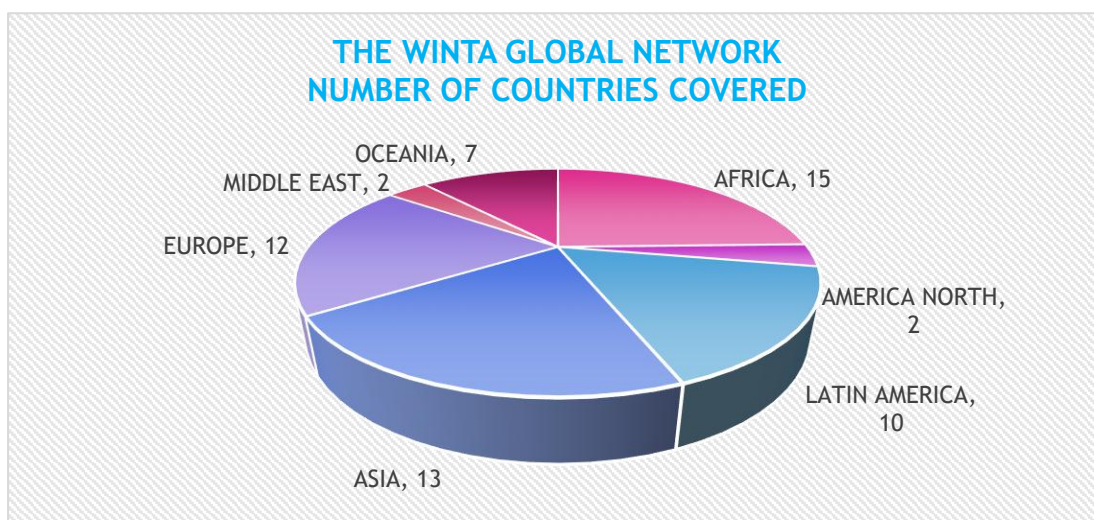
Part 2 Special Provisions of the WINTA constitution provides that the Company shares shall not confer on shareholders entitlement to payment of dividends, or preferential rights to distributions of capital or income, or rights to transmit or transfer shares to other than the company, or pre-emptive rights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

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

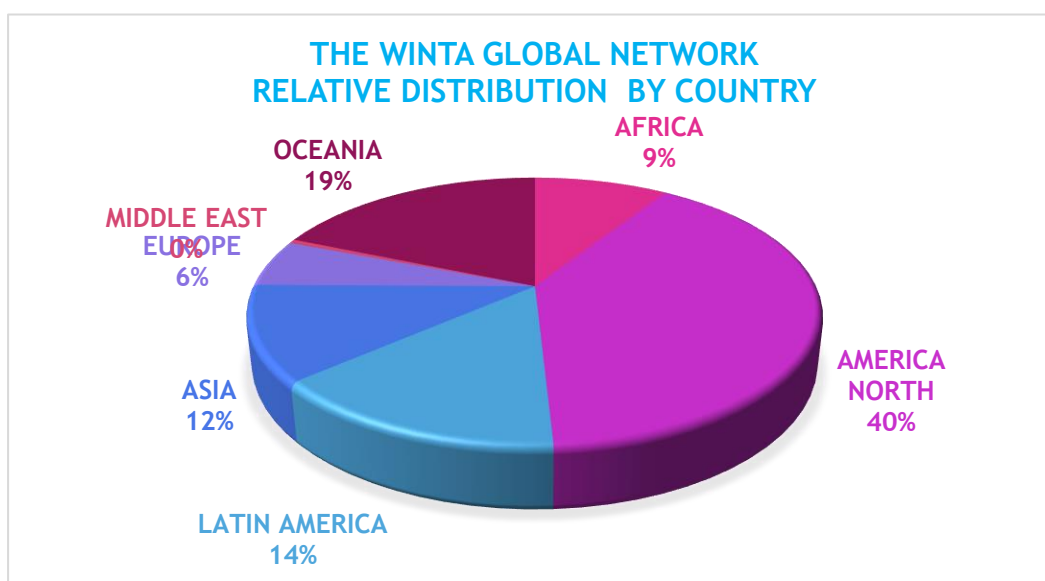
10. OPERATING TRENDS

10.1 ADVOCACY Related Trends

- A minor number of financial transactions were undertaken in 2017/18 which again understates the significant collaborative project work undertaken by WINTA.
- The WINTA constitutional provisions for WINTA Shareholdings and Leadership Council membership proved adequate for 2017/18 but consideration still needs to be given to increasing regional participation by Indigenous Leadership from the African and South American continents.
- The participation of Councillors in scheduled skype meetings was reduced and requires review. All meetings were conducted as discussions opportunities by the few participating Councillors.
- A core volunteer workforce was maintained, and steps initiated to extend the volunteer workforce with the appointment of the WINTA Agent Europe;
- There was less success with foundation funding applications compared with the previous year.
- The Larrakia Declaration remained central to WINTA's advocacy activities.



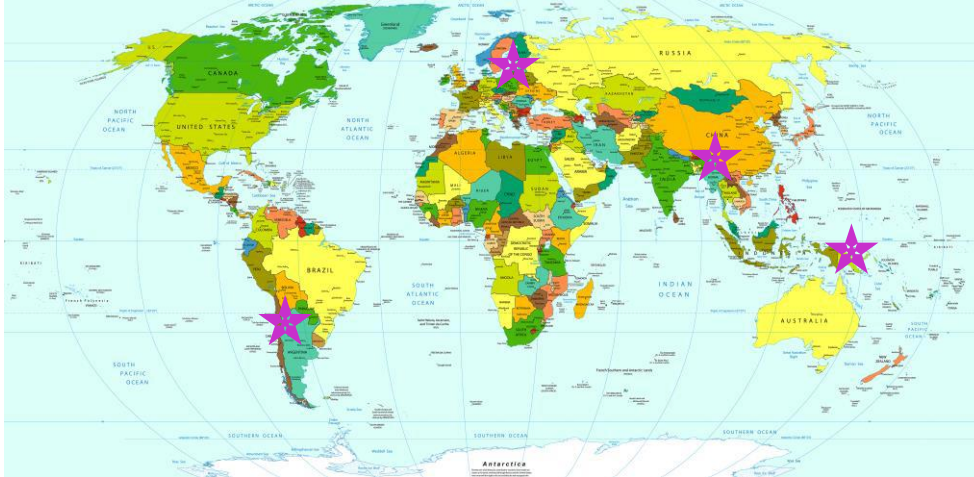
The net number of contacts in the global WINTA Network database increased marginally but the geographic location of participants expanded from 58 to 61 countries.



Most Network participants reside in North America, Oceania, Latin America, Oceania and Asia

10.2 FACILITATION Related Trends

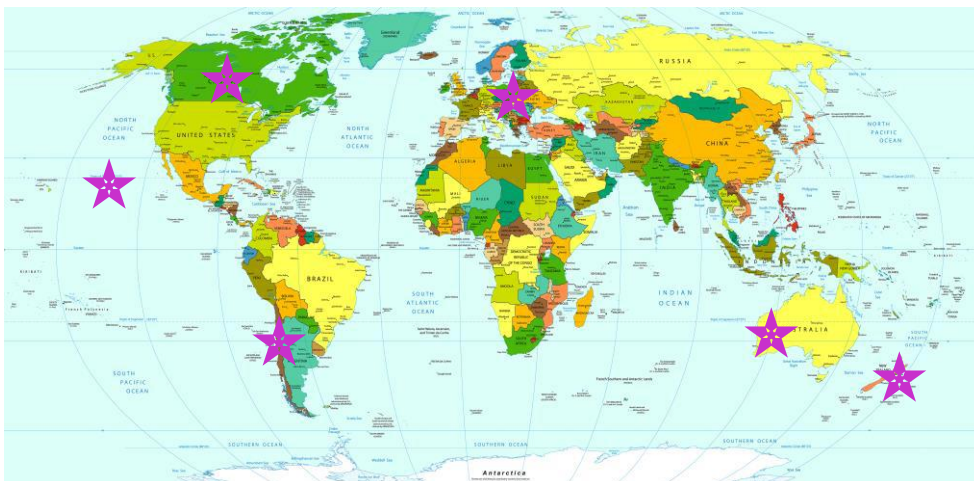
- A feature of WINTA's facilitation activities in 2017/18 has been the productivity of partnerships with **in-country-based organisations compared** with international tourism industry organisations;
- WINTA continued its focus on the delivery of projects in South America through partnership arrangements with Travolution and POLOC;
- WINTA contributed to projects in Europe through a new partnership arrangement with Native Immersion;



- WINTA has other joint-funding partnership applications in development with country-based organisations in Finland, Nepal and Papua New Guinea;
- WINTA retained its partnership MOUs with international tourism industry associations, ATTA, PATA and TEFI but little collaborative initiatives eventuated during 2017/18;
- WINTA entered into new partnership MOU with Indigenous Tourism Association of Canada, and commenced discussions with other country-based Indigenous tourism associations;
- WINTA facilitated other requests it received from government and industry organisations for assistance related to their engagement with Indigenous tourism.

10.3 NETWORKING Related Trends

- There was a 70% increase in online E-news during 2017/18 with 26 releases distributed;
- Facebook continued as WINTA's principal social media networking
- WINTA progressed arrangements for delivery of the World Indigenous Summit 2018 in partnership with NZ Maori Tourism; progressed negotiations with Australia for the 2020 Summit and initiated discussions with Asia contacts for 2022;
- WINTA continued to contribute to a range of international Indigenous tourism-related conferences/event in Canada, Chile, Hawaii and Germany.



11. 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

Banking

Bank: ANZ
Branch: Porirua, New Zealand

Legal Services

Member of TrustLaw

Auditor

Nil appointed to date.

Appointed Leadership Councillors

- Ben Sherman (Chairman)	sherman1491@gmail.com	United States
- John Barrett (Councillor)	john.barrett@xtra.co.nz	New Zealand
- Lennart Pittja (Councillor)	lennart.pittja@biegga.com	Sweden
- Yankila Sherpa (Councillor)	yshslt@gmail.com	Nepal
- Neville Poelina (Councillor)	nev@uptuyu.com.au	Australia
- Brenda Baptiste (Councillor)	brenda@aboriginalbc.com	Canada

Co-opted Leadership Councillors

- Keith Henry (Councillor)	k.henry@aboriginalcanada.ca	Canada
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Managing Director/Company Secretary

- Johnny Edmonds,	secretariat@winta.org ,	New Zealand
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WINTA LEADERSHIP COUNCIL



BEN SHERMAN (USA)



JOHN BARRETT (NEW ZEALAND)



YANKILA SHERPA (NEPAL)



LENNART PITTJA (SWEDEN)



NEVILLE POELINA (AUSTRALIA)



BRENDA BAPTISTE (CANADA)



KEITH HENRY (CANADA)

12. ECONOMIC PERFORMANCE

12.1 Overview

A minor number of financial transactions were undertaken by WINTA in delivering the annual plan as most outputs were provided through volunteer and partnership support during 2017/18.

However, the estimated value of the pro bono services & partnership support provided to WINTA's operational activities again exceeded NZ \$300,000.

A significant number of Indigenous tourism stakeholders supported WINTA's operational activities with pro bono services or in-kind sponsorship including:

- Culture Aangan - India
- Eversheds Sutherland Ltd - Switzerland
- Indigenous Tourism Association of Canada - Canada
- Irimana Enterprises Ltd - New Zealand
- JP Le Moigne Consulting - Chile
- Maui Native Hawaiian Chamber of Commerce - Hawaii USA
- Native Immersion - Switzerland
- New Zealand Maori Tourism - New Zealand
- Nunavit International Economic Development Council - Canada
- Puddle Jump Consulting - Canada
- Ryerson University - Canada
- Travolution - Chile
- TrustLaw - UK

WINTA did manage to generate limited revenue through the provision of consultancy services to Travolution for development projects in support of Indigenous tourism in Chile.

WINTA lodged funding applications without success and supported applications made by other agencies for project funding to support international Indigenous tourism. A number of these applications were subsequently successful in their funding applications.