

2024 ANNUAL REPORT

Social • Cultural • Environmental • Financial



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*Ngā maunga Kahurangi
Ki ngā tai o Aorere
Piki mai ki tō wawata
Hoki mai e hoa mā*

*Whenua Iti
Manawa nui
Kaua e wareware
He aroha mutunga kore*

- Nā Lucy Carver i tito



NGĀ MIHI MAIOHA

Ko Tū-Ao-Wharepapa te maunga rangatira
Ko Pukeone te puke whakaruruhau
Ko Motueka te awa whakahirahira
Ko Riuwaka te puna waiora
Ko Te Tai Aorere te moana
Ko Ngāti Rārua rāua ko Te Ātiawa ngā iwi mana whenua
Ko Te Āwhina te marae
Ko Moutere te whenua
Ko Whenua Iti te wānanga
Ko Hazel Nash te kaiwhakaū
Tēnā koutou, tēnā koutou, tēnā koutou katoa

WHAKAMANA

We inspire, we encourage, we instil confidence

KAITIAKITANGA

We model guardianship, stewardship and trusteeship of our land and our people

MANAAKITANGA

We show respect, generosity and care for others

WHANAUNGATANGA

We share experiences and together we strengthen each other and our communities

OUR VISION: Experiential Learning Inspiring Positive Change

OUR MISSION: To Achieve Positive Change in Individuals & Communities

INTRODUCING WHENUA ITI TRUST INCORPORATED

Whenua Iti Trust Inc (WIT) was established in 1986 and trades as Whenua Iti Outdoors (WIO). WIO delivers programmes that incorporate adventurous, environmental, wellbeing, cultural and community elements. Through personal challenge and development we create opportunities for long-term, positive change in participants' everyday lives. Our focus on educational, hauora (holistic health), employability and community outcomes builds strong people, whānau and communities. We work predominantly across Te Taihū (Top of the South Island) and Te Tai Poutini (West Coast). WIO was founded by the phenomenal Hazel Nash.

2024 WIT Board members: Matt Boggs (Chair), Amy Dalton, Eli Grace-Webb, Cheryl Heta, Pip Lynch, David Ross and Phil Sharpin. Secretary: Alena Visser.

OUR REPORTING APPROACH

Our reporting approach reflects the breadth, holistic nature, and depth of our impact. This Quadruple Bottom Line report covers four key areas: Social, Cultural, Environmental and Financial.

FROM THE WHENUA ITI TRUST BOARD

Kia ora koutou, In 2023, we expressed the view that we had discovered the right mix to deliver great outcomes socially, culturally, to our environment and to achieve financial surpluses. We also stated that the change in government priorities had made for tougher times financially and in 2024 we modified our annual plans accordingly. It was clear early into the first quarter of 2024 that our financial situation would be more challenging and, sadly, worse than forecast.

Government contracts dried up and the pool of funding we, and others in our sector, traditionally bid for reduced to a far greater degree than generally predicted. Aply led by Mark and his leadership team, Whenua Iti Outdoors responded to minimise the impact of what has been an exceptionally challenging financial year. 2024 saw Whenua Iti sharpening its focus on achieving profitability year in and year out and work is underway, led by Mark, on a range of initiatives to achieve this goal. We know this is not an easy sector to work in and since 2020 it has exponentially been harder to succeed financially. The Board is convinced that we will ride this storm out, given that while financially we still have work to do, we socially, culturally and environmentally achieve year in and year out outstanding results. It is through this lens that I would like to briefly talk about the amazing mahi of 2024.

We have improved our business by the addition of Salesforce software to add real horsepower to our support team's ability to plan, budget and monitor programmes. In 2024, we gained confirmation of a grant from the Tūpiki Trust for \$175k to support the build and development of a new, covered, indoor climbing and learning centre at WIO. At the recent Recreation Aotearoa Conference, Whenua Iti Outdoors received the Whaiao Māori Outcomes Award, recognizing our commitment to rangatahi Māori and the creation of pathways into employment. Further, Hazel Nash received a Lifetime Achievement Award with the prestigious Te Tohu Manu Kura Award for her lifetime contribution to the active recreation sector.

Despite reporting a year of contrast, we remain upbeat that while the future is almost certainly lean, but it is also, and more importantly, bright. ExpedNZ will remain a key feature of Whenua Iti's financial viability. We are exceptionally aware of the need to balance ExpedNZ and Whenua Iti local programmes with our vision and mission. We believe that by continuing to harness the potential of ExpedNZ with a laser focus on safety and efficient New Zealand-based programmes we will be here, operating true to our trust deed, well into the future.

The foundation of our upbeat view is our absolute belief in our staff. We are exceptionally well served by Mark and his whole team. They are a fantastic mix of hard working, competent and inspirational leaders who positively influence all they interact with. We know this because we measure this at every opportunity and the glowing reports we receive make the tough times a little easier. We know our successes are their successes and thank all that are involved with Whenua Iti, whether as staff or whanau or our wider community. Ngā mihi nui ki a koutou.



Matt Boggs, Whenua Iti Trust Board Chair





FROM THE CHIEF EXECUTIVE

The impact of the work we do at Whenua Iti Outdoors continues to reach far and wide across our communities. It is mahi to be proud of, mahi that continues to evidence the power of experiential learning in outdoor settings as a catalyst for personal and social development. It is, of course, not without its challenges, but the dedication and passion shown by the Whenua Iti team in support of our kaupapa allows a strong and solid foundation for our programming. My thanks to all our team and wider supporters for the encouragement, support, and expertise you offer to Whenua Iti Outdoors.

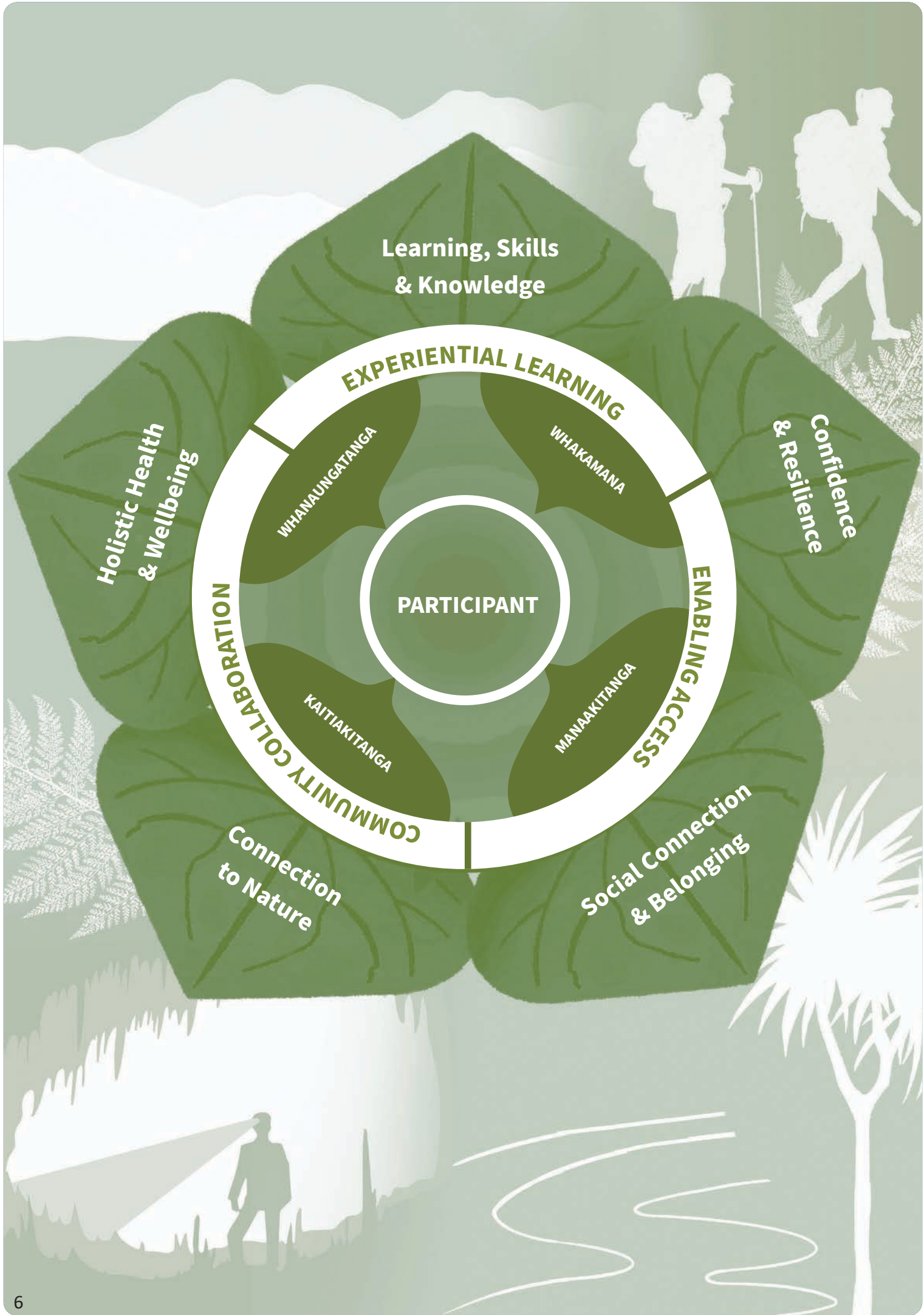
After a relatively stable 2023, 2024 brought many challenges. A new government and ensuing multiple changing priorities led to a funding landscape that was incredibly difficult to chart a course through. For example, the sudden cessation of the Professional, Learning and Development (PLD) Whenua Iti was delivering to support Cultural Enrichment of curriculum across the Kāhui Āko was disappointing and frustrating. Feedback on the programme had been outstanding from the 200+ teachers involved. But a renewed focus on Literacy and Numeracy in schools became the new priority and within weeks the programme was ended. The well-documented austerity measures across Central government have also contributed towards a downward trend in available funding for Whenua Iti Outdoors. This resulted in a reduction of both the number of individual participants WIO reached in 2024 and the number of team members engaged.

We are not alone in this; times are tough across the not-for-profit sector. And 2024 highlighted the continued importance of maintaining a variety of independent income streams supporting the kaupapa. The international programming delivered through Experiential Education New Zealand (ExpedNZ), our international brand, was instrumental in keeping the team together and allowing for the reinvestment of over \$250,000 of subsidies for local programming. As we move into 2025 this is one income stream where we see continued opportunity to grow—both in terms of annual revenue and reinvestment opportunities.

Looking ahead to 2025 it is likely that our funding environment will continue to pose challenges. There is no shortage of support and enthusiasm for our work and the power of the intergenerational impact of 37 years of delivery. Our 2024 Insights data clearly highlights the effectiveness and success of our programming. But the landscape has changed with reduced support available from multiple government agencies. To offset this and continue our mahi we will need to engage more local support from sponsors, benefactors and donors within our community whilst continuing to seek opportunities with revamped government agencies. The challenge is real and there will be change, but we have the right team in place to lean into it.



Mark Bruce-Miller, Chief Executive



WIO IMPACT MODEL

The page opposite shows a visual representation of the intended outcomes for every participant who attends our programmes. It represents the holistic and integrated nature of the outcomes that participants experience. It is unlikely, for example, that confidence and resilience happen in isolation from a sense of belonging. Each programme has benefits unique to each individual, and a strength of our programme design is that it allows for a student-centred approach — each participant is at the heart of what we do. We work towards individual growth that will ultimately benefit the whānau, community or school our participants return to after our programmes. This growth is likened to the growth rings of a tree, which builds strength, developing ‘leaves’ of positive outcomes as each individual flourishes under our guidance.

PROGRAMME OUTCOMES



CONFIDENCE & RESILIENCE

Participants have the chance to overcome a range of challenges, be they mental, physical or emotional, in a safe and supportive environment, building resilience & confidence, proving to themselves that they are capable of adapting to change.



SOCIAL CONNECTION & BELONGING

Shared experiences in the outdoors form strong bonds and lasting friendships, without distractions from daily life. Activities chosen for programmes encourage teamwork, leadership and community connection to develop a sense of purpose & belonging.



LEARNING, SKILLS & KNOWLEDGE

Experiential learning in the outdoors improves learner confidence, skills and knowledge. We are NZQA accredited to support classroom learning and can offer NCEA assessments for transferable & practical skills needed for employment and participants’ futures.



CONNECTION TO NATURE

Immersed in wilderness settings, participants learn both Western & Te Ao Māori perspectives of te taiao (nature). This opens up new ways of thinking, deepens understanding & connection to this land and promotes wellbeing & kaitiakitanga (guardianship).



HOLISTIC HEALTH & WELLBEING

Being active in the outdoors, away from devices in a supportive & safe setting that enables social connection is the ultimate boost for participants’ wellbeing. They will leave feeling more confident, capable and able to accept life’s challenges.

OUR MAHI

We provide experiential learning programmes in the outdoors as the platform for positive change. We enable access to our programmes by removing barriers that exist to participation — whether these are social, financial or cultural.

We facilitate community collaboration alongside partner organisations to identify community need, and respond to that need with programmes that successfully achieve the intended outcomes.

OUR KAUPAPA

Our values are incorporated into each of our programmes to provide a safe and supportive environment for personal growth, where we instil confidence, nurture positive relationships and provide the opportunity to connect with and care for our environment.

AT A GLANCE

PARTICIPANT REACH

12,853

TOTAL PARTICIPANT DAYS

4,396

UNIQUE PARTICIPANTS

5,272

PARTICIPANT NIGHTS IN TENTS



WIO PROGRAMME ELEMENTS



ADVENTURE



COMMUNITY



CULTURAL



ENVIRONMENT

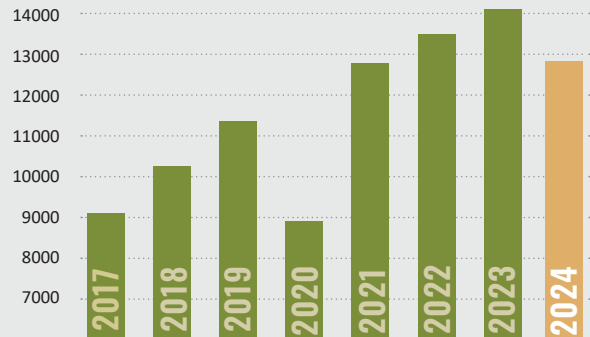


WELLBEING

"Your courses really do change lives. My son did the Environmental Sustainability course last year (under extreme parental pressure!!) and he LOVED it. This has led to him volunteering with two local trapping groups and attending a conservation leadership course. None of this would have happened without Whenua Iti so we are incredibly grateful for all you do and also for the funding support that enables our young people to discover more about themselves and our natural world."

- Parent of Trades & DOE Participant

TOTAL PARTICIPANT DAYS



"I liked how we were always pushed to be our best selves while at Whenua Iti. It helped me understand myself deeper and make valuable connections."

- Trades Academy Participant

34

STAFF

16

INSTRUCTORS

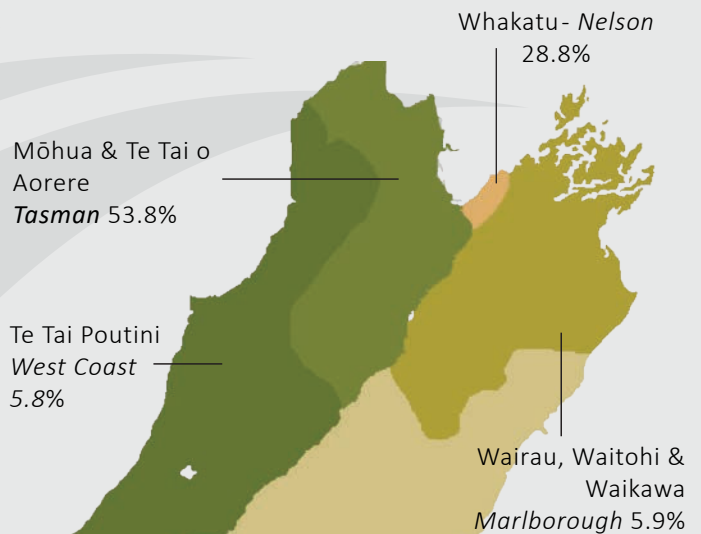
26.4

FTE

PARTICIPANT ORIGIN

Te Ika-a-Māui North Island 3.2%

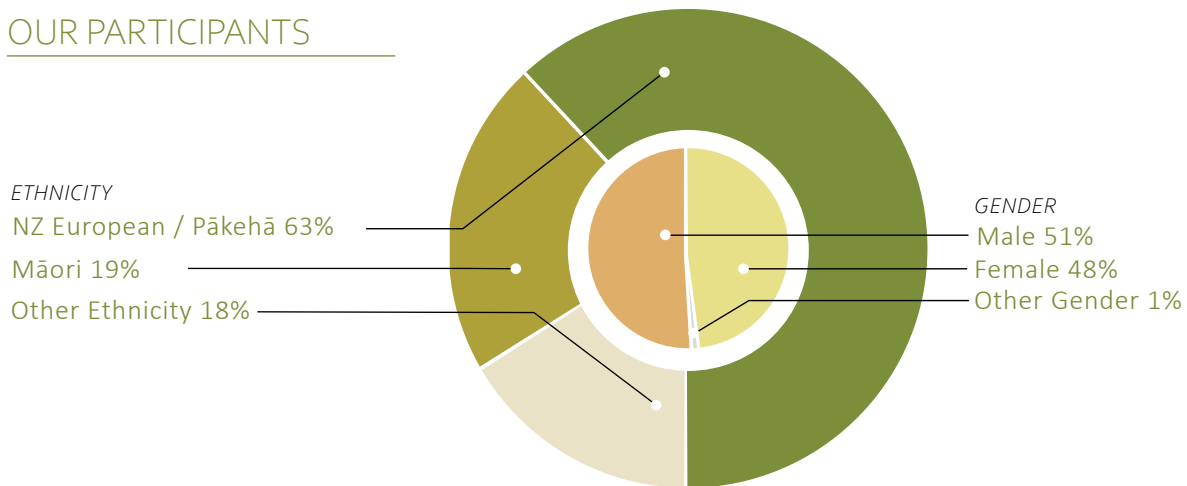
USA 3.3%



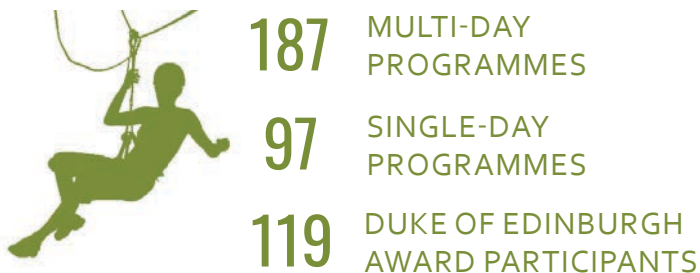
“Strong values-based governance and leadership underpins successful delivery of experiential learning activities.... Students are well supported in a safe and inclusive environment. Safety is a key aspect of the student experience, and this is well managed. Social connection and personal development are key outcomes of the training. Tutors have a positive, youth-focused approach that supports students to meet challenges and succeed.”

- External Evaluation & Review, NZQA, 2023

OUR PARTICIPANTS



PROGRAMME TYPE



KAUPAPA MĀORI



AUDITS & ACCREDITATIONS



CATEGORY 1 PTE
HIGHLY CONFIDENT IN EDUCATION PERFORMANCE
CONFIDENT IN CAPABILITY IN SELF-ASSESSMENT



QUALMARK **GOLD** ACCREDITED

SAFETY



“It was a fantastic day out, enjoyed by all... Lots of great games and team building as well as activating prior knowledge, understanding and connections.”

- Teacher, Whenua / MEA Day



Adventure Activities



SOCIAL

Active outdoor recreation has been proven to have a positive impact on the physical, mental and emotional health of young people and we see this every day in our participants. We provide opportunities for participants to disconnect from the digital world and their everyday environments in order to reconnect with the natural world and each other. We make great efforts to align our social impact to wider regional, national and international frameworks to support the wellbeing of the individuals, whānau and communities we work with. Working collaboratively with a range of partner organisations further amplifies this impact and builds on clear pathways for the future. Key programme outcomes include:

Educational achievement - access to NCEA assessed programmes in an experiential setting supports student success & confidence.

Employability & life skills - equipping students with recognised essential & transferable employability skills improves their chance for success in future employment, training & life goals.

Community contributors - voluntary community service activities & leadership programmes grow participants' capability, awareness, responsibility & sense of belonging, leading to engaged young people who actively care for our communities.

2024 OUTCOMES & HIGHLIGHTS

- We kick started our partnership programme Activate, the multi-week sister programme of Ignite. Activate is designed to encourage kōhine (young teenage women) to re-connect with nature, boost confidence and get active alongside their peers.
- Together with the Amputee Society of Top of the South, we ran a two day adventure with 14 youth amputees. Affectionately called The Stump Club, participants were able to push their limits and support each other on highropes and beach day activities at Kaitereterē.
- We supported several of our staff to volunteer with LandSAR, due to the natural alignment of our outdoor activities with their mission to assist the lost, missing, and injured across New Zealand.
- This year 199 students took part in our longer 4-week Trades Academy programmes. We receive consistent feedback from schools, whānau and other stakeholders, that we provide a positive learning environment with high value outcomes for learners and their communities.
- We were consulted by Sport New Zealand's sector guide for outdoor providers and educators, *Accessibility and Inclusion in Outdoor Education and Recreation*.
- We acquired a new beach wheelchair, adding to our suite of equipment that supports inclusion no matter the activity!

"These are really versatile skills. I'm more confident. I think it has given me more strategies to deal and cope with adult life moving forwards."

- Ignite Participant

99%

NZQA CREDIT
PASS RATE



This is the percentage of standards attempted & achieved by students who completed their programme



91%

OF ALL
PARTICIPANTS

agreed their programme had a positive impact on their attitude

3033

NCEA CREDITS
AWARDED



in partnership with Top of the South and West Coast Trades Academies



62

PROGRAMME
DELIVERY DAYS

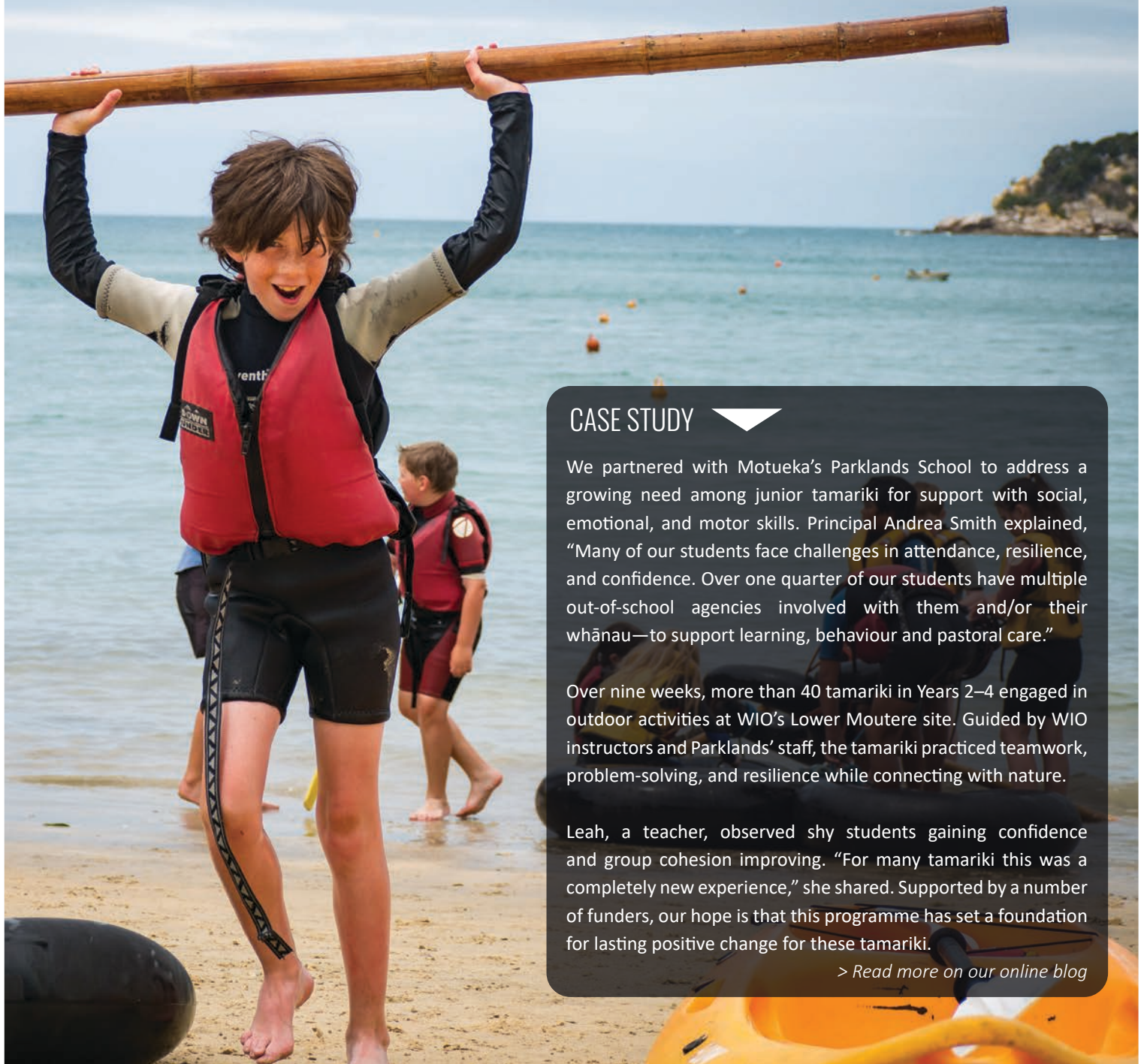
to geographically isolated communities including Kawatiri (Buller), Māwhera (Grey District) and Riwhitana (Reefton)



96%

OF TRADES
PARTICIPANTS

agreed their programme helped develop their teamwork skills



CASE STUDY

We partnered with Motueka’s Parklands School to address a growing need among junior tamariki for support with social, emotional, and motor skills. Principal Andrea Smith explained, “Many of our students face challenges in attendance, resilience, and confidence. Over one quarter of our students have multiple out-of-school agencies involved with them and/or their whānau—to support learning, behaviour and pastoral care.”

Over nine weeks, more than 40 tamariki in Years 2–4 engaged in outdoor activities at WIO’s Lower Moutere site. Guided by WIO instructors and Parklands’ staff, the tamariki practiced teamwork, problem-solving, and resilience while connecting with nature.

Leah, a teacher, observed shy students gaining confidence and group cohesion improving. “For many tamariki this was a completely new experience,” she shared. Supported by a number of funders, our hope is that this programme has set a foundation for lasting positive change for these tamariki.

[> Read more on our online blog](#)

LOOKING FORWARD

Our goal is to foster stronger connections to self, peers, whānau, community, and nature by ensuring all our programmes meet the needs of youth today. Increasingly, this includes digital-free spaces, which our programmes naturally align with. We aim to continue providing opportunities for participants to step away from devices and reconnect with the natural world. Another key priority for us is to reduce barriers to participation. Through strategic partnerships, such as the Duke of Edinburgh Hillary Award, we will continue working to make our programmes accessible and positive for tamariki and rangatahi. We are committed to developing robust evaluation methods to better understand and enhance our social impact. Supporting and training new interns and our dedicated staff remains central to growing future leaders and extending the reach of our work.

CULTURAL

Cultural connection is a cornerstone of identity and wellbeing. WIO actively seeks to work alongside Te Tiriti o Waitangi partners to develop an organisation that supports Māori to thrive. Our kaupapa Māori programmes go from strength to strength, resulting in clear positive outcomes for rangatahi Māori, and supporting participants of all cultural backgrounds to connect to our environment and each other in mana-enhancing ways. Our kaupapa Māori programmes such as Waka Journeys and Manaaki Tāpoi are designed and led by Kaiako Māori, building rangatahi skills and knowledge and enabling them to achieve their aspirations. Elements of tikanga are woven to various degrees throughout all our programming to support participants and to provide a springboard to further pathways in Te Ao Māori. We offer ongoing te reo and tikanga workshops to our staff and Board to build organisational capability and continue to look for ways to make our organisation and programmes more inclusive and relevant to people of all cultures and identities.

2024 OUTCOMES & HIGHLIGHTS

- We delivered a Rangatira Leadership Development programme for recently qualified Māori BCITO apprentices. The rōpū ventured to Te Puna o Riuwaka and undertook a waka journey into Abel Tasman National Park.
- CEO Mark and Instructor Taylor presented at both the NZOIA and Recreation Aotearoa conferences on fostering pathways for rangatahi Māori in active recreation organisations.
- Staff participated in a kaupapa PLD, visiting Te Maatu, the remnant forest in Motueka township, for greater understanding of the traditional uses of this space. They also took part in a rongoā Māori kaupapa session, guided by Sean Delany and Latoya Maikuku-Piggott. This mātauranga opens up curriculum opportunities for our instructors to share on programmes, connecting to the healing nature of te taiao.
- Manaaki Tāpoi participants got to tautoko (support) Te Hau Kōmaru Waka Hourua Festival, the national waka festival that ventured to Kaiteretere, supporting educational workshops and getting out on the moana.
- In partnership with local iwi Te Ātiawa we ran the rangatahi waka wānanga Te Hoe Tū, exploring the unique whakapapa and history of Te Ātiawa o te Waka-a-Māui. Rangatahi focused on reconnecting to the whenua and the moana, building self-confidence, cultural connection and belonging.
- Whenua Iti received Recreation Aotearoa's 'Tohu Whaiao Māori – Māori Outcomes Award' for the 'Fostering Futures Programme', which supported six trainee instructors in their pathway from education to employment.

“Manaaki Tāpoi is my hā. I think that’s what makes this place special for me. Growing up in Te Wai Pounamu we don’t have access to a lot of reo and a lot of our culture so Mānaaki Tāpoi really enriches that for us.”

– Manaaki Tāpoi Participant

99%

NZQA CREDIT
PASS RATE
FOR MĀORI
STUDENTS



This is the percentage of standards attempted & achieved by students who completed their programme

11



HANGI PREPARED

on kaupapa Māori programmes



15

NOHO MARAE

nights for participants on our kaupapa programmes

100% OF MANAAKI
TĀPOI TAUIRA

felt more confident as a result of the programme



97% OF MANAAKI
TĀPOI TAUIRA

felt the programme helped them explore and understand te ao Māori



CASE STUDY

Manaaki Tāpoi Level 3 students concluded their cultural tourism programme with a visit to Waikawa Marae. Over two days, the group of 13 rangatahi (aged 16–19) planted over 200 native seedlings, continuing a special connection with Pete and Takutai Beech and their whenua. This collaboration began two years ago when a previous Manaaki Tāpoi group helped clear landslip soil from the Beech's property. Returning to Waikawa, students built on that relationship by planting seedlings from the Whenua Iti Community Nursery. Pete Beech reflected, "The rangatahi have great energy and focus. This wouldn't have been possible without the incredible leadership of the WIO tutors." The programme combines NCEA credits with a deep exploration of Te Ao Māori and Māori tourism, fostering kaitiakitanga, whanaungatanga, and kotahitanga. Students left inspired, with stronger ties to the whenua and its people.

[> Read more on our online blog](#)

LOOKING FORWARD

As an organisation, we remain committed to strengthening our bicultural practice and growing our capacity to support taurira Māori. Continuing our iwi partnership programme with Te Ātiawa is central to this, recognising that a 'by Māori, for Māori' leadership approach creates meaningful change for rangatahi, supporting equitable future pathways. Over the next two years, with support from Ihi Aotearoa Sport New Zealand, we will train and work alongside four rangatahi Māori, supporting their development as kaiako in an outdoor education context. In July 2025, we will host a wānanga – Ngā Ara Ki Te Taiao – providing an opportunity to share learnings and stories of our work and cross-pollinate these ideas with others from across the outdoor recreation sector. Through this, we aim to deepen our understanding of Te Ao Māori and enhance active and outdoor recreation practices through connection to te taiao.

ENVIRONMENTAL

Nature is a powerful leveller. For this reason, it is an essential aspect of every programme at WIO and we have a vested interest in looking after the natural environment and safeguarding it for future generations. At WIO we recognise the unique opportunity we have to educate and inspire behaviours amongst our participants that can contribute to local, regional, national, and international efforts to work towards positive environmental impacts. Connection to nature is a powerful contributor to wellbeing, supporting positive health outcomes for participants.

We divide our environmental activity into three categories – what we do on our programmes, what we do on our site to support programmes, and organisation wide activities that enable us to track and deliver on our environmental goals.

2024 OUTCOMES & HIGHLIGHTS

- We featured in Te Whakatika: The Aotearoa New Zealand Professional Practice Journal for Outdoor and Environmental Learning, highlighting the success of our Environmental Sustainability Programme.
- We celebrated the successful conclusion of our three-year Kaimahi For Nature Connection project, funded by the Department of Conservation's Jobs for Nature initiative, which fostered nature connection and environmental action across a wide range of Whenua Iti Outdoors programmes.
- Our Environmental Sustainability students were instrumental to a local planting project in the Moutere Catchment; designing, planning, planting and sourcing seedlings that were grown in the Whenua Iti Community Nursery.
- Students from Waimea College, Motueka High School and Nayland College engaged in two-day, hands-on Environmental Action camps, where they supported local conservation efforts by potting up plants for local catchments and waterways.
- We attended the Environmental Educators Expo, connecting with providers from across the region.
- We hosted the Tasman District Council's Tasman Mission event, which attracted tamariki, whānau & teaching staff from 15 primary and intermediate schools from around the district for a day of fun environmental and sustainability themed challenges.
- 94% of international students on ExpedNZ programmes said the programme inspired their care for the environment.

"The programme has deepened my passion for helping our environment and has made me better adapted to working in a team. It was a very fun, hands-on, and informative way to learn about NZ predators, survival skills and the flora and fauna around us."

- Kaitiaki Leadership Participant

366
TRAPS
MONITORED



by students on our programmes including the deployment of two new traplines in Tasman & the West Coast



81%
OF ALL
PARTICIPANTS

agreed that their programme helped them connect with the natural world

990
KG OF FOOD
WASTE



diverted from landfill and into our Bokashi composting system



4000+
ECO-SOURCED
NATIVE SEEDLINGS

propagated in our community nursery



70%
OF SURVEYED
PARTICIPANTS

agreed that being without their phone helped them better connect with nature



CASE STUDY

Our West Coast-based Kaitiaki Leadership programme empowered 11 students (aged 16–18) to develop leadership skills through conservation and cultural connection. Based at the Rough and Tumble Bush Lodge near Kahurangi National Park, this nine-day, device-free experience immersed students in hands-on conservation efforts, including riparian planting, predator trap building, and creating a new trapline.

Blending Western and te ao Māori perspectives, students explored kaitiakitanga (guardianship) while developing practical conservation skills. “We all need to be kaitiaki and look after our environment for future generations,” participant Abby reflected. “The course gave me confidence and opened my eyes to new career paths.

With funding support from the West Coast Community Trust, NBS, Kawatiri Nature Environment & Community Trust and West Coast Trades Academy, the programme also strengthened students’ confidence, resilience, and leadership. Mōkihinui-Lyell Backcountry Trustee Glenn Irving sees it as a powerful model for developing young leaders who can drive environmental change.

> Read more on our online blog

LOOKING FORWARD

Nurturing our relationships with established local environmental groups is key to providing meaningful learning opportunities for participants while supporting enduring conservation and restoration efforts. We recognise that expanding our international programming (ExpedNZ) increases our reliance on international air travel. However, the profits generated will continue to be reinvested to support and ensure sustainable engagement for local participants in our local ecologies. It remains a priority for us to formalise an organisational framework to define, measure, and reduce our environmental impact. This framework will guide us in embedding environmental education, awareness, and action across all programmes. Through these efforts, we aim to balance environmental impact with a strong commitment to local environmental stewardship.

FINANCIAL

2024 represented a challenging financial year at Whenua Iti Outdoors. Whilst we remain as nimble and creative as possible, the reductions in central government funding and uncertainty as to how new policy would be enacted made for a tough year. The efforts invested in previous years establishing Experiential Education New Zealand (ExpedNZ) as our social enterprise for international schools were instrumental in offsetting reduced domestic funding sources. It is somewhat frustrating that this income was intended to be ‘the cream on top’ of a solid foundation of domestic funding to allow for targeted reinvestment across our communities. Rather it has become an integral part of the income mix for Whenua Iti’s ability to maintain significant levels of impact across our community.

The outlook for the domestic funding environment remains unclear. The revamping of Te Pukengā and the Industry Training Sector may hold opportunity for a relatively small and nimble PTE. Exploring this opportunity will be a focus in 2025.

Programming at Whenua Iti is rightly informed by instructor to participant safety ratios that are governed by our Safety Management System and that must always remain our number one priority. It is challenging to cut delivery costs as a result. On the flip-side, awareness of and support for our kaupapa across the communities we work with grows year on year. Opportunity lies in better turning this support into investment in our organisation from the private sector and from private donors/benefactors.

“Whenua Iti Outdoors holds a special place in our hearts at NBS. We believe every young person deserves the opportunity to explore, connect, and grow through outdoor experiences. Supporting Whenua Iti’s programmes means we’re investing in the future of our tamariki, helping them build resilience, confidence, and connection to the natural world. These experiences not only benefit the participants but also enrich the strength and wellbeing of our communities. At NBS, we are proud to align with Whenua Iti’s vision of removing barriers to outdoor education and fostering a love for nature, learning, and leadership in our youth.”

– Howie Timms, Commercial Manager, NBS



OVER
\$250K
REINVESTED

from ExpedNZ programmes

33

GRANT FUNDS
RECEIVED

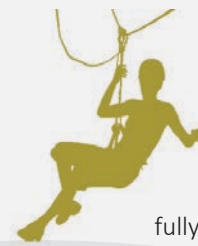


71
FUNDING
ACCOUNTABILITY
REPORTS COMPLETED

727

STUDENT
FEEDBACK REPORTS

generated by office & field staff



59%

OF PLACES ON
PROGRAMMES
fully or partially subsidised

FUNDING SOURCE



FINANCIAL SUMMARY

STATEMENT OF FINANCIAL PERFORMANCE	2024	2023
Donations, koha, bequests & other general fundraising	59,971	45,063
General grants	372,976	405,853
Government service delivery grants/contracts	437,655	918,840
Revenue from commercial activities	2,090,057	2,150,537
Interest, dividends and other investment income	4,469	5,492
Other revenue	25,795	47,186
Total Revenue	2,990,923	3,572,971
Employee remuneration & other related expenses	2,248,070	2,503,554
Expenses relating to commercial activities	888,488	913,092
Other expenses	118,126	174,192
Total Expenses	3,254,684	3,590,838
Surplus / (Deficit) for the Year	(263,761)	(17,867)

STATEMENT OF FINANCIAL POSITION	2024	2023
Current assets	458,949	252,405
Non-current assets	939,932	1,038,163
Total current liabilities	777,853	386,235
Total non-current liabilities	55,378	73,000
Total Assets less Total Liabilities (Net Assets)	565,649	831,333
Accumulated surpluses (or deficits)	475,649	741,333
Discretionary reserves	90,000	90,000
Total Accumulated Funds	565,649	831,333

LOOKING FORWARD

Our focus remains on consolidating income streams amid delivery and inflationary pressures. Through the development of the Whenua Iti Foundation, we aim to grow donations and bequests to ensure long-term sustainability and increase opportunities for local tamariki and rangatahi to access our programmes. We are targeting an increase in our ExpedNZ income stream to 30% of total revenue within the next year whilst maintaining our commitments to community programming. Profits from this Social Enterprise will be reinvested to meet local needs through direct, targeted investment.

NGĀ MIHI NUI TO OUR FUNDERS & SUPPORTERS



Grapevine | NZ Mountain Film Festival Charitable Trust | Sarau Community Trust | Tama Ora | Te Rau Puawai

NGĀ MIHI MAIOHA TO OUR DEDICATED STAFF



A LEGACY OF LEADERSHIP

HAZEL NASH & THE FOSTERING FUTURES PROJECT RECEIVE NATIONAL OUTDOOR AWARDS

Whenua Iti Outdoors' founder, Hazel Nash, received the prestigious Te Tohu Manu Kura – Supreme Award at the Recreation Aotearoa Te Whai Oranga Outdoors & Recreation Awards in Auckland. The award recognises Hazel's 35+ years of exceptional contribution to outdoor education, environmental stewardship, and advocacy for youth wellbeing across Aotearoa.

It was a dream of self-sufficiency that motivated Hazel to move to a block of land in Lower Moutere. Shocked to learn that only 40% of Motueka High School's students had visited nearby Abel Tasman National Park, she took action. In 1985, she founded Whenua Iti Outdoors on her home property, with a plan to offer opportunities for holistic learning in the outdoors. Today, the organisation employs over 40 staff and delivers transformative programmes to over 6,000 young people annually, fostering resilience, leadership, and connection to the natural environment.

CE Mark Bruce-Miller commended Hazel's vision and dedication: "This award honours her extraordinary leadership and commitment to empowering young people through outdoor experiences. Her legacy continues to shape Whenua Iti and Aotearoa."

Whenua Iti Outdoors also received the Tohu Whaiao Māori – Māori Outcomes Award for its Fostering Futures Programme, which supported six trainee instructors with cultural and adventure-based training to build skills and bridge the gap between education and employment.

Hazel's legacy continues to shape Whenua Iti's future, ensuring young people can thrive through meaningful outdoor experiences.





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