

President's Report 2023 – 2024

As we reflect on the past year, it is clear that the 2023-2024 season has been a memorable one for our club. The year began with an exceptional Marlin fishing season, which saw record-breaking catches and an influx of boats participating in our tournaments. The enthusiasm and activity on the water were palpable, and it was a thrill to witness so many members enjoying the sport.

However, as the season progressed, the Marlin seemed to migrate north by late February, leading to some frustrating fishing days. Despite this, we remain optimistic about the future and hope for a more consistent presence of Marlin in our waters in the upcoming season.

The increased activity not only benefited our fishing enthusiasts but also brought more patrons to our club. This surge in visitors positively impacted our financial status. We are pleased to report a significant improvement in our financial position over the past year, thanks to increased subscriptions, bar takings, merchandise sales, and the Bistro's performance.

The success of our tournaments and the smooth running of the club can be attributed to the tireless efforts of our office staff, Shar and Lucy. Lucy has played an instrumental role with her enthusiasm and commitment in bringing on board new sponsors and maintaining our support from existing sponsors with her dedication to making each tournament great. Shar has done the behind-the-scenes tasks of managing the day-to-day operations, administrative tasks and member services ensuring operations run smoothly for our Committee, Staff and Members.

Additionally, a proactive and engaged committee is essential to the club's progress. While securing sponsors and managing events are crucial, it is the committee's ongoing commitment to supporting these efforts and driving new initiatives that truly supports our club's growth and success. A special mention to Gael and Rita, their dedication, although behind the scenes, is instrumental in our ability to move forward and improve our facilities and services.

In line with our commitment to financial care, we have managed to implement some much-needed upgrades. The installation of new strip lighting along the front of the club has enhanced its visibility at night, attracting more attention and visitors. Looking ahead, we have several exciting projects lined up:

1. **Bistro Extension Project:** This project has been approved and will involve a comprehensive revamp of the Bistro. We will be adding extra operating space and new appliances to improve staff working conditions and efficiency in meal service.
2. **Children's Playground:** Delayed due to Covid-19, this project is now back on track. The Whangarei District Council has allocated 165K in year four of the Long Term Plan for a playground at the Tutukaka Green, however if the community is supportive then this funding could be used to invest in our location. We are in

the process of canvassing the wider Tutukaka community seeking their support for the playground to be situated on the grass area next to the office. If supported we may be in a position to fast track this project.

3. **Safety Rail and Viewing Area:** We are replacing the existing safety rail with an improved version and adding a bar leaner across the width of the weigh station viewing area to enhance the club's aesthetics.

Our Social Media presence continues to be a key asset, and although growth has slowed compared to last year, we see this as an opportunity to refine our strategy and better engage with our audience. We are committed to building on the strong foundation laid previously and to finding innovative ways to maintain and enhance our online community.

I want to express my heartfelt gratitude to all members who have contributed their time and skills to repair and maintain our facilities. Your efforts have been invaluable in keeping our club operational and reducing maintenance costs.

The refurbishment and modernisation of the bar area are ongoing projects that, while financially challenging, are essential for improving the work environment and future sustainability of the club.

I would like to extend a special and sincere appreciation to our bar and bistro staff. Your dedication and tireless efforts have been nothing short of extraordinary. You have worked long hours, often under high pressure, to ensure that our members and guests receive the excellent service they have come to expect. It is through your hard work and enthusiasm that make our club a special place. Your contribution is deeply valued and recognised.

A special thankyou also goes to Steve Ball, our weigh master, for his outstanding performance and positive attitude. We also value the support of the stand-in helpers who have ensured the smooth operation of our weigh station.

Lastly, to all our sponsors, your support has been crucial in enabling us to host our events and achieve our goals. Thank you for your continued partnership.

As we look forward to the new season, I am excited about the opportunities and projects ahead.

Here's to tight lines and another successful year for our club!

Sincerely,

Cliff Metcalfe MNZM

WDSAC President