



# Otago Central Rail Trail Charitable Trust

Annual Report 2023







*Photo courtesy of Bill Cowan*

 **Otago Central Rail Trail Trust**

PO Box 399  
Alexandra 9340

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*Cover Photos by Clare Toia Bailey  
Image Central*



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## REPORTS

### Kate Wilson - Chair

After 20 years on the Trust I am always amazed that the Trail continues to offer new experiences and opportunities to us all. The undoubted highlight this year has been the launch of [www.railtales.nz](http://www.railtales.nz), which has been a wonderful partnership with Museograph's Anthony & Alison Breese, with great leadership by Daphne & Tania. While it may seem a new idea, in many ways its seed was one of the first fundraising initiatives by the Trust in the form of the book "From Steam Trains to Pedal Power". The new independent site showcases high school curriculums that can be explained and explored by students along or near the Trail.

I recall a comment in the early days, (when discussing our books financial importance with Trustee Hilary Calvert), about the potential of books with different themes to explain the many aspects discoverable along the 152km trail corridor. The difference, however, is that the many themes are now "on line" and are freely available to educators (and all interested public), with the substantial assistance of MBIE. Not only does the online experience versus book form show how much things have changed, but also reflects the limited opportunities there are to commercialise the Trail experience for ongoing investment by the Trust as operators have maximised their own merchandise.

We have been fortunate to begin partnering the wonderful Thompsons Creek Wetlands rehabilitation project that adjoins the Trail just south of Omakau and plan to assist them in explaining the site and potentially offering a local travel carbon offset project with them to assist in planting costs. It is great to be able to report on a community led project that is trying to overturn a very long term problem and to showcase a new way of developing wetlands that also act as sediment traps.



Over the last few years we have been working with communities to discover ways we can assist them tell their stories and to accomplish work that ensures they feel community pride in "their" section of the Rail Trail. That work has seen 7 new picnic tables installed, all the Ganger sheds between Waipiata and Clyde have been repainted, 2 new interpretation boards and several "wayfinding" signs have been installed and planning has been done to complete the long awaited Kokonga Station toilet site.

The Trust has again worked with MBIE and 50:50 funded this work.





While that makes us all sound busy, the real work is done by Bob (with his wife Lynette helping out generously), and Dave who contributes significant voluntary time on design and hands on work. This work is all overseen, and sometimes assisted by Tania. We all really appreciate the work that ensures the trail looks good and is always changing. Thank you.

This work is assisted by DOC, who have had challenges over the last year or two. It is great to see staffing fully up to capacity and work programmes in place for trail improvements in response to survey and user and operator feedback. The work DOC does behind the scenes, on cleaning and managing the trail including weed management, minor surface work and the substantial bridge investments is truly appreciated. Thank you.

While having a great experience on the trail is important, we continue to collaborate with businesses and local Regional Tourism Organisations in providing a website portal and marketing material. Every cent that is spent on advertising with us provides us with the ability to raise significant funds for our continued upgrades to the trail experience. We ensure that operators benefit and have fabulous photos, videos and social media posts to share and promote the trail. While the Trust governs, the hard graft here is done by the amazing team at Image Central; Clare (with wonderful support from Adrian and their model children). Again Tania keeps the management going over this work stream for the Trust. The highlight in the past year was the new Family Adventure video. The Trust's social media posts continue to deliver high followings and engagement and providing inspiration for national and international visitors planning their next holiday. And they keep on coming.



*Photo by Clare Tola Bailey*

With the development of more tracks in the region and yet more planned, it is important that the Trust is ensuring that the Rail Trail has exciting start and end points. We continue to work with the DCC and DOC looking at the options for Taieri Gorge if the train no longer operates, or only operates regularly to Hindon. When the train and trail first started, the train took about 2/3 of the trail users. It was a popular and wonderful start or end point of the Rail Trail experience. It would be great to be able to incorporate the gorge experience into the trail again, by train in full or in part.

The possibilities presented by the Trail never ends and it is a privilege to work with outstanding trustees who contribute greatly in their communities and to the Trust. Thank you Sam, Ken, Colleen, Advisory Trustee Daphne and Patron John who together with me and past trustee Hilary have contributed 100 years' service to the Trust. It is a wonderful organisation to be part of and it has been a delight to welcome Peter Mulvihill as a recent new Trustee, adding an engineers skill mix to our Board. Now you know Peter - it's a hard place to leave!

As we look forward to the 2023/24 season, we have other new projects to consider and develop. Building upgrades, landscaping station sites and working locally and nationally to ensure the trail is well promoted, is continually getting better and changing for riders, walkers and all users.

A handwritten signature in black ink, appearing to read 'Peter Mulvihill'. The signature is written in a cursive, flowing style.



## Tania Murphy – Trust Manager

*Photo by Tim Hawkins*



I recently spent time at the old Lauder station site, helping out in a small part with the repainting of the station building. While I was there (7 days), the site was very busy with riders coming from both directions, perhaps reminiscent of “wayback” when trains were still operating. It’s just the same ride as it was all those years ago..... but today we ride bikes, not trains; ain’t that something?

The railway originally linked the communities and supported their health and growth. Today the Otago Central Rail Trail still links community’s and continues to assist them to thrive. The hustle and bustle is perhaps not quite the same, but the unique features that was once a train track, now reconfigured to a Rail Trail remain the same. The wonderful landscape, the welcoming communities and all the organisations, businesses and people that come together to provide a unique experience.

The Trust is very aware that the old station sites provide significant common spaces of importance to local communities, a number of which work hard to beautify “their” space. Over time we have consulted with DOC and communities to establish and agree on landscape plans for the station sites and during the next 3 – 5 years, as funding permits, those plans will be implemented – so full steam ahead, so to speak.

In addition to this work, the Trust has launched it’s Rail Tales Website and the feedback we have received has been great. Although we are impressed with the website, it is reassuring to know that other’s think the same. We are continuing to spread the word throughout education networks in NZ and hope to see even more schools using the trail as an education opportunity.

Our bank of picnic tables has also increased by 7 along the trail and we have installed 6 more “wayfinding” signs and 2 more “point of interest” panels (Prices Creek Tunnel, and Kokonga stones site)

In conclusion I am sure that you all know that riding the Otago Central Rail Trail provides for a great family adventure but in case you don’t, check out our New Family Adventure Video, inspired and produced by our Marketing Manager Clare Toia Bailey and her husband Adrian Morgan, owners and operators of Image Central.

<https://www.otagocentralrailtrail.co.nz/family-adventures-on-the-otago-central-rail-trail/family-videos/>

On a more personal note, thanks to everyone who has supported me throughout the year. I love the work but the help you give me makes it so much more rewarding.

*Tania Murphy*



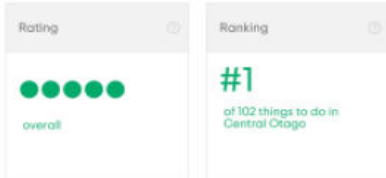
*Photo by James Jubb,*



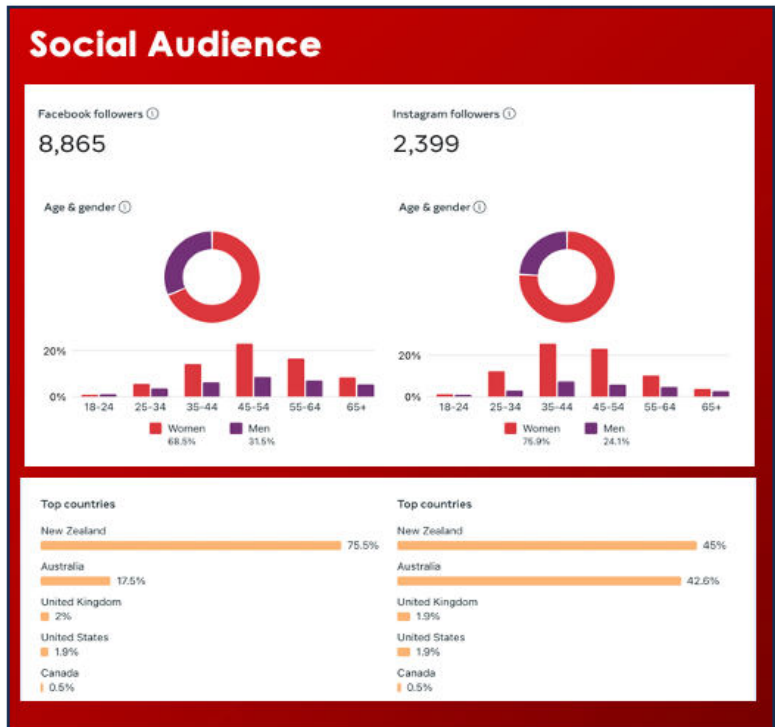


# Digital Statistics

## 1 July 2022 - 30 June 2023



| Metric         | Facebook | Instagram |
|----------------|----------|-----------|
| Likes          | 8,276    | 2,340     |
| New            | 463      |           |
| Followers      | 8,865    |           |
| Reach          | 152,093  | 5,805     |
| Posts          | 184      | 59        |
| Stories        | 0        | 163       |
| Profile Visits | 6,700    | 2,457     |



Launch of Rail Tales campaign (Post was boosted (i.e. paid advertising))

Impressions: 57,080  
Reach: 37,763  
Engagement: 2,214



Blake Family Visit (Influencers from Australia with millions of followers)

Reach: 1,646  
Engagement: 173





Google  
Analytics

[www.otagoctrailtrail.co.nz](http://www.otagoctrailtrail.co.nz)

|                          |         |
|--------------------------|---------|
| Users                    | 73,422  |
| New Users                | 71,789  |
| Sessions:                | 98,666  |
| Average session duration | 2:45    |
| Page Views               | 280,487 |

vimeo



|                            |       |
|----------------------------|-------|
| Total Video views:         | 2,393 |
| Average Video Views/month: | 183   |
| Watch time:                | 1.26  |

**Region:**

NZ (50%), Australia (30%), US (5%), UK (5%), Netherlands (2%), Canada (2%)



This year the video featuring Ken Gillespie as both a farmer and Trustee featured in the Big Bike Film Night. Seen by 8,420 & 77 screenings across Aotearoa.

It is also being shown in Australia & Scotland & is projected a further 4,500 will view it.







# THE TRUST



## The Vision

To ensure that the Otago Central Rail Trail, New Zealand’s Original Great Ride, continues to attract national and international visitors, to stay and enjoy one of New Zealand’s top “Must Do” world class cycling experience.

## The Purpose

To establish, develop and maintain the trail or any part of it for public recreation and enjoyment and to assist and co-operate with the Department of Conservation, local or regional authority or other group or person in that purpose. Walking, cycling and horse-riding uses of the trail shall be paramount.

## The Trust



Kate Wilson  
Chair / Trustee



Colleen Hurd  
Deputy Chair / Trustee



Sam Inder  
Trustee



Ken Gillespie  
Trustee



Peter Mulvihill  
Trustee



Daphne Hull  
Honorary Trustee



John Gibson  
Patron



Tania Murphy  
Trust Manager



Clare Toia Bailey  
Social Media Manager



Bob Thomas  
Maintenance

## Entity Information

### Legal Name:

Otago Central Rail Trail Charitable Trust  
Not for Profit

### Date of Trust Deed:

18<sup>th</sup> March 1994

### Contact Details:

PO Box 399,  
Alexandra 9340  
hello@otagocentrailtrail.co.nz  
www.otagocentrailtrail.co.nz





## Introducing Peter Mulvihill – our newest Trustee

The Otago Central Rail Trail Trust is delighted to welcome Peter to the Trust. Peter has spent 34 years living in Alexandra with his wife Lois and their 3 children, now grown.

Prior to moving to Central Otago Peter spent time on the West Coast for the Catchment Board, then some time with the Ministry of Works and State Coal Mines with a period of study in between. However, most of Peter's career has been in civil engineering in the water infrastructure and energy field.



Peter joined the Otago Central Electric Power Board in 1988 and worked for the Board and its successors, Central Electric and pioneer Energy until he retired in 2020, although he continues to work part time in the water and energy industry.

Peter and Lois have ridden all the sections of the Rail Trail, but not all at one time. They regularly ride the sections of the trail that are close to Alexandra and often enjoy the ride from Auripo to Lauder. Peter rides an “ordinary bike” but went on to say “I think I will eventually buy an e-bike to inspire me to get out in all weather conditions. To get people active and motivated to ride, I think e-bikes are great.”

When asked why he decided to volunteer as a Trustee for the OCRT Trust, Peter explained “as part of my career, I have always been interested in engineering heritage and admired the ingenuity of those who were involved in the development and construction of this infrastructure, given the limited resources of the day. My volunteering in the past has mainly been in sport. I am looking forward to the opportunity to contribute to the future development and success of the trail which is an icon of Central Otago.”





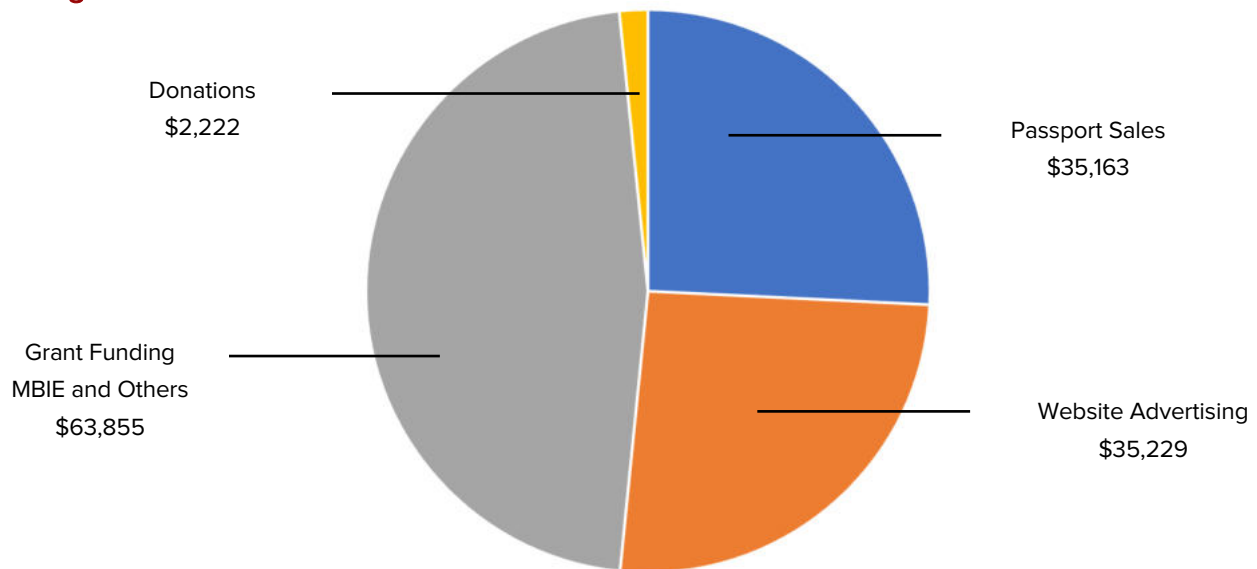


## The Trail

The Otago Central Rail Trail is a 152-kilometre, recreational trail that follows the former Otago Central railway line between Middelmarsh and Clyde. The gravelled trail has a gentle gradient of 1:50 making it ideal for recreational cyclists and walkers.

Since its inception in 1994, the Otago Central Rail Trail has become an iconic, world class cycling experience. The Trail traverses the region's isolated unique heartland and takes people to places preserved by the dry climate and distinct seasons, not easily accessible by any other means. The former railway line has a rich 85-year history, which has significant appeal to today's visitors.

## Funding Sources



## Stakeholders and Partners

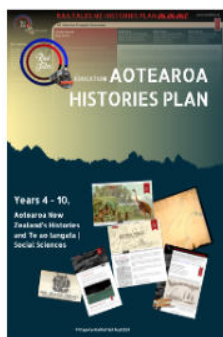


OTAGO CENTRAL RAIL TRAIL  
BUSINESS NETWORK





## Highlights From the Year



[www.railtales.nz](http://www.railtales.nz)

Explore the Otago Central Rail Trail like never before. Our new additional website turns the Trail into 152km of outdoor classroom. Our new Rail Tales website is here with free, ready to go unit plans with authentic, hands on learning experiences written for Aotearoa New Zealand teachers from primary through to NCEA Level 3.

Rail Tales explores the historical, environmental and scientific stories of the Otago Central Rail Trail.

### Repainting the gangers sheds and even more picnic tables

All of the gangers sheds between Clyde and Waipiata have had a repaint.

Seven more picnic tables have been built and placed on the trail at Auripo, Waipiata Campsite, Tiroiti Campsite, Poolburn Gorge, Clyde Railhead, Rock and Pillar and another table for the Kokonga Station Site.



Photo by Clare Toia Bailey

### Family Adventure Video

Our newest Trail video brings into focus what an amazing family experience the Otago Central Rail Trail really is.

Inspired and produced by our Marketing Manager Clare Toia Bailey and her husband Adrian Morgan, owners and operators of Image Central. The video highlights many of the trail's unique attributes. It is a genuine "whole family experience" with a sense of space and freedom combined with spectacular landscapes and wonderful heritage features.

Three generations of families can enjoy and ride the trail together.





## Interpretation and Signage

Our Interpretation project has been in progress for the last three years and continues. Over the last year 2 new interpretation panels and 6 more wayfinding signs have been installed along the trail.

The project has been extensive for the Trust and well supported by the Maintaining Great Rides Fund, managed by MBIE.



## The Year Ahead and Most Recent Updates



### Painting the Lauder Station Building

A repaint of the outside of the station building was planned for September 2023 and although we had a slow start due to inclement weather, the job is now complete.



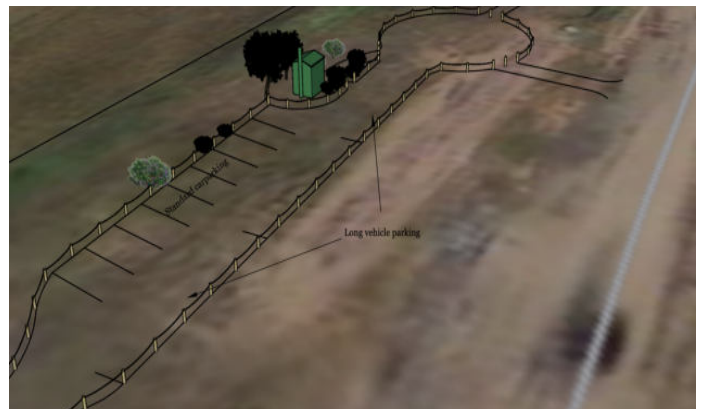
Most recently though, thanks to the support of the Lauder Community, a platform has been created to house Lauder's newest acquisition, a flat deck railway wagon.

The wagon was one of two located at Hyde and following discussion with the Rail Heritage Trust, it was agreed that one could be relocated to Lauder.

## Implementation of Landscape Plans for Trail Station Sites

Over the next 3 – 5 years the OCRT Trust will be shifting its focus to implementing the Landscape plans for trail station sites. Most of this season's work is planned for Oturehua and Kokonga and if funding allows there will be some minor works at Lauder and Waipiata.

This is a large and ongoing project for the Trust where we will be working with communities to accomplish work that ensures they feel community pride in "their" section of the Rail Trail.



# FINANCIAL INFORMATION

## Statement of Financial Performance

For the year ended 30 June 2023

|  | 2023           | 2022           |
|--|----------------|----------------|
|  | \$             | \$             |
| <b>INCOME</b>                                    |                |                |
| Income from Providing Goods and Services         | 62,160         | 57,210         |
| Donations, fundraising and other similar revenue | 2,222          | 7,592          |
| Interest, Dividends and Other Investment Revenue | 13,194         | 3,360          |
| Grant Income                                     | 63,855         | 112,151        |
| <b>TOTAL INCOME</b>                              | <b>141,432</b> | <b>180,311</b> |
| <b>EXPENDITURE</b>                               |                |                |
| Administration                                   | 40,999         | 35,133         |
| Depreciation                                     | 40,388         | 42,364         |
| Information Design and Production                | -              | 13,395         |
| Marketing and Social Media                       | 12,843         | 7,335          |
| Trail Projects                                   | 5,643          | 2,066          |
| Trail Maintenance                                | 14,598         | 14,570         |
| Website  | 6,701          | 5,690          |
| <b>TOTAL EXPENSES</b>                            | <b>121,171</b> | <b>120,554</b> |
| <b>SURPLUS/(DEFICIT) FOR THE YEAR</b>            | <b>20,261</b>  | <b>59,757</b>  |





# Statement of Financial Position

As at 30 June 2023

|                                 | 2023           | 2022           |
|---------------------------------|----------------|----------------|
|                                 | \$             | \$             |
| <b>CURRENT ASSETS</b>           |                |                |
| Bank Accounts and Cash          | 122,965        | 108,422        |
| Term Deposits                   | 329,845        | 319,838        |
| Accrued Interest on Investments | 2,058          | 772            |
| Accounts Receivable             | 421            | 1,640          |
| GST Refund                      | 704            | -              |
| Stock on Hand                   | 6,987          | 15,253         |
| Assets Under Development        | 12,510         | 21,644         |
| <b>TOTAL CURRENT ASSETS</b>     | <b>475,491</b> | <b>467,569</b> |
| <b>NON-CURRENT ASSETS</b>       |                |                |
| Fixed Assets                    | 308,495        | 296,100        |
| <b>TOTAL NON-CURRENT ASSETS</b> | <b>308,495</b> | <b>296,100</b> |
| <b>TOTAL ASSETS</b>             | <b>783,985</b> | <b>763,669</b> |
| <b>CURRENT LIABILITIES</b>      |                |                |
| Accounts Payable                | 545            | -              |
| GST Payable                     | -              | 490            |
| <b>TOTAL LIABILITIES</b>        | <b>545</b>     | <b>490</b>     |
| <b>NET ASSETS</b>               | <b>783,440</b> | <b>763,179</b> |
| <b>ACCUMULATED FUNDS</b>        |                |                |
| Retained Earnings as 1 July     | 763,179        | 703,422        |
| Net Surplus/(deficit) for year  | 20,261         | 59,757         |
| <b>TOTAL ACCUMULATED FUNDS</b>  | <b>783,440</b> | <b>763,179</b> |



# Statement of Cashflows

For year ended 30 June 2023

|   | 2023            | 2022            |
|---|-----------------|-----------------|
|   | \$              | \$              |
| <b>CASHFLOWS FROM OPERATING ACTIVITIES</b>                    |                 |                 |
| <b>Cash provided from:</b>                                    |                 |                 |
| Receipts from customers and clients                           | 71,486          | 59,340          |
| Donations, Grants and other contributions                     | 66,077          | 96,167          |
| Interest received   | 11,909          | 4,155           |
| Net GST   | -               | 9,230           |
| <b>Cash applied to:</b>                                       |                 |                 |
| Payment to suppliers and Employees                            | 79,706          | 92,681          |
| Net GST   | 1,565           | -               |
| <b>NET CASHFLOWS FROM OPERATING ACTIVITIES</b>                | <b>68,200</b>   | <b>76,211</b>   |
| <b>CASH FLOWS FROM INVESTING AND FINANCIAL ACTIVITIES</b>     |                 |                 |
| <b>Cash received from:</b>                                    |                 |                 |
| Movements in Investments                                      | -               | 16,425          |
| <b>Cash applied to:</b>                                       |                 |                 |
| Capital Assets  | 43,469          | 105,463         |
| Purchase of Investments                                       | 10,007          | 4,063           |
| <b>NET CASH FLOWS FROM INVESTING AND FINANCIAL ACTIVITIES</b> | <b>(53,657)</b> | <b>(93,101)</b> |
| <b>INCREASE/(DECREASE) IN CASH</b>                            |                 |                 |
| Opening Cash  | 108,422         | 125,312         |
| Closing Cash  | 122,965         | 108,422         |
| <b>NET INCREASE/(DECREASE) IN CASH</b>                        | <b>14,543</b>   | <b>(16,890)</b> |
| <b>THIS IS REPRESENTED BY:</b>                                |                 |                 |
| Bank Accounts and Cash  | <b>122,965</b>  | <b>108,422</b>  |





## Statement of Policies

For year ended 30 June 2023

### Reporting Entity

The financial statements presented here are for the reporting entity The Otago Central Rail Trail Charitable Trust. It is a Trust created pursuant to a Trust Deed dated 18<sup>th</sup> March 1994.

The financial statements have been prepared in accordance with the Trust Deed and the reporting requirements for registered charities promulgated by the External Reporting Board. The Trust has elected to apply PBE SFR-A (NFP) Public Benefit Simple Format Reporting – Accrual (Not-For-Profit) on the basis it does not have public accountability and has total annual expenditure less than \$2,000,000. All transactions in the performance report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

### Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances including short term deposits with original maturities of 90 days or less.

### Income

The Trust receives an annual income from the sale of Trail Passports, the sale of advertising space on its website, donations and from interest on investments. Further income is received on application from Grant Funding from the Maintaining Great Ride Fund managed by the Ministry of Business Innovation and Employment. The Trust also applies for and receives Grants from other funding providers relevant to specific projects.

The sale of Passports & advertising space is recognised when the service is provided.

Donation income is recognised when the donation is received. Revenue from donated assets that have a useful life of more than 12 months are also recognised when received unless the value of the asset cannot be reliably substantiated. Where donated assets are not recorded, details are disclosed in the notes to the financial statements.

Interest income is recognised on an accruals basis.

Grant income is recognised as received unless there is a “use or return” condition attached. Where the grant includes a “use or return” condition it is initially recorded as a liability on receipt. The income is then subsequently recognised in the Statement of Financial Performance as the grant conditions are met.

### Fixed Assets

Fixed Assets are stated at cost less depreciation. Depreciation is calculated on a diminishing value basis.



### **Income Tax**

The Trust is exempt from New Zealand income tax as a registered charitable entity under s CW 41 of the Income Tax Act 2007.

### **Goods and Services Tax**

The financial statements are prepared on a GST exclusive basis.

### **Inventory**

Merchandise held for sale is measured at the lower of cost and net realisable value. Any write down of stock on hand is recognised in the Statement of Financial Performance. Cost is determined on a first in, first out basis.

### **Changes in Accounting Policies**

There has been no change in accounting policies during the financial year. Policies applied are consistent with those applied in previous years.

**This performance report has been approved by the Trustees for and on behalf of Otago Central Rail Trail Trust:**

Name: Kate Wilson

Position: Chairperson / Trustee

Signature: 

Date: 13 October 2023





## INDEPENDENT ASSURANCE PRACTITIONER'S REVIEW REPORT

To the Stakeholders of Otago Central Rail Trail Charitable Trust

### Report on the Financial Statements

We have reviewed the financial statements contained in the accompanying Performance Report of Otago Central Rail Trail Charitable Trust, which comprises the Statement of Financial Position as at 30 June 2023, and the Statement of Financial Performance and Cash Flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Trustees' Responsibility for the Performance Report

The Trustees are responsible for the preparation and fair presentation of the financial statements in accordance with PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting – Accrual (Not-For-Profit), and for such internal control as they deem necessary to enable the presentation of financial statements that are free from material misstatement, whether due to fraud or error.

The Trustees are also responsible for the other information contained in the Performance Report. The other information comprises the entity information and statement of service performance but does not include the financial statements and our conclusion thereon.

### Assurance Practitioner's Responsibility

Our responsibility is to express a conclusion on the financial statements contained in the accompanying Performance Report. We conducted our review in accordance with International Standard on Review Engagements (New Zealand) (ISRE (NZ)) 2400, Review of Historical Financial Statements Performed by an Assurance Practitioner who is not the Auditor of the Entity. ISRE (NZ) 2400 requires us to conclude whether anything has come to our attention that causes us to believe that the financial statements, taken as a whole, are not prepared in all material respects in accordance with the applicable financial reporting framework. This Standard also requires us to comply with relevant ethical requirements.

A review of financial statements in accordance with ISRE (NZ) 2400 is a limited assurance engagement. The assurance practitioner performs procedures, primarily consisting of making enquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained. The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with International Standards on Auditing (New Zealand). Accordingly, we do not express an audit opinion on the financial statements contained in the performance report.



Our conclusion on the financial statements does not cover the other information (the entity information and statement of service performance) and we do not express any form of assurance conclusion thereon.

Other than our capacity as the reviewer, we have no relationship with or interests in Otago Central Rail Trail Charitable Trust.

**Conclusion**

Based on our review, nothing has come to our attention that causes us to believe that the financial statements contained in the accompanying Performance Report do not fairly present, in all material respects, the financial position of Otago Central Rail Trail Charitable Trust as at 30 June 2023, and of its financial performance and cash flows for the year then ended, in accordance with Public Benefit Entity Simple Format Reporting – Accrual (Not-For-Profit).



**ICL Chartered Accountants Limited**  
**Alexandra**

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13 October 2023





OTAGO CENTRAL  
**RAIL TRAIL**  
New Zealand's original Great Ride®