9AM, WEDNESDAY 11 DECEMBER 2019
COUNCIL CHAMBER, FIRST FLOOR,
CIVIC ADMINISTRATION BUILDING,
32 THE SQUARE, PALMERSTON NORTH
ARTS, CULTURE & HERITAGE COMMITTEE MEETING

11 December 2019

5  Presentation - NZ Rugby Museum

1.   Presentation - NZ Rugby Museum
Toyota City, New Zealand Rugby Museum, Palmerston North City Exhibition in Japan

LOWER NORTH ISLAND REGIONAL MAYORS DINNER
BACKGROUND

A collaboration between Toyota City, Palmerston North City, the New Zealand Rugby Museum with support from commercial and media partners

From 19 September to 14 October 2019

Multi media presentation using historical articles, digital interactives, takeaway collateral, and video content
HISTORICAL ARTICLES

- 1903-06 All Blacks cap of George Tyler
- 1936 Bronze Statue - Asahi Trophy
- 1936 NZ Universities Jersey
- 1936 Japan Jersey
- 1936 NZU v Japan match ticket
- 1958 NZ Juniors Jersey
- 1987 Grant Fox match boots
- 1987 Mitre Match Ball
- 2011 Gilbert Match Ball
ITEM 5 - ATTACHMENT 1

DIGITAL INTERACTIVES

Palmerston North City Council
DIGITAL INTERACTIVES
ATTACHMENT 1

DIGITAL INTERACTIVES
MEDIA
## RESULTS

<table>
<thead>
<tr>
<th>Photo Booth</th>
<th>1,243 photos taken and submitted with email addresses</th>
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<tbody>
<tr>
<td>Exhibition</td>
<td>9,948 – 12,430 people through exhibition 1:8:10 ratio; +5% no email address/ used own camera</td>
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<tr>
<td>Enquiries/Observations</td>
<td>Christchurch has the Japanese market. Email – not one asked if data was collected (-1) Use Lime (app) not email many didn’t know their email addresses. Toyota and associated business accounted for the majority of attendees</td>
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RESULTS
TOYOTA CITY ACTIVATION
Typhoon & Emergency Management

1400 kilometres wide covering most of Japan
55km wide eye
As of 20 October 2019, 83 people dead
11 others went missing
triggered tornado in Ichihara City
T-30mins magnitude 5.7 earthquake occurred off the coast of Chiba
Requiring 110K rescuers
Thank you

LOWER NORTH ISLAND REGIONAL MAYORS DINNER