



PALMERSTON NORTH CITY COUNCIL

MINUTES ATTACHMENTS COUNCIL

9AM, WEDNESDAY 26 FEBRUARY 2020
COUNCIL CHAMBER, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH

COUNCIL MEETING

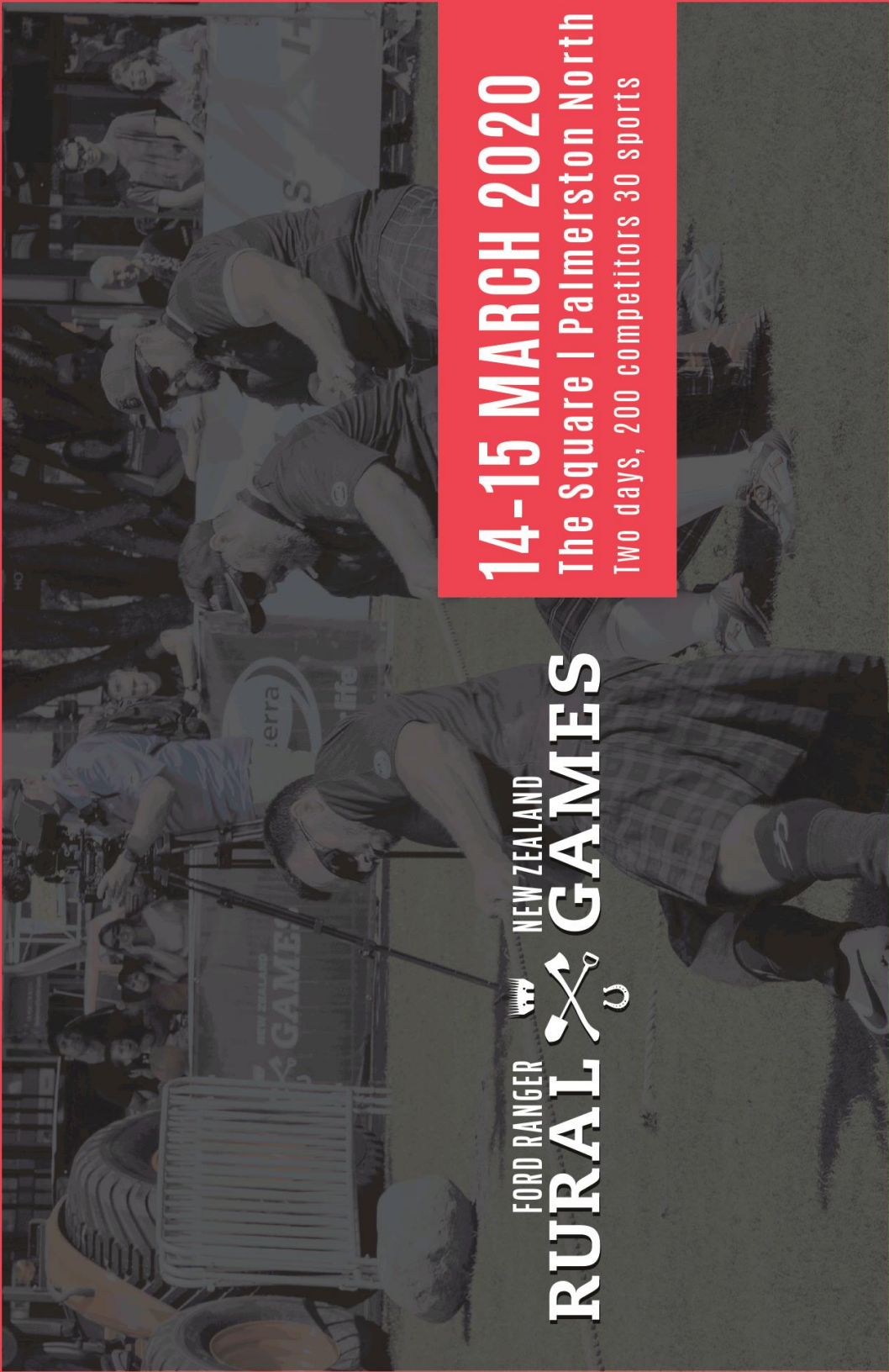
26 February 2020

5 Deputation - Rural Games

1. Presentation - Rural Games

4





14-15 MARCH 2020
The Square | Palmerston North
Two days, 200 competitors 30 sports

FORD RANGER  **NEW ZEALAND**
RURAL GAMES

OUR SPONSORS →



About the New Zealand Rural Games

New Zealand's premier celebration of rural sports that built our nation. A free event for all ages

What we want to do: Through sport and fun activities we aim to bridge the gap between rural and urban communities

What we seek: "Like-minded organisations that value our heritage and share our concerns about the gap between town and country." The late Sir Brian Lochore NZ Rural Games Trust Board

Where: Held every year in Palmerston North





The New Zealand Rural Games Trust is supported by:-

- The New Zealand Arboricultural Association
- Shearing Sports New Zealand
- New Zealand Axemen's Association
- New Zealand Fencing Competitions
- Waipu and Paeroa Highland Games
- New Zealand Boot Throwing Association
- Harness Racing New Zealand
- New Zealand Sheep Dog Trials Association

Social Impact

- **Tahi:** Connect people from all walks of life from rural and urban communities
- **Rua:** Strengthen rural sports in Aotearoa and Australia
- **Toru:** Provide rural sporting athletes with a national stage
- **Wha:** Celebrate our history as a nation
- **Rima:** Provide a fun free event for all
- **Ono:** Get people moving





New Zealand Gumboot Throwing Championship
New Zealand Speed Fencing Championship
New Zealand Coal Shovelling Championship
Sheep Dog Trials
New Zealand Egg Throw & Catch Championship
Bill Tapley Memorial Cow Pat Throw



The Sports

ANZAXE Trans Tasman Championship
Southern Hemisphere Highlander Championships.
Trans Tasman Speed Tree Climbing Championship
New Zealand Speed Shearing Championship

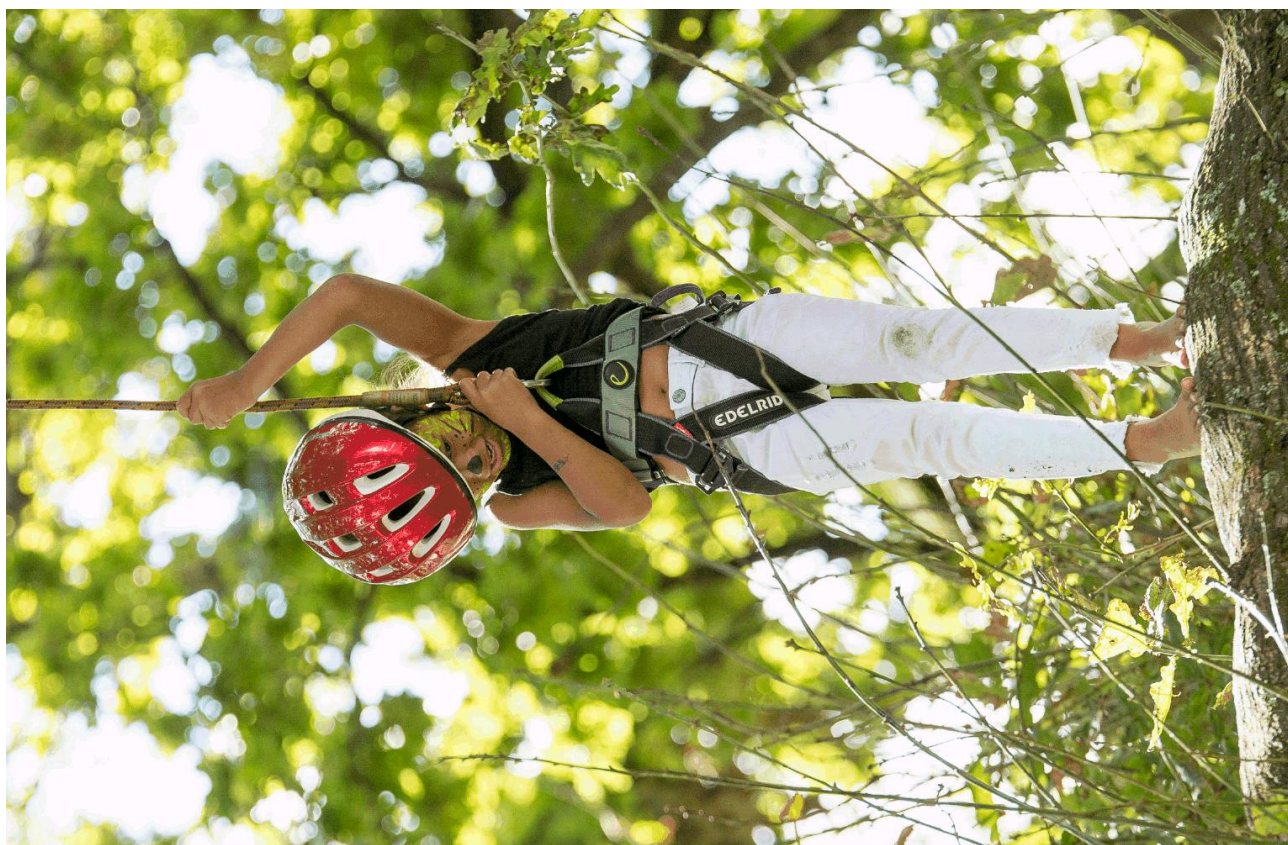


New Zealand Gearing Up Championship
Russian Egg Roulette
Man & Mutt Race
Wool Fadge Race
Haystacking

Kids 'n Country

5-12 years

- Tree Climbing
- Self Drive Digger
- Kidz Kartz
- Colouring Competitions & Face Painting
- Throwing Wall
- Football Arena
- Hay Bale Racing
- Tug-O'-War
- Egg Throw & Catch
- Egg & Spoon Race
- Milk Racing Challenge





- ## Have a go
- ### 12 years and up
- Cow Pat Throw
 - Speed Milking
 - Hay Stacking
 - Gumboot Throw
 - Harness Racing Gearing Up
 - Olive Stone Spitting
 - Coal Shovelling
 - Russian Egg Roulette
 - Egg Throw & Catch

We offer opportunities

Farmer's Market: Food stalls and stands that show case the offering of rural New Zealand – from venison sausages to halloumi and brie, milkshakes, ice-creams and burgers and more.

Regional promotion opportunity: We've delivered a programme that has brought together 30,000 people in Palmerston North for two years running – we provide district and city councils the opportunity to showcase their visitor offerings to the families that attend the Games.

Secondary School partnership: The New Zealand Rural Games Trust partners with local schools providing vouchers to use for fundraising and scholarships for promising sporting students from a rural background.

- Logistics and setup: Students from Feilding High School, Palmerston North Boys High School volunteer to help set the games up
- Operational support: Agri-business students from Feilding High School volunteer during the games providing support to key staff from operations to marketing
- Ambassadors: Te Wananga Tu Toa students volunteer during the Games providing ambassadorial services to visitors.

Manawhenua: The New Zealand Rural Games Trust is supported by Rangitane o Manawatu since moving to Palmerston North and prior to that in Queenstown we were supported by Ngai Tahu.

Sustainability education opportunity: A recycling station is provided at the Rural Games and manned by volunteers who guide people on what can and can't be recycled – this is especially beneficial for those who live in rural areas without recycling facilities / limited access to recycling.

Primary Industry: Southern North Island Wood Council: We provide an opportunity to engage and showcase the forestry industry from forestry to truck driving and road safety.

Nightrave: A nation-wide adoption agency for greyhounds who have retired from racing. Nightrave aim to match families and individuals with a greyhound that will suit their individual needs as pet owners to ensure each greyhound finds the perfect home. Nightrave also provide further training for specific greyhounds that may need some extra attention on their journey to becoming a pet.

Cancer Society: We work with the Cancer Society to ensure we have sunscreen onsite, but also that our volunteers have appropriate hats for the weekend.

Retired Working Dogs New Zealand: This small charity aims to find loving homes for working dogs that have reached retirement or those that aren't quite cut out for life on the farm and we help out buy providing them with a space to fundraise from.

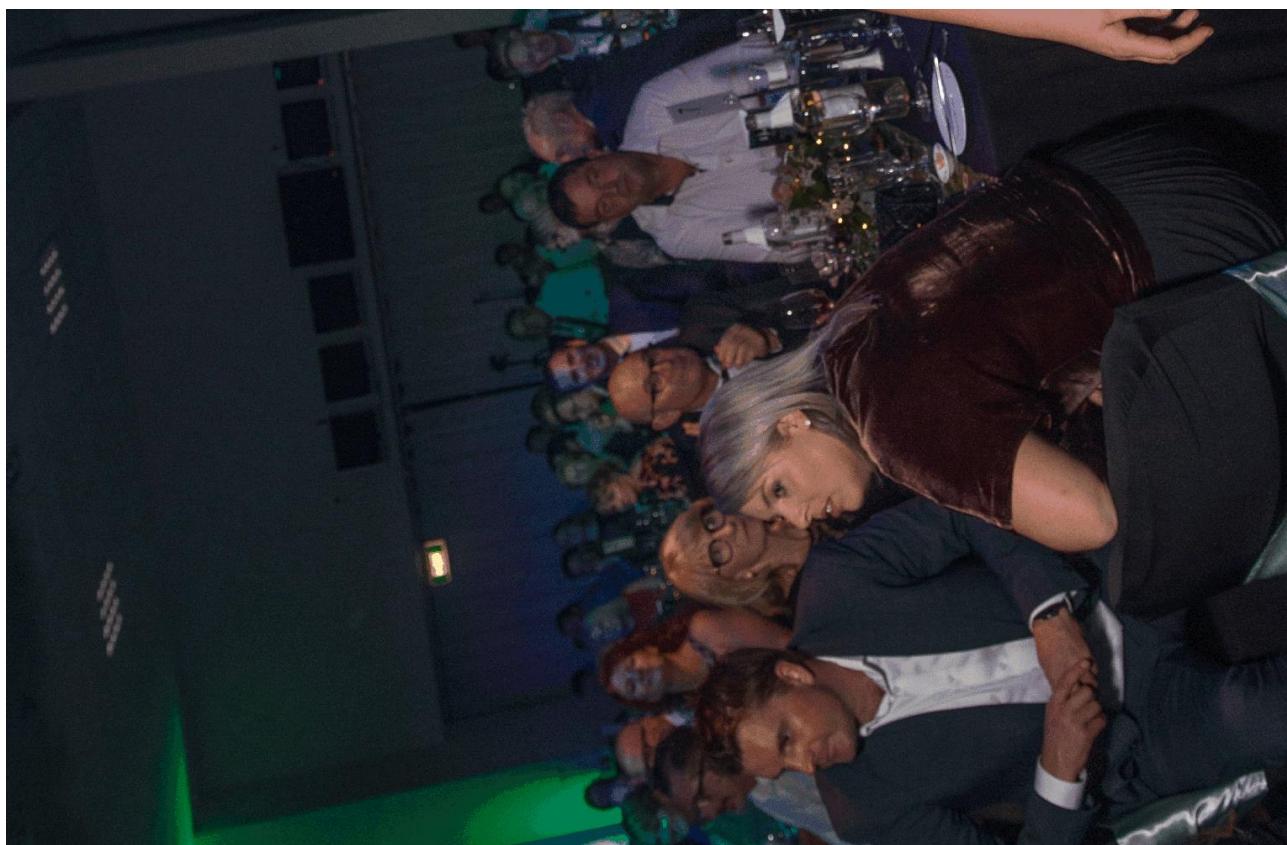
Sister event



NEW ZEALAND
RURAL SPORTS
awards

A celebration of the achievements of our sporting athletes.

- SKELLERUP | New Zealand Rural Sportswoman of the Year
- NORWOOD | New Zealand Rural Sportsman of the Year
- FONTERRA | Young New Zealand Rural Sportsperson Award
- LEVNO | New Zealand Contribution to Rural Sports
- TOYOTA | New Zealand Lifetime Legacy to Rural Sport
- Sir Brian Lochore Memorial Award for Outstanding Sportsperson from a Rural Background sponsored by ALLFLEX





Sister event

The Alfalex CLASH OF THE COLLEGES

Budding young farmers showcase their skills at the inaugural Alfalex Clash of the Colleges in The Square in Palmerston North, on the eve of the Ford Ranger New Zealand Rural Games.

More than 140 teens from high schools around the Lower North Island compete - teams of four and complete 22 modules - from milking a cow and plant washdown, to wool classing and body condition scoring, as well as paper-based modules that cover seeds, weeds and fertilisers.



Massey University
Young Farmers Club

Touch Points

February 2020: Launch of the event at Copthorne Palmerston North

13 March 2020: Allflex Clash of the Colleges, The Square – Palmerston North

13 March 2020: New Zealand Rural Sports Awards gala dinner, Awapuni Raceway – Palmerston North

13-14 March: Games in The Square Palmerston North and Live on social media

21 March: 1-hour programme on TV3 and then ondemand

23 March: Youtube clips broadcast



Promotional Highlights from 2019

Attendees: 30,000 (two years running)

Facebook Reach for 2019 event: 395,316

Youtube views since Games began: 673,179

TV3: One-hour Rural Games special won its 4pm timeslot

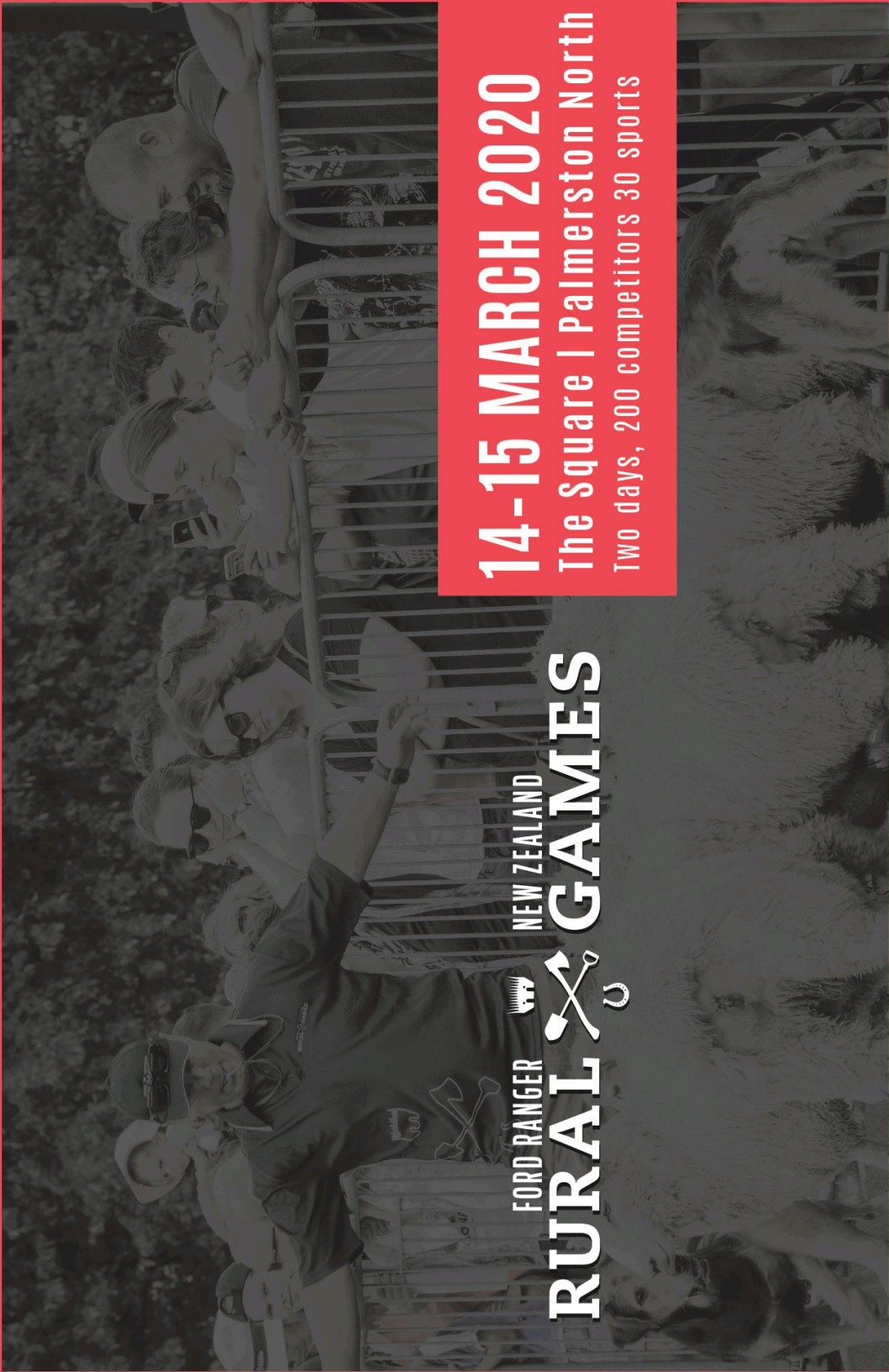
75,000 programmes delivered to homes in Manawatu, Palmerston North and Horowhenua

Facebook Live 20,000 inaugural broadcast

Stuff online impressions 1.4M

The Country – team of MCs at the event and 13 live interviews





NEW ZEALAND

FORD RANGER

RURAL GAMES

14-15 MARCH 2020

The Square | Palmerston North

Two days, 200 competitors 30 sports

our sponsors →

