



**PAPAIOEA**  
PALMERSTON  
NORTH  
CITY

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# **PALMERSTON NORTH CITY COUNCIL**

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AGENDA

## **CULTURE & SPORT COMMITTEE**

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9:00 AM, WEDNESDAY 26 MARCH 2025

COUNCIL CHAMBER, FIRST FLOOR  
CIVIC ADMINISTRATION BUILDING  
32 THE SQUARE, PALMERSTON NORTH

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# MEMBERS

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**Rachel Bowen (Chair)**  
**Billy Meehan (Deputy Chair)**  
**Grant Smith (The Mayor)**

**Mark Arnott**  
**Vaughan Dennison**  
**Lev Findlay (QSM)**  
**Roly Fitzgerald**  
**Patrick Handcock**  
**(ONZM)**

**Leonie Hapeta**  
**Debi Marshall-Lobb**  
**William Wood**  
**Kaydee Zabelin**

AGENDA ITEMS, IF NOT ATTACHED, CAN BE VIEWED AT

[pncc.govt.nz](http://pncc.govt.nz) | Civic Administration Building, 32 The Square  
City Library | Ashhurst Community Library | Linton Library

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**Waid Crockett**

**Chief Executive | PALMERSTON NORTH CITY COUNCIL**

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Te Marae o Hine | 32 The Square  
Private Bag 11034 | Palmerston North 4442 | New Zealand  
[pncc.govt.nz](http://pncc.govt.nz)

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# **CULTURE & SPORT COMMITTEE MEETING**

26 March 2025

## **ORDER OF BUSINESS**

**1. Karakia Timatanga**

**2. Apologies**

**3. Notification of Additional Items**

Pursuant to Sections 46A(7) and 46A(7A) of the Local Government Official Information and Meetings Act 1987, to receive the Chairperson's explanation that specified item(s), which do not appear on the Agenda of this meeting and/or the meeting to be held with the public excluded, will be discussed.

Any additions in accordance with Section 46A(7) must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

Any additions in accordance with Section 46A(7A) may be received or referred to a subsequent meeting for further discussion. No resolution, decision or recommendation can be made in respect of a minor item.

**4. Declarations of Interest (if any)**

Members are reminded of their duty to give a general notice of any interest of items to be considered on this agenda and the need to declare these interests.

**5. Public Comment**

To receive comments from members of the public on matters specified on this Agenda or, if time permits, on other Committee matters.

**6. Presentation - Basketball New Zealand/Basketball Manawatū** Page 7

**7. Ashhurst Domain Reserve Management Plan Review - Hearing of Submissions** Page 9

**8. Ashhurst Domain Reserve Management Plan Review - Summary of Submissions** Page 13

Memorandum, presented by Kathy Dever-Tod, Group Manager - Parks and Logistics.

**9. Confirmation of Minutes** Page 29

That the minutes of the Culture & Sport Committee meeting of 27 November 2024 Part I Public be confirmed as a true and correct record.

**10. He rā ki tua Horizons Region Spaces and Places Plan for Sport and Recreation - implementation and facility planning update** Page 35

Memorandum, presented by Ann-Marie Mori, Policy Analyst and Carl Johnstone, General Manager Partnerships - Environment, Sport Manawatū.

**11. Sport Manawatū Charitable Trust: Six-Month Progress Update 1 July to 31 December 2024** Page 43

Memorandum, presented by Ann-Marie Mori, Policy Analyst.

**12. Annual Sector Lead Report: Community Arts Palmerston North Incorporated (Square Edge Community Arts)** Page 63

Memorandum, presented by Gillian Tasker, Community Development Advisor.

- 13. **Annual Sector Lead Report: Creative Sounds Society Incorporated (The Stomach)** Page 87  
 Memorandum, presented by Gillian Tasker, Community Development Advisor.
  
- 14. **The Regent Theatre Trust: Six-Month Report 1 July - 31 December 2024 and Draft Statement of Intent 2024-27** Page 111  
 Memorandum, presented by Sarah Claridge, Governance Advisor.
  
- 15. **Committee Work Schedule** Page 153
  
- 16. **Karakia Whakamutunga**
  
- 17. **Exclusion of Public**

To be moved:

That the public be excluded from the following parts of the proceedings of this meeting listed in the table below.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under Section 48(1) for passing this resolution

This resolution is made in reliance on Section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public as stated in the above table.

Also that the persons listed below be permitted to remain after the public has been excluded for the reasons stated.

*[Add Third Parties]*, because of their knowledge and ability to assist the meeting in speaking to their report/s [or other matters as specified] and answering questions, noting that such person/s will be present at the meeting only for the items that relate to their respective report/s [or matters as specified].



## **PRESENTATION**

**TO:** Culture & Sport Committee

**MEETING DATE:** 26 March 2025

**TITLE:** Presentation - Basketball New Zealand/Basketball Manawatū

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### **RECOMMENDATION(S) TO CULTURE & SPORT COMMITTEE**

- 1. That the Culture & Sport Committee receive the presentation for information.**
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### **SUMMARY**

Dave Everitt, General Manager Commercial, Basketball New Zealand and Mike Ryan, General Manager, Basketball Manawatū will make a presentation seeking Council support for Basketball Manawatū and the ongoing operation locally.

### **ATTACHMENTS**

Nil



## SUBMISSION FROM CONSULTATION

**TO:** Culture & Sport Committee

**MEETING DATE:** 26 March 2025

**TITLE:** Ashhurst Domain Reserve Management Plan Review - Hearing of Submissions


### RECOMMENDATION(S) TO CULTURE & SPORT COMMITTEE

1. That the Committee receive the submissions and hear submissions from presenters who indicated their wish to be heard in support of their submission.
2. That the Committee note the Procedure for Hearing of Submissions, as described in the procedure sheet.

### SUBMITTERS WISHING TO BE HEARD IN SUPPORT OF THEIR SUBMISSION

Submission No.	Submitter
65	Natural Burial Manawatū
66	Daniel Sproull
75	Manawatū Estuary Management Team
84	Beauchamp Funeral Home

### ATTACHMENTS

1. Submissions - Ashhurst Domain Reserve Management Plan Review (attached separately) 
2. Procedure Sheet [↓](#) 



## Procedure Sheet Hearing of Submissions

<b>Presenting your submission</b>	<p>You have indicated a wish to present your submission before a Committee of Councillors; you can do this either in-person or online. You may speak to your submission yourself or, if you wish, arrange for some other person or persons to speak on your behalf.</p> <p>We recommend that you speak to the main points of your submission and then answer any questions. It is not necessary to read your submission as Committee members have a copy and will have already read it.</p> <p>Questions are for clarifying matters raised in submissions. Questions may only be asked by Committee members, unless the Chairperson gives permission.</p>
<b>Time Allocation</b>	<p>10 minutes (including question time) will be allocated for the hearing of each submission. If more than one person speaks to a submission, the time that is allocated to that submission will be shared between the speakers.</p>
<b>Who will be there?</b>	<p>The Culture &amp; Sport Committee will hear the submissions. The Committee comprises of Elected Members as identified on the frontispiece of the Agenda.</p> <p>There will also be other people there who are presenting their submission. The Hearing is open to the media and the public.</p>
<b>Agenda</b>	<p>An Agenda for the meeting at which you will be speaking will be publicly available at least two working days prior to the meeting. It will be published on the Palmerston North City Council website (<a href="#">Agendas and minutes</a>) and available to view at the Customer Service Centre. The Agenda lists the submissions in the order they will be considered by the Committee, although there may be some variation to this.</p>
<b>Venue</b>	<p>The meeting will be held in the Council Chamber, First Floor, Civic Administration Building, Te Marae o Hine, 32 The Square, Palmerston North.</p> <p>The Council Chamber will be set out with tables arranged appropriately. You will be invited to sit at the table with the Councillors when called.</p>

<b>Tikanga Maori</b>	You may speak to your submission in Maori if you wish. If you intend to do so, please contact us no later than four days before the date of the meeting (refer to the 'Further Information' section below). This is to enable arrangements to be made for a certified interpreter to attend the meeting. You may bring your own interpreter if you wish.
<b>Visual Aids</b>	A whiteboard, and computer with PowerPoint will be available for your use. We prefer you notify us before the day if you will require these.
<b>Final Consideration of Submissions</b>	Final analysis of submissions will be at the Culture & Sport Committee meeting on 25 June 2025. The media and public can attend these meetings, but it will not be possible for you to speak further to your submission or participate in Council deliberations.
<b>Changes to this Procedure</b>	The Committee may, in its sole discretion, vary the procedure set out above if circumstances indicate that some other procedure would be more appropriate.
<b>Further Information</b>	If you have any questions about the procedure outlined above please contact Natalya Kushnirenko, Governance Administrator, phone 06 356 8199 extension 7106 or email <a href="mailto:natalya.kushnirenko@pncc.govt.nz">natalya.kushnirenko@pncc.govt.nz</a> .

## MEMORANDUM

**TO:** Culture & Sport Committee

**MEETING DATE:** 26 March 2025

**TITLE:** Ashhurst Domain Reserve Management Plan Review - Summary of Submissions

**PRESENTED BY:** Kathy Dever-Tod, Group Manager - Parks and Logistics

**APPROVED BY:** Chris Dyhrberg, General Manager Infrastructure

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### RECOMMENDATION(S) TO CULTURE & SPORT COMMITTEE

1. That the Committee receive the summary titled 'Ashhurst Domain Reserve Management Plan Review - Summary of Submissions', presented to the Culture & Sport Committee on 26 March 2025.
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#### 1. ISSUE

- 1.1 On February [27 November 2025](#) the draft Ashhurst Domain Reserve Management Plan (RMP) was adopted for public consultation.
- 1.2 Consultation was undertaken from 3 February to 4 March 2025.
- 1.3 This memo provides a summary of the submissions received.

#### 2. BACKGROUND

- 2.1 The review of this RMP is part of the wider development of a full reserve management planning suite of documents for Palmerston North City Council. This is the first reserve management plan to be reviewed/developed as part of a workplan prioritisation adopted by Council in 2023.
- 2.2 Council notified its intention to prepare the plan and engaged with the stakeholder groups and interested parties before preparing the draft RMP.

#### 3. CONSULTATION PROCESS

- 3.1 The consultation period opened on 3 February 2025 and closed on 4 March 2025. The consultation consisted of:
  - A public notice published on 27 November 2024;
  - A consultation period from 3 February to 4 March 2025 – timed to avoid the holiday season;
  - Signage onsite describing the proposal: where you can get a draft, the Open Day date and time, and details of Council contact;

- A drop-in session on Saturday 15 February 2025;
- Provision of information at the Ashhurst Branch Library;
- Website information package and online submission form; and
- Social media posts – three advertising the review and drop-in session.

**4. SUMMARY OF SUBMISSIONS**

- 4.1 83 submissions were received during the month-long consultation. 71 of these were on the submission form.
- 4.2 Approximately 21 people were present at the Open Day for the talk and questions session. Our social media posts were viewed 43,685 times.
- 4.3 The submission form has 23 questions – 9 qualitative and 11 quantitative. Each question seeks support or opposition to the main proposed changes to the current plan or new inclusions in the draft plan, with an open question for comments in general.

The following sections provide the results:

- 4.4 **Question 1: Do you live in Ashhurst?** 71 people answered this question which is 100% of people who completed the submission form.

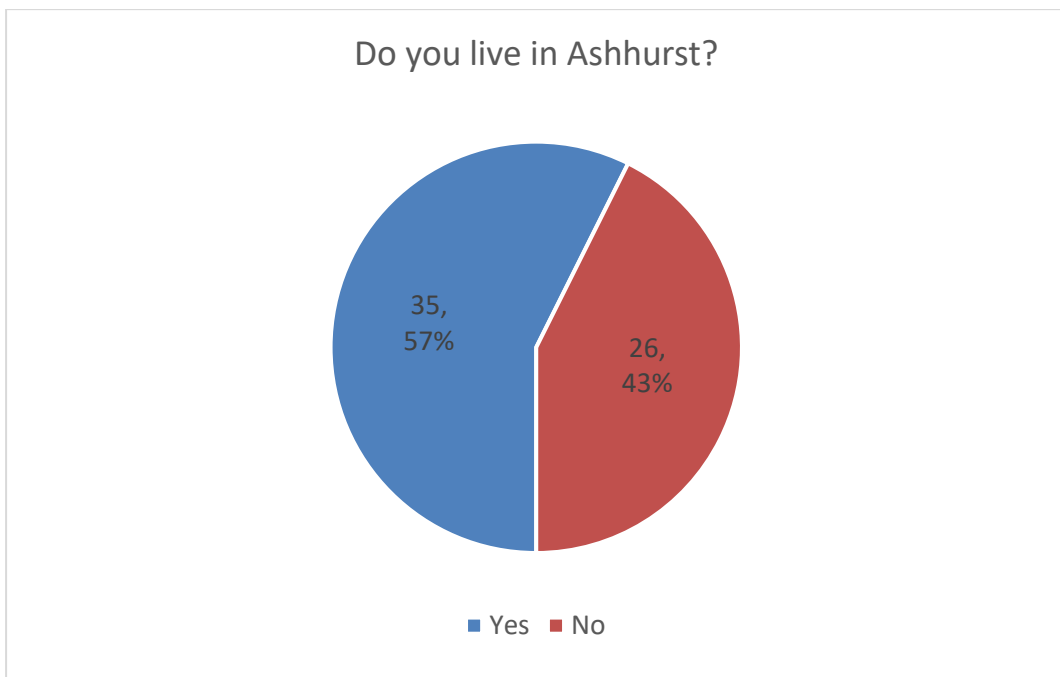


Figure 1: Do you live in Ashhurst?

Just under 57% of all respondents live in Ashhurst and 43% live in other areas.

- 4.5 **Question 2:** This refers to whether the submitter would like to speak to their submissions and is administrative only.
- 4.6 **Questions 3 & 4: Working more closely with Rangitāne to ensure the Domain is managed respectfully and appropriately – Do you support this?**

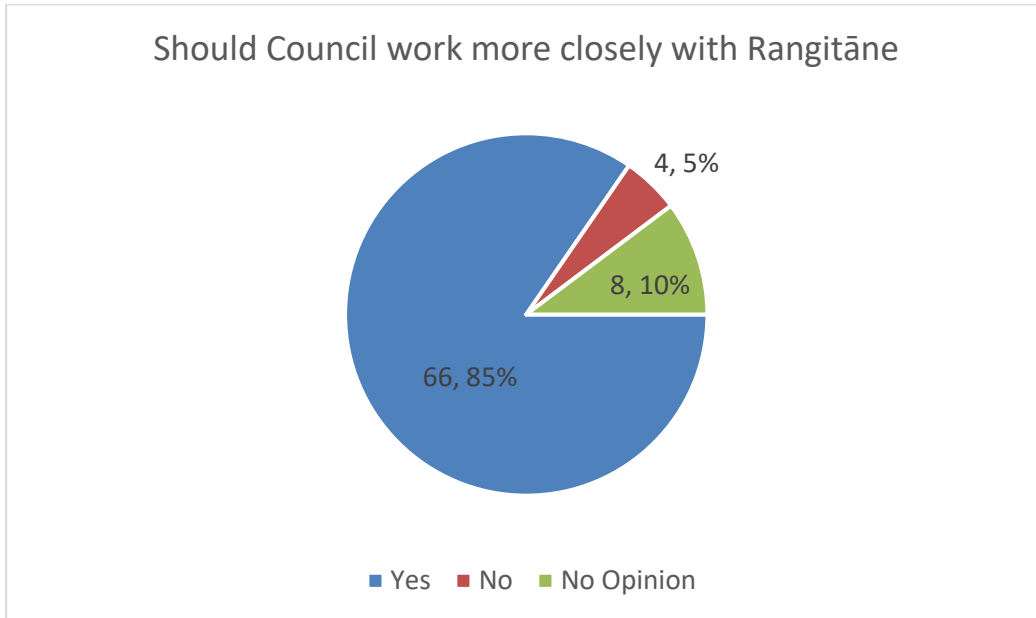


Figure 2: Working closely with Rangitāne

85% of respondents saw a close relationship with Rangitāne as a positive action.

14 submitters provided further comments – most of which were in support of the relationship.

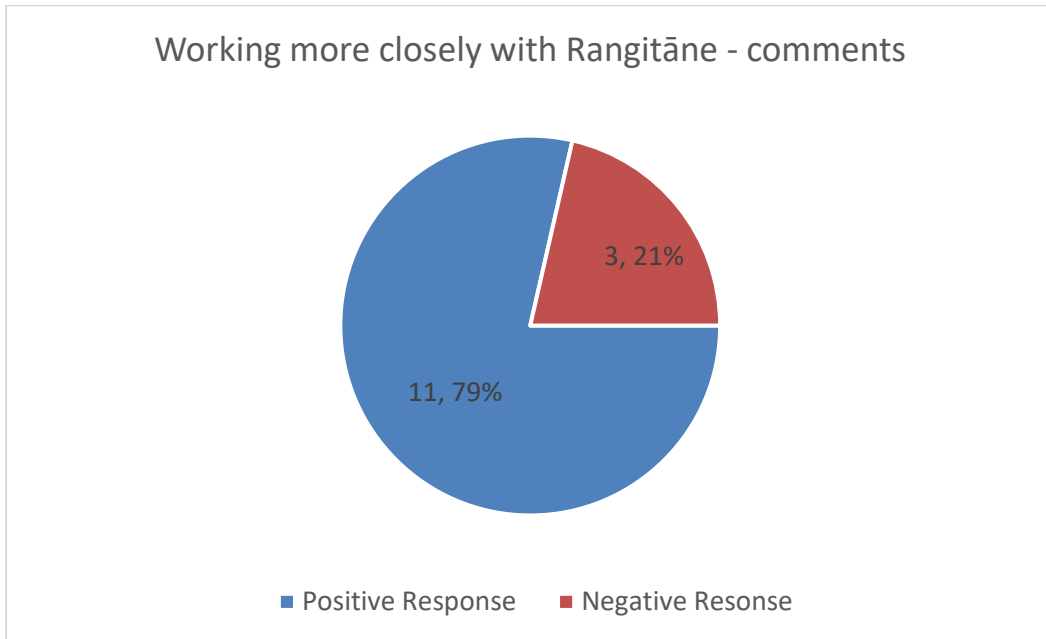


Figure 3: Working with Rangitāne

4.7 **Questions 5 & 6: Renaming the Domain to Otangaki-Ashhurst Domain – Do you support this change?** 75 submitters answered this question, with 68% in support, 20% against and 12% with no opinion or don't know.

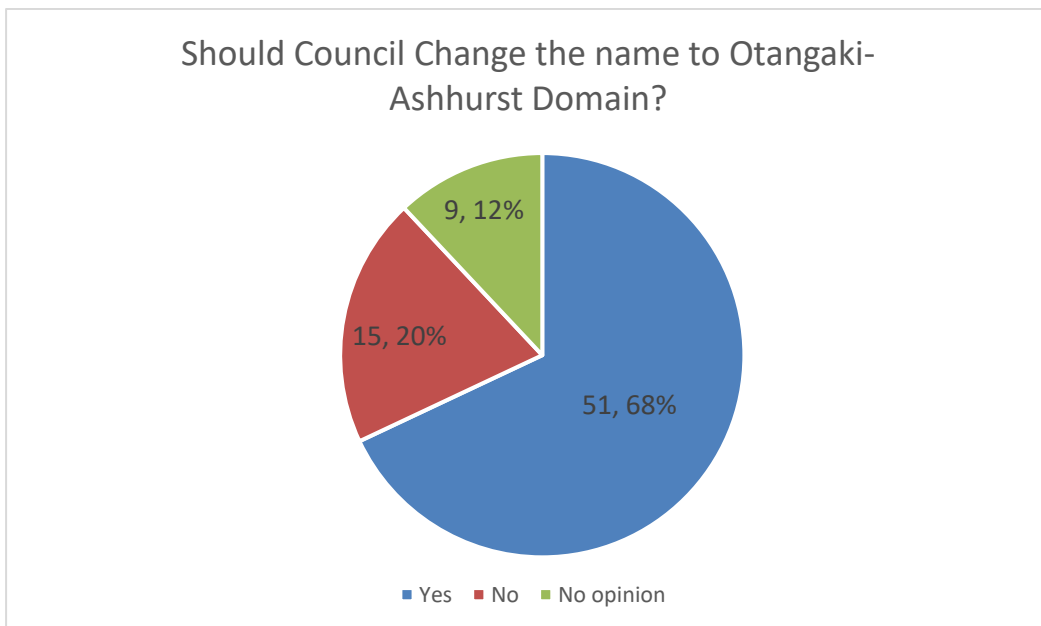


Figure 4: Name change to include Otangaki

When asked for further comments 18 submitters chose to answer, with 72% of those noting the importance of working with Mana Whenua and 28% against the proposal.

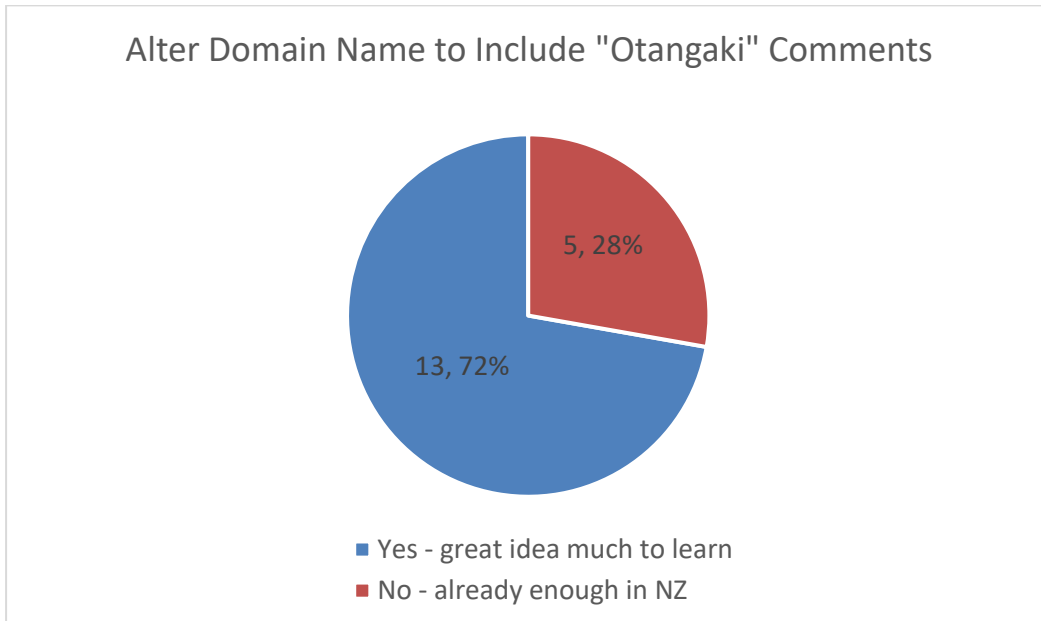


Figure 5: Name change - further comments

4.8 **Questions 7 & 8: We will consider including information about Te Āpiti and Waka Kotahi Te Ahu a Turanga plans in new signs at the Domain – Do you support this?** 77 submitters answered this question with 71% supporting the proposal and 7% against. 17% had no opinion or did not know.

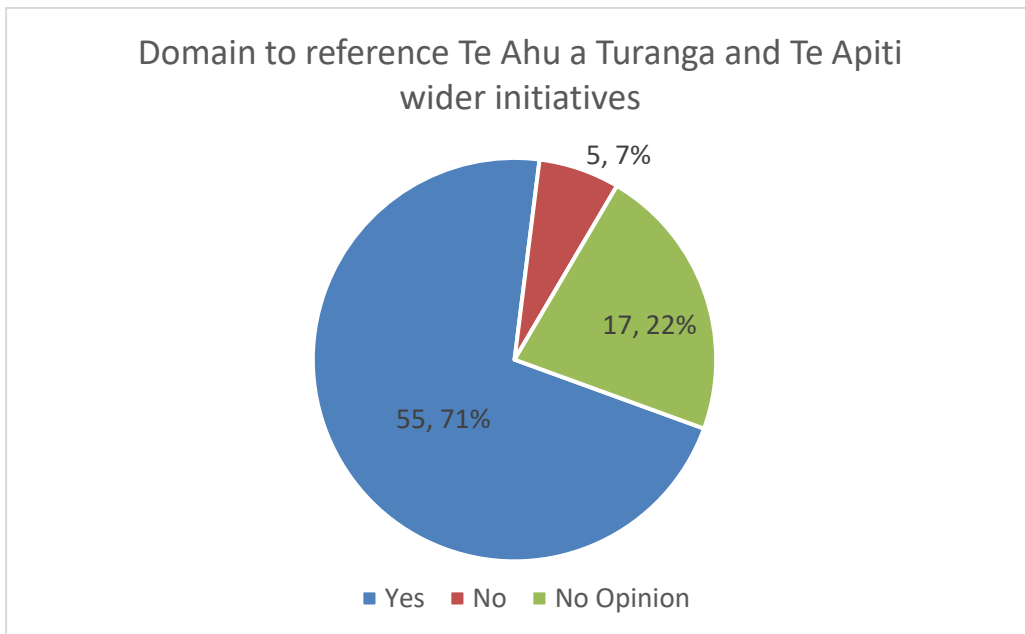


Figure 6: Reference to wider initiatives

When asked to provide further comments 9 submitters responded with 67% of comments stating the proposal is a good idea and those against stating the proposal is a wasted expense or felt they did not have enough detail to answer.

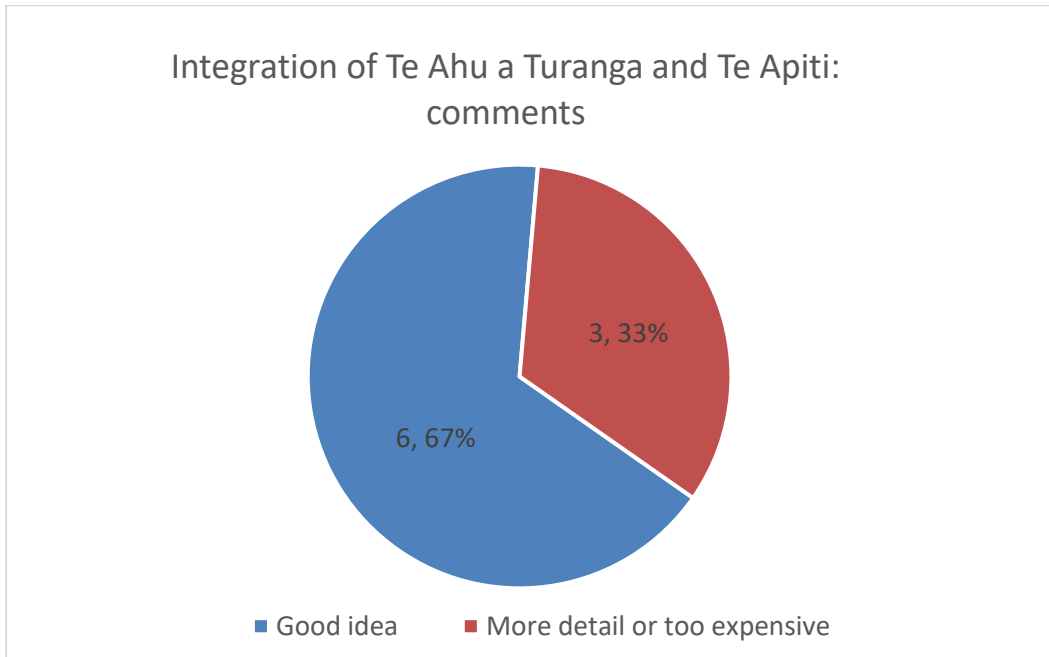


Figure 7: Wider reference initiatives - further comments

4.9 **Questions 8 & 9: Should Council further protect the native bush area – Do you support this?** 77 submitters chose to respond to this question with 95% of them in support.

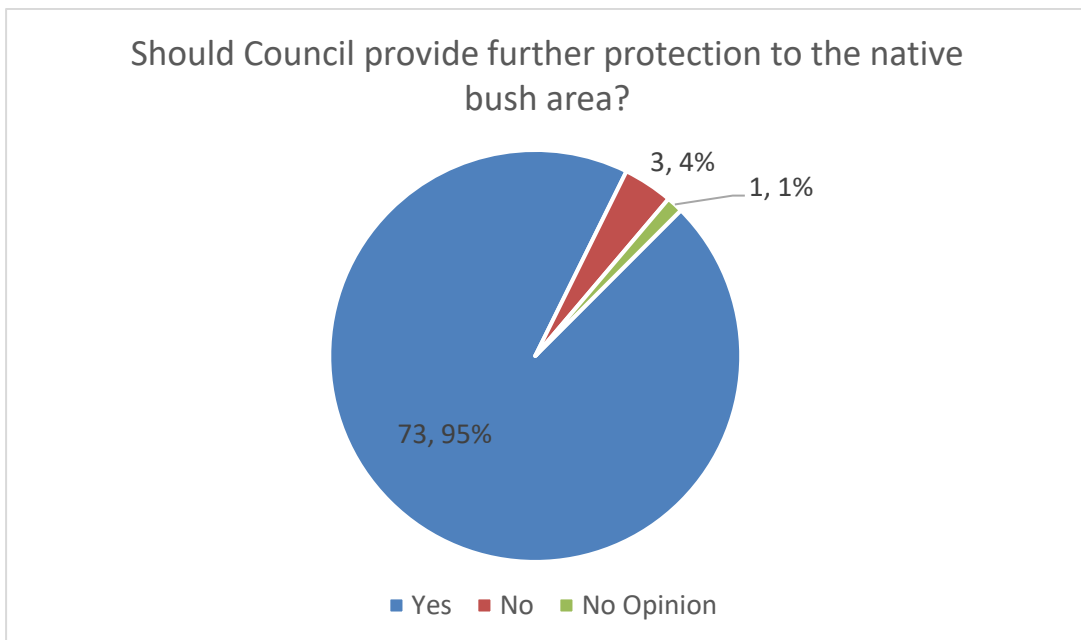


Figure 8: Should Council protect the native bush area more

21 submitters provided comments. 95% of the comments were supportive, while 5% of the comments were concerned with the dogs-on-leash aspect of the protective measures.

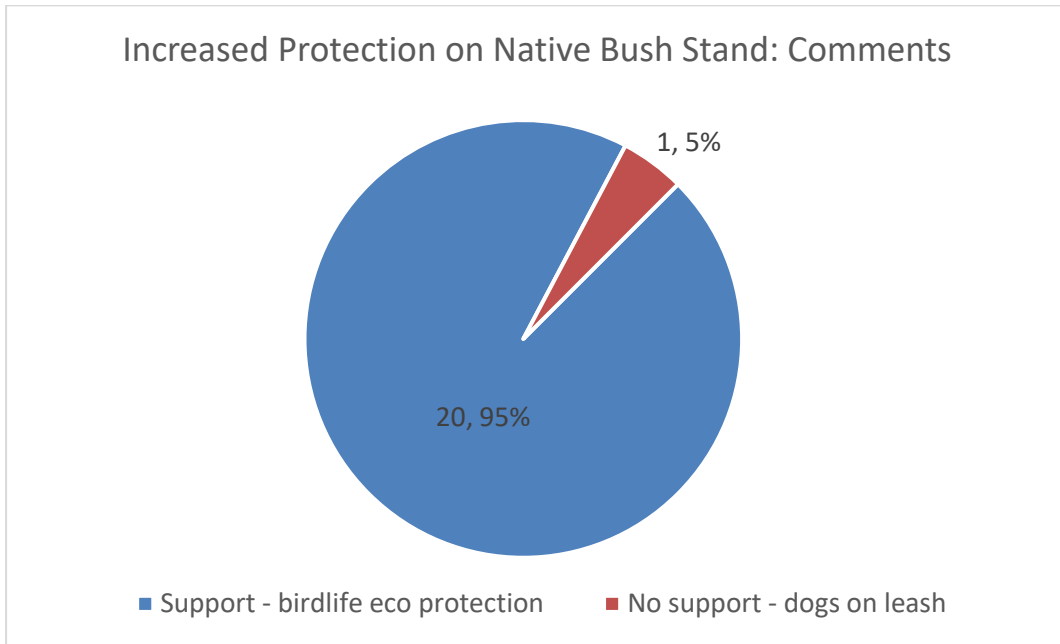


Figure 9: Should Council protect the native bush area more

4.10 **Questions 10 & 11: Developing areas of the lower terrace into a native forest and wetland – Do you support this?** 77 submitters answered this question, with 96 % in support of the proposal and 6% either against or of no opinion.

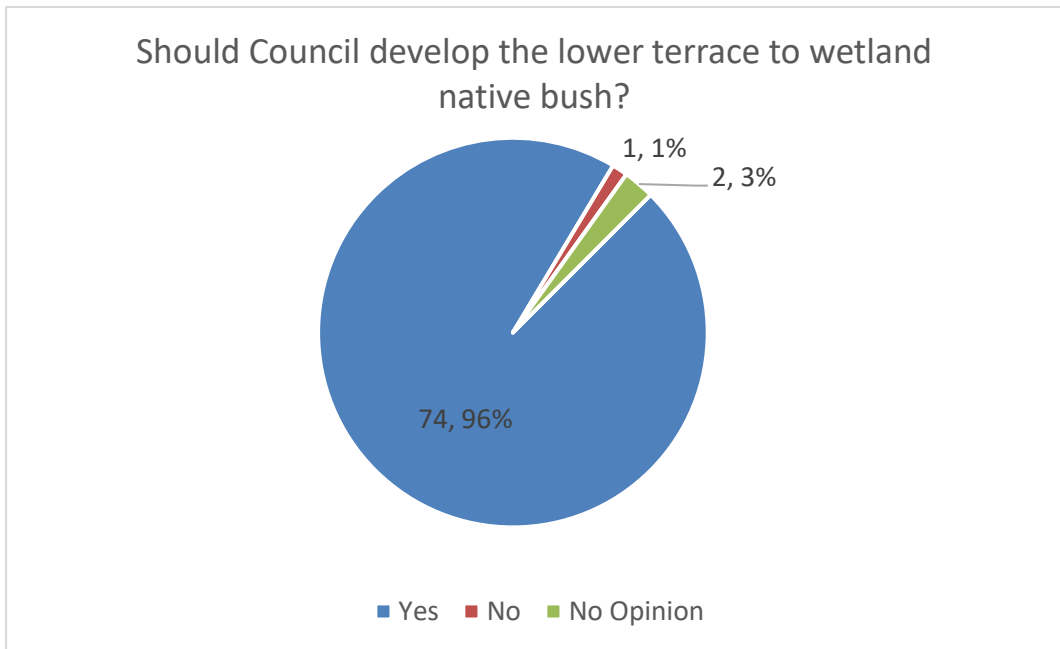


Figure 10: Lower Terrace Proposed Development

Submitters were also asked to add any further comments. 14 submitters chose to answer this, with 79% supportive. 7% unsupportive due to the area flooding and 14% supportive if dogs are required to be on leash.

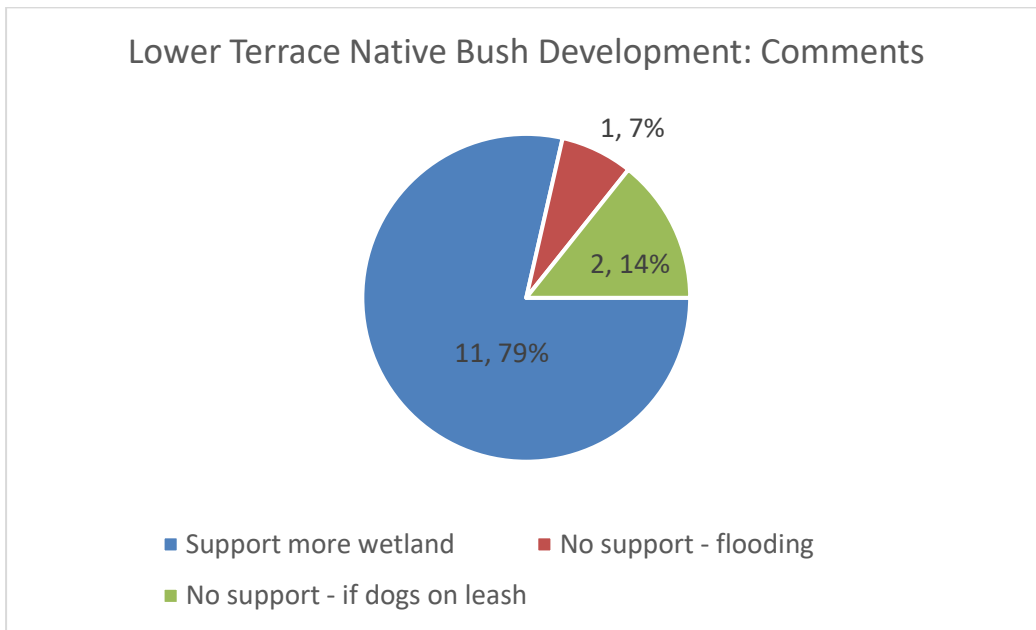


Figure 11: Lower Terrace Proposed Development

4.11 **Questions 12 & 13: Introducing a natural burial site on the lower terrace (northern boundary of the Domain) – Do you support this?** 75 people submitted on this question – with 72% in support, 13% unsupportive and 15% with no opinion or don't know.

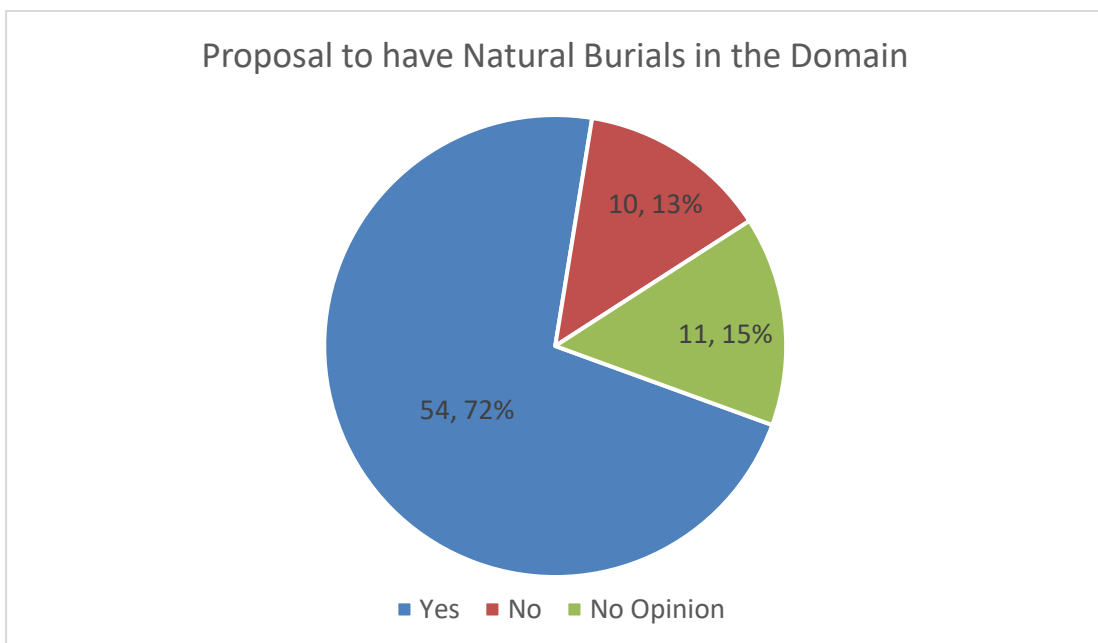


Figure 12: Natural Burials proposal

25 provided further comments. 92% were in favour and 8% were opposed (mainly due to flooding). Of the 92% that were supportive – around 60% stated that they believed there should be space for natural burials.

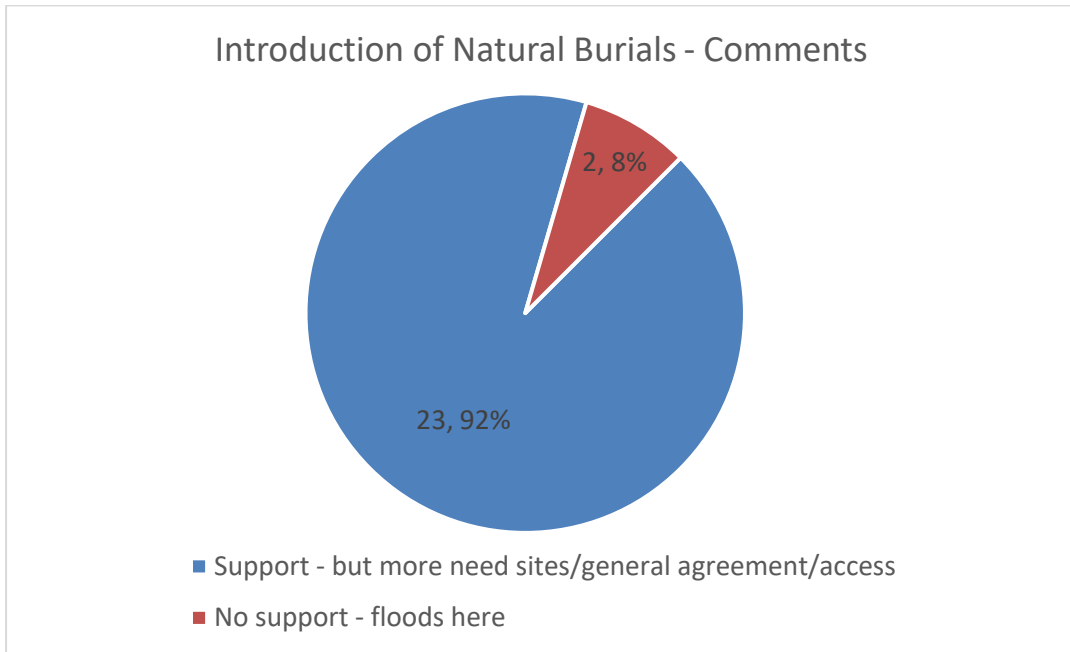


Figure 13: Natural Burials proposal - comments

4.12 **Questions 14 & 15: Developing parts of land on the upper terrace for community projects – Do you support this?** 75 submitters answered this question. 76% were supportive and 9% were unsupportive. 15% were of no opinion or did not know.

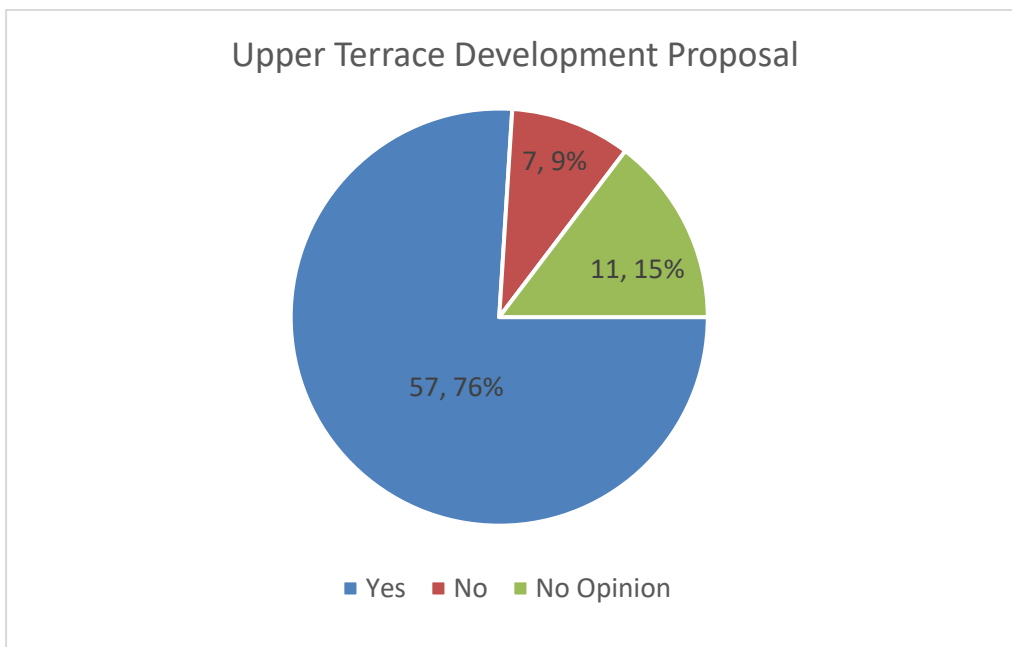


Figure 14: Upper Terrace Development

10 people provided comments. 100% of answers were supportive with a 'but', for example, 'but no clutter' and 'but make sure it complements the values of the Domain'.

4.13 **Questions 16 & 17: Allowing food trucks to apply for licences to trade in the Domain – Do you support this?** 75 submitters answered this question, with 79% in support and 12% of no opinion. One submitter was unsupportive.

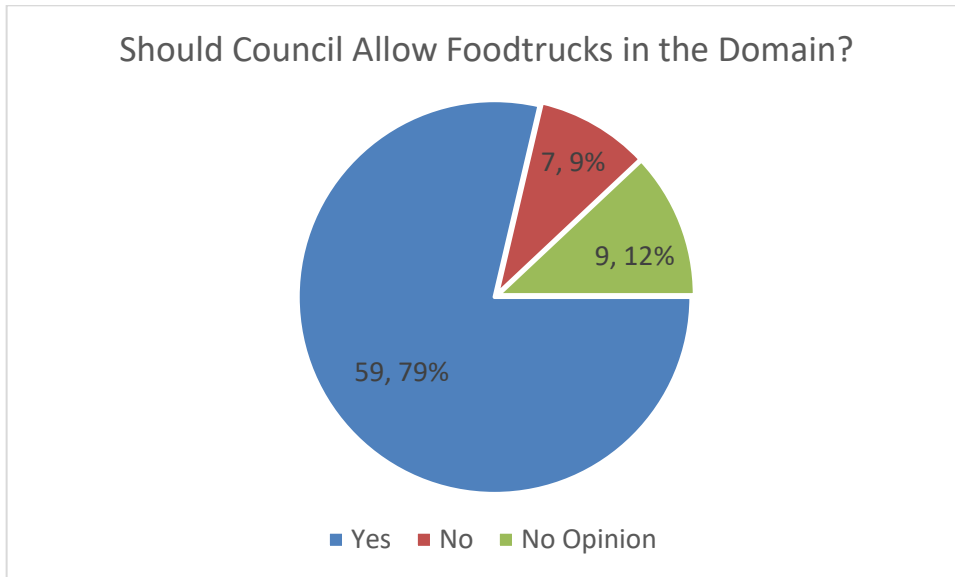


Figure 15: Food trucks proposal

In this question the comments were used to further refine the support. 8 of the above submitters were supportive, however, half of these had a condition such as watch the litter or allowing for additional maintenance.

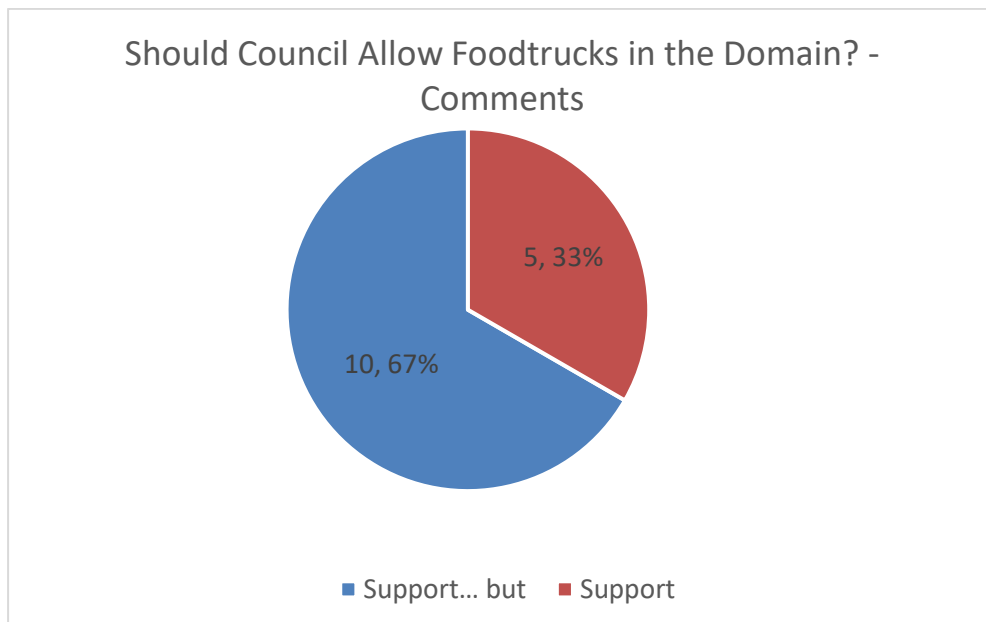


Figure 16: Food trucks proposal

4.14 **Questions 18 & 19: Should Council maintain the ‘Off the Beaten Track’ philosophy for Ashhurst Domain?** 57 submitters answered this question. 84% were supportive of the approach to the Domain and campground. 14% were of no opinion and 1 was against the proposal.

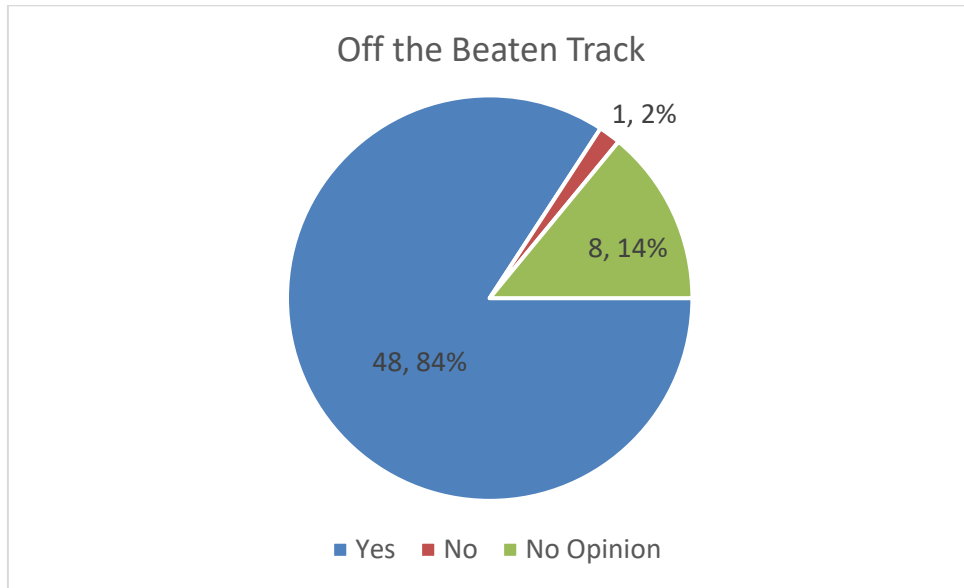


Figure 17: Off the Beaten Track

Submitters were also asked for any further comments on the proposal. 54% supported the hidden nature of the campground and low fees. 23% were in support and loved the fact that dogs are allowed. 23% were supportive but wanted the Domain to be kept ‘natural’.

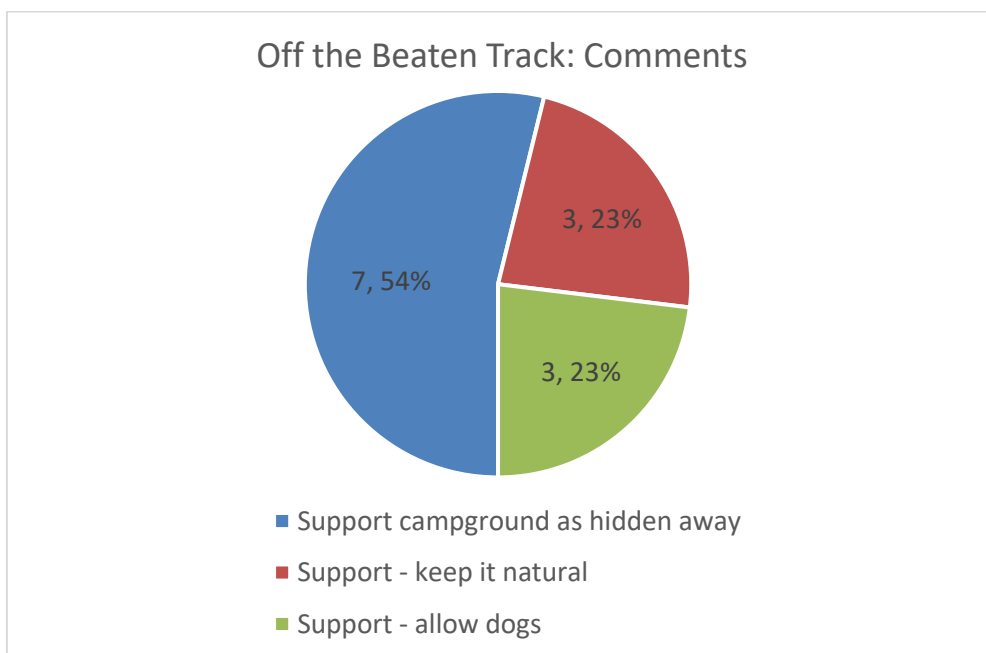


Figure 18: Off the Beaten Track

4.15 **Question 19: General and social comments:** Many answered this question and social media comments have been included. Table 1 below describes the general themes.

General supportive comments

Concerns about commercialization

Request for facility provision - better playgrounds, youth bike areas, fire pits, paddling pool

Concerns about camp fees

Suggestions for infrastructure improvements

Support for Rangitāne management

Concerns about mountain biking access

Desire for more freedom in space

Praise for the planning efforts

Concerns about rubbish, dumping, and pest control

Support for burial site

Concerns about access for children

Criticism of maintenance efforts

Thought the consultation was not well publicised

Love the Domain – should be more accessible in winter

Lots of paths

Bike track to carpark and new bridge

Dig wetlands out for kayaking

Keep the expansive, rural feel, keep it natural and as it is, the importance of native forest

Military history is missing

Highly valued asset/ great community resource

Utilise the inground services at café for football ground and pony club

Family and friends place

Explore more than one site for natural burials

Plan looks good. Off-the-beaten track is best idea

Manawatu estuary management team supports the proposal

Council should stick to the pipes and roads

Increase the camping fee

Dog-friendly dogs are good - keep it up, no on leash

*Table 1: Comments*

4.16 **Additional submissions:** Council received 6 submissions written up individually and not in the submission form format. They were from:

- The New Zealand Motor Caravan Association (NZMCA)
- Neil and Martine Fremaux
- Jean Hera on behalf of Natural Burials
- The Te Apiti UNESCO Geopark Steering Group
- Horizons Regional Council
- Ashhurst Pohangina Pony Club

**Natural Burials**

The submission comes from Jean's own knowledge and history with natural burials, and a 'walk and talk' held in the Domain on 23 February 2025. This event was attended by around 30 people. They agree with Policy Section 8 and would like an additional area next to the existing cemetery to be added to the plan as shown in Figure 19.



*Figure 19: Proposed additional natural burial area*

**NZMCA**

The association's submission is in general support – and would like to reiterate the importance of the camping feature at the Domain. In addition, the NZMCA points out the proposed Policy Action 6: camping; and the proposed Policy Action 12: community leasing. The association would like to either take on the proposed role as campground management or lease a block of land in the parcel on the Upper Terrace that is being proposed for community leasing.

**Neil and Martine**

Neil and Martine would like to emphasise the horse-friendly nature of Council shared path and Ashhurst Domain. They suggest having a few actions to ensure that occurs.

**Horizons Regional Council**

HRC is in general support but has issue with some of the wording used.

**UNESCO Geopark**

The Geopark submission requests that the Ashhurst Domain RMP have the 2 Geopark locations included in the RMP.

### Ashhurst/Pohangina Pony Club Submission

The Pony Club would like to expand into the area proposed for Community Leasing. Pony Club would also like to renovate and use the old jockey stables and the café toilet area.

#### 5. NEXT STEPS

- 5.1 Review the verbal submissions at the hearings for new, changed or expanded points.
- 5.2 Include workshop results, Open Day results and other consultation information into a final report and review the draft Ashhurst Domain RMP.
- 5.3 Confirm Iwi views on the final document.
- 5.4 Report to Council on a final Ashhurst Domain Reserve Management Plan.

#### 6. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide?	<b>Yes</b>
Are the decisions significant?	<b>No</b>
If they are significant do, they affect land or a body of water?	<b>No</b>
Can this decision only be made through a 10 Year Plan?	<b>No</b>
Does this decision require consultation through the Special Consultative procedure?	<b>No</b>
Is there funding in the current Annual Plan for these actions?	<b>Yes</b>
Are the recommendations inconsistent with any of Council's policies or plans?	<b>No</b>
The recommendations contribute to: Whāinga 2: He tāone whakaihiihi, tapatapahi ana Goal 2: A creative and exciting city	
The recommendations contribute to this plan: 6. Mahere rēhia 6. Recreation and Play Plan The objective is: To develop Reserve Management Plans for Council reserves.	
Contribution to strategic direction and to social, economic, environmental, and cultural well-being	Council's statutory obligations under the Reserves Act 1977 will be met.

**ATTACHMENTS**

NIL

## PALMERSTON NORTH CITY COUNCIL

### Minutes of the Culture & Sport Committee Meeting Part I Public, held in the Council Chamber, First Floor, Civic Administration Building, 32 The Square, Palmerston North on 27 November 2024, commencing at 9.00am

**Members Present:** Councillors Rachel Bowen (in the Chair), Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood and Kaydee Zabelin.

**Non Members:** Councillor Brent Barrett.

**Apologies:** The Mayor (Grant Smith) (late arrival, on Council business), Councillor Debi Marshall-Lobb (early departure, on Council business),

The Mayor (Grant Smith) entered the meeting at 9.15am during consideration of clause 45. He left the meeting at 11.45am during consideration of clause 51. He was not present for clauses 43, 44, 51 and 52.

Councillor Debi Marshall Lobb was not present when the meeting resumed at 10.48am. She entered the meeting again at 11.22am during consideration of clause 49. She was not present for clause 48.

#### **Karakia Timatanga**

Councillor Rachel Bowen opened the meeting with karakia.

#### **43-24 Apologies**

Moved Rachel Bowen, seconded Billy Meehan.

The **COMMITTEE RESOLVED**

1. That the Committee receive the apologies.

Clause 43-24 above was carried 12 votes to 0, the voting being as follows:

**For:**

Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

#### **44-24 Public Comment**

Jean Hera made public comment in support of the proposed natural burial site outlined in the Draft Otangaki-Ashhurst Domain Reserve

Management Plan – adoption for public consultation (Item 12).

Moved Rachel Bowen, seconded Billy Meehan.

The **COMMITTEE RESOLVED**

1. That the Culture & Sport Committee receive the public comment.

Clause 44-24 above was carried 12 votes to 0, the voting being as follows:

**For:**

Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

**45-24**

**Presentation - New Zealand Senior Women's Canoe Polo Team**

Presentation, by Kate Blincoe, Alyssa Shepherd, Klara Richter, Georgia Wheeler, Janelle Eade (Team Manager).

The team presented a PowerPoint outlining their experience at the 2024 Canoe Polo World Championships in China (which they won), as attached to these Minutes.

The Mayor (Grant Smith) entered the meeting at 9.15am.

Moved Rachel Bowen, seconded Billy Meehan.

The **COMMITTEE RESOLVED**

1. That the Culture & Sport Committee receive the presentation for information.

Clause 45-24 above was carried 13 votes to 0, the voting being as follows:

**For:**

The Mayor (Grant Smith) and Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

**46-24**

**Presentation - Stuff Events for Central Districts Field Days**

Presentation, by Henry McLernon, Sponsorship & Events Director.

Henry McLernon presented a PowerPoint requesting partnership funding for Central Districts Field Days, as attached to these Minutes.

Moved Rachel Bowen, seconded Billy Meehan.

The **COMMITTEE RESOLVED**

1. That the Culture & Sport Committee receive the presentation for information.

Clause 46-24 above was carried 13 votes to 0, the voting being as follows:

**For:**

The Mayor (Grant Smith) and Councillors Rachel Bowen, Billy Meehan, Mark

Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

**47-24 Funding Request from Stuff Events for Central District Field Days**  
Memorandum, presented by Luke McIndoe, Head of Events.

The Committee acknowledged the request from Stuff Events for funding of \$60k, noting that \$30k has already been allocated via the Major Events Fund. Elected Members requested the additional \$30k requested be considered during the Annual Budget process.

Moved Rachel Bowen, seconded Debi Marshall-Lobb.

The **COMMITTEE RECOMMENDS**

1. That Council decline request and maintain existing contestable funding from Major Event Fund.

Clause 47-24 above was carried 12 votes to 1, the voting being as follows:

**For:**

The Mayor (Grant Smith) and Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

**Against:**

Councillor Leonie Hapeta.

Moved Brent Barrett, seconded Grant Smith.

2. That Council refer a new programme of up to \$30k per year to support Central District Field Days Innovation Zone proposal to the Annual Budget 2024/25 process.

**Amended by Council on 11 December 2024**  
**Clause 216-24**

Clause 47-24 above was carried 11 votes to 2, the voting being as follows:

**For:**

The Mayor (Grant Smith) and Councillors Rachel Bowen, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood and Brent Barrett.

**Against:**

Councillors Billy Meehan and Kaydee Zabelin.

The meeting adjourned at 10.27am.  
The meeting resumed at 10.48am.

Councillor Debi Marshall-Lobb was not present when the meeting resumed.

**48-24 Confirmation of Minutes**

Moved Rachel Bowen, seconded Billy Meehan.

The **COMMITTEE RESOLVED**

1. That the minutes of the Culture & Sport Committee meeting of 25 September 2024 Part I Public be confirmed as a true and correct record.

Clause 48-24 above was carried 10 votes to 0, with 2 abstentions, the voting being as follows:

**For:**

Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, William Wood and Kaydee Zabelin.

**Abstained:**

The Mayor (Grant Smith) and Councillor Brent Barrett.

**49-24 Sport Manawatū Charitable Trust - Annual Report to Palmerston North City Council for 1 July 2023 to 30 June 2024**

Memorandum, presented by Kelly Shanks, Chief Executive Officer, Carl Johnstone, General Manager Partnerships – Environments and Kylie Turuwhenua-Tapsell, General Manager Partnerships – Active Communities, Sport Manawatū.

The Sport Manawatū team presented their Annual Report, including a PowerPoint presentation, which is attached to these Minutes.

Councillor Debi Marshall-Lobb entered the meeting again at 11.22am.

Moved Rachel Bowen, seconded Billy Meehan.

The **COMMITTEE RESOLVED**

1. That the Committee receive the Sport Manawatū Charitable Trust – Annual Report to Palmerston North City Council for 1 July 2023 to 30 June 2024 (Attachment 1).

Clause 49-24 above was carried 13 votes to 0, the voting being as follows:

**For:**

The Mayor (Grant Smith) and Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

**50-24 Heritage Reference Group - Terms of Reference**

Memorandum, presented by Keegan Aplin-Thane, Senior Planner and Greg Vossler, Heritage Planning Consultant.

Moved Rachel Bowen, seconded Grant Smith.

The **COMMITTEE RECOMMENDS**

1. That Council approve the Terms of Reference and purpose for the Palmerston North Heritage Reference Group in Attachment 1.
2. That Council appoint an Elected Member representative to the Heritage Reference Group to act as the Councillor liaison as detailed in the Terms of Reference.
3. That Council note members of the Palmerston North Heritage Reference Group will be appointed through an expressions of interest process, as detailed in Section 6.2 of the Terms of Reference (Attachment 1).

Clause 50-24 above was carried 13 votes to 0, the voting being as follows:

**For:**

The Mayor (Grant Smith) and Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

**51-24 Draft Otangaki-Ashhurst Domain Reserve Management Plan - adoption for public consultation**

Memorandum, presented by Aaron Phillips, Activities Manager – Parks and Kathy Dever-Tod, Manager Parks and Reserves.

Officers noted an error in Figure 11 on page 123 of the Agenda - the natural burial area was not identified. This will be rectified in the consultation document prior to consultation commencing.

The Mayor (Grant Smith) left the meeting at 11.45am.

Moved Rachel Bowen, seconded Billy Meehan.

The **COMMITTEE RESOLVED**

1. That the Committee agree the Draft Otangaki-Ashhurst Domain Reserve Management Plan (Attachment 1), as amended, for public consultation in accordance with Section 41 (6) of the Reserves Act 1977.

Clause 51-24 above was carried 12 votes to 0, the voting being as follows:

**For:**

Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

**52-24 Committee Work Schedule**

Moved Rachel Bowen, seconded Billy Meehan.

The **COMMITTEE RESOLVED**

1. That the Culture & Sport Committee receive its Work Schedule dated

November 2024.

Clause 52-24 above was carried 12 votes to 0, the voting being as follows:

**For:**

Councillors Rachel Bowen, Billy Meehan, Mark Arnott, Vaughan Dennison, Lew Findlay, Roly Fitzgerald, Patrick Handcock, Leonie Hapeta, Debi Marshall-Lobb, William Wood, Kaydee Zabelin and Brent Barrett.

**Karakia Whakamutunga**

Councillor Rachel Bowen closed the meeting with karakia.

The meeting finished at 12.01pm.

Confirmed 26 March 2025

**Chair**

## MEMORANDUM

**TO:** Culture & Sport Committee

**MEETING DATE:** 26 March 2025

**TITLE:** He rā ki tua Horizons Region Spaces and Places Plan for Sport and Recreation - implementation and facility planning update

**PRESENTED BY:** Ann-Marie Mori, Policy Analyst and Carl Johnstone, General Manager Partnerships - Environment, Sport Manawatū

**APPROVED BY:** David Murphy, General Manager Strategic Planning

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### RECOMMENDATION(S) TO CULTURE & SPORT COMMITTEE

1. That the Committee receive the memorandum titled 'He rā ki tua Horizons Region Spaces and Places Plan for Sport and Recreation - implementation and facility planning update' presented to the Culture & Sport Committee on 26 March 2025.
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#### 1. ISSUE

- 1.1 Last June, the Council endorsed the 'He rā ki tua - Horizons Region Spaces and Places Plan for Sport and Recreation 2023-2043' (the He rā ki tua Plan – Attachment 1) to inform and guide the Council's decisions on play, active recreation and sports facilities ([link](#) to endorsement report).
- 1.2 The purpose of this memo is to update the Committee on the progress made by the other councils in the region to endorse the He rā ki tua Plan. It also updates the status of several proponent-led sports facility planning proposals and links these with the Council's sports facility planning work.

#### 2. BACKGROUND

- 2.1 The He rā ki tua Plan provides strategic direction for active recreation and sport partners and organisations responsible for providing or facilitating physical activity, in spaces and places. These spaces and places include parks, sportsfields, sport and recreation facilities, and swimming pools.

- 2.2 He rā ki tua's vision statement is:

*Spaces and places in the Horizons region enable and inspire people to participate in play, active recreation, and sport, their way.*

- 2.3 The Plan outlines planning principles for planned and emerging projects. These principles enable Sport Manawatū and Council staff to assess any facility proposal's alignment with each principle, assisted by corresponding criteria. If the facility proposal has good alignment with the Plan's principles,

then staff recommend to the proponent group that the proposal should be independently assessed following this process:



Figure 1: Part of the Facility Planning Approach showing the steps in the independent assessment process (source: section 1.6 of He rā ki tua – Horizons Region Spaces and Places Plan for Sport and Recreation – Summary Document – March 2024)

2.4 The He rā ki tua Plan therefore supports detailed local planning for proposals made by sports clubs and organisations by informing the steps for further planning or investigation. While not always the case, most facility proponents are likely to require support from the Council for their facility proposal. For example, proponents might seek funding contributions towards investigation or capital costs, or request support to the lease or occupancy of Council land.

2.5 Alongside the He rā ki tua planning assessment processes, when there has been consistent community feedback on the Council's service levels for key Council-provided facilities (such as indoor courts and swimming pool facilities centres) the Council has conducted its own independent research to understand the needs. These research reports were reported to the Council in 2023 (aquatics) and 2024 (indoor and outdoor covered courts).

**3. UPDATE ON HE RĀ KI TUA'S ENDORSEMENT BY OTHER COUNCILS IN THE REGION**

3.1 Palmerston North City Council was the first local authority in the region to endorse the He rā ki tua Plan in June 2024. All other councils have now 'signed up' to use the Plan for sport and recreation planning purposes:

- Tararua District Council - 28 August 2024
- Manawatū District Council - 21 November 2024
- Horowhenua District Council - 11 December 2024

3.2 Discussion with these councils, on the formation of a steering group and reporting mechanisms, are still to be confirmed.

**4. SPORTS FACILITY PROPOSALS UPDATE**

- 4.1 Several sports facility proposals are proceeding through the independent assessment phases of the planning approach outlined in the He rā ki tua Plan (or the previous Manawatū-Whanganui Regional Sports Facility Plan) and described above in section 2.3.
- 4.2 These proposals are summarised in Table 1, with more information provided in Attachment 2.

Facility proposal – facility proponent	Update	FCO	Needs Assessment	Feasibility	Business Case
Artificial football turf (as part of a Home for Football in the Manawatū) - Central Football	In January 2025, a collaboration agreement was signed between Massey University, Central Football and the Council to provide a new FIFA-compliant artificial football turf to support Central Football's 'Home of Football'. The proposal is now moving into fundraising, design and detailed costing stages.	●	●	●	●
Covered bowling green - Bowls Steering Group (Northern and Terrace End Bowling Clubs and Takaro Sports Club/Bowls Manawatū)	A Business Case prepared by Community Asset Solutions Ltd. was reported to the Committee in March 2024. After the April 2023 report, Bowls NZ assembled a panel to identify the preferred location for a potential covered bowling green. This process concluded in June 2023 with a recommendation for the Bowls Palmerston North Club on Linton Street as the preferred location.  Bowls Palmerston North (Inc.) are working through possible funding opportunities alongside Bowls NZ.	●	●	●	●
Regional Gymsports facility - Manawatū Gymsports Inc. (MGI)	The Manawatū Gymsports Needs Assessment & Feasibility Study, prepared by Visitor Solutions, was completed in May 2024. The Club is considering the direction it wishes to take following the completion of the study.	●	●	●	
Outdoor covered	A facility concept outline to cover	●	●		

Facility proposal – facility proponent	Update	FCO	Needs Assessment	Feasibility	Business Case
courts – Netball Manawatū and Tennis Manawatū	six tennis/netball courts at Vautier Park was included as a submission to the Long-Term Plan 2021-31. The proposal was partially assessed as part of the Indoor and Outdoor Covered Courts Study presented to the Council in June 2024; recommendations made in the study require follow-up work. There are no budgets allocated for progressing this proposal.				
Canoe Polo - Manawatū Kiwi Canoe Polo Club	The Aquatic Facilities and Water-based Recreation Needs Assessment (2023) recommended that the development of an artificial canoe polo outdoor courts facility is explored as a significant investment opportunity (2027 and beyond) subject to a (supportive) feasibility study. A draft Needs Assessment and Pre-feasibility Study were completed in late February 2025 by RSL Consultants. Council and Sport NZ co-funded this research as part of follow-on work from the Aquatic Facilities and Water-based Recreation Needs Assessment (2023). The Working Group is currently reviewing the draft report and will provide a further update to the Committee in June.	●	○		
<b>Key:</b> ● Assessment completed      ○ Assessment pending finalisation					

Table 1: Update on the status of sport and recreation facility proposals (proponent-led) in the Palmerston North City area

**5. COUNCIL-LED SPORTS FACILITY PLANNING AND RESEARCH**

5.1 The Council has conducted two major research assessments on aquatic facilities and the provision of indoor sports courts. Additionally, the Masterplan for the Central Energy Trust Arena has been updated. The assessments follow the same methodology recommended in the He rā ki tua Plan (and the previous Manawatū-Whanganui Regional Sport Facility Plan) in terms of establishing the demand or need for facilities. However, the key difference is

that the Council is the traditional provider of these types of significant public assets, and any potential investment is unlikely to be feasible for a club or sporting organisation to cover.

5.2 The planning and research carried out by the Council has also informed the recommendations relating to a number of the proponent-led facility proposals or will lead into future feasibility assessment stages. Figure 2 shows the interrelationship between the proponent-led facility proposals and the Council's research into needs, and the demand for, aquatic facilities and indoor courts:

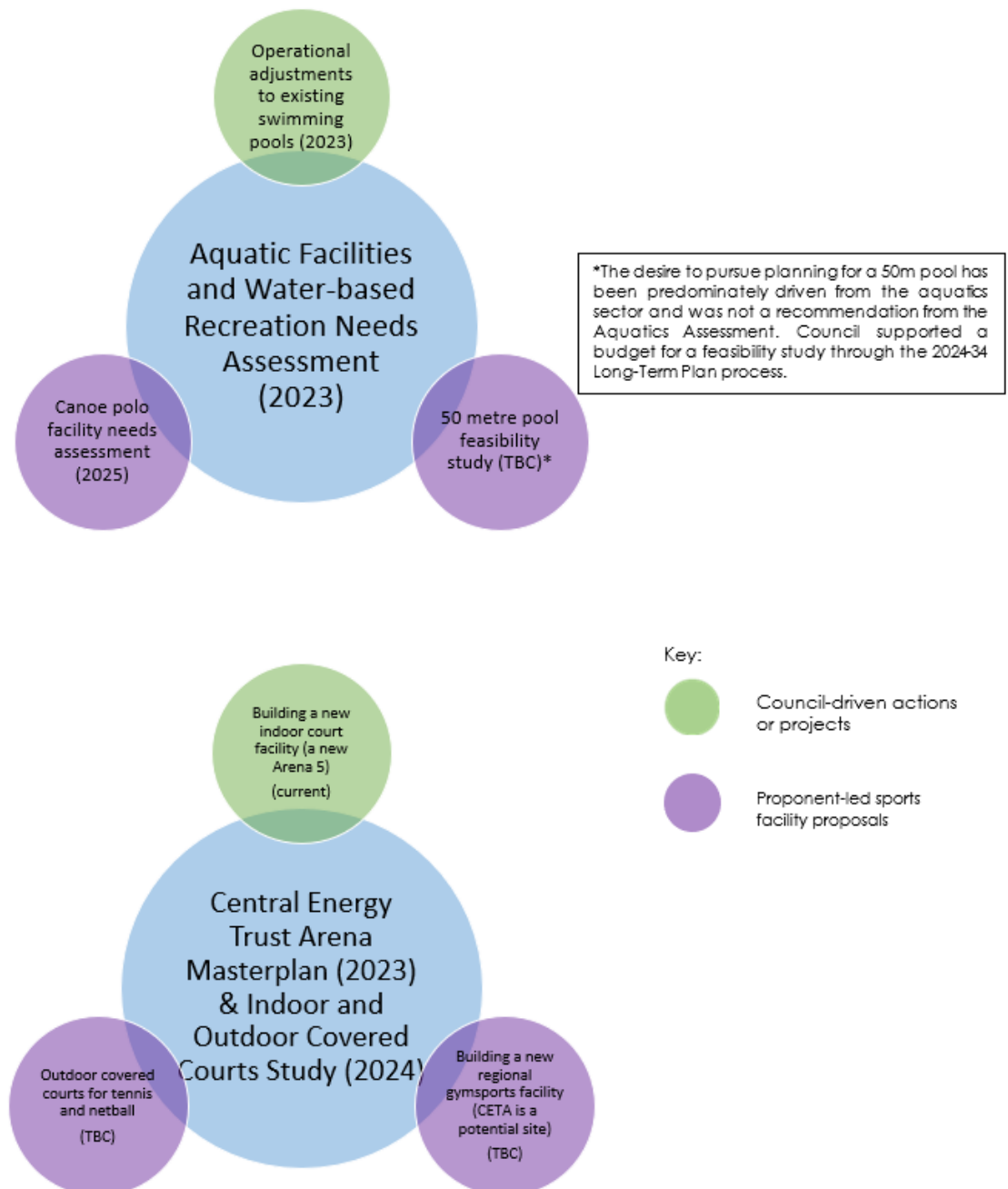


Figure 2: Interrelationship between Council research and planning, proponent-led sports facility proposals, and Council-driven actions or projects

**5.3 Aquatic Facilities and Water-based Recreation Needs Assessment (2023)**

This work was reported to the Committee in November 2023 ([link](#) to report). Recommendations (refer to section 10.1.1 in the Needs Assessment) included making operational changes to our existing pools (i.e. looking at the policy settings for scheduling use of lanes and optimising morning pool space) to support maximising existing pool water space and improving facility sustainability. These changes have been carried out under delegation by the Group Manager – Parks & Reserves.

The Assessment report highlighted several low-investment partnership opportunities aimed to strengthen the City's pool network. High investment opportunities identified in the Assessment aimed to address the imbalance in the City's water-based facilities by increasing leisure and hydrotherapy spaces alongside the existing focus on lane sport and learn-to-swim pools.

Through the 2024-34 LTP process, a programme to facilitate community access to school pools (programme #2523) was not supported. Programme #2524 for a feasibility study on a 50m pool is scheduled for the 2026FY. Council has proposed deferring this programme due to proposed reductions to professional services budgets as part of the Draft 25/26 Annual Budget. It is anticipated this will attract submissions as part of the Annual Budget process.

**5.4 Central Energy Trust Arena Masterplan (2023)**

In November 2023, the Council adopted the Central Energy Trust Arena Masterplan 2023 ([link](#) to report) to inform future decision-making for the ongoing development of the site. The provision to build multipurpose indoor courts was made through the 2024-2034 Long Term Plan. The Steering Group (governance) was reconvened, met on 13 March 2025 and will report back to the Committee under the Terms of Reference.

**5.5 Indoor and Outdoor Covered Courts Study (2024)**

An Indoor and Outdoor Covered Courts Study was presented to the Committee in June 2024 ([link](#) to report). The study supported building a new multipurpose indoor facility (referred to as a new Arena 5) to meet local and regional needs. A \$17m budget for this facility was confirmed in the 2024-34 Long-Term Plan. Currently, the procurement stage for the design and build delivery models is being considered to ensure the best approach for value and feasibility.

**6. IMPLEMENTING THE HE RĀ KI TUA PLAN**

6.1 The Plan outlines the roles and responsibilities for supporting the decision-making process and sharing information across the region.

6.2 The regional sports trusts (Sport Manawatū and Sport Whanganui) propose that two steering groups are established. One group will represent the northern part of the region (Ruapehu, Rangitikei and Whanganui District Councils) and the other the southern part (Manawatū, Palmerston North City, Horowhenua, and Taranaki District Councils).

6.3 The Steering groups will operate under a memorandum of understanding outlining the agreed responsibilities and way of working together. These steering groups may be an adjunct to the already established regional Mayoral and Chief Executives forum.

## 7. NEXT STEPS

- Setting up an operational-level steering group to foster relationships with Officers across the region.
- Identifying sport and recreation proposals across the region that will be influenced by the He rā ki tua Plan.

## 8. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide?	<b>Yes</b>
Are the decisions significant?	<b>No</b>
If they are significant do they affect land or a body of water?	<b>No</b>
Can this decision only be made through a 10 Year Plan?	<b>No</b>
Does this decision require consultation through the Special Consultative procedure?	<b>No</b>
Is there funding in the current Annual Plan for these objectives?	<b>Yes</b>
Are the recommendations inconsistent with any of Council's policies or plans?	<b>No</b>
<p>The recommendations contribute to:</p> <p>Whāinga 2: He tāone whakaihiihi, tapatapahi ana</p> <p>Goal 2: A creative and exciting city</p>	
<p>The recommendations contribute to the achievement of objective/objectives in:</p> <p>6. Mahere rēhia</p> <p>6. Recreation and Play Plan</p> <p>The objectives are: Provide city, suburb, and local parks and reserves, sports fields and facilities, walkways and shared paths</p> <p><u>Relevant actions:</u></p> <p>Use the Regional Sports Facilities Plan to guide decision-making on investment into sport and recreation facilities</p> <p>Implement the Arena Masterplan (from year 1), including the development of a new Arena 5 (multi-use indoor court facility) (years 1 to 3)</p> <p>Implement the recommendations of the Aquatic and Water-based Recreation Needs Assessment, including carrying out a feasibility study for a 50-metre swimming pool (year 2)</p> <p>Support the development of an artificial turf in partnership with Massey University (year 2)</p>	

Support and fund the development of a covered bowling green (years 3 and 4)	
Support a regional gymnastics facility	
Contribution to strategic direction and to social, economic, environmental and cultural well-being	He rā ki tua – Horizons Region Spaces and Places Plan for Sport and Recreation 2023-2043 sets the focus areas for the spaces and places (including facilities) that enable play, active recreation and sport. These spaces and places enable participation in a wide range of play, active recreation and sport activities that contribute to Oranga Papaioea with strong links to all the well-beings.

**ATTACHMENTS**

1. He rā ki tua - Horizons Region Spaces and Places Plan for Sport and Recreation - summary document (attached separately) 
2. Update of facility proposals in Palmerston North City area (attached separately) 

## MEMORANDUM

**TO:** Culture & Sport Committee

**MEETING DATE:** 26 March 2025

**TITLE:** Sport Manawatū Charitable Trust: Six-Month Progress Update 1 July to 31 December 2024

**PRESENTED BY:** Ann-Marie Mori, Policy Analyst

**APPROVED BY:** David Murphy, General Manager Strategic Planning

### RECOMMENDATION(S) TO CULTURE & SPORT COMMITTEE

1. That the Committee receive the Sport Manawatū Charitable Trust: Six-Month Progress Report to Palmerston North City Council for July to December 2024 (Attachment 1), presented to the Culture & Sport Committee on 26 March 2025.

#### 1. ISSUE

- 1.1 The 2022-25 Funding Agreement with Sport Manawatū requires progress reporting to the Council on agreed outcomes at six-monthly and annual intervals.
- 1.2 Attachment 1 is Sport Manawatū's six-month progress report to the Council for the period 1 July to 31 December 2024 (representing year three of the current agreement).
- 1.3 Representatives of Sport Manawatū are in attendance to present its report.

#### 2. BACKGROUND

- 2.1 The current funding agreement and strategic partnership plan with Sport Manawatū was entered into in July 2022 for three years.
- 2.2 The value of the funding in the agreement for the 2024/2025 financial year is \$673,565 (excluding GST). This is made up of:

Operational grant	\$337,667
Sports Event Partnership Fund	\$294,741
Community Sport Recreation Fund	\$29,415
Active Communities Fund	\$11,742

- 2.3 A separate operational grant for Bike Ready (a cycle skills education programme) investment of \$80,000 is subject to Sport Manawatū meeting specified performance measures. While the agreement noted that this funding commitment was due to finish at the end of the 2023/2024 FY, the continuation of this funding for the 2024/2025 FY was confirmed by the Council in November 2024 by resolution [197.1-24](#)).
- 2.4 The agreed outcomes, based on the Council's 2021 strategic direction, are:
- Outcome 1: Palmerston North is one of the most active communities in New Zealand.
  - Outcome 2: Sports events create both social opportunities and economic benefits.
  - Outcome 3: People have the skills to safely and confidently cycle and walk on our transport network.
- 2.5 Sport Manawatū manages the Active Communities Fund, the Sports Event Partnership Fund, and the Community Sport Recreation Fund on behalf of the Council, according to the Support and Funding Policy.
- 2.6 The Community Sport Recreation Fund was established through the Long-Term Plan to meet the support priority in the Support and Funding Policy to:
- support sports events that enhance community connectedness and health, with an additional focus on supporting new events and those that have the potential to grow. Community-focussed events must be available to large parts of the community and encourage people to get more active, more often.*
- 2.7 The Ethkick football tournament (noted in Sport Manawatū's report as having no economic benefit) is an example of funding allocated through the Community Sport Recreation Fund.
- 2.8 Some community sports events that prioritise community participation have received support, including Netball Central events and the Leisure Marching Nationals.

**3. CHALLENGES WITHIN THE REPORTING PERIOD**

**Bike Ready Delivery**

- 3.1 Over the past six months, the Council has faced funding challenges related to the continuity of its Bike Ready investment in Sport Manawatū. These challenges arose from a re-evaluation of transport budgets following a decrease in the expected funding from NZTA Waka Kotahi. As mentioned in section 2.3, funding for this financial year was only confirmed in November 2024. Staff have observed that such funding uncertainties create resourcing issues for Sport Manawatū, which may impact the delivery of the expected number of students receiving cycle skills education. The Draft Annual Budget/Plan for 2025/2026 includes provision for the Bike Ready programme.

Further funding uncertainties may make the delivery numbers unachievable and may cause the programme to become unsustainable.

**Sports Event Funding**

3.2 The six-month progress update indicates that the Sports Event Partnership Fund was nearly fully spent at the six-month mark. However, unspent funds from the previous year have helped alleviate some of the funding constraints in this financial year. The panel is currently completing assessments on a number of events, and if these applications are successful, the fund will be fully allocated before the end of the year.

**4. COMMENTARY ON SIX-MONTH PROGRESS REPORT**

4.1 Sport Manawatū has transitioned from submitting a detailed six-month report to a simplified version. This change allows the organisation to present a more comprehensive overview of their annual achievements.

4.2 The six-month report also helpfully captures insights and trends (see Attachment 1 - pages 8 to 10), including new research from Sport New Zealand and profiling new ministerial appointments for the sport and recreation, and health portfolios.

4.3 The six-month report includes an analysis of Sport New Zealand's 'disruptor' scan to provide the Council with a 'heads up' on the implications of emergent social, political, economic, environmental, technological and sector trends. Scanning future disruptors for the sport and recreation sector provides a tool for discussion or helps adjust our organisational approaches.

4.4 Some examples of trends are:

<b>Trend identified by Sport New Zealand</b>	<b>Relevance identified by Sport Manawatū</b>
<p><b>Status of public funding (political)</b></p> <p>Public funding remains highly constrained, with the government focussed on reducing debt while providing tax cuts and improving productivity.</p>	<p>PN City Council (PNCC) relies on government funding for infrastructure, community services, and public initiatives. A constrained funding environment means Sport Manawatū and PNCC may need to consider collaborative advocacy and highlight the social and economic return on investment for funding in our sector.</p>
<p><b>Disposable income (economic)</b></p> <p>Stats NZ report that in 2023, 36.1% of households perceived their income as either 'not enough' or 'only just</p>	<p>Rising financial stress among households may affect participation in paid recreational and cultural activities. PNCC could consider subsidised or free community</p>

<p>enough', an increase of 3.7% from 2022. Recent tax changes are not expected to offset higher costs of living for most lower and middle-income workers.</p>	<p>programmes to ensure accessibility to public services.</p>
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**5. ACTIVITIES DEMONSTRATING GOOD CONTRIBUTION TO THE OUTCOMES**

5.1 The following activities are highlighted by staff as demonstrating good contribution to the outcomes sought by the Council:

**Outcome 1: Palmerston North is one of the most active communities in New Zealand**

- 'That's Not On' and voice of tamariki initiatives: The 'That's Not On' initiative was expanded to ten Regional Sports Organisations to curb negative sideline behaviour. Insights from 1,400 tamariki on preferred sideline support were gathered and shared with sector leaders.
- Active Communities Fund (PNCC): \$6,957 was distributed to 17 residents for various activities such as swimming and gym sessions.
- Tū Manawa Active Aotearoa Fund (Sport NZ): \$43,403 was administered to benefit 1,607 young people to participate in a variety of programmes.
- Sport sector leadership and facility support: Sport Manawatū hosted sector-wide webinars focusing on governance, integrity, and membership growth. Key actions included:
  - Supporting Manawatū Golf with its strategic planning;
  - Promoting the Sport NZ Integrity Code and Anti-Doping Rules;
  - Assisting Bowls Manawatū with governance support; and
  - Strengthening partnerships with Volunteer Central to improve board succession planning and event support.
- Community play initiatives:
  - Play Week Aotearoa (October 2024): The Keepy Uppy record attempt attracted 2,107 participants, 60% from Palmerston North.
  - PNCC Local Play Network: Meetings facilitated policy consultations and event planning, including pop-up initiatives.
  - Palmy Play Festival (November 2024): Engaged 2,000 attendees with culturally diverse play experiences and identified future play champions.

**Outcome 2: Sports Events create both social opportunities and economic benefits**

- Economic impact: 16 events supported by the Sports Event Partnership Fund generated an estimated \$12,641,677 from a \$296,210 investment; nine events are multi-year agreements ensuring ongoing benefits for the region.
- National Hockey Championships: There was record participation at this event held from 15-21 September at Fitzherbert Park and Massey University hockey turfs with 48 teams and 62 volunteers. The event showcased the strength of collaboration within the Manawatū's sports community. Sport Manawatū were instrumental in facilitating the collaboration between the codes and providing the extra resourcing needed to make the event a success.

**Outcome 3: People have the skills to safely and confidently cycle and walk on our transport network and system**

- Bike Ready delivery in primary schools: Delivered training to 514 (260 students at grade 1 and 254 students in grade 2) students across five schools. At this rate of delivery, it is unlikely that the target number of students trained at the grade 2 level will be met. However, the total number of students trained, and the quality of experience, have been more of a priority for delivery over this period.
- New cyclists: 20 students who previously couldn't ride a bike can now ride confidently. Twenty-two students from Parkland and Winchester schools participated in 'Getting to Intermediate by Bike' workshops.

**6. NEXT STEPS**

- 6.1 Staff will continue to monitor progress for the last six months of the current period through regular check-ins with Sport Manawatū staff.
- 6.2 Discussions have begun on a new funding agreement and partnership plan between Sport Manawatū and Palmerston North City Council for 2025-2028. Sport New Zealand is also seeking greater involvement in this process to ensure the Council and Sport Manawatū (a regional sports trust), are working more collaboratively with Sport New Zealand.
- 6.3 A workshop with Elected members will follow the presentation of this report. The aim of the workshop is to seek further Elected Member input into the outcomes and activities of the new agreement. The foundation for this agreement will be the Council's strategic direction for 2024-2034.
- 6.4 Later in the year, Sport Manawatū will submit its Annual Report for the 2024/2025 financial year to the Council. This will be its last report under the current agreement.

## 7. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide?	<b>Yes</b>
Are the decisions significant?	<b>No</b>
If they are significant do they affect land or a body of water?	<b>No</b>
Can this decision only be made through a 10 Year Plan?	<b>No</b>
Does this decision require consultation through the Special Consultative procedure?	<b>Yes</b>
Is there funding in the current Annual Plan for these objectives?	<b>Yes</b>
Are the recommendations inconsistent with any of Council's policies or plans?	<b>No</b>
<p>The recommendations contribute to:</p> <p>Whāinga 1: He tāone auaha, he tāone tiputipu Goal 1: An innovative and growing city</p> <p>Whāinga 2: He tāone whakaihiihi, tapatapahi ana Goal 2: A creative and exciting city</p> <p>Whāinga 3: He hapori tūhonohono, he hapori haumaruru Goal 3: A connected and safe community</p> <p>Whāinga 4: He tāone toitū, he tāone manawaroa Goal 4: A sustainable and resilient city</p>	
<p>The recommendations contribute to this plan:</p> <p>6. Mahere rēhia</p> <p>6. Recreation and Play Plan</p> <p>The objective is: Support and fund for-purpose organisations and community partners</p> <p><u>Relevant actions:</u></p> <ul style="list-style-type: none"> <li>– Support the community-activation and needs assessment activities of the regional sports trust (Sport Manawatū)</li> <li>– Support people to take part in sport and recreation through: <ul style="list-style-type: none"> <li>• Active Communities Fund (Sport Manawatū)</li> <li>• Community Sport and Recreation Fund (Sport Manawatū)</li> </ul> </li> </ul> <p>AND</p> <p>2. Mahere whakawhanake ohaoha</p> <p>2. Economic Development Plan</p> <p>The objective is: Attract and support major events and activities</p>	

<p><u>Relevant actions:</u></p> <ul style="list-style-type: none"> <li>– Attract major events to the city, including national secondary school sports tournaments at Central Energy Trust Arena and other Council facilities</li> <li>– Support major events in the city through the Major Events Fund, Arts Event Fund, Sports Events Partnership Fund (Sport Manawatū), Sponsorship Fund</li> </ul>	
<p>Contribution to strategic direction and to social, economic, environmental and cultural well-being</p>	<p>Sport Manawatū is a strategic partner of the Council that is essential for its contribution to all goals but particularly those outcomes related to Goal 2. To successfully implement the objectives and actions outlined in the Recreation and Play Plan, a collaborative approach with Sport Manawatū is necessary. As an organisation, they are well-positioned within the community to offer relevant activities and services on behalf of the Council that enhance social well-being.</p>

**ATTACHMENTS**

1. Palmerston North City Council Six-Month Report (July 2024 - December 2024) - Sport Manawatū [↓](#) 



Palmerston North City Council  
**SIX-MONTH  
REPORT**

July 2024 - December 2024



[SPORTMANAWATU.ORG.NZ](http://SPORTMANAWATU.ORG.NZ)





## **NOTE ON REPORTING FORMAT**

This report covers the period from 1 July 2024 to 31 December 2024 and provides an overview of our progress toward achieving the outcomes agreed with Palmerston North City Council. It also includes key highlights and updates from the past six months.

In previous years, our six-month report was more detailed, outlining all activities during the reporting period. However, feedback on our 12-month reports highlighted a preference for a more comprehensive annual overview. In response, we have condensed this six-month report to focus on progress against outcomes, ensuring that the 12-month report will provide a complete and detailed summary of our activities for the full year.

We believe this approach will offer clearer insights into our achievements while addressing the need for a comprehensive annual report.

Should you have any questions or require further details, we are happy to provide additional information.

# SUMMARY OF ACTIVITY OVER THE PERIOD 1 JULY – 31 DECEMBER 2024

1 July – 31 December 2024

	JUL 24	AUG 24	SEP 24	OCT 24	NOV 24	DEC 24
<b>OUTCOME 1</b>						
Kick for the Seagulls						
Voice of Tamariki						
Raising an Athlete Workshops						
That's Not On						
Active Communities Fund						
Tū Manawa Fund						
ACROSS Services Rangatahi Raukura						
Co-Design Workshop						
Coaching Development Initiatives						
Rise & Thrive Women's Coaching Connect						
Sport Sector Leadership and Facility Support						
Play Week Aotearoa (Keepy Uppy)						
Play Champion Support						
Palmy Play Festival						
Healthy Active Learning						
KIK Whānau Day						
Green Prescription & Active Families						
<b>OUTCOME 2</b>						
Sports Event Partnership Fund						
<b>OUTCOME 3</b>						
Cycle Skills Education Programme						

## OUTCOME 1

# PALMERSTON NORTH IS ONE OF THE MOST ACTIVE COMMUNITIES IN NEW ZEALAND.

### Kick for the Seagulls

19 August – 3 December 2024

Sport Manawatū supported the planning and execution of this alternative youth education programme by UCOL, Y Central, and PNCC Youthspace. The programme combines NCEA learning with physical activity. Initial development focused on integrating sport and youth voice, with ongoing collaboration to enhance participant input and physical activity opportunities in future iterations.

### Voice of Tamariki

6-7 August 2024

In partnership with Kind Hearts, Sport Manawatū gathered insights from 1,400 tamariki on preferred sideline support. Themes were shared with sector leaders and will inform resource development for schools and RSOs in 2025.

### Raising an Athlete Parent Workshops

7 August, 19 October, 24 November 2024

Three workshops engaged parents on best practices for supporting young athletes. Participants reported increased confidence, and school leaders expressed a shift toward more holistic sport development approaches.

### That's Not On

July - December 2024

The "That's Not On" initiative expanded to 10 RSOs, testing interventions like the lollipop pilot to curb negative sideline behaviour. Insights from Netball, Basketball, and Rugby are shaping next steps, including a 2025 student-led sideline behaviour campaign.

### Active Communities Fund

July – December 2024

Seventeen residents received funding totalling \$6,957 to participate in activities such as swimming, biking, and gym sessions.



### Tū Manawa Fund

August 2024

Sport Manawatū administered \$43,403 to five organisations, benefiting 1,607 young people in Palmerston North through diverse activity programmes, including basketball, volleyball, and swimming.

### ACROSS Services Rangatahi Raukura

11 September – 17 December 2024

We facilitated a co-design session with rangatahi seeking to play basketball, leading to a successful programme with ACROSS Services. Rangatahi trained and competed independently, supported by kai, transport, and mentoring. A review session gathered insights that will inform a case study and support further applications.

**2nd** MidCentral DHB is the second most physically active DHB in New Zealand.

**62.8% have been physically active in the past week.**

Source: Sport NZ Insights Tool, Health Trends

## OUTCOME 1

# PALMERSTON NORTH IS ONE OF THE MOST ACTIVE COMMUNITIES IN NEW ZEALAND.

CONTINUED

### Co-Design Workshop

23 October 2024

Sport Manawatū delivered a Co-Design Workshop to enhance youth sector capability in engaging with rangatahi. The workshop introduced youth development principles and interactive activities to model effective co-design. Attended by 30 participants from diverse sectors, including councils, RSOs, and iwi, attendees valued the practical tools and insights on engaging youth. Seven different sports codes participated, marking significant progress in integrating co-design into sports development. Follow-up evaluations will assess implementation into mahi.

### Rise & Thrive Women's Coaching Connect

November 2024 - April 2025

Women are significantly underrepresented in coaching, and Sport Manawatū is supporting Women in Sport Aotearoa to develop the Rise & Thrive programme, in partnership with John and Angela Turkington. This initiative provides a space for women coaches to connect, develop skills, and build a strong support network. The first two sessions focused on communication styles and motivation, featuring expert-led discussions. Three additional sessions will take place in 2025 based on participant feedback, ensuring ongoing upskilling and community support for female coaches.

### Coaching Development Initiatives

- Coach Development Workshops: Topics covered included network building, change management, communication, and coach insights.
- Cross-Code Coaching: Netball, Basketball, and Cricket collaborated on development sessions.
- Student Coach and Officials Programme: Forty students attended, with 32 transitioning into coaching; 46 trained as officials, with 33 officiating.
- Voice of the Coach Survey: Findings to be presented in February 2025 to RSOs.

### Sport Sector Leadership and Facility Support

Sport Manawatū provided sector-wide webinars on governance, integrity, and membership growth. Key actions included:

- Supporting Manawatū Golf in strategic planning (18 September 2024).
- Promoting the SNZ Integrity Code and Anti-Doping Rules.
- Assisting Bowls Manawatū with governance support (14 November 2024).
- Strengthening partnerships with Volunteer Central to enhance board succession planning and event support.
- Collaborating with the Environmental White-Water Park Trust on event planning and school engagement.

### Community Play Initiatives

- Play Week Aotearoa (October 2024): The Keepy Uppy record attempt engaged 2,107 participants, 60% from Palmerston North.
- Risky Play Advocacy: Supporting schools to integrate safe, engaging play.
- Play in Sport Pilot: Collaboration with Netball Manawatū led to increased play opportunities and community engagement.
- PNCC Local Play Network: Regular meetings facilitated policy consultation and event planning, including pop-up play initiatives.
- Tū Manawa Play Fund: Quick-release funding supported diverse play opportunities for 900 tamariki and their whānau.
- Play Equity Mapping: Investigating community access to play facilities outside school hours.
- Palmy Play Festival (November 2024): Engaged 2,000 attendees in culturally diverse play experiences, identifying new play champions for future initiatives.



## OUTCOME 2 SPORTS EVENTS CREATE BOTH SOCIAL OPPORTUNITIES AND ECONOMIC BENEFITS.

### Building Strong and Collaborative Partnerships with Event Organisers

Through the Sports Event Partnership Fund, Sport Manawatū has successfully secured 16 events, generating an estimated economic impact of \$12,641,677 from an investment of \$296,210.

Nine of these events have multi-year agreements, ensuring ongoing benefits for the region. These include:

- New Zealand Secondary Schools Volleyball Championships
- New Zealand Secondary Schools Basketball Championships
- New Zealand Rugby First XV
- Badminton NZ Junior Teams Championships.

Additionally, negotiations are underway with four stakeholders to bring four more events, ranging from community to international levels, further enhancing the local sports landscape.

Event	Multi-year agreement	SEPF Contribution	Increase in regional income (VALUE ADD)
Badminton Jr Teams Nationals	✓	\$30,000.00	\$484,785.00
Basketball NZ SS Nationals	✓	\$60,000.00	\$2,447,700.00
Ethkick	✓	\$7,000.00	#
Manawatu Pacifica 7s Tournament	✓	\$2,000.00	\$17,976.00
Palmerston North Marist Futsal Tournament	✓	\$5,000.00	\$504,112.00
Rugby First XV	✓	\$15,000.00	\$268,672.00
Super 6s Charles Tour Event (Golf)	✓	\$10,000.00	\$566,703.00
The NZ Racketlon Open	✓	\$4,000.00	\$37,520.00
Volleyball	✓	\$65,000.00	\$4,038,468.00
2024 NZ SS Table Tennis SS Championships		\$4,210.00	\$112,896.00
Manawatū Badminton Events		\$15,000.00	\$355,985.00
Muslim IDC Games		\$5,000	\$205,730.00
National Hockey Championships		\$30,000.00	\$1,385,112.00
NZ Gymnastics National Championships		\$35,000.00	\$1,911,000.00
Powerlifting Champs		\$4,000.00	\$125,685.00
Taekwon Do Nationals		\$5,000.00	\$178,833.00
<b>Total</b>		<b>\$296,210.00</b>	<b>\$12,641,177.00</b>

# This event is a community event with no regional income

## OUTCOME 2

## SPORTS EVENTS CREATE BOTH SOCIAL OPPORTUNITIES AND ECONOMIC BENEFITS.

CONTINUED

### Hosting a Record-Breaking National Hockey Championship

The recently concluded National Hockey Championship in Palmerston North set a new participation record, with 48 teams competing over eight days (often 12-hour days).

The event's success was underpinned by the dedication of 62 volunteers who played vital roles, including facility maintenance, car park management, team liaison, and scorekeeping. Their efforts showcased the strength of collaboration within Manawatū's sports community.

Hockey Manawatū received support from various sporting codes, with staff assisting throughout the tournament. Sport Manawatū played a key role in fostering this collaboration.

Dilan Raj, General Manager of Hockey Manawatū, acknowledged this contribution:

"Sport Manawatū were instrumental in facilitating the collaboration between the codes and providing the extra resourcing needed to make a National event a success... something we can all be proud of."



## OUTCOME 3

# PEOPLE HAVE THE SKILLS TO SAFELY AND CONFIDENTLY CYCLE AND WALK ON OUR TRANSPORT NETWORK AND SYSTEM.

### Cycle Skills Education in Palmerston North Primary Schools

Over the past six months, Sport Manawatū's Cycle Skills team has delivered high-quality training in primary schools across the Palmerston North region. The programme follows He Waka Kotahi (BikeReady) standards, ensuring participants receive tailored, competency-based instruction.

At the Year 5 level, students engage in Grade 1 training, focused on developing basic cycling skills within school grounds. This training prepares them for future on-road instruction. By Year 6, competent students progress to Grade 2, where they practice road safety skills on quiet local roads. They observe instructor demonstrations and gain hands-on experience navigating road environments independently.

#### Programme goals

- Ensure all Year 5 & Year 6 students can ride a bike.
- Prepare Year 5 students for road cycling in Year 6.
- Equip Year 6 students with the confidence and skills to use cycling as an independent mode of transport.
- Encourage students to practice cycling skills with their families and develop preferred commuting routes.

#### Programme Reach and Impact

In the past six months, the Cycle Skills team has delivered programmes at five Palmerston North primary schools:

- Schools visited: West End, Parkland, Cornerstone, Riverdale, and Winchester.
- Participants trained: 260 students completed Grade 1 training; 254 students completed Grade 2 training.
- New cyclists: 20 students who previously could not ride a bike can now ride confidently.
- Transition workshops: 22 students at Parkland and Winchester participated in the "Getting to Intermediate by Bike" workshops.

#### Development of "Getting to Intermediate by Bike"

In Term 4, the team introduced a new initiative to support students transitioning to intermediate school by bike. This program helps students identify safe commuting routes, practice their journeys in small groups, and navigate challenging intersections with guidance from instructors.

Sport Manawatū remains committed to fostering safe and confident cycling habits, empowering students to use cycling as a viable and independent transport option.

**5**  
schools

**260**  
students completed grade 1

**254**  
students completed grade 2

**20**  
new cyclists

**22**  
completed transition workshops

### New ministers

Following a cabinet reshuffle, two new ministers have been appointed that have relevance to the sector.



**Mark Mitchell** has been appointed as the Minister for Sport and Recreation.



**Simeon Brown** has been appointed as New Zealand's Minister of Health.

### Active Bodies, Active Minds: The Power of Physical Activity in Learning

Sport New Zealand has just released a report summarising clear evidence on how physical activity can improve learning for tamariki and rangatahi.

For example, integrating physical activity into learning can result in four extra months of academic gains in spelling and maths!

We will provide relevant analysis and insights in our 12-month report.



[Click to access report](#)

Source: Disruptor Scan October 2024, Sport New Zealand.

Sport NZ's quarterly scan highlights potential disruptors to sport and recreation over the next two to five years. It serves as a tool for discussions on their implications and whether adjustments to current approaches are needed. The following disruptors have been identified as potentially relevant to PNCC.

## POLITICAL

**Status of public funding**

Public funding remains highly constrained, with the government focussed on reducing debt while providing tax cuts and improving productivity.  
**RELEVANCE:** PNCC relies on government funding for infrastructure, community services, and public initiatives. : A constrained funding environment means Sport Manawatū and PNCC may need to consider collaborative advocacy and highlight the social and economic return on investment for funding in our sector.

## SOCIAL

**Changing nature of work**

The government has called for public servants to return to the office, and some private sector companies are too, despite limited evidence that working from home reduces productivity. A recent NZ survey found that 45% of employees would consider leaving an organisation if flexible working was reduced.

**RELEVANCE:** The shift towards hybrid work impacts urban planning, transport needs, and local business support. PNCC may need to adapt policies around office space demand, commuting patterns, and city centre vibrancy.

**Changing leisure patterns**

In NZ running clubs are growing in popularity, partly due to their being seen as a better way to meet romantic partners, or just new friends, than online options.

**RELEVANCE:** The rise of running clubs as a social outlet suggests evolving community recreation needs. PNCC supports this trend by investing in accessible running spaces, trails, and active recreation events.

## ECONOMIC

**Disposable income**

Stats NZ report that in 2023 36.1% of households perceived their income as either 'not enough' or 'only just enough', an increase of 3.7% from 2022. Recent tax changes are not expected to offset higher costs of living for most lower and middle-income workers.  
**RELEVANCE:** Rising financial stress among households may affect participation in paid recreational and cultural activities. PNCC could consider subsidised or free community programmes to ensure accessibility to public services.

## ENVIRONMENTAL

**Active Transport**

Growing social polarisation, driven by some media, in relation to safety and active transport options. E.g., Speed limits and safety measures around schools, and roads vs cycleways. This is despite cycleways representing only 1% of the government's transport budget.

**RELEVANCE:** Growing polarisation on transport safety measures suggest that partnering to strengthen community engagement to balance the needs of motorists, cyclists, and pedestrians while ensuring equitable transport investment could be an area of focus in 2025/26 planning.

## TECHNOLOGICAL

**Gaming and interactive**

On-going developments in gaming that provide physical feedback for online experiences, such as motorised wheels for VR games and activities. Holographic capabilities are being added to ordinary glasses to make augmented reality more satisfying and accessible. The perceived value (and so popularity) of an online game has been found to grow in proportion to the number of friends that you can connect to.

**RELEVANCE:** Advances in gaming technology could provide new engagement methods for youth and recreation. PNCC could explore interactive public spaces and digital engagement for community programmes.

## SECTOR

**Athlete and participant wellbeing**

Sport NZ's Guiding Principles for the Inclusion of Transgender People in Community Sport to be reviewed after some sporting figures concerned that safety and fairness may be compromised.  
**RELEVANCE:** Sport Manawatū will keep PNCC informed of upcoming reviews of Sport NZ's guiding principles to align with best practices in fostering safe and inclusive community sports environments.

**Workforce (including volunteers)**

Volunteering NZ's latest survey finds that while the numbers volunteering has increased more volunteers are performing 'casual volunteering' of a few hours a month, and fewer are doing over 20 hours a month.  
**RELEVANCE:** A shift towards casual volunteering may affect sports and community event sustainability. Through Sport Manawatū, PNCC could explore new volunteer recruitment models, incentives, and partnerships to support community engagement.



## CONTACT US

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## MEMORANDUM

**TO:** Culture & Sport Committee

**MEETING DATE:** 26 March 2025

**TITLE:** Annual Sector Lead Report: Community Arts Palmerston North Incorporated (Square Edge Community Arts)

**PRESENTED BY:** Gillian Tasker, Community Development Advisor

**APPROVED BY:** Danelle Whakatihi, General Manager Customer & Community

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### RECOMMENDATION(S) TO CULTURE & SPORT COMMITTEE

1. That the Committee receive the memorandum titled 'Annual Sector Lead Report: Community Arts Palmerston North Incorporated (Square Edge Community Arts)' presented to the Culture & Sport Committee on 26 March 2025.
- 

#### 1. ISSUE

- 1.1 Community Arts Palmerston North Incorporated (trading as Square Edge Community Arts ('SECA')) is delivering its third annual report (January-December 2024) as a Sector Lead organisation, which is appended to this memorandum as Attachment 1.
- 1.2 Reporting to Council is required under the Sector Lead Partnership Agreement structure.
- 1.3 Analysis of SECA's performance against agreed activities and outcomes is included in this memorandum below.

#### 2. BACKGROUND

- 2.1 On 8 June 2022, Council resolved to engage Community Arts Palmerston North Incorporated (Square Edge Community Arts) as a Sector Lead organisation.
- 2.2 The Sector Lead Partnership model was trialled from 1 July 2022 – 30 June 2023, and was approved to continue, as per Council's resolution of 18 December 2023:

*'That Council approve the continuation of the Sector Leads Partnership model in principle, as per the Support and Funding Policy 2022, and note that appropriate budget will be established for Sector Lead partners within the draft 2024-2034 Long-Term Plan.'*

- 2.3 A three-year Partnership Agreement commenced between SECA and the Council in July 2022. The Agreement stipulates that activities funded contribute to the achievement of priorities 1-4 within the Council's 2021-2031 Creative and Exciting strategic direction.
- 2.4 Reporting requirements within the Agreement include an annual report to Council covering the activities delivered and outcomes achieved in the preceding period.

**3. ANNUAL REPORT ANALYSIS**

- 3.1 SECA is an independent charitable trust and receives multiple and diverse sources of funding, including grants from Palmerston North City Council, Creative New Zealand, the Ministry of Social Development, Eastern and Central Community Trust. SECA works towards meeting several different investment outcomes through its activities and, therefore, their report includes activities that are not solely funded by Council.
- 3.2 SECA was incorporated as Palmerston North Community Arts Council in 1972. In 2004, the Palmerston North Community Arts Council took over management of the Square Edge Creative Centre from the Manawatū Community Arts Centre Trust. Council has supported SECA through a management agreement that allows SECA to retain the surplus revenue from the management of the Square Edge building, and with an operational grant. Over time the grant has increased as services were added including implementation of a new strategic plan and development of new arts events and programmes.
- 3.3 While the Sector Lead agreement specifically covers initiatives that focus on the city of Palmerston North, staff acknowledge that work completed by SECA has far broader impacts on the wider Manawatū region. SECA provides sector leadership in both a citywide and regional capacity.
- 3.4 The amount of funding SECA receives through this Sector Lead Partnership Agreement is \$80,000 per annum (plus GST). Funding has been adjusted for inflation in years two and three, with an additional pro rata allocation of funding in year three from the increased Strategic Priority Grant funding allocated by Council through the Long-Term Plan 2024-2034 deliberations. Funding for the current financial year totals \$92,048.
- 3.5 Note the Partnership Agreement does not include funding for Art Trail Manawatū, as this is a large event which is funded separately via the Major Events Fund.

3.6 Table 1: Assessment of activities

Strategic Alignment	Activity	Comment	Assessment (Not met; developing; or met)
<b>Creative and Exciting activities</b>			
Priorities 1, 3 & 4	Manage the Square Edge Arts Centre building	<p>SECA has continued to manage the Square Edge building to a satisfactory level in this reporting period.</p> <p>Their Annual Report identifies their contribution to community connection and inclusion by being home to a diversity of tenants and users ranging from Baby Yoga to Crows Feet performers.</p>	Met
Priorities 1, 2, 3 & 4	Develop, run and promote arts programmes, workshops, exhibitions, performances and support local artists	<p>SECA has maintained their range of high-quality activities and workshops despite having reduced capacity from April until October, when the Artistic Director role was filled.</p> <p>Staff note SECA's monthly refresh of their five exhibitions spaces maximises opportunities for Palmerston North's diverse range of artists to showcase their work and culture but that this can dominate the team's time and energy.</p>	Met
Priorities 2, 3 & 4	Collaborate with other Arts Sector leaders to develop new initiatives and opportunities	<p>SECA has worked collaboratively with others during this reporting period, including being a SwampFest venue for Creative Sounds and with Rangitāne art collective He Aho Tangata to showcase Toi Rangitāne in celebration of Puanga Matariki 2024.</p> <p>Staff note SECA's ability to take a leading role in wider</p>	Developing

		collaborative opportunities such as the Coastal Art Trail, or developing new initiatives, was constrained by their organisational capacity.	
<b>Sector Leadership activities</b>			
Priority 3	Provide capacity-building and support for other community organisations to develop and connect	SECA work with a wide range of organisations in Palmerston North and across neighbouring regions. They support a Regional Arts Network of other community art organisations and venues across the Manawatu, Horowhenua, Rangitikei and Tararua regions, promoting collaboration and hosting skill-building workshops including one on copyright for creatives.  Staff expect there is further opportunity for SECA in this space now they have a full team.	Developing
Priorities 1, 3 & 4	Deliver the highest level of expertise and highest quality service	SECA's leadership of regional initiatives such as Art Trail Manawatū demonstrates their ability to curate experiences that help to promote Palmerston North as a creative and exciting city, attracting visitors and drawing exhibition proposals from artists from around Aotearoa New Zealand.	Met
Priorities 3 & 4	Think, work and advocate strategically	SECA is performing well in this area.  They continue to seek connection with new groups and individuals not currently accessing their facilities. Development of the TUITUI gallery initiated new relationships with local Māori artists, while links to the Pasifika community were strengthened by hosting the 2024 Pasifika Artists in Residence, who	Met

		opened Art Trail Manawatū.	
Priorities 3 & 4	Have robust strategic and business plans in place	Over the past year SECA have attained stability thanks to the commitment and effort of the management team and SECA board.  Staff expect that with the recent changes in the SECA board a timely review of their strategic and business plans will take place in the coming year.	Met

- 3.7 Alongside an annual report which provides information on the agreed activities, Sector Lead organisations are required to provide six-monthly performance measure data for a range of indicators related to their activities.
- 3.8 The measures are based on a Results Based Accountability approach, where impact of effort is demonstrated by measurement of who is 'better off' as a result of the activities or services, as well as 'how much' of the activity or service was delivered and 'how well' it was delivered. The performance measure data provides an evidence base to support the information in the annual report. Performance measure data for the period 1 January 2024 to 31 December 2024 is appended to this memorandum as Attachment 2.
- 3.9 SECA's performance data remains steady overall, and staff are confident that SECA are delivering well for the community. The data shows improvement in their relationships with their members (now at 939 members) and with artists (50 percent reporting they gained new connections and networks) in the second half of 2024 following the team returning to full capacity with appointment of the Artistic Director.
- 3.10 Staff also note that participant satisfaction also increased in the second half of the year with 79 percent of programme participants reporting a sense of whanaungatanga (sense of connection or kinship) as a result of participating in a SECA programme. The zero percent score in the final performance measure for the July-December 2024 period reflects participants in the programme all being at the beginner stage of their careers.
- 3.11 Staff will continue to work with the SECA team to ensure consistent collection of data that captures their contribution to Council's priorities.

#### 4. CONCLUSION

- 4.1 This memorandum has provided background to and comment on the annual report of Community Arts Palmerston North Incorporated (trading as Square Edge Community Arts, or SECA) for 2024.

4.2 Staff have assessed that Community Arts Palmerston North Incorporated is performing well against the majority of their agreed activities. SECA have signalled an intention to request an increase in their Sector Lead funding in 2025 to increase their capacity.

**5. NEXT STEPS**

5.1 Staff will continue to support SECA to deliver the wide-ranging activities and initiatives covered by the Sector Lead Partnership Agreement.

5.2 In September 2024 staff completed an evaluation to determine continued partnership with SECA as a Sector Lead organisation. It was confirmed that SECA continue to demonstrate the six criteria of sector leadership, and they were invited to submit a proposal and budget for negotiation of their 2025-2028 Sector Lead Partnership Agreement. Their proposal details their contribution to achieving outcomes that align with Council's goals and outcomes in the Oranga Papaioea City Strategy 2024-2034.

5.3 Staff expect to complete negotiation of the 2025-2028 Partnership Agreement with SECA by 31 March 2025, with the new agreement to begin from 1 July 2025.



5.4 SECA will present its next Annual Report, covering year one of the 2025-2028 agreement, early in 2026. Further staff commentary on progress will also be provided at that time.

**6. COMPLIANCE AND ADMINISTRATION**

Does the Committee have delegated authority to decide?	<b>Yes</b>
Are the decisions significant?	<b>No</b>
If they are significant do they affect land or a body of water?	<b>No</b>
Can this decision only be made through a 10 Year Plan?	<b>No</b>
Does this decision require consultation through the Special Consultative procedure?	<b>No</b>
Is there funding in the current Annual Plan for these objectives?	<b>Yes</b>
Are the recommendations inconsistent with any of Council's policies or plans?	<b>No</b>
The recommendations contribute to Whāinga 2: He tāone whakaihiihi, tapatapahi ana Goal 2: A creative and exciting city	
The recommendations contribute to this plan: 5. Mahere toi 5. Arts Plan The objective is:	

Support community arts initiatives and organisations	
Contribution to strategic direction and to social, economic, environmental and cultural well-being	Sector Lead Organisations contribute to the achievement of Council's strategic direction, particularly Goals 2, 3 and 4, which seek to enhance the social, economic, environmental and cultural wellbeing of the community.

**ATTACHMENTS**

1. Square Edge Community Arts (SECA) Annual Sector Lead Report January to December 2024 [↓](#) 
2. Square Edge Community Arts (SECA) Performance measure data for 1 January 2024 to 31 December 2024 [↓](#) 





## SECTOR LEAD REPORT

January – December 2024



*Palmerston North Ukrainian Dance Group performing at Square Edge*

*arts - together - transformation*

## SECTION 1: KO WAI TĀTOU?

**Square Edge is dynamic, community-focused, and aims to highlight the vibrant, creative spirit of Te Papaioea, Palmerston North!**



Square Edge Community Arts is a not-for-profit organisation with over 40 years of experience serving our local community. Governed by a community board with council representation, we have a dedicated team of four part-time staff who manage our arts centre building, galleries, tenancies, and a diverse range of workshops, programmes and events. We provide a platform for self-expression and offer opportunities for individuals to build sustainable incomes, fostering an eclectic, vibrant, and inclusive community.

Our organisation is a central city public space that offers refuge and connection for many people. At Square Edge, we embrace difference, creating a safe and welcoming space for all. Housed in the stunning 3-story art deco building on Te Marae o Hine, we provide space for a wide range of artists and creatives – from drama and language schools to voice coaches, cabaret performers, painters, jewellers, an arts therapist, taonga pūoro artist, and more. Our venues host a flow of workshops, art classes, yoga, exercise, music rehearsals, theatre, comedy, dance, pottery, and performances.

Our passionate team includes Jane Humphrey the Business Manager, responsible for tenant and building relations and financial management. Previous Artistic Director Erana Kaa resigned from her role in April 2024 and was replaced by Rose Bourke in October 2024 who oversees exhibitions, supports local artists, seeks funding, and organises events, workshops, and programmes celebrating local arts. Charlotte Beck the Communications and Administration Coordinator handles communications, venue hire and reception, alongside supporting the Artistic Director and Business Manager. Our Facilities Attendant, Batuli Pradhan, ensures our spaces and facilities are well maintained for all users.

As a Sector Lead organisation, Square Edge plays a crucial role in supporting many organisations, groups, and individuals. We collaborate on new programmes and initiatives and are widely regarded as the go-to space for all things creative in the Manawatū.

## SECTION 2: CONTRIBUTION TO PNCC OUTCOMES

Square Edge strongly supports and aligns with PNCC’s vision and strategic goals for our city. Below are some examples of how we contributed to achieving the goal *‘He tāone whakaihihi, tapatapahi ana – A creative and exciting city’* in our position as a Sector Lead in 2024.

### Priority 1: Create a city that has great places for all people

At Square Edge, the diversity of both tenants and users helps create a dynamic community that values inclusion, culture, and learning, making it a hub for creativity, education, and well-being. Our organisation provides a welcoming public space where people from all walks of life can connect and feel comfortable. Visitors explore our galleries, participate in workshops, relax in the community café, enjoy the courtyard gardens, play the piano, and engage with each other in a creative environment. At Square Edge, we celebrate everyone’s uniqueness, which is what makes our space both special and safe for all.

We’re committed to collaborating with various organisations, collectives, and community groups from Baby Yoga to Crows Feet performers and everything in between, we proudly support and welcome people of all ages. Tamariki are encouraged to use the space freely, with no barriers to creativity or intimidation from traditional gallery settings. Our tenants Creative Journeys, a social art hub for adults living with physical and intellectual disabilities, continue to be a big part of the make up of Square Edge and the inclusive nature that we aim to foster.

### Priority 2: Celebrate the city’s history and diversity, building on the strength of being a multicultural and multilingual city

**EXHIBITIONS:** Each month, Square Edge hosts a variety of exhibitions across five gallery spaces. Our goal is to ensure these exhibitions reflect the history and diversity of our community, providing opportunities for a wide range of artists whose narratives, perspectives, cultures, and mediums foster insight and understanding.

- In May we hosted the exhibition *‘1970s: Decade of Protest’* throughout the entire gallery. Political activism addressing inequality and injustice in the Manawatū and beyond was captured through a combination of photographs and written work. Visitors came from all across Aotearoa to experience the exhibition.



*‘1970s: Decade of Protest’ exhibition*



- In July exhibiting in the Main Gallery was *‘Untold Stories: WW2 Displaced Persons who settled in Palmerston North’*. This exhibition told the stories of six families, revealing the history of war time Europe, and aimed to teach about cultural acceptance and the value of diversity in our city.
- We held two separate raranga exhibitions in 2024. In June Ngā Toi Harakeke exhibited in the Pop-up gallery. Then in November we held an exhibition by students of the Maunga Kura Toi Bachelor of Māori Art Degree of Te Wānanga o Aotearoa. The exhibitors also held free raranga workshops and demonstrated raranga techniques and making in the gallery.
- He Aho Tangata held their first ever exhibition at Square Edge in July, celebrating Puanga through the medium of art, seen through a Māori lens. This allowed the community to experience the varied forms of Toi Rangitāne crafted by seven different tohunga who all hail from Rangitāne ki Manawatū.



*‘Puanga’ an exhibition by Rangitāne art collective He Aho Tangata*

**TUITUI:** A new gallery addition to Square Edge showcases Toi Māori from our talented Māori artists in Papaioea and beyond. TUITUI was opened on Waitangi Day, 6 February 2024. The inaugural exhibition included the mahi of 11 Māori artists with connections to the Manawatū. The opening event attracted 800 visitors and included a pōwhiri, tā moko demonstrations, and shared kai. TUITUI represents a significant step in Square Edge's journey to become a more inclusive, Te Tiriti-led space and offers our community greater access to connect with and reflect on Māori mahi toi. The community has gained more access to learn about and appreciate local Rangitāne visual art practices, as well as Te Ao Māori perspectives and narratives. Over the past year, 21 Māori artists have exhibited their work in TUITUI. Artists involved in the TUITUI gallery led workshops, which included raranga (weaving), uku (clay), and creating kowhaiwhai patterns.

*“The (TUITUI) workshops are great for cultural connection between Māori, Pākehā and Taiwi”*



*Mahi toi exhibited in the TUITUI Gallery*

PNCC/CNZ Pasifika Artist in Residence 'Ata Mai Pasifika Collective' were based in their studio at Square Edge for three months in 2024. Ata Mai worked towards a wearable arts fashion showcase held at Te Manawa. Ata Mai participated in Art Trail Manawatū and performed at the opening of this event, showcasing their designs throughout the Square Edge gallery.

Community groups also frequently use our space to host and celebrate cultural days such as Bastille Day, the national day of France, organised by Alliance Franciase.

### **Priority 3: Be a creative city that nurtures and celebrates the arts**

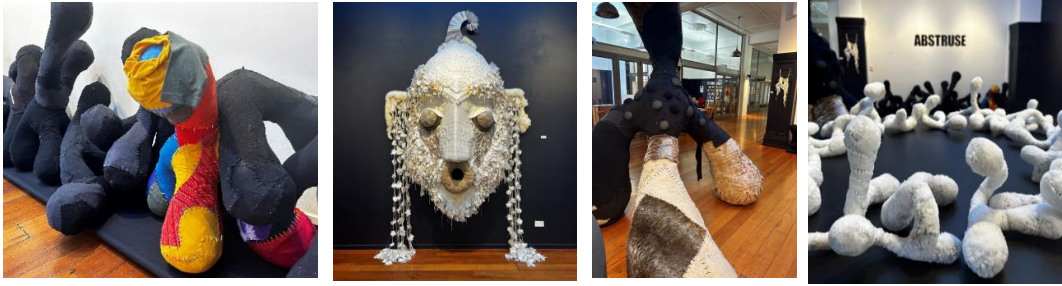
Square Edge plays a vital role in making the city more creative and exciting by providing a dynamic, inclusive space where creativity can thrive. We offer a variety of artistic and cultural experiences, from art exhibitions and workshops to performances and makers markets. We bring together local artists, creators, and community groups to share ideas and inspire one another. By supporting diverse forms of expression and making the arts accessible, Square Edge contributes to a city that's not just creative, but also full of opportunities for everyone to get involved.

In the year 2024 Square Edge:

- Held 44 exhibitions which showcased 372 different artists, from emerging to established. Exhibitions were held by individual artists, arts collectives and community groups.
- Held our Major Event *Art Trail Manawatū* which saw 150+ participating artists and collectives spread across 30 venues (studios and group hubs) throughout the wider Manawatū region, visited by over 20,000 attendees.
- Provided 39 workshops, alongside more performances and events to the community.
- In the online space we had over 191,800 social media views, 33,155 website visits and 940 Square Edge members who engaged with our monthly newsletter.

**EXHIBITIONS:** Our exhibitions challenge conventional viewpoints, provide a platform for marginalised and underrepresented groups, celebrate technical and aesthetic skills, honour community and cultural stories, engage audiences who may not typically connect with art, and spark meaningful discussions. Each exhibition typically runs for four weeks and is subsidised to encourage broad community involvement. We are committed to supporting both established and emerging artists, as well as community groups, in creating and curating their best exhibitions. Additionally, Square Edge frequently assists artists in applying for funding to ensure equitable access to these opportunities.

*"I exhibited this year, and it was a fantastic experience. The team were so helpful and supportive before, during and after. They also told me about the feedback they received from people viewing my exhibition which is something the artist doesn't always get to hear. The install was seamless, and I appreciated the advice about layout of my show and how professionally it was hung. Thank you to the team, I would exhibit again."*



*'Abstruse' an exhibition by Wouna Le Roux*

**WORKSHOPS & PROGRAMMES:** Square Edge provides a space and venue hire that supports both existing initiatives and new, innovative workshops. Additionally, we offer guidance to groups and individuals seeking funding for their workshop ideas and projects.

We offer a variety of subsidised and free art classes throughout the school holidays and during the school year. These classes are designed to help tamariki and rangatahi explore and nurture their creative potential and make new friends. We ensure our tutors are compensated, while keeping attendance fees low or free for families.

We are constantly expanding our offerings, with a wide range of artist-led workshops available to the community. These include opportunities in jewellery making, acrylic painting, watercolour painting, charcoal drawing, pencil drawing, raranga, kowhaiwhai, pottery, fibre arts and much more. With a focus on inclusivity, we strive to provide a rich and diverse selection of workshops that encourage artistic growth, creative freedom and community connection.

*"Square Edge and all it offers is invaluable to the Manawatū community. Offering exhibitions and workshops at low (or no cost) is of huge benefit to our region and the individuals that live within it. I would never have been able to attend art workshops without access to these low or no cost workshops. I have met some amazing, talented and giving people along the way."*

*"We absolutely LOVE taking part in workshops. Please keep doing them, and more!"*



*Workshops at Square Edge*

**Priority 4: Develop a national reputation as an exciting city with plenty to do at night and on weekends**

Square Edge plays an important role in the city's reputation as an exciting cultural hub. As a key spot for the arts, creativity, and local events, it contributes to the city's reputation as a vibrant place with plenty to offer.

Our exhibitions are nationally recognised, and we regularly receive exhibition proposals sent from artists throughout Aotearoa, reflecting the growing reputation of our creative city. Collaborating with artists from outside the region also helps to boost our profile, introducing our facilities to new followers and expanding our reach.

*“Thanks for all you do to promote artists and artistic opportunities in Palmy. Square Edge is such a beautiful building and wonderful community space, you look after it so well . I love the exhibitions, so well presented, there's always interesting works to look at.”*

**ART TRAIL MANAWATU:** Each year, Square Edge organizes and hosts the Art Trail Manawatū, showcasing over 150 artists across studios and venues in the Manawatū, Horowhenua, and Rangitikei regions. This vibrant event attracts thousands of visitors, both locally and from out of town, and provides essential revenue to support our artist community.

Art Trail Manawatū is designed to be an interactive experience for the public, offering a diverse and extensive range of free workshops throughout the month of October. This ensures that visitors can engage directly with the artists and the creative processes. The event is free for both the public and participating artists and creates an exciting weekend event for the city.



*Art Trail Manawatū Artists*

**COASTAL ARTS TRAIL:** Square Edge participates in the Coastal Arts Trail (A CEDA Initiative) which connects Taranaki, Whanganui and Manawatū as central hubs that offer insight into the lives and inspiration of the regions artists and creatives. This scenic journey through the North Island takes visitors to art galleries, museums and studios.

## SECTOR LEAD

### **1. Providing capacity-building and support for other community organisations to develop and connect:**

Supporting community organisations to operate independently and confidently is a core aspect of Square Edge’s mission. We focus on empowering individuals and groups, helping them grow and develop their programs within the community. By offering space, resources, and expertise, we foster connections and support further growth and collaboration.

Our facilities we host a range of different communtiy groups including:

- Latin dance, Ukrainian dance, contemporary dance, belly dance, mum and baby dance fitness
- Orchestral groups, music groups, classes, and exams
- Yoga & baby yoga classes
- Aged Concern fitness classes
- Artist-run art classes and initiatives
- Maths and English tuition
- Drama classes
- Language classes

The Square Edge team also offer mentorship, support and guidance to arts organisations through the Regional Arts Network. This includes arts societies and organisations from the Manawatū, Horowhenua, Rangitikei and Tararua regions, and allows for skills, knowledge and connections to be shared across art centres and promotes collaborative opportunities for artists across the regions. A highlight was a seminar delivered by Karen Workman from Copyright NZ called “Creative Rights for Creative People”.

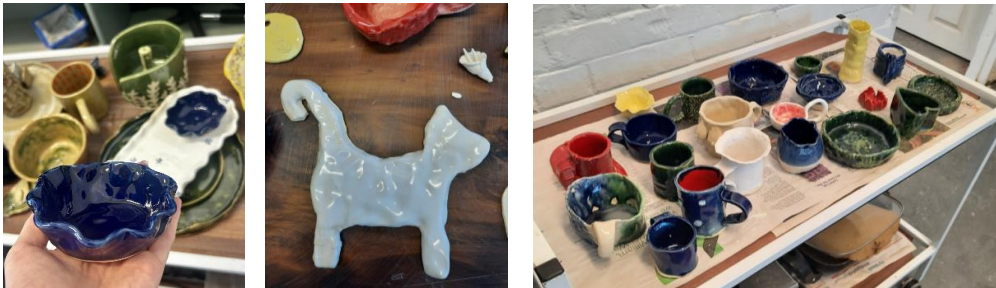
### **2. Delivering the highest level of expertise and highest quality service:**

We deliver high-quality services by offering professional, well-managed gallery and venue spaces that are available to artists and the community at subsidised, below-market rates. Our accessible venues support a wide range of activities, including visual and audio presentations, performing arts, exercise groups, group meetings, and creative workshops.

Our staff are experienced, qualified, and highly skilled. The Square Edge team bring a diverse range of expertise, including visual arts education, art curation, gallery management, communications, marketing, administration, project management, fundraising, sales, finance, and building management.

Our exhibitions are thoughtfully curated and installed in collaboration by Rose Bourke and Luke Anderson, who also brings experience in theatre production management, as well as expertise as a sound and lighting technician.

*“I’ve had the pleasure of holding my workshops for my project/children’s conservation art exhibition which the kids enjoyed. It I gave them a first-hand experience off what being an artist can entail and the supportive community that Square Edge provides. I’ve also had the pleasure of chatting and connecting with Rose who has been a massive help in guiding me through my process of restarting my art classes again. I feel blessed to be amongst a colourful community of vibrant personalities and likeminded individuals who love the arts and bringing this energy to the community. All praise to Jane, Rose and of course Charlotte for keeping the Square Edge spirit well oiled, alive and loud.”*



Works from The Pottery

### 3. Thinking, working and advocating strategically:

We are committed to fostering an inclusive and responsive environment, with a focus on engaging groups and individuals who are currently underrepresented in our facilities and the opportunities we offer. Our strategic priorities are centered on connecting with those who may not yet be accessing our space, actively reaching out to:

- Individuals working in emerging or specific kaupapa
- Local and regional venues
- Visual and performing arts groups
- Educational and youth support organisations
- Environmental initiatives
- Cultural communities
- Existing galleries and exhibition opportunities

By prioritising these connections, we aim to expand access and ensure a diverse range of voices and perspectives are represented in our creative spaces.



**4. Having robust strategic and business plans in place:**

Square Edge is overseen by a community board made up of 6 members, including 1 PNCC council representative. Along with the management team, they develop, oversee and review our strategic plan, operational budgets, policies and funding initiatives. In 2024, our board underwent a change in its makeup. We would like to extend our heartfelt thanks to Councillor Johnson, who served as Board Chair from 2020 and guided Square Edge through numerous challenges and successes. In 2024, Wendy Newport-Smith was elected as the new Board Chair, alongside two new members, Belle Chadwick and Alice Fennessy. Councillor Zabelin stepped in as the PNCC representative after Councillor Johnson's departure, while Karen Carter and Hannah Clow continue their roles.

The Board has made it a priority to review and refresh our Strategic Plan and the overall direction of Square Edge alongside the Management team. We are excited to collaborate in shaping a successful future for Square Edge based on our the current needs and desires of our community.



*'Born to Create' exhibition by Lucie Blaze*

## SECTION 3: CHALLENGES & OPPORTUNITIES

**CHALLENGES:** Being a small, part-time team inevitably puts a strain on our ability to fully meet our responsibilities at Square Edge. We often find ourselves juggling multiple tasks simultaneously, which can sometimes make it challenging to sustain the high level of service we aim to provide to the community.

Contestable funding presents a significant and ongoing challenge for us in securing the necessary resources to fund our projects. As a result, we face difficulties in long-term planning and stability, often having to adapt to fluctuating funding landscapes, which makes it harder to execute and sustain projects effectively. Beyond seeking funding for our projects, we are constantly networking with artists, arts organisations, and community groups to offer ongoing support. Unfortunately, this means we rarely



have the opportunity to make improvements to our systems, website, or strategic direction, as we are consistently operating at full capacity to meet the needs of our community and fulfil our Sector Lead responsibilities.

Exhibitions alone require curation and management of five exhibition spaces each month, requiring creative and physical hours for installation, resetting, and deinstallation. Additionally, we must dedicate time to guide and mentor our artists when they drop in at any given time looking for support, helping to build their confidence and abilities. Our team also helps with the organisation of opening events, funding applications, marketing, and design for each gallery exhibition.

The Art Trail Manawatū is another major undertaking that requires nearly four months of full-time effort to organize, in addition to our other commitments and objectives at Square Edge.

Our workload frequently exceeds the capacity of our small but dedicated team.

## OPPORTUNITIES AHEAD

A 2024 New Zealand study found that participation in arts and cultural activities has a measurable impact on community wellbeing. The study, using data from the New Zealand General Social Survey, shows that “active participation” in the arts (e.g. participating in visual art, performance art or dance workshops) enhances a sense of purpose, while “passive participation” (e.g. attending performances or visiting galleries) correlates with increased happiness and life satisfaction. For this reason, our focus remains on championing the vital role of artists in the Manawatū, and the significant impact the arts have on both our community and everyday lives. We continue to prioritise the mental and social wellbeing of our community through engagement with the arts.

We remain open-minded and curious about how we can ensure our services and offerings are accessible, inclusive, and representative of the entire community. We are committed to continuously improving in these areas.

We plan to expand our workshops and programming to offer even more opportunities for people to explore their creativity. We’re aiming to introduce a weekly “Fibre Arts Drop-in Day,” inviting artists working in a variety of mediums, including raranga, knitting, crochet, and thread and needle work, to create and collaborate in a shared space. This initiative stems from relationships built with Te Wānanga o Aotearoa and offers emerging artists the opportunity to learn alongside more experienced practitioners, fostering a supportive community of fibre artists. We hope to further expand this concept by facilitating weekly “Drop-in” days across different creative disciplines, building and strengthening the communities that exist within Square Edge.

In partnership with How2, we are working to bring more ethnic communities into Square Edge, ensuring that refugee and migrant community artists are not isolated but are supported by and connected to their creative community through workshop and exhibition participation.



Our commitment to honouring Te Tiriti o Waitangi remains strong, and we will continue to reflect on how our services and offerings align with this commitment in a meaningful way. The TUITUI Gallery has been an important step in this journey, and so our goal is to secure funding for this space for another 12 months to continue this vital work.

We are looking forward to hosting He Aho Tangata, the Rangitāne Arts Collective, for the second year of the annual Puanga exhibition. In 2025, they will take over the entire gallery, creating an incredibly special event for Te Papaioea.

We aim to engage more of our younger community—tamariki and rangatahi—at Square Edge and within our arts community, making sure Square Edge feels like their space to interact with also. To do this, we're expanding our workshop offerings for young people, especially during school holidays. Additionally, we are exploring opportunities for collaboration with local school groups alongside the team at Youth Space.

A recent Creative New Zealand report highlighted that creative professionals continue to earn significantly less than other New Zealand workers, with their income averaging around 60% of the national wage. In response, this year we are splitting the Manawatū Art Trail into two events. A weekend event in May at Caccia Birch will serve as a lead-up to the main Art Trail, offering a new opportunity for artists in Papaioea to market and sell their work. Artists have shared that events like this are incredibly valuable not only financially but also for their social wellbeing, as they help combat studio isolation and foster connection within the arts community.

We will be focussing on supporting emerging artists by offering workshops in areas such as funding, marketing, utilising social media, website development, and exhibition curation to increase confidence in their creative abilities and opportunities.

Our thanks and gratitude for the opportunity to submit this report and for the ongoing support the PNCC staff, our local city councillors, and Mayor Grant Smith offer to our organisation.

Ngā mihi nui,

**The Square Edge Management Team**

Rose Bourke – Artistic Director

Jane Humprey – Business Manager

*arts - together - transformation*

**Community Arts Palmerston North (SECA)**  
**Performance measure data for the period 1 January 2024 to 31 December 2024**

Performance measures		July-Dec 2022	Jan-Jun 2023	Jul-Dec 2023	Jan-Jun 2024	Jul-Dec 2024
'How much'	Total number of members	466	545	915	922	939
	Total number of walk-ins	107373	97906	99853	89119	75837
	Number of exhibitions held	17	17	21	22	22
	Number of artists profiled	324	170	156	55	243
	Total number of new artists exhibiting or engaging with SECA <i>*Measure replaced April 2023</i>	124	-	-	-	-
	Total number of artists exhibiting or engaging with SECA <i>*New measure April 2023</i>	-	116	45	164	283
	Number of workshops delivered	37	14	13	12	29
	Number of participants involved in the Artists Mentoring Programme <i>*Measure replaced April 2023</i>	7	-	-	-	-
	Number of programmes delivered <i>*New measure April 2023</i>	-	5	3	3	2

Performance measures		July-Dec 2022	Jan-Jun 2023	Jul-Dec 2023	Jan-Jun 2024	Jul-Dec 2024
'How much'	Number of participants involved in the programmes  *New measure April 2023	-	166	55	17	16
'How well'	Net Promoter Score (clients likely to recommend SECA to others, score ranging between -100 to +100)	82.6	52	50	70.2	58
	Percentage of participants completing the Artists Mentoring Programme.  *Measure replaced April 2023	100% (7 of 7 respondents)	-	-	-	-
	Percentage of participants completing the programmes.  *New measure April 2023	-	100% (166 of 166)	100% (55 of 55)	100% (17 of 17)	100% (16 of 16)
'Better off'	Percentage of members who report feeling better connected to the Palmerston North art community as a result of their SECA membership.	100% (136 of 136)	100% (29 of 29)	100% (26 of 26)	80% (68 of 85)	80% (82 of 102)
	Percentage of artists report they gained new connections and networks as a result of being profiled by SECA.	100% (53 of 53)	100% (53 of 53)	100% (14 of 14)	33% (28 of 84)	50% (51 of 102)

Performance measures		July-Dec 2022	Jan-Jun 2023	Jul-Dec 2023	Jan-Jun 2024	Jul-Dec 2024
'Better off'	Percentage of artists report they feel more confident to present their work.	100% (79 of 79)	100% (17 of 17)	100% (9 of 9)	64% (53 of 82)	64% (65 of 102)
	Percentage of artists who return to SECA for another arts opportunity.	39% (137 artists)	100% (116 artists)	40% (18 artists)	37% (62 of 164)	27% (76 of 283)
	Percentage of participants who report they learnt new skills and knowledge to enhance their artistic development.	100% (53 of 53)	100% (46 of 46)	100% (35 of 35)	65% (53 of 82)	72% (74 of 102)
	Percentage of participants who report a sense of whanaungatanga as a result of being involved in the Artists Mentoring Programme.  *Measure replaced April 2023	100% (165 of 165)	-	-	-	-
	Percentage of participants who report a sense of whanaungatanga as a result of being involved in a programme.  *New measure April 2023	-	100% (55 of 55)	100% (39 of 39)	63% (54 of 85)	79% (81 of 102)

Performance measures		July-Dec 2022	Jan-Jun 2023	Jul-Dec 2023	Jan-Jun 2024	Jul-Dec 2024
'Better off'	Percentage of participants in the Artist Mentoring Programme who report an increase in the sustainability of their artistic career.  <i>*Measure replaced April 2023</i>	100% (179 of 179)	-	-	-	-
	Percentage of participants in a programme who report an increase in the sustainability of their artistic career.  <i>*New measure April 2023</i>	-	100% (37 of 37)	100% (32 of 32)	33% (28 of 84)	0% (0 of 0)

## MEMORANDUM

**TO:** Culture & Sport Committee

**MEETING DATE:** 26 March 2025

**TITLE:** Annual Sector Lead Report: Creative Sounds Society Incorporated (The Stomach)

**PRESENTED BY:** Gillian Tasker, Community Development Advisor

**APPROVED BY:** Danelle Whakatihi, General Manager Customer & Community

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### RECOMMENDATION(S) TO CULTURE & SPORT COMMITTEE

1. That the Committee receive the memorandum titled 'Annual Sector Lead Report: Creative Sounds Society Incorporated (The Stomach)' presented to the Culture & Sport Committee on 26 March 2025.
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#### 1. ISSUE

- 1.1 Creative Sounds Society Incorporated (CSSI) (known as The Stomach) is delivering its third report (January-December 2024) as a Sector Lead organisation, which is appended to this memorandum as Attachment 1.
- 1.2 Reporting to Council is required under the Sector Lead Partnership Agreement structure.
- 1.3 Analysis of Creative Sounds' performance against agreed activities and outcomes is included in this memorandum below.

#### 2. BACKGROUND

- 2.1 On 8 June 2022, Council resolved to engage Creative Sounds as a Sector Lead organisation.

The Sector Lead Partnership model was trialled from 1 July 2022 – 30 June 2023, and was approved to continue, as per Council's resolution of 18 December 2023:

*'That Council approve the continuation of the Sector Leads Partnership model in principle, as per the Support and Funding Policy 2022, and note that appropriate budget will be established for Sector Lead partners within the draft 2024-2034 Long-Term Plan.'*

- 2.2 A three-year Partnership Agreement commenced between Creative Sounds and the Council in July 2022. The Agreement stipulates that activities funded

contribute to the achievement of priorities 1-4 within the Council's 2021-2031 Creative and Exciting strategic direction.

2.3 Reporting requirements within the Agreement include an annual report to Council covering the activities delivered and outcomes achieved in the preceding period.

**3. ANNUAL REPORT ANALYSIS**

3.1 Creative Sounds Society Incorporated is an independent charitable trust and receives multiple and diverse sources of funding, including from Palmerston North City Council, New Zealand Music Commission, Department of Internal Affairs Lottery Grants, Eastern and Central Community Trust and other funders. The Stomach works towards meeting several different investment outcomes through its activities and, therefore, their report includes activities that are not solely funded by Council.

3.2 Creative Sounds Society has supported the local music community with an all-ages music venue, recording and rehearsal facilities since its incorporation in 1988. Over the past thirty-six years Council has supported Creative Sounds with a lease agreement for the Council-owned music studio space, and with an operational grant. Additionally, Creative Sounds has raised significant funding to expand and upgrade the building in partnership with Council.

3.3 The amount of funding Creative Sounds receives through this Sector Lead Partnership Agreement is \$110,000 per annum (plus GST). Funding has been adjusted for inflation in years two and three, with an additional pro rata allocation of funding in year three from the increased Strategic Priority Grant funding allocated by Council through the Long-Term Plan 2024-2034 deliberations. Funding for the current financial year totals \$126,500.

**3.4 Table 1: Assessment of activities**

<b>Strategic Alignment</b>	<b>Activity</b>	<b>Comment</b>	<b>Assessment</b> (Not met; developing; or met)
<b>Creative and Exciting activities</b>			
Priorities 1, 2, 3 & 4	Deliver regular gigs for people of all ages and diverse interests featuring local, national, and international artists who might not otherwise be booked in commercial spaces or tour to this	Creative Sounds is performing well in this activity, hosting a diverse range of performers including school bands, cultural and community groups. Their commitment to	Met

	City	engaging young audiences was demonstrated by inclusion of a children's matinee show in SwampFest 2024.	
Priorities 1, 2, 3 & 4	Provide an industry standard, professional style, recording studio of considerable size and flexibility for local musicians of all ages and abilities with a low-cost, affordable pricing model	Creative Sounds operate The Stomach facilities to a high standard and continue to work to ensure access barriers are low.  Staff note their intention to develop a mobile recording studio to better reach schools and community groups.	Met
Priorities 1, 2, 3 & 4	Provide publicly accessible and affordable, high quality rehearsal spaces and equipment for local musicians	Creative Sounds is performing well in this activity.  It is encouraging to see families using The Stomach rehearsal facilities to nurture their children's interest in music.	Met
Priorities 1, 2, 3	Provide equipment hire, such as vocal PA and backline to support local musicians	This is a successful initiative with the music instrument and backline library supporting community and Council events.  Creative Sounds acknowledge that staffing shortages have impacted their participation in some community events; however, they have continued to deliver to a high standard where capacity has allowed.	Met
Priority 4	Create and maintain a	Creative Sounds have	Met

	network of connections to the broader New Zealand music community and industry	demonstrated strong leadership, playing a key role in the incorporation of national advocacy group Independent Music Venues Aotearoa, and in representing the region at national music summits.	
Priorities 1, 2, 3 & 4	Provide education and mentoring opportunities for local musicians	The range of workshops, activities and programmes offered by Creative Sounds has been extended by their partnership with the NZ Music Commission.  Their program <i>To the Front</i> is an example of a highly successful three-year partnership with Girls Rock Aotearoa and Youth Space to support young women and gender diverse youth to confidently express their voices in music.	Met
Priorities 1, 2 & 3	Be accessible for people who experience challenges to participation in music, because of age, gender, identity, ethnicity, socio-economic situation, disability or neurodiversity	Creative Sounds is well established as an intentionally inclusive and welcoming organisation and facility, allowing a wide range of groups to express themselves creatively.  Staff note that Creative Sounds' reduced capacity to introduce new people to the facilities may have affected engagement from disabled community	Met

		members.	
Priority 4	Positively promote Palmerston North via the organisation's highly regarded reputation among the New Zealand music community as well as through regular engagement with touring artists, and promotion of Palmerston North gigs and local music scene via The Stomach newsletter and other outlets such as local and national media	Creative Sounds is very active in this area. Developing partnerships with regional and national music organisations has encouraged national and international touring artists to come to Palmerston North and provided local artists with opportunities to connect and go on tour.	Met
<b>Sector Leadership activities</b>			
Priority 3	Provide capacity-building and support for other community organisations to develop and connect	Creative Sounds are connectors for local and regional music educators, theatres, schools, social and disability service providers to other musicians, local and national venues, promoters and radio networks.	Met
Priorities 1, 3 & 4	Deliver the highest level of expertise and highest quality service	Creative Sounds adapted their recording operations to maintain their high standards in the face of funding challenges and the loss of the Outreach Coordinator role.	Met
Priorities 3 & 4	Think, work and advocate strategically	This area is a strength of Creative Sounds.  Creative Sounds are active contributors to the Sector Lead	Met

		network group and champion grassroots music venues nationally.	
Priorities 3 & 4	Have robust strategic and business plans in place	Creative Sounds have negotiated a difficult funding environment and the loss of a key staff position with the support of their staff, and by leveraging their local, regional and national community connections.	Met

- 3.5 Alongside an annual report which provides information on the agreed activities, Sector Lead organisations are required to provide six-monthly performance measure data for a range of indicators related to their activities.
- 3.6 The measures are based on a Results Based Accountability approach, where impact of effort is demonstrated by measurement of who is 'better off' as a result of the activities or services, as well as 'how much' of the activity or service was delivered and 'how well' it was delivered. The performance measure data provides an evidence base to support the information in the annual report. Performance measure data for the period 1 January 2024 to 31 December 2024 is appended to this memorandum as Attachment 2.
- 3.7 The accessible and supportive environment offered at The Stomach helped Creative Sounds to maintain membership numbers (currently at 336 members), despite the loss of the Outreach Coordinator role and an associated reduction in member newsletter communications.
- 3.8 However, the loss of the Outreach Coordinator may have resulted in the reduction noted of members perception of feeling connected to the music community as a result of their involvement with The Stomach and Creative Sounds Society. The data shows a reduction from 84 percent of members feeling connected in the first half of 2024 to 54 percent in the second half of the year, following the loss of the Outreach role. Staff capacity has also likely affected the number of education activities delivered and the associated education activity attendee numbers, both declining in the second half of the year.
- 3.9 Despite these challenges staff note an increase in the number of clients accessing the recording studio and recording hours over the past year. Creative Sounds staff have focussed on completing complex projects for clients seeking high-quality outcomes. Their commitment to fostering enduring

relationships has helped to further build their reputation for providing meaningful support and outstanding production services.

**4. CONCLUSION**

- 4.1 This memorandum has provided background to and comment on the annual report of Creative Sounds Society Incorporated (The Stomach) for 2024.
- 4.2 Staff have assessed that Creative Sounds is performing well against their agreed activities across the board.

**5. NEXT STEPS**



- 5.1 Staff will continue to support Creative Sounds to deliver the wide-ranging activities and initiatives covered by the Partnership Agreement.
- 5.2 In September 2024 staff completed an evaluation to determine continued partnership with Creative Sounds as a Sector Lead organisation. It was confirmed that Creative Sounds continue to demonstrate the six criteria of sector leadership, and they were invited to submit a proposal and budget for negotiation of their 2025-2028 Sector Lead Partnership Agreement. Their proposal details their contribution to achieving outcomes that align with Council's goals and outcomes in the Oranga Papaioea City Strategy 2024-2034.
- 5.3 Staff expect to complete negotiation of the 2025-2028 Partnership Agreement with Creative Sounds by 31 March 2025, with the new agreement to begin from 1 July 2025.
- 5.4 Creative Sounds will present its next Annual Report, covering year one of the 2025-2028 agreement, early in 2026. Further staff commentary on progress will also be provided at that time.

**6. COMPLIANCE AND ADMINISTRATION**

Does the Committee have delegated authority to decide?	<b>Yes</b>
Are the decisions significant?	<b>No</b>
If they are significant do they affect land or a body of water?	<b>No</b>
Can this decision only be made through a 10 Year Plan?	<b>No</b>
Does this decision require consultation through the Special Consultative procedure?	<b>No</b>
Is there funding in the current Annual Plan for these objectives?	<b>Yes</b>
Are the recommendations inconsistent with any of Council's policies or plans?	<b>No</b>
The recommendations contribute to: Whāinga 2: He tāone whakaihiihi, tapatapahi ana Goal 2: A creative and exciting city	

<p>The recommendations contribute to this plan:</p> <p>5. Mahere toi</p> <p>5. Arts Plan</p> <p>The objective is: Support community arts initiatives and organisations</p>	
<p>Contribution to strategic direction and to social, economic, environmental and cultural well-being</p>	<p>Sector Lead Organisations contribute to the achievement of Council's strategic direction, particularly Goals 2, 3 and 4, which seek to enhance the social, economic, environmental and cultural wellbeing of the community.</p>

**ATTACHMENTS**

1. Creative Sounds Society Incorporated (The Stomach) Annual Sector Lead Report for 1 January 2024 to 31 December 2024 [↓](#) 
2. Creative Sounds Society Incorporated (The Stomach) Performance measure data for 1 January 2024 to 31 December 2024 [↓](#) 

## SPG Sector Leads Report

### Creative Sounds - The Stomach

#### Section 1:

##### Introduction

Creative Sounds - The Stomach remains a vital hub for music and creativity in Palmerston North. We provide an all-ages, affordable, and accessible space for musicians, artists, and the wider community, offering a live venue, recording studio, rehearsal space, and educational programs. Governed by a volunteer management committee and led by manager Abi Symes, our dedicated team continues to adapt to industry challenges while ensuring the community benefits from our resources and expertise.

In 2024, we navigated staffing and funding challenges while maintaining a high level of service.

We faced significant transitions, particularly the conclusion of the Community Outreach Coordinator role funded by Manatū Taonga. To address this (and with PNCC's help) we increased Sam Sheppard's hours to support admin, rehearsal room maintenance, event organization, night let-ins, and weekend operations. This adaptability highlights our team's commitment to maintaining high-quality service despite funding challenges.



We also had great success promoting The Stomach at a national level through our participation in national advocacy group Independent Music Venues Aotearoa (IMVA), and attending major industry events to further solidify our role as a leader in the music sector.

## Section 2: Contribution to PNCC Outcomes

In 2024 we continued to contribute to PNCC’s strategic priorities, summed up by the vision of ‘He iti rā, he iti pounamu’. We know our mahi is crucial to promoting Palmy as a creative and exciting city, both to our own locals and to others across the motu.

### Priority 1. Create a city that has great places for all people



The Stomach continues to be a dynamic, exciting space where we strive to make all people feel welcome. This year, we hosted 45 gigs, workshops, and open mic nights, featuring 360 individual performers and nearly 1,000 attendees. Our doors have been open to groups such as Highbury Whānau Centre, MidCentral Youth Group, and Oranga Tamariki, providing a safe and creative space for music-making and self-expression. We’ve also maintained strong partnerships with Creative Journeys, Play It Strange, YouthLine’s LGBT+ group, Agape Fellowship support group, fostering a sense of community through music and ensuring that music remains accessible to all.

Beyond our own events, our rehearsal spaces and venue have been home to diverse groups like

Samba Ao Vento, Palmy Up Beats, MASH Trust and Options clients, high school concert bands (hosting three local high schools and their whanau for a joint concert). These events reinforce

the role of The Stomach as a true community hub where culture and creativity thrive. We have seen an increase in families using the rehearsal space too.

*“Our family discovered the Stomach a couple years ago. Our two children had been doing music lessons through school - the drums. They were so keen to show us what they had learned, but with not having our own drum kit at home this was tricky. Enter the stomach and a whole new way of connecting with and encouraging our children opened up to us. We love our visits to the Stomach and our (almost weekly) visits are much looked forward to with great excitement and are a highlight of the week for us all. The Stomach is such an amazing venue. The staff are full of knowledge and are welcoming and helpful - nothing is a problem, the space has such a wonderful vibe. It is incredibly affordable which means we can visit often. It is a safe space where as a whanau we feel welcomed and our children feel able to learn and experiment and express themselves creatively. As a mum of children who are incredibly interested in music knowing there is a local space where they can nurture and follow this interest, that is safe and affordable and supportive is really amazing. I can not say how much we value The Stomach.”*

**- Dee Swanerton**

**Priority 3. Be a creative city that nurtures and celebrates the arts**

Music is an integral part of Palmerston North’s identity, and we take pride in fostering its history and diversity. SwampFest 2024 was a testament to this, bringing together 30 bands, 87 individual performers. The festival included a successful kids’ matinee show, highlighting our commitment to engaging younger audiences and making live music more accessible to families.

**2024 SwampFest highlights**

- BBQ launch featuring debut performance from Radio Control’s very own DJ Paigey



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- Saturday afternoon kids secret show featuring The Nerines, Persimmon and Just George
- NutellaMonk’s first show in 10 years
- 240 attendees over two weekends.

### **Girls Rock Aotearoa**

Girls Rock Aotearoa also hosted the To The Front program at The Stomach for the third year. The program fosters inclusivity, with 15 young women, non-binary, and trans youth participating in music creation workshops. By providing a safe and supportive environment for underrepresented voices in music, we are actively shaping a more diverse and vibrant creative landscape.

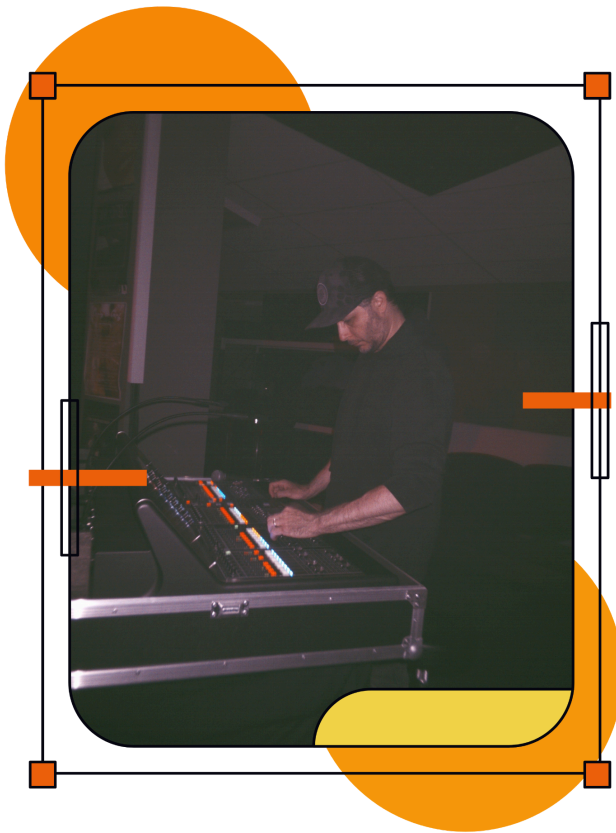
- **Participant feedback:**
  - *73% of participants felt more confident in their musical abilities after attending To the Front.*
  - *91% agreed that their experiences at To the Front had motivated them to continue making music after the programme.*
  - *100% of participants indicated that they had learned some new skills during their time at To the Front.*



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- **Mentor feedback:**

- 87.5% of mentors learnt new skills from the programme.
- 100% felt we met our objective to help young women, trans, and non-binary youth build confidence and practical skills in songwriting and music through tutoring and practice.
- 100% felt we met our objective to utilise the talent of local songwriters and music-makers to help mentor and guide participants.
- 87.5% felt we met our objective to educate young people through talks and collaborative workshops on songwriting, design, DIY, and confidence building.
- 100% saw a big improvement in campers' confidence by the end of the programme.



### Recording highlights

The Stomach's high quality is a launchpad for artistic development. Our recording studio saw 73 unique users this year, with 814 hours of booked studio time.

- Bad Schematics recorded an album that debuted at number 4 on the Official New Zealand music charts.
- Government Pest recorded an album using Creative Communities funding:

*"The Stomach is already great. It is a safe place that anyone can go to and it continues to nurture and support the local and national music scene. I have been a user and supporter of the stomach since the early 90s and I know it is an invaluable asset to Palmy and Aotearoa in general. In tough times like we now have it is essential to have a place like the stomach for the local communities well being."*

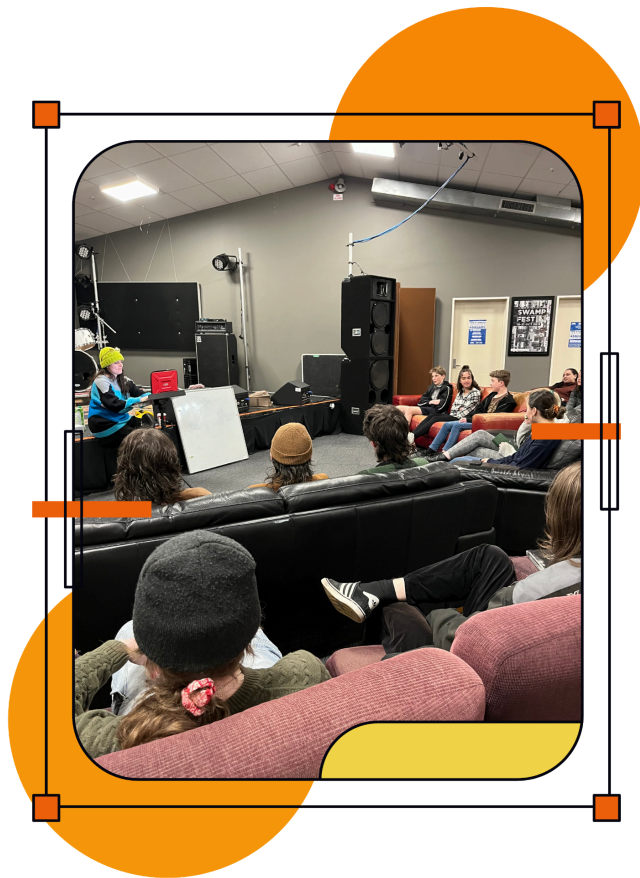
**Murray Shaw**

- Te Whatu Ora’s mental health service brought in a young client to create their own beats and music as part of their treatment.
- Recording Trinity music exams to support young musicians’ development.
- We’re making the most of our incredible studio resources by having Sam record smaller projects in the evenings, on top of Nigel’s regular recording sessions during the day. This has also given Nigel space to work on some more significant projects and make the most of his impressive skillset.
- Offsite recording at Hiwinui School to capture their school production, using our satellite recording equipment.
- Nigel created a unique recording experience for a Play It Strange participant with a passion for the Beatles’ music by replicating their original recording techniques, which amazed the young musician and his family.
- Our enduring relationship with Radio Control has produced more live-to-air recordings - these video/audio collaborations are valuable as promo for us, but also incredibly important for local musicians to easily share their work to a wider audience.

#### **Workshops and other activities**

Our partnerships with the NZ Music Commission and various industry professionals have helped us deliver workshops, from Gig Starters training to voiceover intensives, ensuring that emerging artists have access to valuable learning opportunities.

- YouthLines LGBT+ group used our space for a history of NZ queer music.
- Creative Spaces filmed advocacy videos.
- Epic Music Academy ran a youth band quest.



- Gig Starters workshop (NZ Music Commission)
- Corrections ran a music program.
- Basement Intensive (voiceover workshops with Tessa Livingston)

*“As part of our Basement Intensive programme, Centrepont Theatre partnered with Creative Sounds Society. Their support allowed us to provide a professional studio experience for participants in our voiceover workshop.*

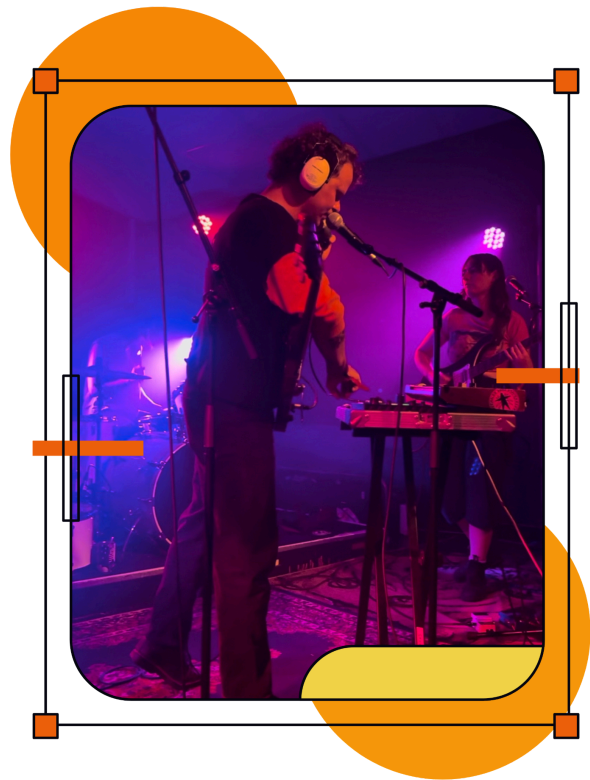
*The Stomach’s team was incredibly helpful, ensuring a smooth and supportive environment for our tutor and participants. Their technical expertise and equipment enhanced the learning experience, allowing attendees to engage in industry-standard recording practices. This collaboration provided emerging creatives with valuable hands-on experience in a professional setting, strengthening our commitment to nurturing local talent.*

*We deeply appreciate The Stomach’s contribution to our programme and look forward to future opportunities to work together. - Leona Revel Outreach Director*

#### **Priority 4. Develop a national reputation as an exciting city with plenty to do at night and on weekends**

The Stomach continues to be an essential part of New Zealand’s live music scene, maintaining ties with organisations and groups across the motu:

- Hosted 5 international acts (USA + Australia), thanks in part to the revival of Camp A Low Hum.
- Actively engaged in national discussions about the live music sector, with manager Abi Symes speaking at the NZ Music Month Summit and the Value of Live Performance Summit. They also attended Going Global.
- Played a key role in incorporating Independent Music Venues Aotearoa (IMVA), ensuring that alcohol-free/all-ages venues and regional



spaces have a voice in national advocacy efforts for venues as a group.

- Continued close collaboration with Snails, sharing calendars to avoid event clashes and providing free backline and PA support for their 10-year anniversary celebration.
- Supplied backline support for major community events, including PNCC-sponsored initiatives and The Globe Theatre.

**Value of Live Performance Summit**

Abi was invited to speak at the Value of Live Performance Summit to discuss the impact of new research on regional areas. The study revealed that the live performance sector contributed at least \$17.3 billion in social and economic value to Aotearoa in the 12 months to June 2024,

highlighting the significant role of live performance in communities nationwide.



Representing The Stomach and the wider regional music scene, Abi spoke about how these findings reinforce the importance of investment in grassroots venues and local events. In regional areas, live performance not only drives economic benefits but also strengthens community identity, provides vital creative opportunities, and enhances overall wellbeing.

The discussion emphasized the need for continued support to ensure that regional arts spaces can thrive alongside their urban counterparts, benefiting both artists and audiences. The panel was well received, with strong engagement around the unique challenges and opportunities facing regional venues.

**NZ Music Month Summit**

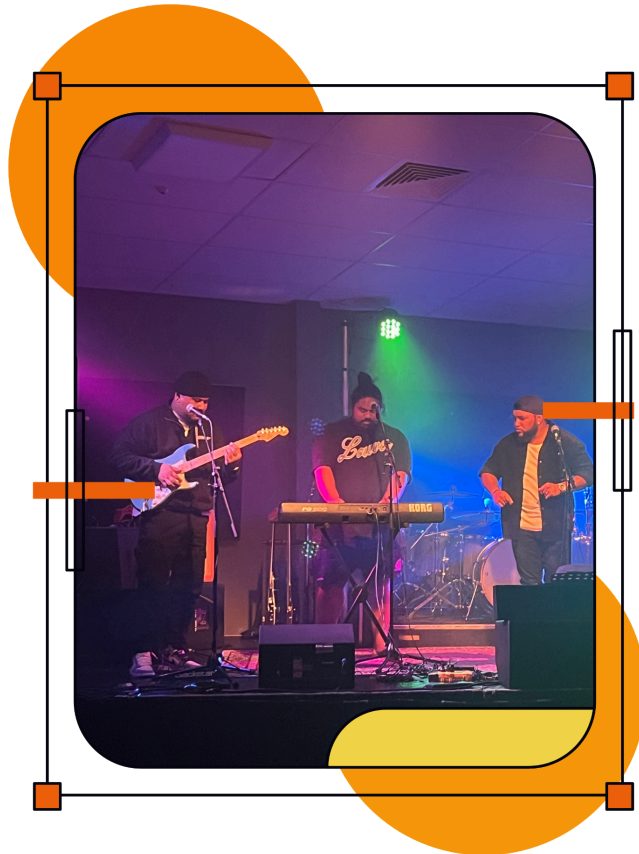
The panel brought together community hubs from across the motu, highlighting

the importance of grassroots spaces in uplifting diverse voices and scenes. The discussion was well received, with Minister Goldsmith staying for the entire session, showing a genuine interest in the kōrero.

### Section 3: Challenges and opportunities ahead

#### Challenges:

- The expiration of Manatū Taonga funding for the Community Outreach Coordinator role significantly impacted our capacity to support external events and maintain a strong social media presence.
- We've continued to try and secure Creative NZ funding but have been unsuccessful, despite meeting eligibility criteria.
- In general, the funding landscape is difficult to navigate - funds are over-subscribed and need is greater across the board.
- Staffing shortages limited our ability to participate in key community events such as Dream Summit, Palmy Playfest, and Fale Pasifika.



#### Opportunities:

- Exploring the expansion of our recording services to include mobile studio options for schools and community groups.
- Strengthening partnerships with regional and national music organizations to bring more touring artists through Palmerston North. These partnerships also strengthen bonds

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between our touring and local bands, supporting our own artists to tour and promote Palmy in other cities.

- Continuing to advocate for better funding models for independent venues through IMVA.

## Section 4: Reflections and conclusions

### Reflections

The independent music sector remains a vital yet fragile ecosystem, especially in regional areas like Palmerston North. The Stomach’s work throughout 2024 has reinforced that grassroots music venues are more than just spaces for performance; they serve as community hubs, education centers, and incubators for creative growth. However, funding limitations and staffing challenges continue to place pressure on organizations like ours.

Our involvement with Independent Music Venues Aotearoa (IMVA) and participation in national conversations, such as the Value of Live Performance Summit, have strengthened our understanding of the broader industry landscape. We look forward to continued learning in this area to help us strengthen The Stomach’s role not only as an artistic space but also as a community well-being facilitator.

While The Stomach has long been a leader in the grassroots music space, 2024 has shown us that leadership is as much about advocacy and collaboration as it is about providing high-quality services. Our work with IMVA, support for Snails, and participation in national summits have reinforced that regional voices need to be actively included in conversations that shape the future of live music in New



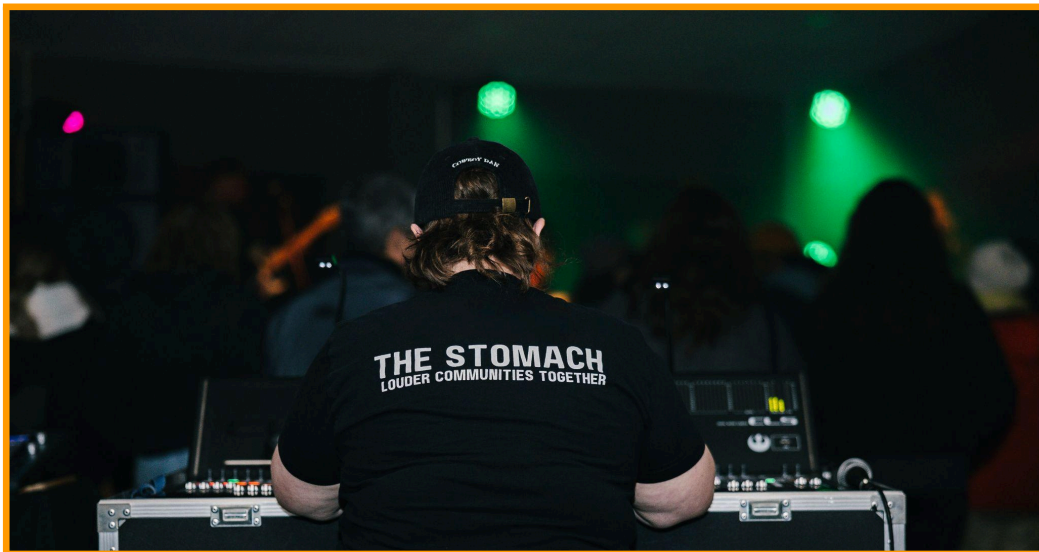
Zealand. Leadership also means ensuring sustainability—developing adaptive strategies that allow us to continue serving our community despite funding instability.

We are proud that The Stomach remains a beacon of accessibility, inclusion, and artistic development. Our ability to pivot and find solutions—such as increasing Sam Sheppard’s hours to compensate for lost funding—demonstrates our commitment to our core mission. However, as the landscape continues to shift, we recognize the need for stronger advocacy and more diverse funding strategies to ensure our long-term health.

### **Looking ahead**

2025 presents both challenges and opportunities. The expiration of key funding streams will require us to be more proactive in securing alternative financial support. We remain hopeful that our continued involvement with IMVA and our strengthened industry connections will open doors to new partnerships and resources.

We see immense potential in expanding our recording services, bringing in more touring acts, and strengthening our relationships with regional and national music organizations. By fostering these connections, we can not only enhance the cultural fabric of Palmerston North but also provide more opportunities for our local artists to grow and thrive.



### Conclusion

The Stomach is the same welcoming, dynamic and exciting space it has been since inception. Despite challenges, we have continued to offer a welcoming, vibrant, and supportive space for musicians and the wider community. Our work aligns closely with PNCC’s strategic priorities, and we remain deeply committed to fostering creativity, inclusivity, and cultural vibrancy in Palmerston North.

As we look to the future, we recognize that our strength lies in our community—our artists, our audiences, and our supporters. By continuing to champion independent music, advocate for regional arts funding, and provide high-quality creative opportunities, we ensure that The Stomach remains a cornerstone of Aotearoa’s music landscape. Our goal is clear: to keep the music alive, thriving, and accessible for all.

### Ngā mihi nui

We are so immensely grateful for PNCC’s ongoing support of our important mahi. We know how lucky we are to be in a relatively secure position considering the challenges community groups in general are facing with funding limitations and increased need.

Nothing we do would be possible without your support, and we thank you from the bottom of our hearts.



**Creative Sounds Society Incorporated (The Stomach)**  
**Performance measure data for the period 1 January 2024 to 31 December 2024**

Performance measures		July-Dec 2022	Jan-Jun 2023	Jul-Dec 2023	Jan-Jun 2024	Jul-Dec 2024
'How much'	Total number of members	300	310	334	334	336
	Number of member newsletters sent	5	8	8	6	2
	Number of users accessing The Stomach or CSSI's services who self-identify as having a disability	80	90	90	50	40
	Number of clients who accessed the recording facilities	137	185	62	37	42
	Total number of hours clients spent using the recording/rehearsal facilities <i>*Measure replaced March 2023</i>	593	-	-	-	-
	Number of recording hours <i>*New measure March 2023</i>	-	1007	635	344	470
	Number of rehearsal hours <i>*New measure March 2023</i>	-	1130	1160	989	889
	Number of groups/settings engaged with for an education session	16	15	10	12	15

Performance measures		July-Dec 2022	Jan-Jun 2023	Jul-Dec 2023	Jan-Jun 2024	Jul-Dec 2024
'How much'	Number of education activities delivered	21	22	20	15	10
	Number of attendees at education activities	147	150	100	95	85
	Number of events and shows delivered	21	32	20	20	21
	Number of musicians and technicians engaged in the events and shows	165	301	220	178	177
	Number of attendees at events and shows	700	1144	860	448	464
'How well'	Net Promoter Score (clients likely to recommend CSSI to others, score ranging between -100 to +100)	88	97	69	19	39.1
'Better off'	Percentage of members who report feeling better connected to the music community as a result of their involvement with The Stomach and CSSI	72% (18 of 25 respondents)	88% (16 of 18)	86% (25 of 29)	84% (16 of 19)	54% (30 of 55)
	Percentage of clients who report that as a result of accessing the facilities they have achieved their musical or self-defined goal	79% (19 of 24)	61% (11 of 18)	59% (16 of 27)	63% (12 of 19)	72% (26 of 36)
	Percentage of attendees who report that they learnt something new about music as a result of the educational activity	84% (21 of 25)	100% (15 of 15)	86% (24 of 28)	79% (15 of 19)	100% (54 of 54)

Performance measures		July-Dec 2022	Jan-Jun 2023	Jul-Dec 2023	Jan-Jun 2024	Jul-Dec 2024
'Better off'	Percentage of musicians/technicians who report feeling more confident about performing for a live audience and/or delivering a show	100% (15 of 15)	100% (10 of 10)	72% (18 of 25)	65% (11 of 17)	96% (27 of 28)



## MEMORANDUM

**TO:** Culture & Sport Committee

**MEETING DATE:** 26 March 2025

**TITLE:** The Regent Theatre Trust: Six-Month Report 1 July - 31 December 2024 and Draft Statement of Intent 2024-27

**PRESENTED BY:** Sarah Claridge, Governance Advisor

**APPROVED BY:** Cameron McKay, General Manager Corporate Services

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### RECOMMENDATIONS TO CULTURE & SPORT COMMITTEE

1. That the Committee receive the Six-Month Performance Report 1 July - 31 December 2024 (Attachment 1) submitted by the Regent Theatre Trust.
  2. That the Committee receive the draft Statement of Intent 2025-28 (Attachment 3) submitted by the Regent Theatre Trust.
  3. That the Committee agree that the recommended comment on the draft Statement of Intent 2025–28 outlined in Table 3 be advised to the Regent Theatre Trust Board.
- 

### 1. ISSUE

- 1.1 The Regent Theatre Trust (the Regent) has delivered its six-month report (1 July - 31 December 2024) and draft Statement of Intent (SOI) 2025-28. This report includes analysis of both documents, which are appended to this memorandum.
- 1.2 The purpose of this report is to provide an opportunity for the Committee to give feedback to the Regent on their draft SOI.
- 1.3 Under the Local Government Act 2002 (LGA), when preparing the final SOI, a Council Controlled Organisation (CCO) must consider any comments made on the draft by the Council, prior to delivering a final SOI by 30 June 2025.

### 2. BACKGROUND

- 2.1 The Regent was set up as a CCO to independently manage and promote the Regent Theatre as the preferred local venue of choice for international, national, and local performing arts experiences catering to culturally diverse people of all ages.
- 2.2 A CCO is an organisation in which Council has the right to appoint at least 50% of the trustees and must work towards Council's objectives on its behalf.

- 2.3 In February 2025, Council resolved to make the Regent Theatre Trust an exempt organisation under the LGA for three years. This means that the Trust no longer has to comply with the auditing and reporting requirements of the LGA. However, in order to maintain oversight of the Trust, Council requested the Regent continue to present an annual Statement of Intent and unaudited Annual Report.
- 2.4 The exemption will take effect from the 2025/26 financial year. For the current reporting period, a six-month report (Attachment 1) and an audited Annual Report 2024/25 will be required.

**Seismic Strengthening Investigation**

- 2.5 The Regent Theatre is scheduled to undergo seismic strengthening in 2026/27 (Year 2 of the SOI). An investigation will take place next year (2025/26), which will inform the work required to bring the Theatre up to at least 67% of the National Building Standards. The impact on the ability of the Regent to function and operate will not be known until the investigation has been completed.

As the impact on the theatre is still unknown, the Board have not adjusted the performance measures for 2026/27 or 2027/28 in the draft SOI at this stage.

**3. COUNCIL OBJECTIVES FOR THE REGENT THEATRE 2025-2028**

- 3.1 It is good practice for a shareholder of a CCO (ie. Council) to outline what it expects of its CCO, and to clarify the roles and responsibilities of the CCO Board and Council in a Statement of Expectations (SOE).
- 3.2 In September 2024, Council agreed a three-year Statement of Expectations (SOE) 2025-2028 for the Regent Theatre. The SOE aligns with the objectives from Council's Oranga Papaioea City Strategy and strategic plans, in particularly the Arts Plan.
- 3.3 Council's priorities under the Arts Plan for the Regent Theatre are:

- **Objective 1: Provide and support cultural facilities**  
The Regent on Broadway will provide opportunities for our city communities to attend and take part in a wide variety of performances.
- **Objective 2: Support community arts initiatives and organisations**  
The value of the arts is evident in our cityscape. There is support for local arts organisations and creative initiatives.
- **Objective 3: Provide, fund, and support city and community events**  
There is a variety of local city and community events and festivals throughout the year. Communities have opportunities to share and celebrate their cultural identity and interests. New and developing events attract and engage new audiences.

3.4 The Regent has incorporated these objectives into their key performance indicators which are grouped as:

- To be a venue for exciting community and performing arts experiences for the people of Palmerston North and the wider Manawatū region including recognising the role of local tangata whenua and heritage status of the building.
- To engage in effective collaboration with our stakeholders and clients, enabling the best customer experiences.
- To engage with diverse audiences via a marketing and promotion strategy that is continually developing and responding to regional demographics and artistic/cultural trends.

**4. PERFORMANCE FOR THE SIX MONTHS JULY TO DECEMBER 2024**

4.1 Six-month reports allow Council to track the Regent's progress against their SOI and the Council's objectives listed in the SOE. This six-month report covers the first six months of the SOI 2024-2027. This will be the last six-month performance report from the Regent Theatre under the new exemption regime.

4.2 The Regent has had a busy six months. Highlights from the Regent's six-month report (Attachment 1) include the following:

- Pasifika Fusion saw 7,211 people attend over three days.
- Act 3 Productions had a successful season of Kinky Boots, with 5,152 people attending.
- Hosted Performing Arts Competitions Association of New Zealand (PACANZ) for their event during October. This was very successful for the theatre and had a large economic impact for the city.
- National Touring events: Crowded House (1,288) and the Royal New Zealand Ballet (984) performed to large crowds.
- Touring tribute bands Pink Floyd Experience, Dancing Queen (ABBA), Fleetwood Mac and Bee Gees continue to be popular.
- Continued community use from schools, dance schools and tertiary institutions for prize-givings and productions.
- Grant funding totalling \$130,000 received for the purchase of LED theatre lights in the Auditorium (\$100,000 from Central Energy Trust and \$30,000 from the Friends of the Regent).
- Took over running the bar and refreshments from the Friends of the Regent

4.3 Most of the Regent's performance measures are on track to achieving their target (see Attachment 2). There is one target, 'total number of prize-givings' that is not likely to be achieved, primarily because prize-giving season (the end of the year), for this reporting period has now passed. The failure to meet

the target perhaps highlights the issue of having performance measures that are too narrow in scope, especially when success is reliant on events occurring at a specific time in the year.

4.4 For comparison, Table 1 compares the last three years' results.

**Table 1: Comparing the first six months of the financial years 2022, 2023 and 2024**

Measure		YTD 31 Dec 2022	YTD 31 Dec 2023	YTD 31 Dec 2024	3 Year Trend
<b>Live nights</b> – performances in the auditorium	Actual	144	74	89	/
<b>Patronage</b> – total attendance	Actual <b>Target*</b>	64,654 <b>37,500</b>	52,340 <b>43,500</b>	63,746 <b>44,500</b>	↑
<b>Summary of events</b> – total use of the theatre	Actual <b>Target*</b>	256 <b>140</b>	238 <b>150</b>	232 <b>185</b>	→
<b>Ratio of Community/ Commercial events</b>	Actual <b>Target</b>	80/20 <b>70/30</b>	77/23 <b>70/30</b>	69/31 <b>70/30</b>	→
<b>Number of Professional users</b> in the auditorium	Actual	16	17	23	↑
<b>Number of Community users</b> in the auditorium	Actual	N/A	31	39	↑

\*Target is for the six-month mark

4.5 Patronage figures have increased this reporting period to 900 shy of the post-Covid boom of 2022. This is despite there being 55 fewer 'live nights' in the 2024 reporting period compared to 2022. This is an indication that the shows on offer are attracting audiences.

4.6 The ratio of community/commercial events continues to shift towards more commercial events, which is good for the financial viability of the theatre. The number of live nights has increased from 2023, with professional events totalling 23 in this reporting period compared to 16 in 2022.

### Financial Commentary

4.7 Table 2 summarises the Regent's financial situation.

4.8 Revenue has increased significantly due to the Regent bringing the refreshments in house. Recoverables have also increased. In turn, this has increased expenditure as the Trust have had to purchase stock for both activities.

- 4.9 The Trust's current assets (mainly cash) is almost four times its current liabilities which indicate the Trust's ability to satisfy its current obligations.
- 4.10 The Trust's operating activity resulted in a large cash surplus at 6 month's-end of \$100,000 more than December 2023.

**Table 2: Financial Information for Six-Month Report**

Summary Financials (\$000)	July - December 2024			July - December 2023	
	Actual	Budget	Variation	Actual	Variation.*
<b>Financial Performance</b>					
PNCC Grants	140,656	135,305	5,351	129,008	11,648
Total Revenue	771,336	516,471	254,865	546,247	225,089
Total Expenses	640,327	425,565	214,762	434,412	205,915
Net Surplus (Deficit)	131,009	90,906	40,103	111,835	19,174
<b>Financial Position</b>					
Current Assets	826,330	748,368	77,962	713,943	112,387
Total Assets	1,465,230	1,430,238	34,992	1,295,921	169,309
Current Liabilities	196,116	148,007	46,742	194,749	1,367
Total Liabilities	196,116	148,007	46,742	194,749	1,367
Equity	1,269,114	1,282,231	-13,117	1,104,122	164,992
<b>Cash Flows</b>					
Total Net Cash Flows	195,279	64,789	81,190	145,979	49,300
Opening Cash	349,852	349,852	0	297,629	52,223
Closing Cash	545,131	414,041	131,090	443,608	101,523

\* when compared to the same period 12 months ago

**5. DRAFT STATEMENT OF INTENT 2025-2028**

- 5.1 The Board's focus for this SOI is to build on their success and, where possible, endeavour to increase the use of the venue to help make the city's vision a reality.
- 5.2 The Board has presented a draft SOI that aligns with Council's strategic direction and addresses the SOE, as outlined in Table 3 below.

**Table 3: Comparison of The Regent SOI with Council’s Statement of Expectation**

Statement of Expectation	The Regent’s Draft SOI 2025-28	Comments + Recommendations for Final SOI 2025-28
<p>Contribute towards achieving the objectives in the Arts Plan and align activities to Council's overall vision, goals, and Oranga Papaioea City Strategy.</p>	<p>The City Vision Statement (page 5) sets out how the Regent's activities align with Council's 4 Goals.</p>	<p>No comment.</p>
<p>Develop 4-6 high-quality performance measures with Officers.</p>	<p>The Regent has listed 13 performance measures in its draft SOI.</p>	<p>Potential to condense several of the performance measures together. For example, the number of prize-givings, tertiary graduations and school concerts could be made into one – for example Number of events held by educational facilities.</p> <p><b>Recommendation:</b> Officers will work with Regent to reduce total number of performance measures to 4-6.</p>
<p>Outline approach to good governance practices, financial sustainability, and environmental sustainability.</p>	<p><b>Governance practices:</b> In the governance section (page 5) the Board's approach to governance is to adopt 'best practice' and for Board Members to reflect the diversity of Palmerston North and surrounding region.</p> <p><b>Financial Sustainability:</b> Action in Objective 1 (page 7) to continue to seek funds – either via the Friends of the Regent or other sources.</p> <p>Please also see the financial analysis in section 5.3 and Table 4 which highlights the Regent's financial situation.</p>	<p>No comment.</p>

Statement of Expectation	The Regent's Draft SOI 2025-28	Comments + Recommendations for Final SOI 2025-28
	<p><b>Environmental Sustainability</b></p> <p>The areas of focus to improve the environmental sustainability of the theatre are mentioned under Goal 4 (page 6.</p> <p>Ongoing activity to incrementally replace the lighting in the theatre to LED Luminaires with a target of % of lighting in the theatre being LED: 65%, 70%, 75% over the next few years.</p>	
<p>Outline your approach to upholding the mana of Te Tiriti o Waitangi including working in partnership with Rangitāne o Manawatu (see page 7 of the Oranga Papaioea City Strategy).</p>	<p>Actions under Objective 1 include:</p> <p>Honouring Te Tiriti o Waitangi by providing staff with training to learn Te Reo Māori and Tikanga.</p> <p>Install bilingual signage within the theatre.</p> <p>Collaborate with Rangitāne to enhance and expand the Regent Theatre's Pre-European project.</p>	<p>No comment.</p>
<p>Outline approach to engaging with and enabling participation by under- represented communities<sup>1</sup>.</p>	<p>Actions under Objectives 2 and 3 include:</p> <p>Ensuring continued communication with the city's underrepresented groups.</p> <p>Target marketing material/ communication to the targeted audience.</p>	<p>No comment.</p>
<p>Identify your regionally/nationally significant events based on current delivery.</p>	<p>The Regent has included a target for the number of national/ international tours. The target increases annually from 38, 39, 39.</p>	<p>No comment.</p>
<p>Work with Council and</p>	<p>Mentioned as the first activity</p>	<p>No comment.</p>

Statement of Expectation	The Regent's Draft SOI 2025-28	Comments + Recommendations for Final SOI 2025-28
other agencies to develop Economic Impact reporting for regionally/nationally significant events.	under Objective 2. This includes collecting the ticketing snapshot of the audience and venue profiles from our contracted ticketing companies for either an event or for a defined period.	

### Financial Commentary

- 5.3 The Trust Board is signalling a net surplus over the next three years due to increased revenue. The Trust has taken over providing the refreshments in the theatre, however any profits from sales have been used to purchase stock and pay for additional staff. Progress in this space will be monitored.
- 5.4 The Trust Board has projected slightly higher current assets over its current liabilities. However, over the three-year period, the current ratio is dropping – indicating that the Regent's ability to cover its creditors is decreasing. This could lead to additional Council funding being sought.
- 5.5 The Trust Board has projected deficit net cash flow for the next three years, mostly due to an increased GST bill because of the increased revenue.

**Table 4: Regent SOI Summary Financials**

\$	SOI (\$)				
	Budget (\$)	24/25	25/26	26/27	27/28
<b>Summary Financials</b>					
<b>Financial Performance</b>					
PNCC Grant	270,611	276,024	218,544	287,175	
Total Revenue	945,137	1,270,494	1,295,904	1,321,822	
Total Expenses	953,240	1,267,648	1,292,423	1,320,071	
Net Surplus (Deficit)	(8,103)	2,846	3,481	1,751	
<b>Financial Position</b>					
Current Assets	359,185	331,714	322,745	289,203	
Total Assets	1,324,686	1,332,375	1,349,508	1,364,668	
Current Liabilities	191,463	196,307	209,959	223,367	
Total Liabilities	191,463	196,307	209,959	223,367	
Equity	1,133,223	1,136,068	1,139,549	1,141,301	

<b>Cash Flows</b>				
Total Net Cash Flows	(25,339)	(27,471)	(8,968)	(33,542)
Opening Cash	349,771	324,432	296,961	287,992
Closing Cash	324,432	296,961	287,993	254,450
<b>Financial Indicators</b>				
Current Ratio	1.88	1.69	1.54	1.29
Working Capital	167,722	135,407	112,786	65,836

**6. NEXT STEPS**

- 6.1 Any Committee comments on the draft SOI will be communicated in writing to the Regent.
- 6.2 The Regent will deliver their final SOI to the Culture & Sport Committee on 25 June 2025.

**7. COMPLIANCE AND ADMINISTRATION**

Does the Committee have delegated authority to decide?	<b>Yes</b>
Are the decisions significant?	<b>No</b>
If they are significant do, they affect land or a body of water?	<b>No</b>
Can this decision only be made through a 10 Year Plan?	<b>No</b>
Does this decision require consultation through the Special Consultative procedure?	<b>No</b>
Is there funding in the current Annual Plan for these actions?	<b>Yes</b>
Are the recommendations inconsistent with any of Council's policies or plans?	<b>No</b>
The recommendations contribute to: Whāinga 2: He tāone whakaihiihi, tapatapahi ana Goal 2: A creative and exciting city	
The recommendations contribute to this plan: 14. Mahere mana urungi, kirirarautanga hihiri 14. Governance and Active Citizenship Plan The objective is: Review and monitor the performance of Council operations and Council Controlled Organisations	
Contribution to strategic direction and to social, economic, environmental, and cultural well-being	Receiving the six-month report allows the Council to have oversight against the previously agreed SOI. Providing comments on the draft Statement of Intent is a mechanism for the Council to provide guidance and

	direction to The Regent Theatre Trust Board.
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**ATTACHMENTS**

1. The Regent Theatre Trust\_ Six Month Report July- December 2024 [↓](#) 
2. Performance Monitoring as at December 2024 [↓](#) 
3. The Regent Theatre Trust\_ Draft Statement of Intent 2025-2028 [↓](#) 



# REGENT on BROADWAY

**Regent Theatre Trust Board**

**REPORT FOR THE HALF YEAR**

**ended 31 December 2024**

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## Executive Summary

We continue to be very pleased with our current level and variety of events being held at the Regent. This past six-month period (July 24 – Dec 24) we have recorded above average attendances. Our advance bookings are also encouraging and we continue to be positive that we will achieve most of our Performance measures this financial year.

Highlights during this past six months included Act 3’s successful production of KINKY BOOTS, PACANZ (during October with admissions of over 4,000) and Royal New Zealand Ballet’s production of MIDSUMMER NIGHT’S DREAM attracting a near capacity house. Events such as BADJELLY THE WITCH catered for our younger audiences with over 500 attending, while CROWDED HOUSE attracted a capacity audience for their one-off show. Touring Tribute Shows continue to be popular with PINK FLOYD EXPERIENCE, CREEDENCE CLEARWATER, DANCING QUEEN (ABBA), FLEETWOOD MAC and BEE GEES all attracting good numbers of attendances. PASIFIKA FUSION together with end of year school awards, Graduation ceremonies and local Dance productions/competitions made these past six months exciting by having such a wide variety of events. All these events contributed to the success of our six-month trading period

The number of days of use within the auditorium was 64% (118 days). This is up on the previous year when our usage was 55% (102 days).

During these past six months we have taken from the Friends of the Regent the complete control of all sales and purchases for the bar and refreshments areas. As we had not budgeted this year through our SOI any revenue or expenses from this activity, our financial results (although healthy) do reflect the increase in both revenue and expenditure.

The Regent’s total Revenue received for the six month period July – Dec 2024 was \$771,336 with Expenses of \$640,327 thus resulting in a net surplus of \$131,010.

Management continues to attend and participate in the CCO’s meeting facilitated by the PNCC and values the close working relationship with them. We also meet regularly with the Globe Theatre which is beneficial to both parties by the sharing of ideas as we are in the “same industry” and dealing with the same type of issues.

## Working with our Friends

Contributions continue to be made by the Friends of the Regent which allows us to refresh and upgrade our equipment and improve our patrons' experiences. During these past six months, the Friends of the Regent have contributed \$5,785 towards the purchase of 10 new headsets and a new coffee machine. They have also confirmed that they will contribute \$30,000 towards stage one of our lighting upgrade.

Although we reviewed responsibilities for management of the bar and refreshment areas, we acknowledge the valued contribution and input from the Friends who continue to work with us on this activity. They continue to provide staff to serve patrons and have been willing to be trained in the new systems that have been introduced. During busy periods we continue to install extra "satellite bars" throughout the venue which helps provide patrons with quick and easy access to the bar/refreshments services. With added additional eftpos/paywave machines this has also helped speed up our service and has reduced the waiting times for our patrons during the limited time that we have to maximise our sales during pre-show and the intermission periods.

We are continually indebted to the Friends of the Regent for their valuable support, not just financially, but for their time and enthusiasm. The Friends are an integral part of day-to-day theatre operations, not only providing bar service but warm, welcoming ushering and front of house services. We are working together with the Friends especially during these ever-changing times to not only look at how we can further improve guest experiences but also to continue to keep both themselves and our patrons safe within the venue.

## Co-operation with Community Events

The Board's commitment is to ensure that the theatre continues to remain accessible to our community hirers. This is achieved primarily through the theatre's supportive community pricing rates, which is assisted by Council funding. Community use is especially important as Council assistance allows all sectors of the community access to this wonderful facility. It is also very pleasing to have schools, and local dance groups enthusiastically and regularly using the Regent for their events.

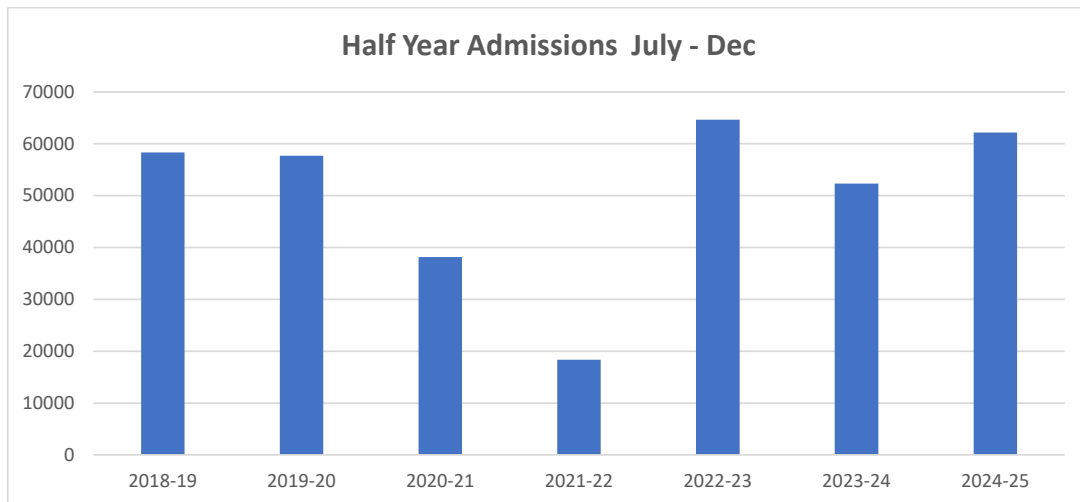
The Regent on Broadway Management and Trust Board continues to acknowledge the support from the PNCC as a key investment in the development and the future of the performing arts in our city.

## Patronage and Theatre Usage

**Summary of Patronage** (monitors number of people coming to the Theatre):

Half Year to 31 <sup>st</sup> December 2024	63,746
Half Year to 31 <sup>st</sup> December 2023	52,340
Half Year to 31 <sup>st</sup> December 2022	64,654
Half year to 31 December 2021 (Covid affected)	18,348
Half year to 31 December 2020 (Covid affected)	38,190
Half year to 31 December 2019	57,725

Our attendance numbers for this six-month period are greater than last year and it is encouraging to see that it is also greater than the pre Covid years.



**THEATRE USAGE**

	Six Month Usage July - Dec					
	2019	2020	2021	2022	2023	2024
Auditorium use	127	83	55	124	100	118
Auditorium Live nights	58	36	29	144	74	89
Rehearsal Room Hire	83	77	70	96	89	114
Regency Room Hire	25	20	2	37	18	22

Note Auditorium live nights is only the days of a performance not the number of sessions held within that day. 2022 results inadvertently included all days booked plus all performance sessions.

**Events Held**

Below is an overview of the events held in the Auditorium only during this past six-month period. July – Dec 2024

JULY	Admissions	Days Used
Pasifika Fusion	7211	3
Pink Floyd Experience	1224	1
NZSO	324	1
Unique Dance	212	1
World of Musicals	459	1
Taste of Ireland	652	1
Titians of Tap	306	2
Badjelly The Witch	578	1
Creedence Clearwater Collective	597	1
Dance NZ Made	370	2
Kapa Haka	1393	1
<b>AUGUST</b>		
Kairanga School	509	1
Hiwinui School	341	1
Cornerstone School	1032	2
NZIFBB	276	1

Dance NZ Made	1106	1
<b>SEPTEMBER</b>		
Kinky Boots	5152	37
Regent Trust AGM	30	1
Riverdale School	1015	1
Hokowhitu School	1018	1
PNDA	984	4
<b>OCTOBER</b>		
Palmerston North Dance Assn	303	3
Drag Festival	1335	2
Greatest Showman Sing-a-long	213	1
Dance NZ Made	1006	3
Checker of the Year	230	1
Bee Gees Night Fever	606	1
Six to Sixty	477	1
Ashhurst School	1132	1
Winchester School	823	1
PACANZ	5871	4
PNGH Awards	900	2
<b>NOVEMBER</b>		
Kingdom of Bling	288	1
Celtic Illusion	642	1
Awatapu College	456	1
Magic Men	442	1
Siddharth Menon	567	1
Dame Vera Lynn Tribute	250	1
RNZB	984	2
Central Normal School (Rehearsal)	50	1
Paddy Gower	379	1
Anomaly Dance	505	1
Crowded House	1288	1
Ko Whiri Tiki Mai	3500	1
Dancing Queen	737	1
7 Days Live	868	1
Levin The Movement	776	1
Massey Graduation	3090	3
Fleetwood Mac Experience	797	1
<b>DECEMBER</b>		
Encore	248	1
St Mary's School Prizegiving	500	1
Freyberg High School Prizegiving	1190	1
Carncot Prizegiving	350	1
Ross Intermediate Prize giving	780	1
Whakarongo School Prizegiving	648	1
Aokautere School Prizegiving	310	1
Danceworks	1296	1
PNINS Prizegiving	1200	1
Kerala Assn	591	1

## Auditorium Occupancy - by total days

Statistical data below is based upon 366 operational days per year.

<b>2024– 2025 Auditorium Year Statistics</b>		
<b>Half year totals – THIS REPORTING YEAR (From July 2024 to Dec 2024)</b>		
Total days the Auditorium was used: <b>118</b> Total days the Auditorium was available: <b>184</b>		
Total Number of Events held 62		
Professional events	23	37%
Community events	39	63%
<b>Forecast year totals – THIS REPORTING YEAR (From Jan 2025 to June 2025) – PROJECTED</b>		
Total advance bookings for Auditorium (No days) <b>96</b> Total days the Auditorium is available: <b>181</b>		
Professional event	18	
Community event	78	

## Financial Position

Our financial position for this half year period has continued to be strong. The number of events held during these past six months was greater than for the same period last year which has reflected in a positive financial performance. Our budget and forecasting were completed prior to the Regent resuming financial control and running of the Bar and refreshment area. This has resulted in an Increase in both revenue and the expenditure. Overall, this activity has produced a positive financial return.

Our forecast for total room hires within the facility for this six-month period was \$127,100 with actual revenue being received \$181,336. Total Revenue to date from all activities is 49.5% above budget \$771,336/budget \$516,471.

Our total operating expenses is 51% above budget. Total expenses \$640,327/Budget \$425,565.

We anticipate reduced income for both January and February as this is due to the festive and holiday season shut down period which has traditionally been quiet months for events. March will start the year off on a positive note with two international touring shows plus the NZSO together with Graduation ceremonies and local Dance groups scheduled for the month. With the level of business that we are experiencing and with the advanced bookings that we currently have, it is estimated that the financial targets will be met this year.

The following table summarises our financial position for this half year period:

	<b>2024-25 Half year Budget</b>	<b>2024-25 Half year Actual</b>	<b>2023-24 Half year Actual</b>
Income from hire and cost recoveries	<b>381,166</b>	<b>630,680</b>	<b>416,239</b>
Wages Subsidy/Resurgence Payment	<b>0</b>	<b>0</b>	<b>0</b>
Expenses	<b>425,565</b>	<b>640,327</b>	<b>432,961</b>
Surplus (Deficit) before Council grant	<b>(44,399)</b>	<b>(9,647)</b>	<b>(16,722)</b>
Operating Grant from Council	<b>135,305</b>	<b>140,656</b>	<b>129,008</b>
<b>Surplus/(deficit) after Council Grant</b>	<b>90,906</b>	<b>131,009</b>	<b>112,286</b>

The above summary is exclusive of depreciation which for this half year was \$53,221.

## Future Resourcing

The purpose of the Trust as set out in the Trust Deed is to control, develop, promote, enhance, and maintain the Regent Theatre so that it may be utilised and enjoyed by the inhabitants of the Manawatu.

Maintenance of the building and ensuring that any repair work required for this heritage building is consistently monitored and being maintained. We have a close working relationship with the Palmerston North City Council on all building maintenance issues.

We are constantly repairing or replacing our assets to ensure that we remain as one of New Zealand’s up to date and fully equipped theatre.

Funding has been approved for the purchase/replacement of stage one of our theatre lighting. This is a three-year project with stage one being the replacement of the stage lighting from the Bridges within the auditorium. Total cost of this stage is \$143,000 with Central Energy Trust approving a grant of \$100,000, the Friends of the Regent contributing \$30,000 with the balance of the costs coming from our operational budget. These new LED lamps should be operational by March.

## Looking Forward

Forward bookings for the remainder of this year (January – June) are positive with already 98 days booked (54%) for the balance of the year compared to advance bookings of 79 days last year. Touring shows and local community groups continue to enquire and book dates.

We currently have 196 days booked for next financial year (July 2025 – June 2026).

## Performance Outcomes

The Regent Theatre Trust Board is seeking to achieve the following outcomes.

### Performance against strategic priorities for the 2024-25 HALF YEAR

Summary of Key Performance Outcomes.

	Key objective for 2023/24	Outcome for this half year reporting period
1. To be a venue for exciting community and performing arts experiences for the people of Palmerston North and the wider Manawātū region including recognising the role of local Tangata Whenua and the Heritage status of the building	Total number of main auditorium hires annually (days the auditorium is used), to be not less than 190 (Usage of the Auditorium includes both Performance, Pack-in and Packout days, rehearsals and dark days e.g. Days that are booked but not used (but charged for) during long run seasons)	<p><b>On Track</b></p> <p>Total auditorium hires in this half year were 121 days. This number is ahead on last year when we had 108 days of use. Our current advance bookings indicate that we will achieve target.</p>
	Total number of main auditorium national/international venue hirers (actual live performances), to be not less than 33.	<p><b>On Track</b></p> <p>19 National/international venue hirers in this half year. Promoters are still keen to tour although they are finding it difficult at times to sell tickets in this current economic climate.</p>
	Total number of events overall that are	<p><b>On Track</b></p>

	<p>held over all spaces in the theatre 370 This includes main Auditorium/Rehearsal Room/Regency Room</p> <p>Further develop tours offered by the Regent for Schools and Community 10.</p>	<p>Total number of events held over all spaces in the theatre in this half year was 232. Including the Rehearsal and Regency room Hire with 136.</p> <p><b>On Track</b></p> <p>This half year period we have held 5 tours of the Regent.</p>
<p>2. To engage in effective collaboration with our stakeholders and clients, enabling the best customer experience.</p>	<p>Total number of variety type shows such as tribute concerts and professional performers from the commercial sector, (includes Royal NZ Ballet, NZSO, National and International events) not less than 18.</p> <p>Total number of tertiary graduation ceremonies held, (eg Massey Ucol et) not less than 15</p> <p>Total number of local school concerts held, not less than 12</p> <p>Total number of school prize-giving held, not less than 11</p> <p>Total number of ethnically diverse concerts and productions, both community and professionally produced, including Kapa Haka competitions World on Stage, Cultural events not less than 9.</p> <p>To improve our environmental footprint following our Greenhouse Gas Emissions Inventory Report, lighting throughout the theatre will be incrementally replaced to LED Luminaires.</p>	<p><b>On Track</b></p> <p>This half year period contained 14 variety type shows.</p> <p><b>On Track</b></p> <p>Massey: 5 graduation ceremonies held in November.</p> <p><b>On Track</b></p> <p>7 school productions were held during this half year,</p> <p><b>Not Achieved</b></p> <p>With the school year complete 9 schools held their prize-giving at the Theatre. One less than last year</p> <p><b>On Track</b></p> <p>7 ethnically diverse events were held during this half year.</p> <p><b>On Track</b></p> <p>Stage one of our theatre lighting replacement programme to LEDs commencing February</p>
<p>3. To engage with diverse audiences via a marketing and promotion strategy that is continually developing and responding to regional demographics and artistic/cultural trends.</p>	<p>Total attendances including Ticketed and non-ticketed events held, not less than 89,000.</p>	<p><b>On Track</b></p> <p>We are encouraged by the number of attendances during the first six months of this year with 63,746 attending the theatre during this half year, this figure is 10,000 more during the same period last year</p>

	Total Audience attendance split to all events Community 70%/Commercial 30%	<b>On Track</b> Currently Community 69% (42,671) Commercial 31% (19,540)
	Number of seats sold per PNCC companion card not less than 30	<b>Achieved</b> Currently 38 seats sold per PNCC Companion card.

**Statement of Financial Performance**  
 The Regent Theatre Trust  
 For the 6 months ended 31 December 2024

Account	Notes	Actual Jul 2024 - Dec 2024	Budget Jul 2024 - Dec 2024	Actual Jul 2023 - Dec 2023
<b>Revenue</b>				
Advertising Recoveries		724	2,100	430
Commissions - Merch		2,254	3,600	3,548
Interest Revenue		11,214	7,500	7,539
Other Room Hire		6,170	8,100	6,370
Other Recoveries and Hireage		241,243	150,980	194,273
Theatre Hireage		175,166	119,000	134,129
Event Ticketing Centre		82,760	44,008	60,282
PNCC Operating Grant		140,656	135,305	129,008
Refreshments		105,365	0	0
Donations from Friends of Regent		5,788	45,000	10,886
<b>Total Revenue</b>		<b>771,336</b>	<b>516,471</b>	<b>546,247</b>
<b>Expenses</b>				
<b>Theatre Operations</b>				
Consulting & Accounting		6,961	15,200	3,063
General Operating Costs		115,382	93,200	79,246
Recoverables		151,421	80,295	123,671
Marketing		1,252	2,450	3,658
Personnel Costs (incl Front of House Casuals)		222,830	207,700	185,579
<b>Total Theatre Operations</b>		<b>497,847</b>	<b>398,845</b>	<b>395,217</b>
<b>Event Ticketing Centre</b>				
Operating Costs		15,885	4,020	13,603
Personnel (Wages)		20,583	21,800	20,842
<b>Total Event Ticketing Centre</b>		<b>36,468</b>	<b>26,720</b>	<b>34,445</b>
Conference Attendance		4,000	0	4,750
Refreshments		102,004	0	0
<b>Total Expenses</b>		<b>640,327</b>	<b>425,565</b>	<b>434,412</b>
<b>Operations Surplus/(Deficit)</b>		<b>131,010</b>	<b>90,906</b>	<b>111,836</b>
<b>Depreciation</b>				
Depreciation		53,221	0	43,818
<b>Total Depreciation</b>		<b>53,221</b>	<b>0</b>	<b>43,818</b>
<b>Surplus/(Deficit) for the Year</b>		<b>77,789</b>	<b>90,906</b>	<b>68,017</b>

## Statement of Financial Position

The Regent Theatre Trust  
As at 31 December 2024

Account	Notes	Actual 31 Dec 2024	Budget 31 Dec 2024	Actual 31 Dec 2023
<b>Assets</b>				
<b>Current Assets</b>				
Cash and short-term deposits		545,131	414,641	444,043
Debtors and prepayments		17,731	74,984	20,961
Investments		263,468	258,743	248,474
<b>Total Current Assets</b>		<b>826,330</b>	<b>748,368</b>	<b>713,477</b>
<b>Non-Current Assets</b>				
Property, Plant and Equipment		638,900	681,870	582,792
<b>Total Non-Current Assets</b>		<b>638,900</b>	<b>681,870</b>	<b>582,792</b>
<b>Total Assets</b>		<b>1,465,230</b>	<b>1,430,238</b>	<b>1,296,269</b>
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts payable		33,335	29,944	15,869
<b>Other current liabilities</b>				
Audit & Accounting Accrual		51,609	41,398	43,500
Employee costs payable		44,839	33,950	39,426
Goods and services tax		31,157	17,054	8,045
Income in Advance		18,150	9,016	7,050
PAYE Payable		13,118	13,099	10,089
Ticketek Funds		2,802	2,802	2,802
Palmy Companion Card (Grant)		315	315	862
Pat Snoxell Legacy Interest unspent		790	429	0
Accrued PNCC OP Grant		(0)	(0)	64,504
<b>Total Other current liabilities</b>		<b>162,780</b>	<b>118,063</b>	<b>176,278</b>
<b>Total Current Liabilities</b>		<b>196,116</b>	<b>148,007</b>	<b>192,147</b>
<b>Total Liabilities</b>		<b>196,116</b>	<b>148,007</b>	<b>192,147</b>
<b>Total Assets less Total Liabilities (Net Assets)</b>		<b>1,269,114</b>	<b>1,282,231</b>	<b>1,104,122</b>
<b>Accumulated Funds</b>				
Piano Fund Equity		41,449	41,449	41,449
Regent on Broadway Promotions		58,449	58,449	58,449
<b>Theatre Operations</b>				
Retained earnings		891,427	891,427	736,207
Current year earnings		77,789	90,906	68,017
<b>Total Theatre Operations</b>		<b>969,216</b>	<b>982,333</b>	<b>804,224</b>
<b>Reserves</b>				
Pat Snoxell Legacy Account (Bequest)		50,000	50,000	50,000
Maintenance Reserve		150,000	150,000	150,000
<b>Total Reserves</b>		<b>200,000</b>	<b>200,000</b>	<b>200,000</b>
<b>Total Accumulated Funds</b>		<b>1,269,114</b>	<b>1,282,231</b>	<b>1,104,122</b>

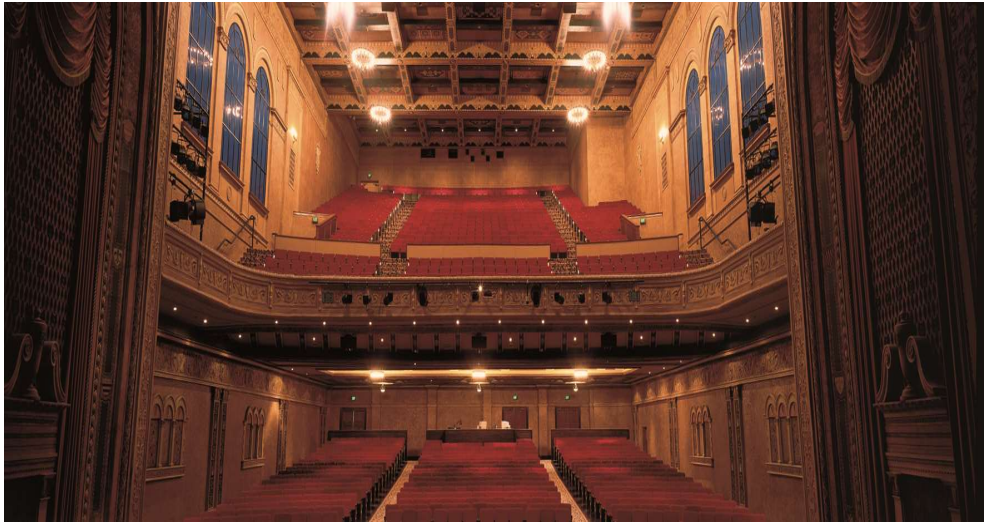
**Statement of Cash Flows**  
 The Regent Theatre Trust  
 For the 6 months ended 31 December 2024

Account	Actual Jul 2024 - Dec 2024	Budget Jul 2024 - Dec 2024	Actual Jul 2023 - Dec 2023
<b>Cash Flows from Operating Activities</b>			
Receipts of Council Funding	140,856	135,305	193,512
Interest, dividends and other investment receipts	16,854	7,500	7,539
Cash receipts from Operating activities	624,545	287,103	417,443
Donations and Grants	5,788	45,900	10,669
GST	34,487	20,191	(87)
Payments to suppliers and Employees	(608,033)	(423,710)	(464,261)
<b>Total Cash Flows from Operating Activities</b>	<b>216,094</b>	<b>72,289</b>	<b>164,815</b>
<b>Cash Flows from Investing and Financing Activities</b>			
Payments to investments	(12,225)	(7,500)	(7,386)
Payments to acquire property, plant and equipment	(8,590)	0	(11,450)
Maintenance Reserve	0	0	0
<b>Total Cash Flows from Investing and Financing Activities</b>	<b>(20,815)</b>	<b>(7,500)</b>	<b>(18,836)</b>
<b>Net Increase/(Decrease) in Cash</b>	<b>195,279</b>	<b>64,789</b>	<b>145,979</b>
<b>Bank Accounts and Cash</b>			
Opening cash	349,852	349,852	297,629
Net change in cash for period	195,279	64,789	145,979
Closing cash	545,131	414,641	443,608

Regent Theatre - Six Month Performance 2024-25	Annual Target 2023-24	6- month performance as at 31/12/23	% of annual target at 6 month mark	Officer's comment
<b>1. To be a venue for exciting community and performing arts experiences</b>				
Total number of main auditorium hires annually	190	121	64%	On Track
Total number of main auditorium national/international venue hirers annually	33	19	58%	On Track
Total number of events overall that held over all spaces in the theatre	370	232	63%	On Track
Further develop tours offered by the Regent for Schools and Community	10	5	50%	On Track
<b>2. To engage in effective collaboration with out stakeholders and clients, enabling the best customer experiences.</b>				
Total number of variety type shows such as tribute concerts and professional performers from the commerical sector	18	14	78%	On Track
Total number of tertiary graduations ceremonies held	15	5	33%	On Track - expected that graduations booked in May will reach target.
Total number of local school concerts	12	7	58%	On Track
Total number of school prize-givings	11	9	82%	Not likely to be Achieved - as the 2024 school year is complete.
Total number of ethnically diverse concerts and productions (both community and professional)	9	7	78%	On Track
Install LED lighting throughout the theatre - to improve the environmental footprint of the theatre (as a % of total lights)			N/A	N/A
<b>3. To engage with diverse audiences via a marketing and promotion strategy that is continually developing and responding to regional demographics and artistic/cultural trends.</b>				
Total attendance to all events held.	89,000	63,746	72%	On track
Total Audience attendance split to all events Community 70%/Commercial 30%	70: 30	69:31		On track
Number of seats sold per PNCC companion card not less than 10	30	38	127%	Achieved

Not Achieved
  On Track





# STATEMENT OF INTENT

THE REGENT THEATRE TRUST 2025 - 2028

# REGENT on BROADWAY



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## OUR DIRECTORY

Come and see us at:	53 Broadway Avenue Palmerston North New Zealand
Mail, Phone us at:	PO Box 1723 Palmerston North Phone (06) 3502100
Email and web addresses are:	<a href="mailto:manager@regent.co.nz">manager@regent.co.nz</a> <a href="http://www.regent.co.nz">www.regent.co.nz</a>
Registered office of the Trust:	c/- Palmerston North City Council Civic Administration Building The Square PO Box 11-034 Palmerston North
Accountants	BDO Central (NI) Limited
Legal Advisers	Fitzherbert Rowe Lawyers
Bankers	ANZ Bank New Zealand Limited
Auditors	Silks Audit Chartered Accountants Ltd on behalf of the office of the Auditor General
General Manager	David Walsh
Trust Board	David Lea (Chairperson) Neil Ulrich (Deputy Chairperson) Kane Parsons      Tessa Lohead Mark Mabbett      Simon Ferry Tania Kopytko      Reihana Haronga Tessa Lyons      Rhia Taonui

### Legal Status

The Regent Theatre Trust is a Council Controlled Organisation (CCO) for the purpose of the Local Government Act 2002 and operates as a Charitable Trust under the Charitable Trust Act 1957, Reg No CC41202. The theatre trades as the "Regent on Broadway" and is a not-for-profit CCO.

## Chairperson’s Introduction

Since reopening in May 1998, the Regent on Broadway has established itself as one of the most active, prestigious provincial venues for hire for live theatre in New Zealand. The focus of this Statement of Intent will be to consolidate and enhance this position. The plan for the three years ending June 2028 is to build on this success and, where possible, endeavor to increase the use of the venue to help make the city’s vision a reality.

The Regent on Broadway is by New Zealand and international standards, a large, splendid, historic, traditional proscenium arch theatre which provides grandeur and performance possibilities for large audiences and a professionally high level of staging and technical capability. We provide the city with the jewel in the crown within performing arts facilities.

We are pleased with our results for the previous 12 months (2023-24) and look forward to ensuring our continued commitment to the financial sustainability and aspirations of this SOI

### Purpose of this Statement of Intent

The Regent Theatre Trust is governed by its Trust Deed, which describes the purpose of the Trust as follows: *“To control, develop, promote, enhance and maintain the Regent Theatre so that it may be utilised and enjoyed by the inhabitants of the Manawatu area”*.

This Statement of Intent is presented by Regent Theatre Trust in accordance with the requirements of Section 64(1) of the Local Government Act 2002 (LGA 2002).

In accordance with the Local Government Act 2002, this annual Statement of Intent publicly states the activities and intentions of Regent Theatre Trust for the three-year period ending June 2028, and the objectives to which those activities will contribute.

This Statement of Intent takes the Palmerston North City Council Oranga Papaioea City Strategy into consideration and includes performance measures and targets as the basis of organisational accountability.

## About the Regent Theatre Trust

### Vision statement:

*To provide the most vibrant theatre going experience in an unforgettable venue of classical grandeur.*

### Purpose Statement

To manage, develop, promote, enhance and maintain the Regent on Broadway as a historic building and theatre so that it may be used and enjoyed by the people of the Manawatu region and wider.

The Regent on Broadway will be the preferred local venue of choice for international, national and local performing arts experiences that cater to diverse people of all ages providing opportunities for our city communities to attend and take part in a wide variety of performances.

#### Values:

- **Stewardship** - a commitment to quality care and oversight of the historic venue and its contents, heritage value and uniqueness and significance to the region.
- **Accountability** - through transparency, effective legal and financial management.
- **Integrity** - in maintaining high standards in a consistent way in accordance with ethically sound principles, policies and actions.
- **Innovation** - continuous improvement through responding to change in an agile and responsive manner.
- **Customer focused service** - ensuring that our contact with clients and patrons is always welcoming and hospitable, signifying a genuine commitment to providing a quality experience.

#### Governance:

The Regent on Broadway is governed by the Regent Theatre Trust. The Trust is governed by a Board of Trustees. The Board of nine trustees is responsible for the strategic direction and control of the Regent Theatre Trust activities. The Board guides and monitors the business and affairs of Regent Theatre Trust in accordance with the Regent Theatre Trust Deed and this Statement of Intent. The Board also aims to reflect the diversity of the city and surrounding district.

The Board's approach to governance is to adopt "best practice" with respect to:

- The operation and performance of Trustees
- Providing ongoing support for the General Manager
- Being accountable to all stakeholders and reporting to the Palmerston North City Council

The General Manager is responsible to the Regent Theatre Trust Board for the day-to-day operations of the Regent on Broadway.

## City vision statement

Palmerston North is the heart of the Manawatū region within central New Zealand. We are a Provincial city with a lot to offer, and we're ambitious about where we're going.

As Palmerston North's premier theatre venue, we have an important role to play in helping the Palmerston North City Council reach their vision which has identified four strategic goals for achieving this vision:

#### **Goal 1: An innovative and growing city.**

That the Regent on Broadway is a venue that meets the needs of local and national users and attracts events for exciting community and performing arts experiences for the people of Palmerston North and the wider Manawatū region including recognising the role of local Tangata Whenua and the heritage status of the building.

**Goal 2: A creative and exciting city.**

That the Regent on Broadway has access to exciting, well-managed events and activities providing opportunities for our city communities to attend and take part in a wide variety of performances. To engage in effective collaboration with our stakeholders and clients, enabling the best customer experience.

**Goal 3: A connected and safe community.**

That the Regent on Broadway facilities are inclusive and connected to ensure the safe delivery of theatre to diverse audiences to all events held at the theatre.

**Goal 4: A sustainable and resilient city**

The Regent on Broadway continues to use the best tools and practices to help minimize our carbon footprint.

We continue to make progress to making the theatre more sustainable in areas of Energy, Heating, & Food & Drink.

The activity of the Regent helps to build Palmerston North's national and international reputation as a creative and exciting place to live, work, study and play. The Regent on Broadway and the Palmerston North City Council work collaboratively to ensure decisions and activities reflect the ambitions of the city and its residents.

We do this by supporting vibrant and healthy communities; the development of sustainable practice within our local performing arts; the development of connected and safe communities so that all sections of our community may enjoy the wonder of theatre and performance; environmental sustainability; and securing the future of the venue.

## Strategic objectives

The Theatre's three strategic objectives have been developed and aligned to the Palmerston North City Council goals to enable the Regent on Broadway to achieve its vision.

**Objective 1.** To be a venue for hire for exciting community and performing arts experiences for the people of Palmerston North and the wider Manawatū region including recognising the role of local Tangata Whenua and heritage status of the building.

**Objective 2.** To engage in effective collaboration with our stakeholders and clients, enabling the best customer experience.

**Objective 3.** To engage with diverse audiences via a marketing and promotion strategy that is continually developing and responding to regional demographics and artistic/cultural trends.

## Activities

The Regent on Broadway works to provide a mix of diverse performance, talent and entertainment. This builds on the reputation that Palmerston North is a vibrant, creative and exciting city and aligns with the theatre's operational strategy to explore new ways of attracting high quality performances and increasing diverse community use.

To achieve its Strategic Objectives, the Board will undertake a range of activities during the next three years.

**Objective 1.** To be a venue for exciting community and performing arts experiences for the people of Palmerston North and the wider Manawatū region including recognising the role of local Tangata Whenua and the Heritage status of the building.

The Regent on Broadway will support this objective by:

- Programming regional, national and international performance.
- Enabling diversity of peoples to come together (within any Government guidelines) for performing arts, cultural events and community celebrations – such as commercial and community shows, graduations, arts, cultural and educational events.
- Ensuring that we support both inclusive and diverse community events, and that we create and deliver arts experiences for whanau, hapu and iwi with the support for Rangitanenuiarawa. We will continue working together and ensure that we produce relevant future targets to be included in our Statement of Intent.
- To continually enhance and expand the project for the Regent on Broadway, pre-European to present day with collaboration with Rangitane and local historians.
- Encouraging local primary, intermediate and secondary schools, dance schools, music schools, also theatre educators and theatrical groups to take advantage of the theatre's significant capabilities and resources as a performance and learning space in respect to all aspects of the performing arts.
- Providing a well-resourced and well-equipped amenity to attract a wide range of performances and events to the city
- Ensuring that we continue to progressively improve and add to our current resources, seeking funding from both the Friends of the Regent and/or other funding sources.
- Providing a specialised performance venue which provides professional, technical and marketing advice and support.
- Honouring Te Tiriti o Waitangi by providing staff with training and having the willingness to learn and understand basic Te Reo and Tikanga Māori.
- Install, where appropriate, bilingual signage within the theatre.

**Objective 2.** To engage in effective collaboration with our stakeholders and clients, enabling the best customer experience.

The Regent on Broadway will support this objective by:

- Working with Council and other agencies to report on the Economic Impact for regional/nationally significant events, by sharing the ticketing snapshot audience and venue profiles from our contracted ticketing company on either an event or defined period basis.
- Consolidating and nurturing relationships with national and international promoters and national cultural icons (such as the Royal New Zealand Ballet, the New Zealand Symphony Orchestra and Creative New

Zealand) so that the Regent on Broadway is a principal venue of choice when considering their programming each year.

- Ensuring continued communication with diverse audiences including the city's under-represented communities.
- Establishing and nurturing strong relationships with all local and regional theatre, dance and entertainment groups with the view to supporting productions of significance and to maintaining and operating an entrepreneurial fund to procure these and other events (by production participation) that would not otherwise come to the Regent on Broadway.
- Review the customer service survey platform and act on findings.
- Work with Council Officers to develop new performance measures.

**Objective 3.** To engage with diverse audiences via a marketing and promotion strategy that is continually developing and responding to regional demographics and artistic/cultural trends.

The Regent on Broadway will support this objective by:

- Supporting events by establishing professional marketing strategies, resources, tools and e platforms – such as Facebook, Instagram and a well-appointed web site.
- Developing and aligning promotional and marketing strategies to the vision, goals and principles of Palmerston North City Council's Oranga Papaioea City strategy.
- Identifying key client audiences and prioritising and scheduling targeted material and effective communication. This includes:
  - Advertising, e-newsletters and Facebook
  - Developing a calendar of media opportunity and identifying key staff and Board Members as media spokespeople.
  - Obtaining or providing e-media and promotional training and policies and guidelines as required. Updating media release contacts and templates as required
  - Updating process for media enquiries as required.
- Maintaining the website ensuring that it continues to stimulate interest.
- Undertaking relevant statistical and audience demographic data analysis to determine future trends and target audiences.

## Performance measures

Objective	Performance Measure	Actual	Target			
		2023/24	2024/25	2025/26	2026/27	2027/28
To be a venue for exciting community and performing arts experiences for the people of Palmerston North and the wider Manawatū region including recognising the role of local Tangata Whenua and the Heritage status of the building.	Total number of main auditorium hires annually (days that the auditorium is used) to be not less than. – (usage of the Auditorium includes both Performance, Pack-in and Pack-out days, Rehearsals and Dark Days e.g. days that are booked but not used (but charged for) during long run seasons)	187	190	210	215	220
	Total number of main auditorium national/international venue hirers (actual live performances), to be not less than.- includes all touring shows from both Overseas and NZ Artists.	31	33	38	39	39
	Total number of events overall that are held over all spaces in the theatre. This includes Main Auditorium/Rehearsal Room/Regency Room.	423	370	400	420	435
	Further develop tours offered by the Regent, for schools and community (to be not less than one)	7	10	10	10	10
To engage in effective collaboration with our stakeholders and clients, enabling the best customer experience.	Total number of variety type shows such as tribute concerts and professional performers from the commercial sector, (Includes Royal New Zealand Ballet, NZSO, National & International events) not less than.	28	18	23	26	28
	Total number of tertiary graduation ceremonies held, not less than e.g. Massey University, Ucol, etc	13	15	16	17	17
	Total number of local school concerts held, not less than	8	12	12	12	12
	Total number of school prize-givings held, not less than.	10	11	11	11	11

	Total number of ethnically diverse concerts and productions, both community and professionally produced, including support for both inclusive and diverse community events. This includes Kapa Haka Competitions, World on Stage, Cultural events, not less than.	8	9	10	11	12
	To improve our environmental footprint following our <i>Greenhouse Gas Emissions Inventory Report</i> , lighting throughout the theatre will be incrementally replaced to LED Luminaires.	35%	50%	65%	70%	75%
3. To engage with diverse audiences via a marketing and promotion strategy that is continually developing and responding to regional demographics and artistic/cultural trends.	Total attendances including ticketed and non-ticketed events held, not less than (Particular attention is given to attracting new promoters/touring productions and new ideas).	99,483	89,000	91,000	93,000	96,000
	Total audience attendance split to all events Community 70%/Commercial 30%	72% community 28% commercial	70/30	70/30	70/30	70/30
	Number of seats sold per PNCC companion card.	73	30	60	70	80

## How we operate

The Regent Theatre Trust is committed to ensuring sound governance and guidance in financial, legal, compliance, operational, management and most of all, Health and Safety systems, and to ensure procedures are in place and reported against them on a regular basis. The Trust ensures key policies and documentation are reviewed in accordance with the Trust's annual schedule, including:

- Insurance policies
- Venue and Employment Contracts
- Memorandums of understanding
- Operational Policies
- Health and Safety Policies, procedures, and documentation
- Staff reviews

The review of personnel resourcing is undertaken to ensure the Regent on Broadway meets the needs of new marketing initiatives and progressive methodology in theatre operations. The Trust continues to work towards sustainable environmental practices such as recycling, replacing disposable with reusable and energy reduction.

Staff training occurs in all areas of theatre operations and is reviewed on a regular basis:

- ETNZ guidelines in theatre technical operations and safe working practices.
- New Zealand Certificate in Entertainment and Event Operations
- Marketing with a specific focus to supporting social media requirements.
- Health and Safety in all areas of theatre operations.

## Recognising volunteer input and support

The Trust recognises its volunteers by:

- Liaising with the Friends of the Regent and encouraging the Friends in their activities of theatre assistance, event hosting, ushering and fund-raising. The Trust works to support and nurture the input by the Friends and all volunteers and to recognise the value of the contribution to venue operational requirements.
- Maintaining the excellent communications and the goodwill that has been established between the Friends' elected volunteer supervisory/management team that works alongside venue operations with the objective of continuing to maintain and improve venue hospitality, ushering and catering.
- Attracting and nurturing volunteers that possess the knowledge and skills required to deliver the high level of experienced guidance needed for good and successful governance.



## Working together

The preparation and approval of annual budgets that observe clear financial objectives and to prepare 3-year income and expenditure forecasts to meet statutory obligations and thereby informing our stakeholders of potential future financial outcomes.

The Regent will work in a collaborative manner with Council to ensure that the Regent's policies and decisions represent the best interests of the Council and, ultimately, the ratepayers. The Regent will work with other Council Officer's in progressing through the CCO Managers Steering Group.

We will continue with ongoing engagement with the Council, both at a governance and operational level, to ensure that all parties are well-informed of each other's mandate and priorities. This may include engagement between Elected Members and the Trust and between senior managers in both organizations.

The Board will advise the Council regularly of its performance, implications for future performance and risks and opportunities faced by the organization.

Adhering to a “no surprises” approach to communications ensuring that Council will be fully informed on all matters that are likely to attract significant public interest, or which may require Council’s response.

## Annual report

By 30th September, each year the Regent Theatre Trust will provide the Council with an annual report complying with sections 67–69 of the Local Government Act 2002. Financial statements will be undertaken in early August to ensure timely availability of PNCC’s annual report.

The annual report will contain the information necessary to enable an informed assessment of the operations of the Regent on Broadway and will include the following information:

- Commentary on operations for the year.
- Comparison of the Regent on Broadway’s performance to the objectives and performance targets set out in the SOI, with an explanation of any material variances.
- Financial statements incorporating a statement of financial performance, statement of financial position, statement of changes in equity, statement of cash flows, statement of accounting policies and notes to the accounts.

## The Regent Theatre Trust

The Regent Theatre Trust is established and governed by The Regent Theatre Trust Deed, which is available upon request.

### SIGNATURES

This Statement of Intent was approved by The Regent Theatre Trust on:

Date:

Signed:



David Lea  
Chairman  
The Regent Theatre Trust



# Regent on Broadway

CASHFLOW FORECAST REPORT  
FOR THE YEARS ENDED 30 JUNE 2025 TO 2028

[BDO.CO.NZ](http://BDO.CO.NZ)

Regent Theatre Trust Board

## Accountants' Statement - Disclaimer of Liability

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### Scope

We have compiled the financial projections of Regent Theatre Trust Board for the periods ending 30 June 2025 - 30 June 2028 on the basis of information provided to us by the Board in accordance with Service Engagement Standard No 2: Compilation of Financial Information issued by the New Zealand Institute of Chartered Accountants.

These are special purpose financial projections. They have been prepared on a basis considered appropriate for management planning purposes only and they may not necessarily follow Financial Reporting Standard No. 29 issued by the New Zealand Institute of Chartered Accountants. Accordingly the financial projections may not be appropriate for any other purpose.

Achievement of the financial projections is dependent upon future events of which the outcomes are uncertain. The actual results may therefore vary significantly from the attached financial projections and no warranty of accuracy or reliability can be given.

We have no responsibility to update this report for events and circumstances which happen after the date of this report.

### Responsibilities

The Board is solely responsible for the information contained in the financial projections and has determined that the assumptions adopted and financial reporting framework used are appropriate to meet their needs and the purpose that the financial projections were prepared.

The financial projections were prepared exclusively for the Boards benefit and we do not accept responsibility to any other person for the contents in them.

### No audit or review engagement undertaken

Our procedures use accounting expertise to undertake the compilation of the financial projections from information provided to us by the Board. They do not include verification or validation procedures. No audit or review engagement has been performed and accordingly no assurance is expressed.

### Disclaimer of liability

The financial projections have been compiled for the purposes of the client only, at their request, and neither we nor any of our employees accept any responsibility of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on the compiled financial information.

Signed by:  
  
2BC6BA5E2A415595

BDO Manawatu Limited  
Chartered Accountants and Advisers  
32 Amesbury Street  
Palmerston North 4410  
28 February 2025

Regent Theatre Trust Board  
Statement of Financial Performance  
For the year ended 30 June 2025 to 30 June 2028

	<u>Actual '2023-24</u>	<u>Budget '2024-25</u>	<u>Projected '2025-26</u>	<u>Projected '2026-27</u>	<u>Projected '2027-28</u>
<u>TRADING ACCOUNT</u>					
Theatre Operations and Recoveries	596,225	413,390	530,970	541,589	552,421
Regent on Broadway Promotions	24,407	86,700	50,000	51,000	52,020
Event Ticketing Centre	106,831	67,636	101,000	103,020	105,080
Palmerston North City Council Funding	258,016	270,611	276,024	281,544	287,175
Community Grants	50,000	0	0	0	0
Donations and grants received for capital expenditure	79,188	91,800	130,000	132,600	135,252
Donations from Friends of the Regent	-	-	-	-	-
Palmy Companion Card Income	4,900	-	-	-	-
Refreshments	-	-	164,500	167,790	171,146
<b>Total Trading Income</b>	<b>1,119,567</b>	<b>930,137</b>	<b>1,252,494</b>	<b>1,277,544</b>	<b>1,303,095</b>
<b>Gross Income</b>	<b>1,119,567</b>	<b>930,137</b>	<b>1,252,494</b>	<b>1,277,544</b>	<b>1,303,095</b>
<u>Add Other Income</u>					
Interest Received	23,177	15,000	18,000	18,360	18,727
<b>Total Other Income</b>	<b>23,177</b>	<b>15,000</b>	<b>18,000</b>	<b>18,360</b>	<b>18,727</b>
	<b>1,142,744</b>	<b>945,137</b>	<b>1,270,494</b>	<b>1,295,904</b>	<b>1,321,822</b>
<u>LESS EXPENSES</u>					
Theatre Operations	331,398	251,393	401,040	409,061	417,242
Employee related expenses	527,238	546,210	651,390	664,418	677,706
Regent on Broadway promotions	24,407	76,500	38,500	39,270	40,055
Event Ticketing Centre	6,553	1,450	14,400	14,688	14,982
Refreshments	247	0	82,500	84,150	85,833
Palmy Companion Card Expenses	4,900	0	0	0	0
	<b>894,743</b>	<b>875,553</b>	<b>1,187,830</b>	<b>1,211,587</b>	<b>1,235,818</b>
<b>Surplus/(deficit) before depreciation</b>	<b>248,001</b>	<b>69,584</b>	<b>82,664</b>	<b>84,317</b>	<b>86,004</b>
Less Depreciation	92,780	77,687	79,818	80,836	84,253
<b>Surplus/(deficit) from trading</b>	<b>155,221</b>	<b>(8,103)</b>	<b>2,846</b>	<b>3,481</b>	<b>1,751</b>
Taxation	-	-	-	-	-
<b>Net Surplus/(deficit) after tax</b>	<b>155,221</b>	<b>(8,103)</b>	<b>2,846</b>	<b>3,481</b>	<b>1,751</b>

**ACCOUNTANTS REPORT**

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RegentTheatre Trust Board  
Statement of Forecast Cashflows  
For the year ended 30 June 2025 to 30 June 2028

	<u>Actual '2023-24</u>	<u>Budget '2024-25</u>	<u>Projected '2025-26</u>	<u>Projected '2026-27</u>	<u>Projected '2027-28</u>
<u>OPERATING CASHFLOWS</u>					
<u>CASH INFLOWS</u>					
Income Banked	1,145,912	1,069,658	1,440,368	1,469,175	1,498,559
Interest Received	23,177	15,000	18,000	18,360	18,727
Total Cashflow Inflows	1,169,089	1,084,658	1,458,368	1,487,535	1,517,286
<u>CASH OUTFLOWS</u>					
Theatre Operations	364,835	289,102	461,196	470,420	479,828
Employee related expenses	542,326	546,210	651,390	651,390	664,418
Regent on Broadway promotions	24,407	87,975	44,275	45,161	46,064
Event Ticketing Centre	6,661	1,668	16,560	16,891	16,891
Total Cash Outflows	938,476	924,954	1,255,921	1,268,012	1,293,034
Total Operating Cashflows	230,613	159,703	202,447	219,524	224,252
<u>NON OPERATING CASHFLOW</u>					
Asset Purchases	159,490	109,250	113,850	103,500	132,250
Investments	10,011	15,075	15,979	16,938	17,954
GST Paid IRD	8,970	60,718	100,089	108,054	107,590
Total Non Operating Cashflows	178,471	185,042	229,918	228,492	257,794
<u>CHEQUE BANK ACCOUNT</u>					
Opening Balance	297,629	349,771	324,432	296,961	287,992
Savings and Investments Income	-	-	-	-	-
Add Operating surplus / (deficit)	230,613	159,703	202,447	219,524	224,252
Add Non-operating surplus / (deficit)	(178,471)	(185,042)	(229,918)	(228,492)	(257,794)
Closing Balance	349,771	324,432	296,961	287,992	254,450

ACCOUNTANTS REPORT

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RegentTheatre Trust Board  
Statement of Financial Position  
For the year ended 30 June 2025 to 30 June 2028

	Actual '2023-24	Budget '2024-25	Projected '2025-26	Projected '2026-27	Projected '2027-28
<b>CURRENT ASSETS</b>					
Bank Trading Accounts	349,852	324,513	297,042	288,073	254,531
Accounts receivable	24,710	24,710	24,710	24,710	24,710
Prepayments	9,962	9,962	9,962	9,962	9,962
	384,524	359,185	331,714	322,745	289,203
<b>INVESTMENTS</b>	251,244	266,319	282,298	299,236	317,190
<b>FIXED ASSETS</b>	681,870	699,182	718,364	727,528	758,275
<b>TOTAL ASSETS</b>	1,317,638	1,324,686	1,332,375	1,349,508	1,364,668
<b>CURRENT LIABILITIES</b>					
GST balance	(2,508)	12,643	17,487	18,111	17,893
Accounts payable	116,574	116,574	116,574	129,602	143,228
Deposits in advance	12,246	12,246	12,246	12,246	12,246
Pat Snoxell Legacy Account (Bequest)	50,000	50,000	50,000	50,000	50,000
	176,312	191,463	196,307	209,959	223,367
<b>TOTAL LIABILITIES</b>	176,312	191,463	196,307	209,959	223,367
<b>NET ASSETS</b>	1,141,326	1,133,223	1,136,069	1,139,550	1,141,301
<b>Equity</b>					
Opening balance	986,105	1,141,326	1,133,223	1,136,069	1,139,550
Income for the year	155,221	(8,103)	2,846	3,481	1,751
<b>TOTAL TRUST FUNDS</b>	1,141,326	1,133,223	1,136,069	1,139,550	1,141,301

**ACCOUNTANTS REPORT**

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## COMMITTEE WORK SCHEDULE

TO: Culture & Sport Committee

MEETING DATE: 26 March 2025

TITLE: Committee Work Schedule

### RECOMMENDATION TO CULTURE & SPORT COMMITTEE

1. That the Culture & Sport Committee receive its Work Schedule dated March 2025.

COMMITTEE WORK SCHEDULE – MARCH 2025					
Item No.	Estimated Report Date	Subject	Officer Responsible	Current Position	Date of Instruction/ Clause number
1.	26 March 2025	Draft Otangaki-Ashurst Domain Reserve Management Plan – hearings	General Manager Infrastructure		27 November 2024 Clause 51-24
2.	26 March 2025	Annual Sector Lead Report: Creative Sounds Society Incorporated (The Stomach)	General Manager Customer & Community		22 November 2023 Clause 43-23
3.	26 March 2025	Annual Sector Lead Report: Community Arts Palmerston North Incorporated (Square Edge Community Arts)	General Manager Customer & Community		22 November 2023 Clause 43-23
4.	26 March 2025	Six Month Performance Report – The Regent Theatre Trust	General Manager Corporate Services		Terms of Reference

5.	26 March 2025	Draft Statement of Intent 2025-2028 – The Regent Theatre Trust	General Manager Corporate Services		Terms of Reference
6.		Six Month Performance Report – The Globe, Te Manawa	General Manager Corporate Services	To Council 2 April 2025	Terms of Reference
7.		Draft Statement of Intent 2025-2028 – The Globe, Te Manawa	General Manager Corporate Services	To Council 2 April 2025	Terms of Reference
8.	26 March 2025	Six Month Report – Sport Manawatū	General Manager Strategic Planning		Terms of Reference
9.	25 June 2025	Review of in-house service delivery of Caccia Birch House	General Manager Customer & Community		Council 2 June 2021 Clause 50.7
10.	25 June 2025	Draft Otangaki-Ashurst Domain Reserve Management Plan – deliberations	General Manager Infrastructure		27 November 2024 Clause 51-24
11.	25 June 2025	Generic Reserve Management Policy & Plan Consultation - hearings	General Manager Infrastructure		25 September 2024 Clause 34-24
12.	25 June 2025	Rural Games – annual presentation			Council 31 May 2023 Clause 88.11-23
13.	25 June 2025	Final Statement of Intent 2025-2028 – Te Manawa, The Globe and The Regent	General Manager Corporate Services		Terms of Reference

14.	25 June 2025	Annual progress report on the development of heritage themes, including military heritage, across Council programmes	General Manager Strategic Planning		10 August 2022 Clause 17.2
15.	10 September 2025	Generic Reserve Management Policy & Plan Consultation – deliberations	General Manager Infrastructure		25 September 2024 Clause 34-24
16.	10 September 2025	Annual report from PN Public Sculpture Trust	General Manager Customer & Community		Council 29 April 2019 Clause 36.4
17.	10 September 2025	Annual report on Maintenance and Renewal Plans and Budgets for Cultural Facilities	General Manager Infrastructure Services		25 June 2018 Clause 19.2
18.	10 September 2025	Play Policy Annual Implementation Monitoring Report	General Manager Customer & Community		14 April 2021 Clause 12-21
19.	10 September 2025	Annual Report 2024-2025 – The Regent, The Globe, Te Manawa	General Manager Corporate Services		Terms of Reference
20.	10 September 2025	Annual Report – Sport Manawatū 2024/2025	General Manager Strategic Planning		Terms of Reference
21.	2027	Statement of Expectations 2025/28 – Te Manawa, The Globe and The Regent	General Manager Customer & Community		Terms of Reference

**ATTACHMENTS**

NIL