



**PAPAIOEA
PALMERSTON
NORTH
CITY**

PALMERSTON NORTH CITY COUNCIL

AGENDA
MINUTES ATTACHMENTS
**CULTURE & SPORT
COMMITTEE**

1:00 PM, WEDNESDAY 26 JUNE 2024

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

CULTURE & SPORT COMMITTEE MEETING

26 June 2024

7 Presentation - New Zealand Rural Games

1. Presentation - New Zealand Rural Games

4



10th
Edition
FORD RANGER NEW ZEALAND RURAL GAMES

Kids 'n Country

Kids 'n Country is designed to encourage under 10s to be active, have fun without digital devices, grow confidence and provide unique opportunities.

It is ably managed by professional Kelly Sports – a national organisation based here in Broadway, Kelly Club and supported by Copthorne Palmerston North. Activities included:

A big thanks to volunteers from Palmerston North Girls' High School who supported the delivery of the activities.

- Egg and Spoon Races
- Football
- Haybale races
- Bouncy castle
- Facepainting
- Caber Toss
- Egg Catch and Throw
- Gumboot Throwing
- Cowpat Throw
- Tug-o-war



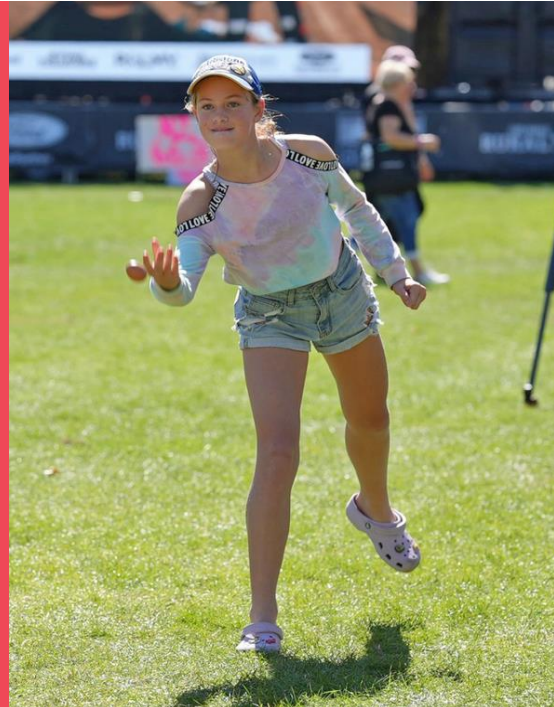
Have a Go

'Have a Go' activities - designed for varying age groups from under 12s through to adults.

This year we were proud to have SportNZ's Push Play brand on board to support this initiative.

In 2025 we aim to add axe-throwing to the lineup and to count the numbers of people taking part in each activity.

- Gumboot Throwing
- Egg Throw & Catch
- Haystack Hunt
- Kids Tree Climbing
- Kidz Kartz (ponies)
- Kids Digger Driving
- Cow Pat Toss
- Egg Roulette
- Horse Gear Up
- Hay Stacking
- Coal Shovelling



Ford New Zealand Rural Sports Awards

- 430 high value guests from throughout New Zealand.
- VIPs included Olympic Swimmer Lewis Clareburt, Olympic Rower Joseph Sullivan, All Blacks mental skills coach Gilbert Enoka ONZM, Paralympian Holly Robinson MNZM, Sir David Fagan, Paralympian Cameron Leslie MNZM , Timbersports multi-international Jack Jordan.
- The awards also attracted the Ass. Min of Agriculture Andrew Hoggard, Labour's Ag. Spokesperson Jo Goodhew, local MP Tangi Utikere, Whanganui MP Carl Bates, Wairarapa MP Mike Butterick, Taranaki MP Barbara Kuriger, Waikato MP Tim van der Molen, Otaki MP Tim Costly and Rangitikei MP Suze Redmayne, alongside many regional mayors from the Horizons region.



Agri Futures

- 240+ students took part in AF Pathways
- 240 students taking part in AF Clash of the Colleges
- Attended by: Feilding High School, Palmerston North Boys' High School, Palmerston North Girls' High School, Francis Douglas Memorial College, Queen Elizabeth College, Dannevirke High School, Flaxmere College, Rathkeale, Taupo-nui-a-tia College and Wairarapa ollege.
- VIPs included Ass. Min. of Agriculture, several MPs, champion shearer Rowland Smith and Paralympic Swimmer Cameron Leslie MNZM



NZ Rural Sports

- 200+ athletes competing: Golden Loader Championship, Sheep Dog Trials, Speed Tree Climbing, Timbersports – mens, womens, rookies, Fencing, Gumboot Throwing, Highland Heavies, Speed Shearing, Coal Shovelling and Axe Throwing
- Palmy's Adam Miller set a new NZ Weight For Height record – 16 feet, 3 inches!
- More than 100 volunteers helped deliver the Games
- Accessibility and relaxation zone: Great initial result that will require ongoing effort to grow



PALMY

Our reach

- Games attended by an estimated 40,000
- Facebook Reach: 364,418, Impressions: 1.078M
- YouTube Views: 148,000
- Print media coverage: 13,357 words and 56 images
- Radio: 1hr and 14minutes of editorial
- Television: 5pm, Saturday March 30th: 42,000 (5+) • 25-54: 15,800 • 5+: 31,800. 9:30am Saturday April 6th • 25-54: 8,200 • 5+: 10,200
- Sky TV Timbersports special run three times
- Rural Games flyer: 20,000 delivered to homes in Palmerston North, Feilding and Ashhurst



Our impact

- Golf: 100 participants and \$15,000 raised for Rural Support
- Spend \$20 in Palmy's CBD and go in the draw to win a winter weekend in Queenstown – 723 entries
- Free buses used by 3,443 v. 1494 in '23
- 41.5 bags of recycling vs. 23 bags of rubbish
- Charities supported: Companion Pets, Rehoming Standard Breds, Rehoming Working Dogs, Lions (the Glob), Greatmates, Palmy Hospital's Renal Unit, Palmy Rural Fire Service and Manawatu Rangitikei Rural Support.

Survey:

- Have you attended the Games before: 52 Yes v 37 No.
- 49 from PN, 7 from HB, 5 each from Manawatu & Wellington – rest from NI and SI.
- Would you recommend it to others?:
 - Extremely likely: 58
 - Likely: 16
 - Neutral: 1
 - Extremely unlikely: 3.
- What they want more of:
 - Keep as is - 10
 - More kids activities - 6
 - Shade - 3
 - Seating - 2



PALMY

Focus for 2025

- Mark our 10th Edition of the NZ Rural Games!
- Grow retailer offering through App and competition
- Employ a company to gain economic impact data
- Hire a volunteer manager to improve customer experience
- Grow our Facebook Page after a hack a year ago
- Lift numbers attending on the Friday and Sunday – Saturday from 11-2 is nearing capacity
- Continue to grow the focus on community well-being and sustainability through the relaxation zone, disability offering and free public transport across the weekend
- Introduce new activities
- Grow our social media audience
- Lift national media coverage
- Remain a free event and stay financially viable during an economic downturn!





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