



**PAPAIOEA**  
**PALMERSTON**  
**NORTH**  
**CITY**

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# **PALMERSTON NORTH CITY COUNCIL**

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AGENDA  
MINUTES ATTACHMENTS  
**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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## **CULTURE & SPORT COMMITTEE MEETING**

26 March 2025

- |          |  |    |
|----------|--|----|
| <b>6</b> | <b>Presentation - Basketball New Zealand/Basketball Manawatū</b>               |    |
|          | 1. Presentation - Basketball Manawatū  | 4  |
| <b>7</b> | <b>Ashhurst Domain Reserve Management Plan Review - Hearing of Submissions</b> |    |
|          | 1. Presentation - Natural Burial Manawatū                                      | 18 |



# **Basketball Manawātū**

## **Palmerston North City Council Presentation**

Request for support

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# Content

1. Our impact in the region
2. Basketball Manawatu's financial situation
3. Headwinds for the sport
4. Vision & request for support

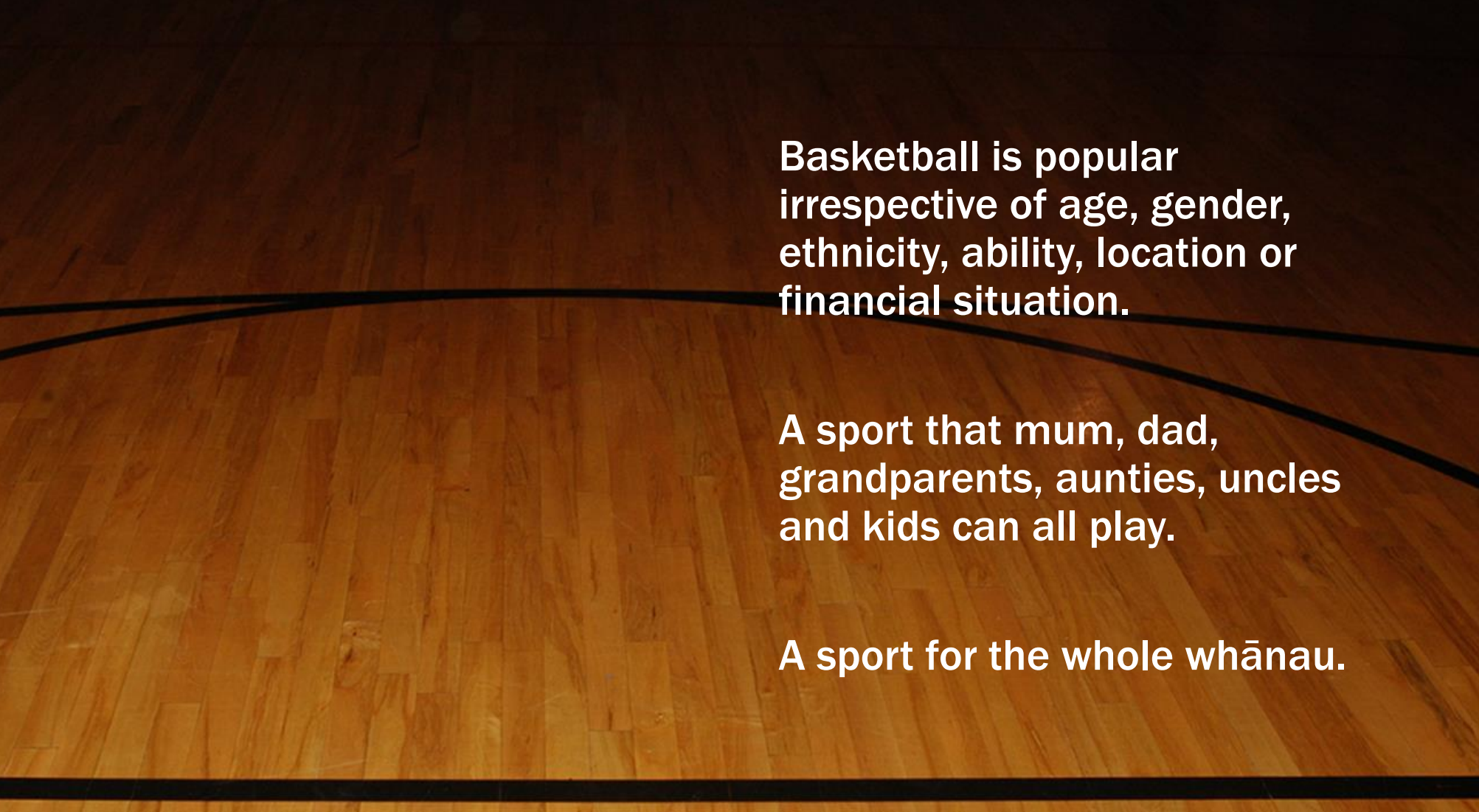
A photograph of a basketball on a wooden court floor. The basketball is in the foreground, slightly to the left, and is lit from the side, creating a strong shadow on the floor. The background is dark, making the basketball and the text stand out. The text 'Our impact in the region' is written in a bold, white, sans-serif font in the upper right quadrant of the image.

# Our impact in the region

# Critical role in the lives of many in the Manawatū



- 2,616 Registered players in 2024 (an increase from 2023)  
(2,135 Male and 481 Female players)
- 308 School & Club teams
- Age range from 8 to 68
- We service an area from Dannevirke down to Masterton, Taihape across to Whanganui and down to Levin.
- Compared to other sports, basketball appeals to a younger, vibrant and inclusive demographic
- Basketball Manawatu services are currently provided by 2.75 FTE staff.



**Basketball is popular  
irrespective of age, gender,  
ethnicity, ability, location or  
financial situation.**

**A sport that mum, dad,  
grandparents, aunties, uncles  
and kids can all play.**

**A sport for the whole whānau.**



# Direct financial impact for the region & city



- Of all the sporting codes that use the CET Arena, Basketball are the biggest financial contributor.
- \$68k - \$106k in venue hire fees forecasted in 2025.
- Hosting the annual BBNZ National Secondary School event here in Palmerston North contributes a minimum direct economic injection of \$610k into the city, including additional venue hire revenue.

A photograph of a basketball on a wooden court floor. The basketball is in the foreground, slightly to the left, and is lit from the side, creating a strong shadow on the floor. The background is dark, making the basketball and the floor stand out. The text 'Basketball Manawatu's financial situation' is overlaid on the right side of the image in a large, white, bold font.

# Basketball Manawatu's financial situation



## Financial Situation



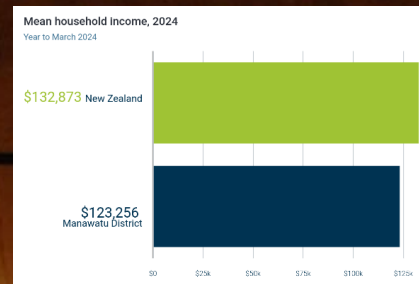
- Our overall 2024 grant funding income has dropped by \$121,074 from 2023 levels. And a \$69,209 drop from donations, fundraising & other similar revenue.
- 2024 Revenue from all school grades was down by \$28,995.
- Our Venue hire costs have increased to just under \$106,000 for 2025 Leagues ONLY.
- Sponsorship has proven difficult, given the tough general financial challenges that businesses are facing at this time.
- These financial challenges require immediate solutions

# Headwinds for basketball



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# Basketball in Manawatū: Headwinds



- As a large indoor sport alternative venues aren't viable in the region
- Huge demand for basketball equates to large venue costs
- New venues are likely to require higher hire fees
- Increasing competition from private providers
- Basketball participants are a young diverse community
- Basketball participants aren't affluent
- Manawatu household income is 8% lower than the national average<sup>1</sup>
- Interest in playing far exceeds current supply<sup>2</sup>
- One of the top barriers to basketball participation is that it is "too expensive"<sup>2</sup>
- Cost per participant is unsustainable if all passed onto players

1. Infometrics.co.nz

2. Horro Sport & Entertainment Research 2023

# Vision & request for support



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## Vision for Basketball Manawatu's sustainable future

- Nationwide workstream to identify commercial opportunities
- Reviewing avenues for improved financial processes
- Evolving local approach to trust funders
- Increase participant fees over time
- Increase focus on local sponsorship

# **PNCC Partnership Proposal**

**Proposing a partnership, not a discount.**

**3 year agreement from 2025-2027.**

**Signage and branding across Basketball Manawatu's leagues, events & competitions.**

**Local advocacy as required.**

**\$30,000 VIK venue hire + FOC office lease per annum.**





Keeping kids on our Courts,  
to keep them out of other  
Courts!

**Thank you**

**DALMY**<sup>®</sup>



# NATURAL BURIAL MANAWATŪ

*Imagine your final resting place,  
where your very presence restores  
nature and protects the land  
forever.*

