



PALMERSTON NORTH CITY COUNCIL

MINUTES ATTACHMENTS CULTURE & SPORT COMMITTEE

1:00 PM, WEDNESDAY 25 JUNE 2025

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



CULTURE & SPORT COMMITTEE MEETING

25 June 2025

6	Prese	Presentation - Manawatū Summer Shakespeare			
	1.	Presentation - Manawatū Summer Shakespeare	4		
7	Prese	Presentation - NZ Rural Games			
	1.	Presentation - N7 Rural Games	29		



Agreed activities:

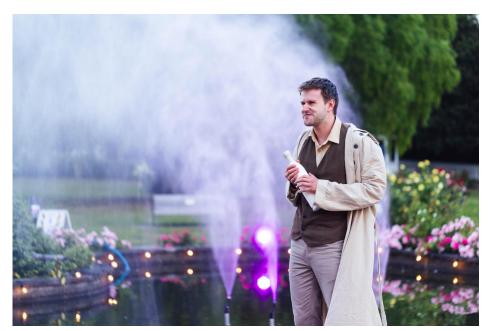
Deliver 2025 season of Manawatū Summer Shakespeare production; The Tempest scheduled for 20 February - 01 March 2025

Performance Measures:

'How Much'

'How well'

'Better Off'



Performance measure 1: "How Much"

- 1. Total number of clients: 52
- 2. **Number of Performers:** 21 roles (23 Actors participated in this project. 2 recast during the process)
- 3. Number of production team: 19
- 4. Number of Volunteers: 12
- 5. Number of returning participants: 42 (80.77%)
- 6. Number of new participants: 10 (19.23%)



"How Much"

- 6. **Number of performances:** 7 out of 8 scheduled performances (1 cancel for wet conditions)
- 7. Number of attendees at performances: Approximately 2300-2450
- 8. Number of attendees by suburb and out of town location (see table based on audience survey of 262 participants):

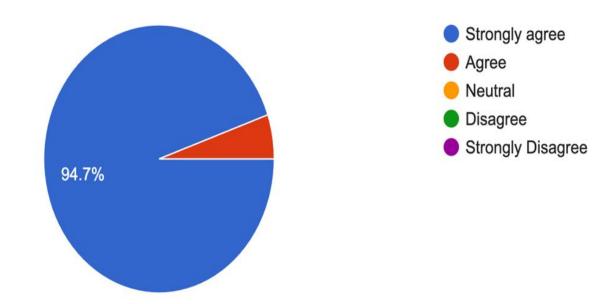
Palmerston North x 176 (67.18%)	Dannevirke x 2	Germany x 1
Out of town x 86 (32.82%)	Tokomaru x2	Shannon x 1
Hokowhitu, Palmerston North x 4	Pohangina x 1	Levin x 1
Kelvin Grove, Palmerston North x 2	Masterton x 1	Paraparaumu x 1
Fitzherbert, Palmerston North x 1	Kimbolton x 1	Turakina x 1
Highbury, Palmerston North x 1	Cheltenham x 1	Rangiotu x 1
West End Palmerston North x 1	Lower Hutt x 1	Roslyn, Palmerston North x 1
Ruahine Street, Palmerston North x 1	Hawkes Bay x 1	Waikanae x 4
Terrace End, Palmerston North x 1	Aokautere x 1	Rural Manawatū x 1
Summerhill, Palmerston North x 1	Wellington x 8	South Island x 1
Halcombe x 3	Feilding x 10	
Hamilton x 3	Ashurst x 9	
Marton x 3	Whanganui x 3	
Foxton x 6	Auckland x 1	
Bulls x 3		

How did you hear about us? An Audience Survey collated 262 responses

- 30.5% via social media marketing
- 16.8% friends & whānau recommended
- 15.3% "Tradition" to attend
- 13.7% friends or whānau in the show
- 10.3% word of mouth
- 6.9% via print media & advertising (signage, posters, flyers, newspapers etc)
- 2.7% "Other" (Radio interviews, loaned equipment for the show, via PNCC etc)



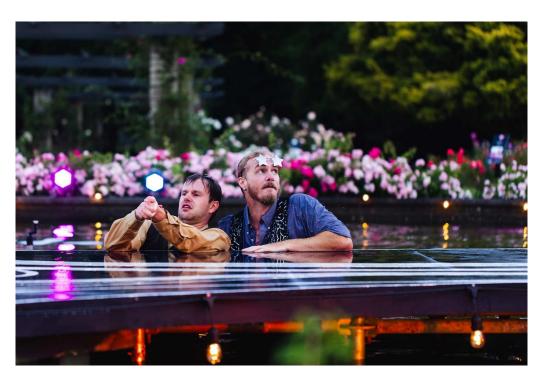
Manawatū Summer Shakespeare is a valuable event in Palmerston North



Of the 262 audience members who participated in the survey, 100% agreed that MSS was a valuable event in Palmerston North. With 94.7% of them strongly agreeing



Performance measure 2: "How well": Audience Feedback



Every single thing. I love the way the cast put everything into making their characters and the story come alive. The fantastic set design. The professional manner in which the production is run. The warmth of the cast and crew. The way that MSS bring William Shakespeare alive to a wide range of people. The fact the MSS makes our city richer because they bring the art alive and this makes us stand out from other cities. That it is a production that is dedicated to making theatre accessible to everyone

Performance measure 2: "How well": Audience Feedback

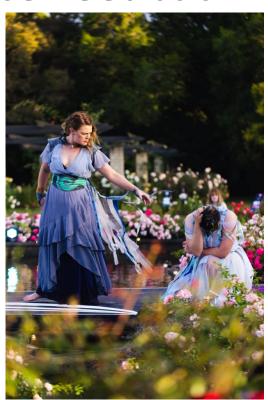
• MSS is the premier arts and cultural event in the Manawatū! I love how it brings people together to celebrate the arts and savour live, outdoor theatre! We are so blessed to have MSS in our lives!



Performance measure 2: "How well": Audience Feedback

- It's magic. It's accessible. It's one of the only pieces of community theatre left in a town where community arts are declining."
- "Simply the best I've seen so far. Congratulations."

"keeps theatre alive in Palmerston North."

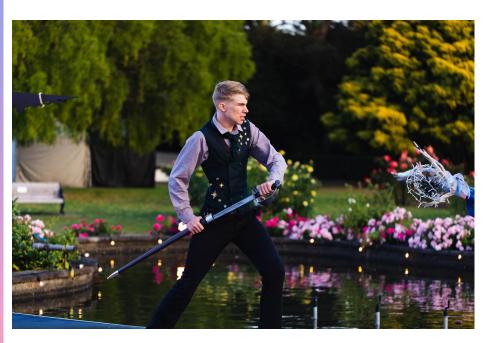


Performance measure 2: "How well": Cast & Crew Feedback

- The highlight of my experience was performing in a professional environment with actors and working with professional crew.
- The community it pulls together, and making theatre accessible to those who don't or usually watch it. Hearing from people that don't go watch shows, but will come watch the shakespeare year on year is really cool.



Performance measure 3: "Better off"



- As a result of being involved in Manawatū Summer Shakespeare 2025 (24 cast were surveyed), I have grown my skill base in theatre practice:
- 75% strongly agree
- 25% agree
- 0 out of 24 disagree (0%)

100% also indicated that they would be a part of MSS again

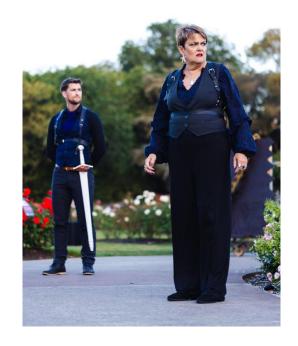
Performance measure 3: "Better off": Cast & Crew Feedback

 "Every aspect of my life is enriched through my involvement in Summer Shakespeare. Summer Shakespeare is an inherently social process which builds connections between people, regular Rehearsals improve my fitness, and the community response is a true benefit to my mental and spiritual wellbeing."



Performance measure 3: "Better off": Cast & Crew Feedback

• The incredible talent of the cast, the workshops offered, and the masterful direction made Summer Shakespeare feel like a second family to me. I've definitely felt like my ability to work with audience, to work outdoors, and to work in a group have drastically improved, and I'm a better actor and person because of it.



Performance measure 3: "Better off": Audience Feedback

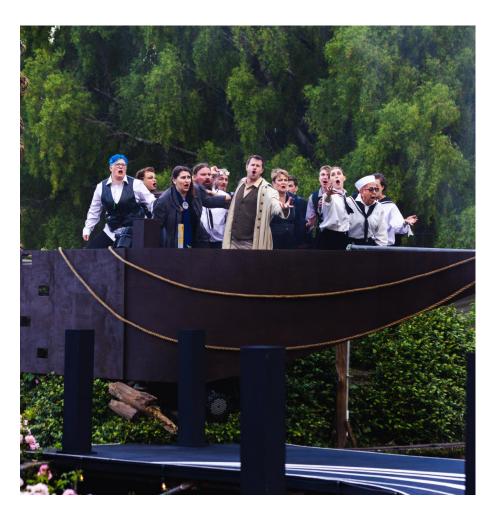
- Watching people of all differences fascinated by the art of theatre in a setting that doesn't cost \$\$\$ is a true gift from the city and sponsors alike. Summer Shakespeare is a treasure that Palmerston North should be proud of.
- Summer Shakespeare is an invaluable and important part of the arts scene in the Manawatū. It gives a platform for community theatre and experience for amateur actors. My 4.5 yo sat through the whole thing and was gripped! Where else would he get this kind of exposure to theatre?



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Strategic Alignment: Goal 2: A Creative and Exciting City

- "Summer Shakespeare is a jewel for Palmerston North."
- "This is such a special event that Palmy is known for! It makes me proud to live here and I know people travel to come."
- "SuSha is a significant contribution to the Manawatū... it helps Palmerston North stand out and brings people together in the most stunning locations."



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Strategic Alignment: Goal 2: A Creative and Exciting City

- "PN creates world-class talent. Shows like this do the heavy lifting in helping some of that talent stay in the Manawatū."
- "The actors and the production [were] superb. Proud to live in Palmy with this type of event to attend annually."
- "The sponsorship from PNCC is an excellent use of ratepayer dollars."



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What did it cost? **Expenses and income summaries**



January 2025

• Income confirmed Jan '25 : 72,600

• Projected expenditure Jan '25: 82,795

• Projected loss: 10,195



Action taken:

- Substantial budget cuts
- Further push for in kind support and private sponsorship
- The season opened on 20 Feb with a projected loss of 3,825

March 2025

• As a result of a huge marketing push, cuts to budget and fees and larger than projected audience koha...

• Actual income: 75,935.11

• Total expenditure 75,474.12

• Net profit: 460.99

• However...

In-Kind support and Donated time:

To assist the budget shortfall; Director Rhian Firmin donated \$1,000 of her fee in acknowledgement of her inability to complete the role

Rachel Lenart took on the directing responsibilities at no fee – dontating approx 3,000 dollars we'd have paid to engage a new director to complete the project. Lenart also donated a 750 dollar intimacy coordination fee

Simple Truth Company director and MSS business manager Taylor Griffin donated his 2,000 fee.

We recieved a huge amount of in-kind sponsorship, from Acrow Scaffolding, Royal Wolf, Massey University and other small donations



Actual monetary value of in kind support

- Total value of in kind support including donated fees:
- 33,550
- Making the total cost of the project: 109,024. 12





2025's The Tempest broke records for attendence and koha in a project which is increasing capacity and interest every year. Our audience contiunes to grow.

Budget challenges continue to be the major obstacle in the delivery of Manawatū Summer Shakespeare, with many of the required budget cuts coming from fees and Manākitanga, including our sponsors event and acknowledgements for volunteers.

This year, we faced some security issues, including harassment and theft, and would love to discuss council support to mitigate this in the future.

Investing in infrastucture and supports continues to be a priority for us

Lets find a way to keep MSS thriving!

- 'Please please please keep Summer Shakespere going, we would all be the poorer without it'
- 'something I will remember forever.'
- "This is a taonga that draws people to visit Palmerston North."



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We are happy to take your questions!









Ngā tākaro whakatipu i tō tātou whenua - Sports that built the nation

Pαge

Motivate, support and empower rangatahi to pursue careers in Food and Fibre

- 250+ students took part in AF Pathways and ten training providers
- 200 students taking part in AF Clash of the Colleges
- Attended by: Feilding High School, Palmerston North Boys' High School, Palmerston North Girls' High School, Dannevirke High School, Solway College, Rathkeale and Wairarapa College.
- VIPs included Ass. Min. of Agriculture, several MPs, champion shearer Rowland Smith and Paralympic Swimmer Cameron Leslie MNZM and Olympians Dylan Schmidt and Erica Dawson

7(2)(a) Privacy

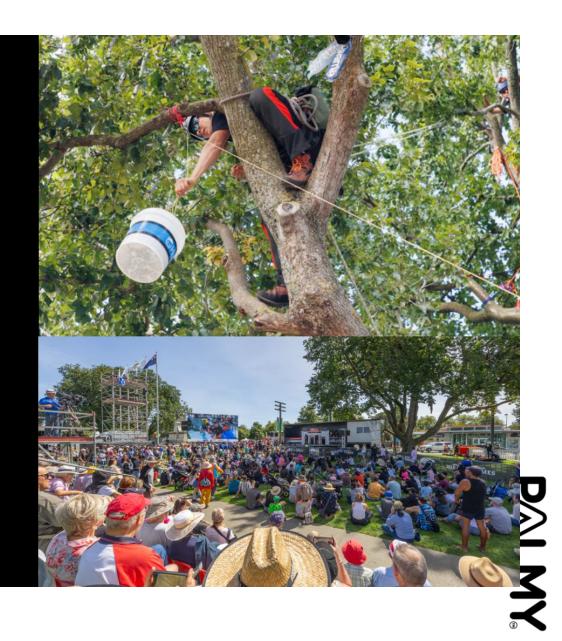


NZ's premier celebration of our rural sporting athletes

- 400 high value guests from throughout New Zealand.
- VIPs included Former All Black Coach Sir Wayne Smith, former Blackcap Captain Tim Southee, Olympians Erica Dawson and Dylan Schmidt, Paralympian Cameron Leslie MNZM, and shearing legends Sir David Fagan and Rowland Smith were all here.



- 200 odd athletes taking part
- Palmy's Adam Miller set a new NZ Weight For Height record – 16 feet, 3 inches!
- Steph Dryfhout, who won the Supreme Winner of the Ford NZ Rural Sports Awards, secured the Tree Climbing Doubles Championship with her fellow climber Jeremy Miller.
- Palmy's Adam Miller secured his fourth victory in the Sir Eion Edgar Southern Hemisphere Highland Championship
- A new Rural Games record for weight to distance was set by Craig Manson at 20.84m

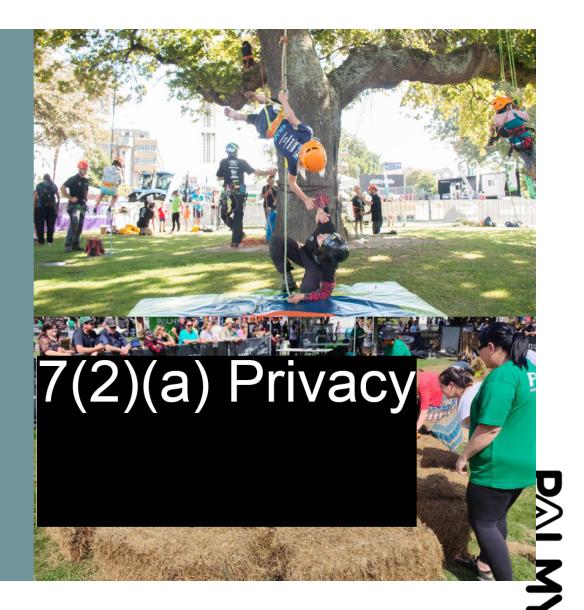


Kids 'n Country

Designed to encourage under 12's 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 supported by Copthorne and Palmerston North. Activities included:

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



Have a Go

Designed for varying age groups from under 12s through to adults.

This year we were proud to have Sport Manawatu and The Plaza join tour Have a Go Team

Our Have a Go booklet was welcomed by parents. Kids had to complete five tasks to go in the draw for spot prizes. The booklet helped kids to focus on completing the tasks at hand which created focus.



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Our reach

• Games attended by an estimated 42,255

• Online eyes: 6,757,487

• Tiktok: 4,89M

• FB & IG 663K impressions

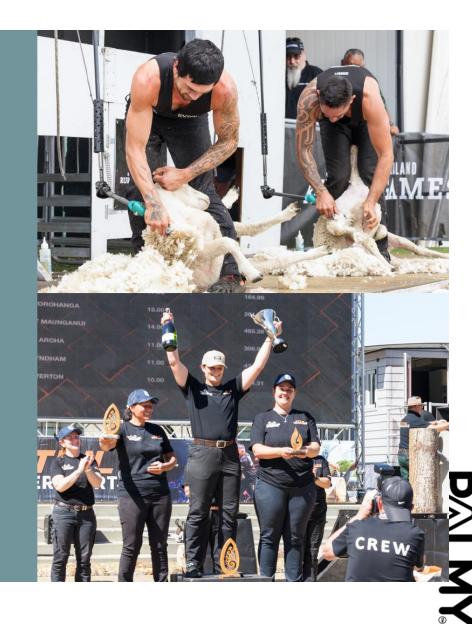
• YouTube Views: 147k

• Print media coverage: 15,269 words and 60 images

· Radio: Just over 1hr of editorial

• Television: 625,800 plus our highlight's programme replayed across the Pacific Islands

• Rural Games flyer: 20,000 delivered to homes in Palmerston North, Feilding and Ashhurst



Our impact

- Just under \$22,000 was raised for various charities, the bulk going to:
 - Golf which raised \$13,000 raised for the Rural Support Trust
 - Sports Awards Auction just over \$6,000 for youth scholarships
 - Steam Traction Engine Society: \$2,280
- Charities supported: Companion Pets, Rehoming Standard Breds, Rehoming Working Dogs, Palmy Rural Fire Service and Manawatu Rangitikei Rural Support, Steam Traction Engine Society & Kimbolton Sculpture Festival
- Spend \$20 in Palmy's CBD and go in the draw to win a winter weekend in Queenstown – 930 entries (up 27% on year prior)
- Free buses used by 4,295 up from 3,443 last year
- 24 bags of recycling, 11 bags of biodegradable & 11 bags of glass vs. 39 bags of rubbish
- Volunteers: 45 locals, 35 from Games family and 40 from local schools
- The Palmy Farmer's Market great addition & keen to grow

7(2)(a) Privacy



• 65% from here, 11,3% from Wellington, Hawke's Bay and Poverty Bay 5% each

• Would you recommend it to others?:

• Extremely likely: 84%

• Likely: 13%

Neutral: 0

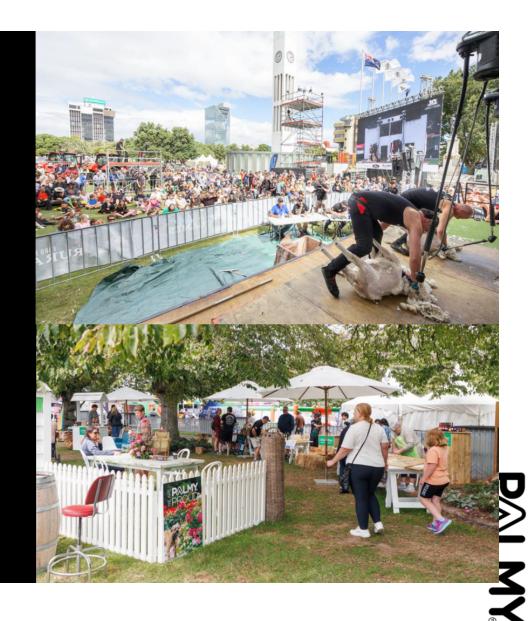
• Extremely unlikely: 0

• What they want more of:

Keep as is /great job

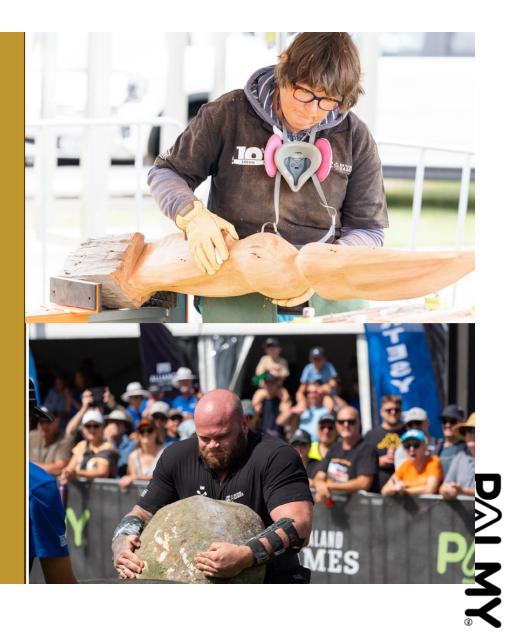
· More activities for kids

· More horses and other animals



Economic Impact Reporting

- Event Insights:
 - Direct expenditure: \$3,608,156
 - · Average night stayed:
 - 2.77 nights (competitors/officials) and 2.11 nights (attendees from out of town)
- Average daily spend per person that stayed:
 - \$196.88 (attendees) and \$85 (competitors and officials)
- MarketView:
 - \$8.31M in eftpos spend in CBD during event week
- Plaza foot traffic:
 - 12% vs weekend before
 - 10% vs weekend afterwards



Focus for 2026

- Grow retailer offering through App and competition
- Lift numbers attending on the Friday and bring in more people from out of region
- Continue to grow the focus on community wellbeing and sustainability through the relaxation zone, have a go activities, disability offering and free public transport across the weekend
- Grow our social media audience, lift television audience and create more sports programmes for on-demand
- Remain a free event and lift sponsorship funding as the economy recovers

