



**PAPAIOEA
PALMERSTON
NORTH
CITY**

PALMERSTON NORTH CITY COUNCIL

AGENDA
MINUTES ATTACHMENTS
**SPORT & RECREATION
COMMITTEE**

2.00PM, WEDNESDAY 15 APRIL 2026

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

SPORT & RECREATION COMMITTEE MEETING

15 April 2026

6 Presentation - New Zealand Rural Games 2026

1. Presentation - New Zealand Rural Games 2026

4



Ford Ranger New Zealand Rural Games Weekend Event Report



Author: Daniel O'Regan, Marketing Manager for New Zealand Rural Games Trust
Date: 14 April 2026

Notes:

- Sources: This document was created with information provided by Cvent, Google, Farm4Life, Hootsuite, Mailchimp, Marketview, MediaWorks, Meta, N-Tech, Palmerston North City Council, TVNZ, TikTok, Sports Inc., Stuff, Whotsonwhere and Youtube.
- Social media activity is for the period: 1 May 2025-8 April 2026



An estimated
45,000 +people

enjoyed the events around the Ford Ranger New Zealand Rural Games Weekend.

Day	NZRGT estimate
Friday:	7,500
Saturday:	19,000+
Sunday:	18,500+

Our other events related to the weekend

- 100** golfers at MacDougalls Rural Golf Charity Event
- 400** attendees at Ford NZ Rural Sports Awards at Awapuni
- 1,000** attendees at Kids 'n Country Comes to Feilding

7.961 m views online

2.2,465,574 engaged with us

Social Media

Rural Games:

f **6,626,529** views
 1,962,384 reach

d **914,704** views
 11,793 engaged

y **300,500** viewers
 9,700 hours watched

i **369,400** views
 136,100 reach

Livestream -
 Vimeo, Youtube and Facebook:
19,183 viewers

Agri Futures:

f **i** **143,445** views
 4,085 reach



Television

TVNZ News Sunday 15th March:

529,000 for AP5+

1 hr highlights programme 4pm
Easter Saturday:

30,700

Print Editorial

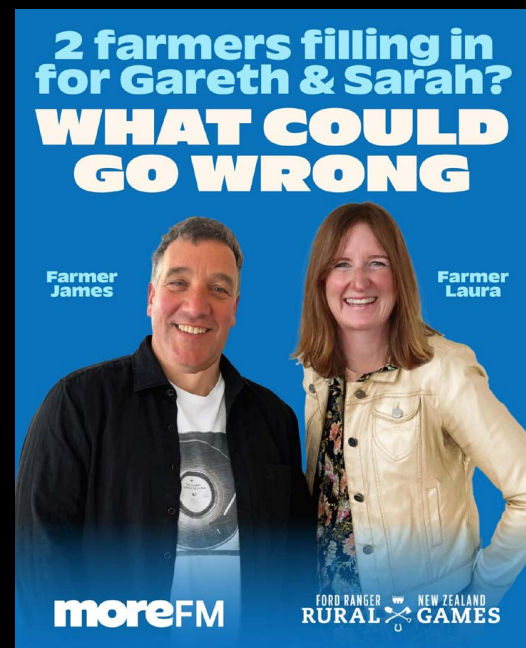
9,891 words and **38** images

Still to come:
Two Women's Weekly articles



Radio Editorial

2 hours,
1minute:30
seconds



Rural Games App and Competition

7,310 people

hit the App for map or schedule

562 registered

for the competition: \$5,000 of vouchers were purchased from central city businesses for the Palmy Bid Great Rural Games Voucher Giveaway, major prize winners were:

- \$1,000** – Collum a nurse from Invercargill
- \$600** – Jay a schoolboy from Dannevirke
- \$400** – Andrew a builder from Taranaki



Our websites

40,400 active users

ADVERTISING

Online

2 hours, 1minute:30 seconds

 **134,940** impressions
 3,330 clicks

 **184,310** impressions
 11,870 clicks

 **383,031** impressions
 1,605 clicks

 **63,004** impressions
 880 clicks

Print

184,000

Dominion Post, North Island NZ
 Farmer and Manawatu Standard

Radio

more^{FM}
23,500



General public survey

Overall Impression: The 2026 Ford Ranger NZ Rural Games received exceptionally positive feedback. Almost all respondents were very satisfied with organisation and experience, would very likely return, and would recommend the event. Constructive suggestions focus on layout tweaks, seating, food options, and slightly more post-competition activities for competitors. The event is clearly a well-loved, high-quality rural sports weekend with strong repeat attendance and high economic impact from out-of-town visitors.

Demographics

Attendance: 65 respondents, 25 were first-timers and 48 were from Palmerston North.

Marketing Reach

Top Sources: Facebook/Instagram (18), Street Banner (13), Word of Mouth (12).

Satisfaction & Performance

Satisfaction: Very high. Over 39/65 rated "Experience," "Entertainment," and "Venue" as "Very Satisfied."

Recommendation: 60 out of 65 respondents are "Extremely" or "Very Likely" to recommend the event.

Favourite Parts (Qualitative)

- Timber sports / wood chopping
- Kids activities / petting zoo
- Sheep dog trials
- Gumboot throwing
- Overall atmosphere

Top Suggestions for Improvement (Qualitative)

- More seating and better viewing areas.
- More food trucks/variety.
- Better signage and maps.
- Keep sheep out of the heat.
- More local Palmerston North business involvement.

Economic & Civic Impact

Spending: Majority spent money on food and drink.

Residents (48): Strongly agree the event increases pride in Palmerston North (33) and makes it more enjoyable to live (35).

Non-Residents (17): Generally agreed the event improved their perception of Palmerston North as a place to visit (7) and live (6).

Athlete, volunteer and sponsor survey

Summary of 2026 Ford Ranger NZ Rural Games Post-Event Survey: A total of 24 responses were collected from staff, competitors, support crew, vendors, and contractors. Below is a high-level summary of key findings.

1. Respondent Profile

- Location:
 - » Palmerston North / Manawatu District: 9
 - » Elsewhere in North Island: 5
 - » South Island: 5
 - » Overseas: 2
 - » Other NZ places (Auckland, Hawkes Bay, Whanganui, Dairy Flat): 4

2. Event Attendance & Awareness

- Return attendees: 21 out of 23 answered "Yes" – very high repeat attendance.
- How heard (multiple options allowed):
 - » Social media (3), approached by Rural Sports Association (6), been before (4), won a championship (3), other (work, friends, supplier, etc.)
- Days attended:
 - » Friday+Saturday+Sunday: 12
 - » Saturday only: 4
 - » Sunday only: 2
 - » Saturday+Sunday: 2
 - » Friday+Saturday: 2

3. Accommodation & Spending

- Where stayed (for non-local visitors):
 - » Hotel/Motel: 12
 - » Family/Friends: 2
 - » Other (didn't stay): 2
- Nights stayed: Ranged from 0 to 12 nights (median 3–4 nights).
- Group size: 1 to 7 people (median 2).
- Estimated average daily spend per person:
 - » Wide range: \$0 to \$500 (many \$250–\$500)
 - » Out-of-town visitors typically spent \$150–\$500 per person/day.

4. Satisfaction & Experience

- Organisation satisfaction: 23 "Very satisfied", 1 "Satisfied". No neutral or dissatisfied.
- Experience satisfaction: 22 "Very satisfied", 1 "Satisfied", 1 "Neutral".
- Likelihood to attend again: 22 "Very likely", 2 "Likely".
- Likelihood to recommend: All 24 responded "Very likely".

5. Highlight Comments (Themes)

- Competition & achievement: Winning speed fencing, coming 2nd among women, representing sport, competing in gumboot throwing, STIHL Timbersports, highland heavies, shearing.
- Atmosphere & organisation: "Great events and big crowds", "Well organised event", "Friendly staff", "Perfect location, perfect weather", "Clash of the Colleges", "Strong men and kids activities".
- Other: "Manning the diggers to supervise kids", "All of it".

6. Suggestions for Improvement

- Event flow & layout: Move woodcutters to one corner to avoid central bottleneck; better integration of woodcutting/fencing across all days.
- Facilities: More raised seating for viewing main areas, wheelchair access, healthier food options.
- Activities: Expand farmers market (e.g., include Hokowhitu market), more "have a go" events on Saturday.
- Other: Keep up the good work – several said "none, you guys are the best".

Our Audience

f Facebook (Our largest, most NZ-heavy audience)

NZ concentration
76%

Dominant age
 35-44 (28%)
 25-34 (22%)

Top Towns/Cities

41% Palmerston North 8.6% Feilding
 13.5% Auckland

@ Instagram / Reels (Younger & more balanced gender)

NZ concentration
77%

Dominant age
 25-44 (women 14-16%,
 men 15-18%)

Top Towns/Cities

10% Palmerston North 3.3% Christchurch
 5.6% Auckland

🎵 TikTok (Surprisingly older + more international)

NZ concentration
NZ is only 17.5% – much more
 global (Aus, US, Singapore, France)

Dominant age
 35-44 (27%)
 45+ (25%!!)

Top NZ Cities

15% Auckland

@ YouTube (Heavy male skew, older)

NZ concentration
NZ only 24% – big US (15%) &
 UK (8.6%) reach

Dominant age
 25-44 (60% combined)

Genders

80% Male
 20% Female

A Agri Futures

Facebook: 92% NZ,
 mostly Canterbury (57%) + Palmy (12%)

Instagram: Small (444 followers),
 South Island (11%) + Auckland (7%)

Personas

Persona One - our main audience:

Primary platform: Facebook (41% of your Palmy audience is here)

Location: Palmerston North / Manawatū / Feilding (rural NZ)

Age & gender: 45-64, slightly more male (Agri Futures: 57% Canterbury, but Palmy strong)

Context: Works in agri, follows Agri Futures, checks Facebook daily for local news, markets, and community chatter

Persona Two: Tiktok: Auckland:

Primary platform: TikTok (27% aged 35-44, plus 25% aged 45-54)

Location: Auckland (15% of your TikTok audience)

Age & gender: 35-54, almost 50/50 male/female

Reach: Also watches YouTube (male-skewed) and IG (more balanced)

Not on: Facebook for this persona (they're younger at heart, but not young)

Micro Persona: The Rural Bloke:

Male, 35-55, YouTube (80% male)

NZ + US + UK reach

Watches long-form, how-to, machinery, agri tech

Fundraising



Giving Back - approximately

\$33,687

- Manawatu Rangitikei Rural Support: **\$13,000-\$15,000** (still working through costs)
- Steam Traction Engine Society: **\$6,000**
- Agri Futures Student Scholarships: **\$10,500**
- Cancer Society through Mo's Jams: **\$187**
- Heartland Cottage Animal Rescue: **\$2,000**

Other charities we support by providing them with expo sites: Retired Working Dogs, Life after Racing (Standard Breds) and Great Mates rehoming Greyhounds, Taranaki Kidz Kartz.

56 people volunteered across our events. Plus 40 students from PNBHS and FAHS.

Ambient Outdoors

- Two outdoor double-sided signs and a Cape Reinga-style sign for 12months in The Square
- Double-sided overhead Street banner for one month on Rangitikei Street (more than 10,000 car movements a day)
- Three city of Palmerston North welcome kiosk signs on major routes (25,000 car movements per day) for two months
- Event signage - 24 corflutes and 1 kilometre of mesh throughout and around the square
- Flyers: 25,000 delivered to homes and schools in Palmerston North, Feilding, and Ashhurst
- Street flags around the central city for one month
- Welcome Gates, Big Screen sponsor Thank You, iSite digital billboard
- Have a Go: 2,000 Have a Go booklets created for children as a memento

Website active users: **40,400**

Event Finda: **7,691**

App downloads: **7,310**

Horizons Free Bus Service 2026

2026: 4,791 - This represents an increase of approximately 1000 trips compared with average Pre-Rural Games Weekend, and around 500 trips higher than Post-Rural Games event weekend!

Sustainability

2025:


- 24 bags of recycling
- 39 rubbish bags
- 11 biodegradable
- 7 glass

2026:

- 32 Recycling
- 62 Rubbish bags
- 13 Biodegradable

Kids 'n Country Comes to Feilding

Run by Feilding District & Promotions with support from Kelly Sports Manawatu on Saturday 1 March. About 1,000 people mostly families with children under 8 years of age took part in the event that is aimed at promoting the Rural Games and the free bus service.

FORD RANGER
RURAL  NEW ZEALAND
GAMES



NEW ZEALAND
RURAL SPORTS
awards



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