

**To: Bernie Wanden, Mayor
Horowhenua District Council**

Date: 10 December 2020

Subject: Ford Ranger NZ Rural Games 2021, 12 – 14 March, Palmerston North Square.

What the Games are all about

1. Largest rural sporting event in middle NZ. Now into our seventh year of hosting these Games that built our nation; free to the public, yet cost just under \$1 million to run, this is due to the incredible generosity of our major sponsors and many minor ones, plus local government and other sources of community funding.
2. Iconic fit for the central region as they contribute to the social and mental well-being of our rural and urban communities.
3. Celebration of our rural sports men and women; international and national champions competing in an idyllic Square in the heart of Palmerston North; accessible to all ages, plus attendance of 400 at an awards dinner celebrating outstanding performances by rural sports athletes and administrators on the preceding Friday evening.
4. 'Have a Go' events enable everyone from preschoolers to elderly to take part in events that prioritise keeping active and enhancing our wellness. This also exposes the competitors up close to the businesses and industries of the Agri-sector.
5. On the Friday afternoon 60 teams of secondary students from 32 schools engage in a "Clash of the Colleges" competition.
6. The Agri- Futures Expo for Yr 12 & 13 secondary students takes place on the Friday morning to which all 32 secondary schools across our Horizons region are invited. All the rural organisations will showcase their sector plus pathways to jobs in the agri-sector, on farm and off- farm, manufacturing and food processing, innovation, agritech etc.
7. Over six large screens live stream the Games across the Square so that elderly and those with disabilities can sit in comfort and watch what is going on, commentated by our three top sports commentators.
8. Extensive media coverage on TV One, TV Three, The Project, Seven Sharp, plus a one hour documentary highlighting the Games and viewed internationally. We also received coverage on Country Calendar which rated so well a further six programmes on Rural Games athletes will be created in the coming year.

What's in for you?

1. Opportunity to showcase your district to 40,000 predominantly urban people and promote your business and lifestyle opportunities
2. Celebration of your innovative industries and particularly your horticulture, aged care and Taraika development
3. Huge exposure to what the Horowhenua District contributes to domestic and international tourism, economic development and an affordable lifestyle
4. Opportunity to grow your talent pipeline – opportunities for employment in the agrisector
5. Opportunity to showcase the region and its amazing scenic experiences, unique towns, authentic iwi partnerships and innovative businesses

6. Opportunity for youth and job seekers to connect with pathways to employment in the rural sector.

What's New 2021?

- NI Secondary school shearing championship – 13 teams competing on the Saturday morning
- Battle of the Sexes new Tree climbing championship
- Timbersports NZ Women's Championship
- **Westpac Agri - Futures Day on the Friday 12 March** for all secondary schools Year 12 & 13s in the region to visit stands from Fencing NZ, Shearing NZ, Arboriculturalists NZ, Forestry NZ, Beef & Lamb, Dairy NZ, Hort NZ,
- **Clash of the Colleges** 60 teams from secondary schools all over the north island also on Friday afternoon 1.00- 4.00pm

What are we seeking from you?

We are looking for \$140k from Local government across the region.

PNCC, MDC contribute 75% and we are hoping that the Regional Council will also make a significant contribution.

That leaves your Council and others namely Whanganui Tararua, Rangitikei and Ruapehu to make up the rest which is approximately **\$5,000 per Council**.

Creating an Opportunity for Horowhenua to be promoted to 40,000 people in middle New Zealand>

This enables you to have a

- Promotions site over the weekend where you can display and promote your region to a wider public who live within two hours of your wonderland.
- This would include having a site at the Westpac Agri Futures expo on the Friday 9am – 1.00pm in the Square in Palmerston North.
- You and your partner being hosted at the dinner on Friday evening
- Free entry to the hospitality tent over the weekend.

Margaret Kouvelis
Chair, NZ Rural Games Trust