

MEMORANDUM

Oasis: 13510092

TO Mayor and Councillors

CC Executive Leadership Team

FROM Aaron Phillips, Senior Parks Planner

DATE 31 July 2019

SUBJECT **Sport and Rugby Institute – 12 month report for the year ended 30 June 2019**

1. Palmerston North City Council (the Council) entered into an agreement with Massey University and the New Zealand Rugby Football Union (NZRFU) in 2000 to support the development and operation of the then Institute of Rugby.
2. A new agreement was developed in 2005 between Massey University and the Council following the withdrawal of the NZRFU from the Institute of Rugby.
3. The Institute of Rugby was rebranded, and the facility refocused as the Sport and Rugby Institute (SRI).
4. Under the 2005 agreement the Council provides \$48,960 + GST to assist in the operations of the SRI for a period of 14 years. The last payment is scheduled to be made at the start of Councils 2019/2020 financial year.
5. Under section three of the agreement the SRI endeavours to:
 - a. Maximise use of the SRI as a sporting and conference/event facility including permitting use of the SRI for a range of sporting codes while recognising the special focus on rugby.
 - b. Maximise the opportunity to use the SRI as a national training facility by working cooperatively with Central Economic Development Agency¹ to secure significant bids.
 - c. Maintain existing signage recognising the Council sponsorship of the SRI.
 - d. Permit the use of the SRI by the Council for the venue excluding the accommodation, free of charge when the SRI is not being utilised.
 - e. Maximise positive publicity associated with the SRI. In particular, endeavour to achieve nine media occurrences in regional media and three in national media annually.

¹ Vision Manawatu in the agreement.

6. The SRI signage demonstrating the Council contribution is shown in Figure One:

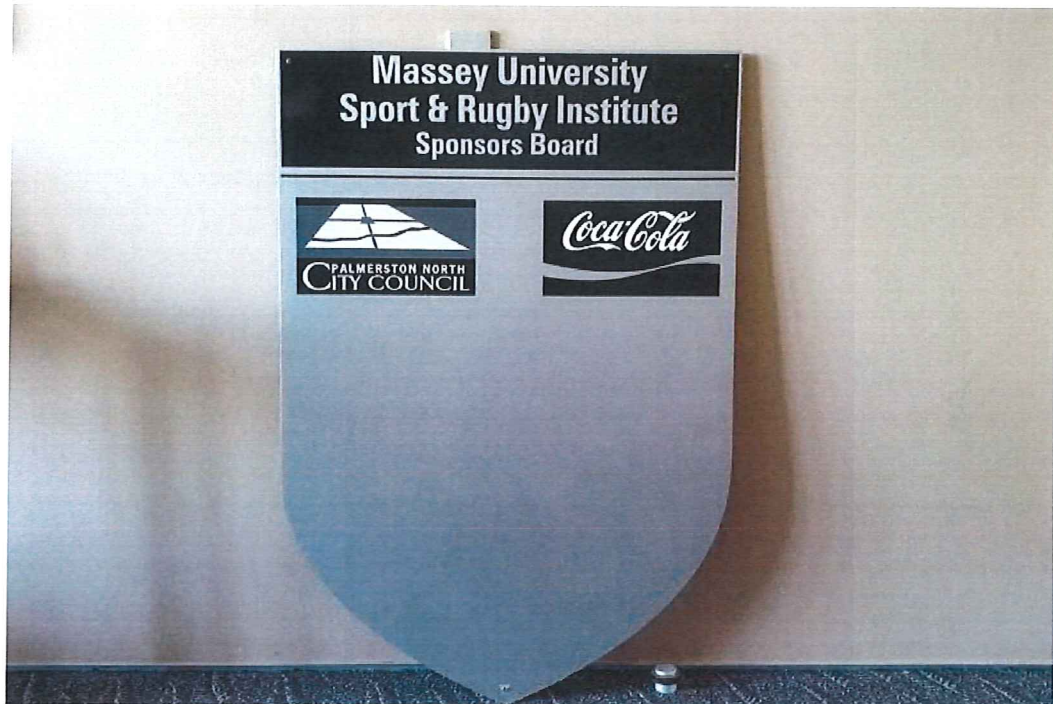


Figure 1: Council Sponsorship signage

7. There were no Council uses of the SRI in the last 12 months. Three enquiries from Council were fielded by the SRI. On each occasion there was a paying customer booking already in place.
8. The SRI report is attached in Appendix One². The report shows:

a. Use:

There continues to be a wide range of users of the SRI. There were:

- 44 corporate clients.
- 30 sports clients. Two rugby clients, New Zealand Rugby and Manawatu Rugby, are listed as having 14 different teams or activities that used the SRI.
- 23 Massey University clients.
- 19 secondary school clients associated with tournaments and camps.
- The SRI contributed to a number of events in the region including hosting the 1st XV Championships which was televised live over two days, the Super 8 (Secondary Schools) Cross Country and various rugby secondary school games and trials.

² SRI report Oasis reference 13510338



Figure 2: Super 8 Cross Country

- The fitness centre works with many of the region's elite sportspeople, hosts the Massey University Academy of Sport, and is the only High Performance Sport NZ accredited facility in the wider Manawatu.
- b. Financials:
- The gross financial results³ shows a reduction in gross income to \$731,355.80, down \$50,649 or 6.2% from 2017/2018.
- c. Media coverage:
- Nine regional media coverages are listed (target nine). However the subject of two of the regional coverages reported were the hockey turf development plans adjacent to rather than part of the SRI activities, users, or events.
 - Four national media coverages are listed (target three). One national level coverage listed was outside the time period for reporting.
- d. Business development and Sport @ Massey:
- The SRI report contains a section on business development opportunities being looked at for the next 3 years. This includes opportunities arising from the adjacent hockey turf development.
 - The report also outlines Massey University's development of their Sport @ Massey Framework, appointment of a Sport Advancement Manager, and relationship development work.

³ Council uses a July to June financial year and the officer comments are based on this period. Massey University use a calendar year for financial reporting. The reported results use Councils year.

9. The Council contract with Massey University for the SRI is now at an end. The final contract payment was made in July 2019. The final annual report under the contract will be due in July 2020.

A handwritten signature in blue ink, appearing to read 'Aaron Phillips', with a large circular flourish above the first name.

Aaron Phillips

Senior Property & Parks Planner



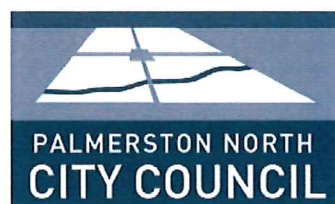
ANNUAL REPORT

2018-2019

PREPARED FOR:

PALMERSTON NORTH CITY COUNCIL

JULY 2018-JUNE 2019



Contents

EXECUTIVE SUMMARY	3
ANNUAL ACTIVITY SUMMARY.....	4
BUSINESS DEVELOPMENT	4
SPORT ADVANCEMENT MANAGER SUMMARY	4
RELATIONSHIP DEVELOPMENT	5
FITNESS CENTRE SUMMARY	6
EVENTS OF 2018 - 2019	7
Media Report	7
Tournament/Event Host	7
CLIENTELE.....	8
Sport Clientele.....	9
NZ Secondary Schools Nationals and Sport Camps	9
APPENDIX 1	10

EXECUTIVE SUMMARY

The Sport & Rugby Institution (SRI) continues to evolve from a very sport centric user facility to more of a regional player in the provision of accommodation, conferencing and event utilization. The support of PNCC over the years both financially and strategically has been instrumental in the evolution of this facility. PNCC investments have enabled Massey University to develop a suite of sport training facilities that enhance the Manawatu region as a designation of choice for sport teams. This relationship is built on a two-way reciprocal arrangement. For example, PNCC active support for national secondary school sport tournaments has helped fill accommodation beds at the SRI and the facility has in turn enabled the City to host these events within the city's boundaries.

The strategic priorities for the PNCC as defined in their Active Recreation strategy include:

- Making facilities better used, by more people taking part in activity often
- Making a sporting hub for the City
- Increasing promotion of its excellent facilities
- Encouraging more people to walk and cycle
- Promoting a whole-of-City package of active recreation facilities

These priorities continue to help shape the ongoing development of the SRI and the surrounding sport and recreation facilities on the Massey Manawatu campus.

Further collaboration between Massey and PNCC in 2019 has seen the university break ground for the new artificial hockey turf. Massey is working towards having this complete in early 2020 in time for the hockey season. The addition of this facility to the "hub" of sport fields around the SRI has significant future possibilities in the attraction of people to the region and potential students to Massey.

As the "flag ship" for sport engagement, the SRI will continue to support the continued and retention of national tournaments and training camps to the region. Palmerston North City business and Massey University will both gain from the promotion of the sports hub concept. This is seen as a very important supporting role by the Institute in the continued attraction of events to the region's and the City's economy.

Massey University and the Sport & Rugby Institute are very grateful to the Palmerston North City council's financial support and remains committed to playing its part in the community's Sport Hub development.

ANNUAL ACTIVITY SUMMARY

BUSINESS DEVELOPMENT

The University recognise the opportunity to maximise the use of these national class sport facilities with the continuation of its links between community and Massey. The Institute now sits within Sport & Recreation Services to enable the benefits of the combined facilities meet the active recreational needs of students, staff and the community.

To enhance the major contribution that the University makes to sport development at a regional and national level the 2019-2021 Business Plan identifies these organisations as being critical to the SRI role as a Regional Sport Hub provider.

SRI Business Development Opportunities		
2019	2020	2021
<ul style="list-style-type: none"> • Badminton NZ. Establishment of training camps on the Manawatu Campus • Central Football Federation. Training camps • Women 7s Rugby performance and development training camps • Expanded connections to Secondary Schools attending National SS Competitions in the Manawatu • Mid Central NZ Cycling hub. Training camps • CD Cricket • NZR U-20 • Expansion of connection with Manawatu Rugby Union • Secure University Tertiary Sport NZ Netball event on the Manawatu campus. • NZTKD • Pulse Netball 	<ul style="list-style-type: none"> • Explore links with NZR, Wellington Hurricanes, & Manawatu Rugby Union • Massey Conferences on the Manawatu campus. Internal and external market development • Badminton NZ training camps and onsite coaching • Sec School National Sporting Competitions in Palmerston North • Women's 7s Rugby • Central Football Federation. Development of artificial turf Part of the Massey Sport Hub strategic development process • CD Cricket • Pulse Netball • NZ Cycling Hub training 	<ul style="list-style-type: none"> • Mid Central Hockey camps. Associated with the opening of the new Hockey Turf. Develop Massey as a site for visiting teams to stay and train in. • Secure one University Tertiary Sport NZ event on the Manawatu campus. • Badminton NZ training camps and onsite coaching • Massey Conferences and Events-internal and external markets • CD Cricket • NZR and Manawatu Rugby Union • Pulse Netball • NZ Cycling Hub training

SPORT ADVANCEMENT MANAGER SUMMARY

In May 2018, Massey University introduced a full time position to lead the direction of sport and recreation at the University. The Sport Advancement Manager (SAM) is the first position of its kind at Massey. Working with other staff members across Massey campuses the SAM produced a Sport Framework document that was accepted in January 2019 by Massey's Senior Leadership team.

The Framework is built on four strategic pillars: Staff & Student Engagement, Reputation, Fostering Excellence, and Academia. The document identifies a wide range of "Sport related Actions" that will

guide Massey's approach to sport engagement both internally within Massey and externally (Regions and National community and sporting bodies).

A Governance structure has been created with representatives across all sectors of the university. The National Steering Group (NSG) will provide the direction and approval for the investment of energy and resources into the Framework actions. The second layer of the organisational structure involves Campus Advancement Groups (CAG) on each campus. The CAG's will be the drivers of the actions identified in the Sport Framework. Some actions apply across all regions while others have specific regional value based on resources available.

Massey's now has a sport purpose as defined by the Sport @ Massey Framework and a Sport Advancement Manager to drive that purpose. Jacob Oram (SAM) has been successful in making new connections with the wider regional and national sporting community since starting in 2018. Through his leadership two Regional Sport Trusts MOU's have been signed with Wellington and Manawatu and is currently working on developing a relationship with Harbour Sports. These MOU's are based on three mutual working areas: academic (e.g. practicum placements, research), regional sport (e.g. conferences, Pathway 2 Podium) and events (e.g. sports awards).

Having a full-time role dedicated to advancing sport & recreation at Massey has increased Massey's engagement with external sporting groups. This has translated into new regional and national organisations using Massey facilities and staff resources (in particular the SRI). For example, the following groups have a working relationship with Massey: Manawatu Volleyball Club, Central Football, Central Hockey, and Manawatu Rugby. All are using Massey Facilities and staff to further their programs while helping to bring competition into the region.

From a national perspective, the Sport Advancement Manager is involved in discussions with national sporting bodies from badminton (located on Massey's Auckland campus), softball, baseball, football, cycling, and the NZ Tertiary Sport organisation.

RELATIONSHIP DEVELOPMENT

The following organisations form the core list of relationships and connections that have been formed, extended and/or continued in the last 24 months:

SPORT

- Central Football (leasing office space)
- Massey Football (hosted matches and trainings)
- NZ Football (training camp)
- Lautoka Football (pre-Oceania Champions League training camp)
- Central Hockey (training base & sponsorship of individual player)
- Manawatu Cricket Association (trainings with James Amon)
- Kiwi Caps Cricket Team (pre-Indian tour training camp)
- Manawatu Rugby Union (sponsorship of Cyclone & 7's teams)
- NZR Under 20's, Black Ferns, RDO Camps
- IRANZ annual series of player and coach development courses.
- Barbarians Rugby – National Secondary School championships, NZ Maori and Tonga under 18s fixtures.
- Manawatu Golf Course (hole sponsorship)
- Manawatu Volleyball Academy
- Massey Academy of Sport (increased use of SRI)
- Palmerston North Jets Basketball (discussion around potential training base)

- Massey clubs and teams (trainings and fitness testing through Strength & Conditioning role)
- The wider Massey University community through the Sport @ Massey Presentations
- Royal NZ Infantry Regiment (SRI tour and training)
- CORPORATE
- Sport Manawatu (category sponsor at Sec School Sports Awards, and invitees to Sport @ Massey Presentations)
- Canterbury of NZ (apparel provider)
- Frucor (conferences)
- Palmerston North Airport (advertising)
- PNCC: Artificial Hockey Turf Project and on-going management of Community Athletic Track

FITNESS CENTRE SUMMARY

The Sport & Rugby Institute Fitness Centre has expanded its services in the past 12 months to align with the Universities Wellbeing Strategy. Led by Massey University's High Performance Strength & Conditioning manager James Amon, there has been considerable effort put into connecting with staff to assist and enhance their own personal wellbeing on campus.

The 'Bro Train' is one such initiative that has proven to be successful. Traditionally male Massey staff members are not well represented in wellness and wellbeing initiatives on campus so capturing this demographic was an important focus. The Bro Train places emphasis on providing a fun social platform to encourage staff to connect with each other during weekly low intensity physical activity. The popularity of the program has resulted in it running concurrently throughout the year instead of the first semester as originally planned.

Another significant project that has been undertaken was the creation of a new small group training exercise based class Velocity Five-0. This program affirms the proactive focus of the Sport & Recreation team have in the ever-changing health and fitness industry. The ability to meet markets trends and customer expectations continues to be a focus going forward into 2020 and beyond.

The continued delivery of strength & conditioning services for student and community athletes has further established the SRI's position as the lead provider in athletic development within the Manawatu. A newly formed partnership between the SRI and Manawatu Volleyball has resulted in 14 new gym memberships and ongoing programming and testing.

The SRI continues to be the home training base for the Massey University's Academy of Sport. With an influx of new athletes from a multitude of different sports. This year we continue to provide tertiary athletes with the highest level of athletic conditioning possible within a purpose built facility.

New Zealand Cricket and Central District cricket have reinforced their relationship with the SRI in the past 12 months by increasing their investment in strength & conditioning services. In total 6 hours per week is dedicated to enhancing their athlete physical conditioning and meeting training targets.

The SRI Gym membership numbers remained solid within a highly competitive fitness market. Three new gyms have opened in the community within the past 12 months, which only increases competition within the Manawatu. Community membership continues to be the highest proportion of members and this has increased to over 55% of all memberships.

The SRI Fitness Centre retains its core membership numbers given its ability to provide a modern training facility without overcrowding. The ongoing upgrade of equipment within the SRI Fitness Centre is well received by members and onsite guests. Feedback from new and existing members is that the SRI Fitness Centre continues to provide a 'safe' training environment and this correlates with a strong annual retention of members.

EVENTS OF 2018 - 2019

Media Report

DATE	MEDIA PLATFORM	EVENT	COMMENT
Jul 2 nd	Stuff	Manawatu Turbos trials	Regional
Sep 7 th	Stuff	Trevor Shailer (Sport Manawatu CEO) regular column	Regional
Sep 7 th	One News (web)	1 st XV Championships	National
Sep 9 th	Stuff	1 st XV Championships	National
Sep 9 th	Hawkes Bay Today (web)	1 st XV Championships	Regional
Sep 7 th -9 th	Sky Sports	1 st XV Championships	National. 6 Televised live games over 2 days.
Oct 18 th	Stuff	Massey Blues Awards	Regional
Oct 23 rd	Stuff	Massey Agriculture awards	Regional
Mar 14 th	Newsroom (web)	Black Ferns camp	National
May 16 th	Stuff	Club Rugby	Regional
May 20 th	Stuff	Massey Rugby Club 90 th anniversary	Regional
Jun 25 th	Stuff	Hockey turf update	Regional
Jun 30 th	Stuff	Massey facilities update	Regional
Jul 2 nd	Herald	World Egg Throwing Champs	National. SRI Facebook video embedded in article

Tournament/Event Host

Blues Student Athlete Event	NZR Black Ferns Trial
Chinese Cup	NZR SS Trial
Massey School of Agriculture Dinner	Super 8 Cross Country
Hurricanes U20s vs Blues U20s	New Zealand Top 4 1st XV
NZR U-20 Trial	NZR Black Ferns Trial
NZR U-20s vs Chiefs U20s	NZR SS Trial
NZR U-20 vs Hurricanes U20s	

CLIENTELE

CORPORATE Clientele

MASSEY CLIENTELLE

Ag First	Ophthalmology Network	Academy of Sport
ANZCO foods	Orbit Travel	Centre for Defence & Security (NZ Army)
Caudet Enterprises	OSPRI	Institute of Education
Central PHO	OCS	IVABS
Countdown/Foodstuffs	Pangaea Consulting Group	Maori engagement workshop
Dairy NZ	Plant and Food	Massey Cricket
Edigawa University	Property Brokers	Massey Egg Throwing
Evenoments	Rabobank	Massey Football
Family Court	REALM	Massey Futsal
First Security	Take it Easy Tours	Massey Hockey
Fonterra	TAS Health	Massey Netball
House of Travel	Tour Time	Massey Ultimate Frisbee
Horizons Regional Council	Stroke Network	Massey Worldwide
Hunting and Fishing New Zealand	Suncorp	MBA
Manakura School	Becca	PACE – Edogawa University
Mid central DHB	Stephen Adams Academy	Research and Enterprise
Ministry of Primary Industry	Ag Research	Riddet Institute
National Health & Safety Council		School of Agriculture and Environment
New Zealand Young Farmers		School of Business
New Zealand Exercise		School of Sport, exercise and nutrition
New Zealand Trade and Industry		School of Veterinary Science
NZ Police		SEAT
NZ Thoroughbred racing		Varsity Rugby
Te Tihi o Ruahine Whanau Ora Alliance Health		
Victoria University of Wellington (Link programme)		
Wildbase		
University of Illinois		

Sport Clientele

Aotearoa Maori Netball	Nelson Hockey	IRANZ – International Rugby Academy of NZ
Auckland Blues	New Zealand Rugby – Black Ferns, NZ U-20, NZR Tight Five, FPC conference, NZSS, NZSS Barbarians, NZ Area Schools (BB), RDO Conference, REO conference	Japan A Rugby training venue
Auckland Blues u20s	NZ Football U-15 camp	Lautoka FC training base
Bay of Plenty Steam Rollers	NZTKD	Manawatu Cricket
Chiefs U20s	Manawatu Rugby – Cyclones, Women's 7's, Men's 7's, Women's club model, Turbos	Tauranga Hockey
CD Cricket	Ruahine Junior Football	Manawatu Wanganui Golf
Central Football	Rugby site' filming	Poverty Bay U-18
Central Hawkes Sports Bay Academy	Salming sports	Hurricanes U-20
Central Pulse	Sport Manawatu	Wheel Blacks
Hurricanes	Sports Tours- Hawkesbury (Aust)/ Vikings (Aust)	Waikato RFU - NPC

NZ Secondary Schools Nationals and Sport Camps

Secondary schools from throughout New Zealand booked SRI facilities during NZSS Nationals tournaments hosted in the Manawatu region. Facilities that were booked and utilised included accommodation, catering and Massey indoor courts. The facility linked to the NZSS National body and directly to Secondary Schools. The SRI plays a role in helping attract visitors to the region as well as supporting their visit for such events as the NZSS tournaments.

Secondary School	Sport
Auckland Grammar	Basketball
Bethlehem College	Own Rugby Camp at SRI
Hastings BHS	Own Rugby Camp at SRI
Hamilton BHS	Rugby
Huntley School	Rugby
Kings HS	Cricket
Napier Girls High School	Volleyball
Napier Boys High School	Basketball
Christ's College	Basketball
Palmerston North Boys High	Rugby
Hamilton Boys High	Basketball
Motueka HS	Volleyball
Kings HS	Volleyball
Scots College	Sport Participation Camp at SRI
St Andrews	Rugby
Southland BHS	Rugby
Te Rourou Kura	Kapa Haka
Westlake Boys High	Basketball
Wellington East Girls College	Volleyball

APPENDIX 1

PNCC REPORTING PERIOD JULY TO JUNE ANNUALLY GROSS REVENUE AND BEDNIGHTS STATISTICS

2018/2019	2018/2019 REVENUE	2018/2019 VISITOR NIGHTS
JULY 2018	\$44,339.00	644
AUGUST	\$28,448.90	225
SEPTEMBER	\$112,201.40	1004
OCTOBER	\$87,686.10	415
NOVEMBER	\$49,561.60	112
DECEMBER	\$73,578.80	367
JANUARY 2019	\$74,725.00	234
FEBRUARY	\$65,351.00	356
MARCH	\$103,742.50	1204
APRIL	\$73,889.30	622
MAY	\$53,994.30	254
JUNE	\$30,453.80	152
TOTAL	\$797,972	5,589