









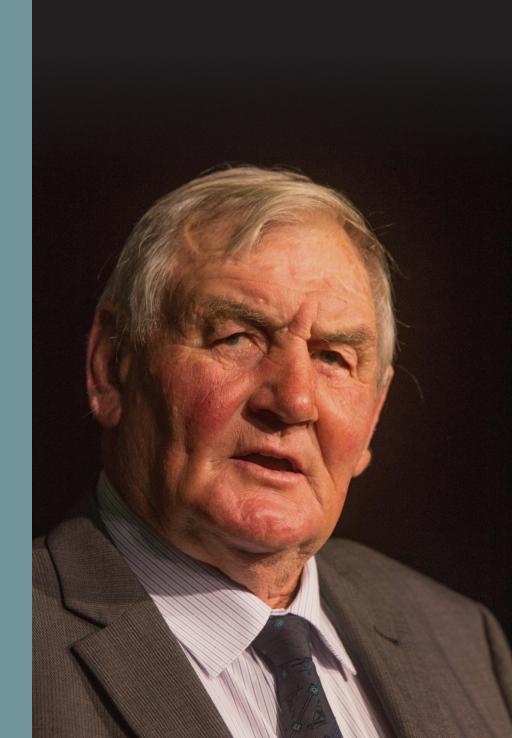
About the New Zealand Rural Games

New Zealand's premier celebration of rural sports that built our nation. A free event for all ages

What we want to do: Through sport and fun activities we aim to bridge the gap between rural and urban communities

What we seek: "Like-minded organisations that value our heritage and share our concerns about the gap between town and country." The late Sir Brian Lochore NZ Rural Games Trust Board

Where: Held every year in Palmerston North



The New Zealand Rural Games Trust is supported by:

- The New Zealand Arboricultural Association
- Shearing Sports New Zealand
- New Zealand Axemen's Association
- New Zealand Fencing Competitions
- Waipu and Paeroa Highland Games
- New Zealand Boot Throwing Association
- Harness Racing New Zealand
- New Zealand Sheep Dog Trials Association



Social Impact

- **Tahi:** Connect people from all walks of life from rural and urban communities
- Rua: Strengthen rural sports in Aotearoa and Australia
- **Toru:** Provide rural sporting athletes with a national stage
- Wha: Celebrate our history as a nation
- Rima: Provide a fun free event for all
- Ono: Get people moving





The Sports

ANZAXE Trans Tasman Championship
Southern Hemisphere Highlander Championships.
Trans Tasman Speed Tree Climbing Championship
New Zealand Speed Shearing Championship

Toyota Hilux presen

New Zealand Gumboot Throwing Championship
New Zealand Speed Fencing Championship
New Zealand Coal Shovelling Championship
Sheep Dog Trials
New Zealand Egg Throw & Catch Championship
Bill Tapley Memorial Cow Pat Throw



New Zealand Gearing Up Championship
Russian Egg Roulette
Man & Mutt Race
Wool Fadge Race
Haystacking

Kids 'n Country 5-12 years

- Tree Climbing
- Self Drive Digger
- Kidz Kartz
- Colouring Competitions & Face Painting
- Throwing Wall
- Football Arena
- Hay Bale Racing
- Tug-O'-War
- Egg Throw & Catch
- Egg & Spoon Race
- Milk Racing Challenge



Have a go 12 years and up

- Cow Pat Throw
- Speed Milking
- Hay Stacking
- Gumboot Throw
- Harness Racing Gearing Up
- Olive Stone Spitting
- Coal Shovelling
- Russian Egg Roulette
- Egg Throw & Catch



We offer opportunities

Farmer's Market: Food stalls and stands that show case the offering of rural New Zealand – from venison sausages to halloumi and brie, milkshakes, ice-creams and burgers and more.

Regional promotion opportunity: We've delivered a programme that has brought together 30,000 people in Palmerston North for two years running – we provide district and city councils the opportunity to showcase their visitor offerings to the families that attend the Games.

Secondary School partnership: The New Zealand Rural Games Trust partners with local schools providing vouchers to use for fundraising and scholarships for promising sporting students from a rural background.

- Logistics and setup: Students from Feilding High School, Palmerston North Boys High School volunteer to help set the games up
- Operational support: Agri-business students from Feilding High School volunteer during the games providing support to key staff from operations to marketing
- Ambassadors: Te Wananga Tu Toa students volunteer during the Games providing ambassadorial services to visitors.

Manawhenua: The New Zealand Rural Games Trust is supported by Rangitane o Manawatu since moving to Palmerston North and prior to that in Queenstown we were supported by Ngai Tahu.

Sustainability education opportunity: A recycling station is provided at the Rural Games and manned by volunteers who guide people on what can and can't be recycled – this is especially beneficial for those who live in rural areas without recycling facilities / limited access to recycling.

Primary Industry: Southern North Island Wood Council: We provide an opportunity to engage and showcase the forestry industry from forestry to truck driving and road safety.

Nightrave: A nation-wide adoption agency for greyhounds who have retired from racing. Nightrave aim to match families and individuals with a greyhound that will suit their individual needs as pet owners to ensure each greyhound finds the perfect home. Nightrave also provide further training for specific greyhounds that may need some extra attention on their journey to becoming a pet.

Cancer Society: We work with the Cancer Society to ensure we have sunscreen onsite, but also that our volunteers have appropriate hats for the weekend.

Retired Working Dogs New Zealand: This small charity aims to find loving homes for working dogs that have reached retirement or those that aren't quite cut out for life on the farm and we help out buy providing them with a space to fundraise from.

Sister event





A celebration of the achievements of our sporting athletes.

- **SKELLERUP** | New Zealand Rural Sportswoman of the Year
- NORWOOD | New Zealand Rural Sportsman of the Year
- FONTERRA | Young New Zealand Rural Sportsperson Award
- LEVNO | New Zealand Contribution to Rural Sports
- TOYOTA | New Zealand Lifetime Legacy to Rural Sport
- Sir Brian Lochore Memorial Award for Outstanding Sportsperson from a Rural Background sponsored by ALLFLEX





Sister event

The Allflex CLASH OF THE COLLEGES

Budding young farmers showcase their skills at the inaugural Allflex Clash of the Colleges in The Square in Palmerston North, on the eve of the Ford Ranger New Zealand Rural Games.

More than 140 teens from high schools around the Lower North Island compete - teams of four and complete 22 modules - from milking a cow and plant washdown, to wool classing and body condition scoring, as well as paper-based modules that cover seeds, weeds and fertilisers.



Massey University Young Farmers Club

Touch Points

February 2020: Launch of the event at Copthorne Palmerston North

13 March 2020: Allflex Clash of the Colleges, The Square – Palmerston North

13 March 2020: New Zealand Rural Sports Awards gala dinner, Awapuni Raceway – Palmerston North

13-14 March: Games in The Square Palmerston North and Live on social media

21 March: 1-hour progamme on TV3 and then ondemand

23 March: Youtube clips broadcast



Promotional Highlights from 2019

Attendees: 30,000 (two years running)

Facebook Reach for 2019 event: 395,316

Youtube views since Games began: 673,179

TV3: One-hour Rural Games special won its 4pm timeslot

75,000 programmes delivered to homes in Manawatu, Palmerston North and Horowhenua

Facebook Live 20,000 inaugural broadcast

Stuff online impressions 1.4M

The Country – team of MCs at the event and 13 live interviews

























	RDC Riblic Forum 27/8/2020 Heather Thorby, Bulls
_(-	Proposed final design of Bulls Towny and Bulls Branding Public Consultation
	I have serious concerns over the Integrity of the Rublic Consultation
	The last 2 BCC Minutes (July & Tebruary) carry no Resolution on this matter. Please refer to the BCC 21 July Minutes, part of Council Agenda toda
	what standed off as just the Town entrance sign has grown to cover all image bianding, A-bull Logo, Merchandise which has financial implications for Business + Groups.
. (The pamphlet circulated to Bulls Public closed at 5 pm Morday (4 days ago) Only 2 Options, both with the same pictures were given. No Option for the status quo or different images or costs to Ratie payers over the charge. The results have not gone to the vote at the BCC. Pamplet wording was "suggested & invite you".
	The flaws in this consultation are: - Missed opportunities - poor process, - lack of inclusiveness - no BCC resolution in Minutes, - only 2 sentences report from graphicartist was in the 21/7/20 BCC Minutes.
0	In conclusion: For Council to have integrity in the process of Public Consultation there needs to be Guidelines or a Template for Community Elected Groups to interact and survey their Community. This must be visible and transparent to all.
(2)	The process for the Bulls Branding of A-logo images be returned to the BCC for Open forum public consultation. That this take place of the start of the next BCC Meeting. If the issue jeguines another pemplet then this should be done.
	Thankyon Bryon attention.
	TABLED DOCUMENT Heather Thouby on 27 August 2020
	on 2+ August 2020

WHY ARE WE HERE

- BULLS SIGNAGE
- DEMONSTRATE OUR PROCESS & FINDINGS
- CONFIRM ENTRANCE SIGNAGE FOR BULLS

WHERE DID IT ALL START?

- RDC presented possible new District signage option
- Bulls Community Committee & Bulls Trust are present
- Trust mentioned they were looking at refreshing the A-Bull signs / branding
- Perfect timing BCC was looking to create overall linkages through Bulls
- Started discussions town linkages

HOW DID WE GET HERE?

- Discussion on signage
- TOWN CONSISTANCY NEEDED
- Consultation
- How & what to be considered
- We are BULLS'



 SINGLE BULL SIGNAGE IS USED ALOT we need to be different



UPDATE & IDEAS

- How do we update?
- Company: Design Addition consulted
- Incorporate all requirements
- Considerations
 - Economic & Community Development
 - RDC requirements
 - Work with A-Bulls Branding
 - BULLS
 - Style
 - Font / words







RDC REQUIREMENTS?



BRANDING REQUIREMENTS GIVEN

- SIGN SIZE
- RDC COLOURS
 - YELLOW
 - BLUE
- LOGO AT THE BOTTOM
- COLOUR STRIP
- KOWHAI



BULLS TRUST -BRANDING

- Branding is not just about a colour, a sign or an image
- It is about the values we have and the belief WE see as a town
- Branding is the "overall" image and feeling
- How people perceive "Bulls"



BULLS BRANDING AT THE MOMENT

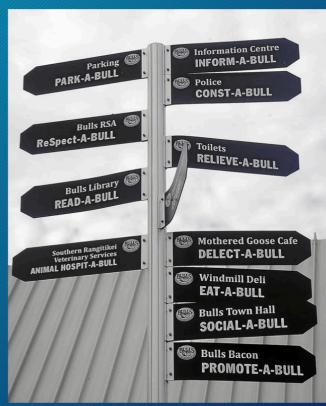
- Messy
- Bulls Branding is confusing
- Known A-Bull Brand
- Pop ups over years
- The Bulls Round town
- Consultation
- BLACK is us!













WORKING TOGETHER

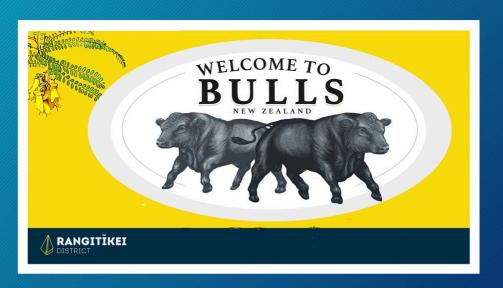
- CONSISTANCY WITH RDC DISTRICT SIGNAGE
- BCC & TRUST LINK THE TOWN
 - PRIDE IN OUR TOWN
 - BRANDING
 - VISUAL LINKS
 - IWI INPUTS & INFLUENCES
 - TOWN COLLABORATION



BEGINNINGS - CONCEPTS









WENT TO COUNCIL FOR APPROVAL

THAT COUNCIL AGREES TO ADOPT THE AMENDED BULLS TOWNSHIP ENTRANCE SIGNAGE RDC TEMPLATE TO ALLOW INCLUSION OF THE COMPLETE UPDATED A-BULL BRAND (once finalised by the Bulls Community Committee and the Bulls and District Community Trust) - APPROVED



Iterations - over 120!

DISCUSSIONS





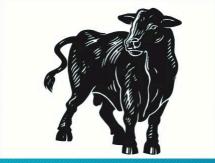
































Various combinations and treatments

THE BLACK BULLS!















"Currently the highest draw card are the Bulls Statues"



Realisation - it's about the BULLS

- However the images we were creating still wasn't working!
- Workshop
 - The team needed to agree with a concept silhouettes!
 - The big Bull Statues are drawing the public big time
 - We could make these more the focus visually
 - Link was finally established progress!
 - Words meanings important for Iwi words needed to be large
 - "Design Addiction" back and redrew from our concepts





Style agreed - words agreed - format working













- Signage we can work with
- Linkages would work
- Professional
- Rangitikei Colour on words works
- Viewing at a distance
- Large greeting
- 'We welcome you"
- Balance
- Visual lines

Final Choices - Unanimous committee selection

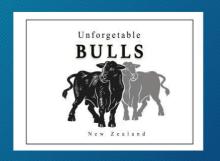












Out for Public consultation



68% preferred A

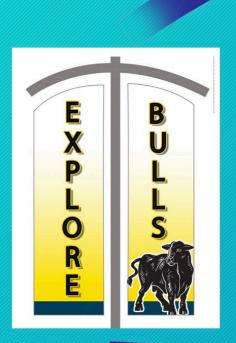


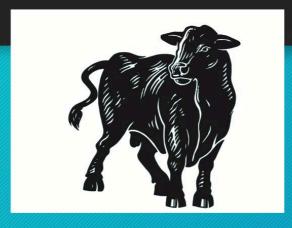
- Responses Via information center
- Via email, drop in, text, Facebook, face to face & phone
- 117 response (24 invalid)
- 1054 Homes 54 Business were visited directly and discussed signage
- Votes were counted and checked by a JP Cnr Brian Carter
- Iwi The TeReo was also consulted on with Ngati Apa, Parewahawaha and Nga Ruahine (many members who come from this iwi live in Bulls and have made Bulls their home)

A SNIPET OF FEEDBACK

- "Local Business It is actually really lovely for the first time ever as a big retailer in Bulls to be asked my opinion on anything! Option A 100% please, it is Clean & Crisp.
- "Option A has better balance on name. There for less distraction for non local drivers."
- "Local business Unforget-a-bull' would look better in all caps. The capital U looks un-balanced to me. Also, that Roman font doesn't quite fit with the other 'square' fonts. Just my humble opinion."
- "As a designer I would vote B, the balance is better and would ditch the plant (kowhai) its just reading as clutter"
- "Community member Love that it is modern"

BULLS A-BULL BRANDING LINKAGES















WHAT WE WOULD LIKE

THAT COUNCIL AGREES TO ADOPT THE AMENDED BULLS TOWNSHIP ENTRANCE SIGNAGE



THANK YOU

FROM THE THE BULLS AND DISTRICT COMMUNITY TRUST BULLS COMMUNITY COMMITTEE