



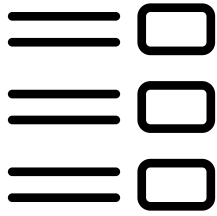
GAMES REPORT

WHANGANUI | 5-14 FEBRUARY

2021

COMPETE
CONNECT
CELEBRATE





*Fantastic organisation
from start to finish.
Well done!"*

PARTICIPANT, 2021

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"Fabulous event. Lots of fun and positivity. The locals discount was very appreciated".

PARTICIPANT, 2021

Welcome

to this report on the Downer New Zealand Masters Games, held in Whanganui from 5 - 14 February 2021.

BACKGROUND

The Downer New Zealand Masters Games is a multi-sport event offering participants an opportunity to compete, connect and celebrate in a range of sporting and social activities.

The Masters Games philosophy is one of participation, with competition being vital but not all-important. Entry is open to all, irrespective of ability or skill and without requirement to be registered as a member of a sporting organisation.

The Masters Games joins athletes together with a common purpose; to enjoy recreational pursuits in an atmosphere of universal friendship and camaraderie.

The New Zealand Masters Company (the Company) owns the New Zealand Masters Games brand, with Whanganui and Dunedin being franchise holders.

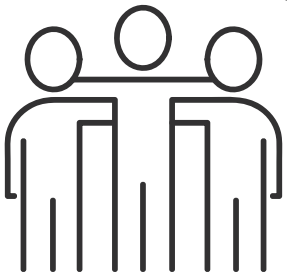
The Whanganui (New Zealand) Masters Games Trust (the Trust) owns 51% of the Company, and Whanganui District Council owns the remaining 49%.

The Whanganui (NZ) Masters Games Trust is made up of seven Trustees; Leighton Toy (Chairman), Danny Jonas, James Bowen, Mike Cronin, Sarah Pomeroy, John Bartley and Trevor Strong.



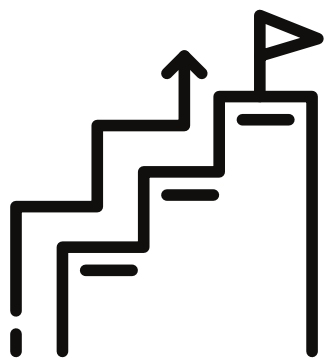
Whanganui (NZ) Masters Games Trustees with the Downer team at the 2021 Launch event.

*Back row from left: Leighton Toy, Scott Francis, Craig West, Danny Jonas, Brendan Bartley, & Dave Nicholls.
Front row from left: Trevor Strong, Rachel O'Connor, Sarah Pomeroy, Blair MacPherson, John Bartley, Mike Cronin & James Bowen.*



Games Personnel





Event Objectives



1
“ INCREASE IN
OVERALL
PARTICIPATION
NUMBERS ”

2
“ INCREASE IN
FEMALE
PARTICIPATION ”

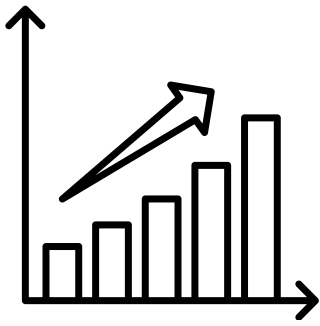
3
“ INCREASE IN
WHANGANUI
PARTICIPATION ”

4
“ INCREASE IN
'UPCOMING
MASTER' 30-45
AGE GROUP ”

5
“ INCREASE IN
FIRST TIME
PARTICIPANTS ”

6
“ POSITIVE SHIFT IN
THE 'STORY OF THE
GAMES'
COMPETE,
CONNECT,
CELEBRATE. ”





Successes & Growth

The six objectives were set by the Games team at the start of the planning phase in 2020. A key factor in the achievement of these areas was the creation and implementation of a strategic and targeted marketing and promotions plan, along with other factors possibly brought about by the Covid-19 pandemic. The following achievements were met:

1✓ 14%

INCREASE IN
ENTRIES
FROM 2019

2✓ 13%

INCREASE IN
FEMALE
PARTICIPATION

3✓ 24%

INCREASE IN
WHANGANUI
ENTRIES

4✓ 52%

INCREASE IN
'UPCOMING
MASTER'
30-45 AGE
GROUP

5✓ 17%

INCREASE IN
FIRST TIME
EVENT
ENTRIES



Final Figures:

4,850

PARTICIPANTS

3,241

VISITORS TO THE
REGION

\$3MIL

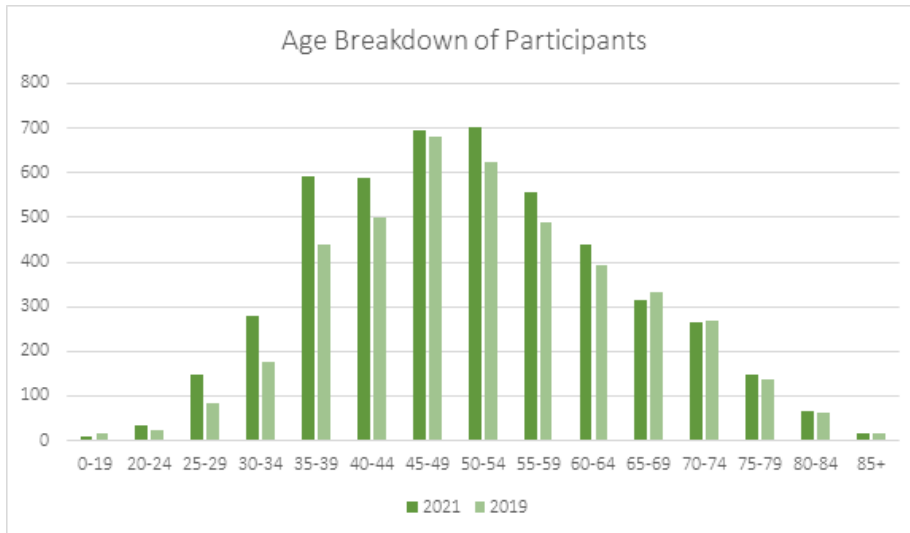
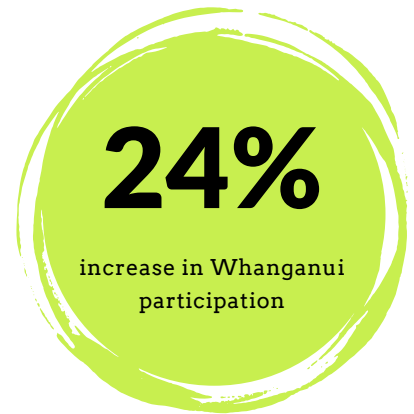
ECONOMIC BENEFIT

\$148,215

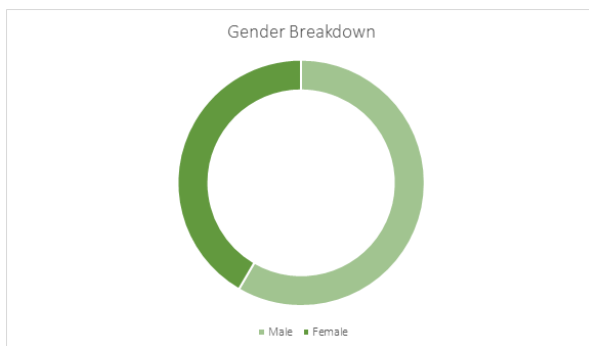
PAID OUT TO LOCAL
SPORTS CLUBS



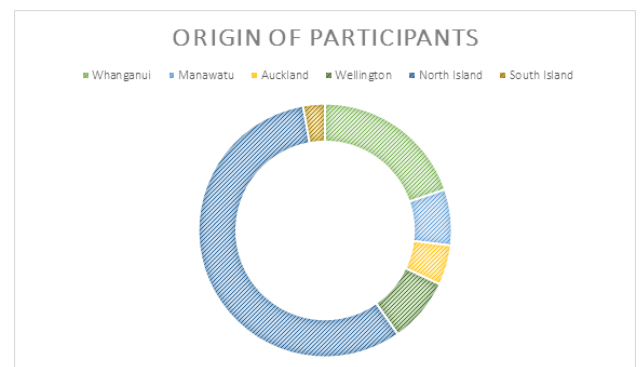
Statistics



Age	2021	2019	Diff (%)
0-19	9	15	-67%
20-24	33	22	33%
25-29	146	84	42%
30-34	278	177	36%
35-39	591	440	26%
40-44	589	499	15%
45-49	696	680	2%
50-54	701	623	11%
55-59	558	490	12%
60-64	440	393	11%
65-69	313	334	-7%
70-74	266	270	-2%
75-79	146	136	7%
80-84	66	62	6%
85+	18	17	6%



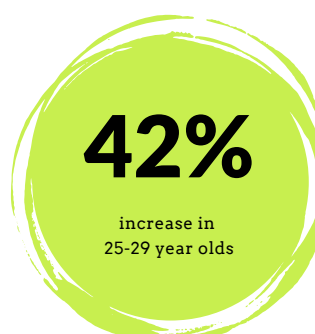
Gender	2021	2019	Diff (%)
Male	2833	2462	15%
Female	1017	1780	13%



Area	2021	2019	Diff (%)
Whanganui	1604	1295	24%
Manawatu	580	590	-2%
Auckland	414	293	41%
Wellington	672	535	26%
North Island	4623	1135	307%
South Island	227	128	77%



Response	2021	2019	Diff (%)
Yes	1897	1628	17%







Our Partners



NAMING PARTNER



MAJOR PARTNERS



WHANGANUI
DISTRICT COUNCIL
Te Kauhāre a Raua o Whanganui



SUPPORTING PARTNERS



FUNDING PARTNERS



CORPORATE CLUB PARTNERS



KING INSURANCE
SERVICES



"I enjoyed every minute working with other Hosts and meeting new people. Never have we felt so appreciated and a huge thank you to Bayleys for their contribution towards this".

BAYLEYS HOST, 2021

"I had fun and enjoyed the presence and extras put on by the DHB".

PARTICIPANT, 2021

Partner Case Study - New Initiatives



BAYLEYS WHANGANUI 'BAYLEYS HOSTS'

2021 saw the inception of the Host Programme, which was a pilot initiative aimed at supporting the event volunteers during the event. Bayleys Whanganui saw the importance and benefit of partnering with this initiative, and officially came on board as the Host Partner for the 2021 event.



Rachel O'Connor, John Bartley, Knud Bukholt, Julia Murray, Lidy Schouw, Brian Johnson & Mark Wilson

This partnership enabled a Host Tent to be situated in the Games Hub, with sustenance and hydration for the volunteers to utilise throughout the event. A chance for them to connect with other volunteers, take a break and also allowed a way for us to recognise their valuable contribution towards the event.

Taking care of those who take care of others is a privilege, and it's great to have Bayleys Whanganui's committed partnership for the 2023 Games.

WHANGANUI DISTRICT HEALTH BOARD 'HEALTH PARTNER'

Another new initiative for 2021 was the official Health Partner for the event, and after the year of planning heavily impacted by the global pandemic, what better fit? The Whanganui District Health Board were critical in the roll out of the event in regards to the event requirements around Covid-19, as well as putting on a thorough schedule of additional activities to participants to promote their Healthy Ageing Strategy.

With lots of ideas moving forward and tweaks to be made, the Whanganui District Health Board are committed to this partnership for the 2023 event.



Russell & Sarah Simpson, Danny Janas, Rachel O'Connor & Alex Kemp



"Hell yes we want to be involved in 2023. We had our highest number of entrants this year and every year we get better at it".

PATRICK CARROLL, INDOOR ROWING

Sports

Generally, the sports events offered throughout the Games were organised by, or on behalf of, local sports organisations.

Due to various reasons, Inline Hockey and Rip Rugby were cancelled from the schedule around November 2020. Five new sports were offered with two returning to the schedule.

Of the 54 sports offered, 31 increased their competitor numbers.

Sport Growth

Sport	Competitors	Non-Playing Officials	2021 Total	2019 Total	Diff (%)
Archery	17		17	14	21%
Athletics	158		158	130	22%
Badminton	113	1	114	112	2%
Basketball	220	3	223	162	38%
Bocce	116		116	93	25%
Bowls - Indoor	84		84	70	20%
Bowls - Lawn	49		49	57	-14%
Bowls - Twilight	61		61	35	74%
Corporate Challenge	90		90	0	NEW
Cowboy Action Shooting	55		55	0	NEW
Cowboy Action Shooting Long Range	26		26	0	NEW
Cricket	156		156	115	36%
Dancesport	80		80	109	-27%
Darts	33		33	48	-31%
Fishing	68		68	0	NEW
Floorball	79	1	80	0	NEW
Football 11 a-side	873	20	893	759	18%
Football 6 a-side	183	1	184	161	14%
Golf 18 Hole	102		102	127	-20%
Golf Mixed Foursomes	51		51	61	-16%
Golf 9 Hole	25		25	39	-36%
Gymsport	51		51	75	-32%
Hockey 6 a-side	131		131	145	-10%
Jigsaw Rading	20		20	0	NEW
Leisure Marching	58	2	60	0	NEW
Motocross	121		121	129	-6%
Motorcycle Classic Trials	21		21	25	-16%
Mountain Biking	60		60	51	18%
Netball	186	14	200	224	-11%
Netball - Indoor	72	1	73	120	-39%
Olympic Weightlifting	37		37	12	208%
Petanque	58		58	59	-2%
Pool 8 & 9 Ball	50		50	48	4%
Road Walks/Runs	325		325	330	-2%
Rock n Roll	22		22	22	0%
Rowing	18		18	0	NEW
Rowing Indoor	73		73	54	35%
Shooting Clay Target	44		44	39	13%
Snooker	19		19	20	-5%
Softball	117	2	119	0	NEW
Sports Accuracy	68		68	111	-39%
Squash	70		70	69	1%
Stair Racing	38		38	39	-3%
Swimming Open Water	43		43	45	-4%
Swimming Pool	119		119	110	8%
Table Tennis	93		93	82	13%
Tennis	126		126	138	-9%
Touch Rugby	98	2	100	80	25%
Triathlon Off Road	33		33	48	-31%
Twilight 400	95		95	82	16%
Volleyball	108		108	145	-26%
Waka Ama	67	1	68	72	-6%
Waterskiing	47		47	43	9%
Yachting	26		26	32	-19%



Entry Fee Schedule:

\$55 'Local As' Fee

Whanganui residents fee
11 September-13 December 2020

\$65 Earlybird Fee

11 September-13 December 2020

\$95 Standard Fee

14 December 2020-10 January 2021

\$125 Late Fee

11 January-14 February 2021

+ individual sports fees

54

SPORTS OFFERED

5

NEW SPORTS

\$148,215

PAID OUT TO SPORTS CODES

6

SPORTS AT CAPACITY



NICKY MALIPAARD -

SPORTS PARTNER
LIAISON



Volunteers



"The event was amazingly run this year. The crew were epic - had a blast. Thanks for all your hard work"

BAYLEYS HOST, 2021

The gift of time is invaluable when it comes to running an event of this nature, and the 2021 event was made up of over 150 hosts to assist with various roles in both the lead up and during the event period. All hosts were individually interviewed prior to being allocated a role, and shifts were assigned based on their availability and areas of interest. A code of conduct applied to each volunteer and acted as a guideline for the standard of customer service that was expected with the overall event.

A Christmas BBQ was held in December for all hosts and sports partners, hosted at Bayleys, as a chance to meet other volunteers and interact with the event team, prior to February 2021.

During the event, the Bayleys Host Tent was located on the forecourt of the Games Hub, and acted as a key area for volunteers to base themselves before, during and after their shifts. This was very well received and will be implemented again for 2023. We will also investigate the viability of a volunteer rostering programme, to become more efficient in filling shifts and minimising the manual work associated with this task.

153

HOSTS FOR 2021

112%

INCREASE IN
HOSTS FROM 2019

8

VOLUNTEER
ROLES



"The Host Tent is the best thing that has happened at the Games for many years. Makes the volunteers feel very wanted"

BAYLEYS HOST, 2021



JULIA MURRAY -
HOST &
SUSTAINABILITY
COORDINATOR




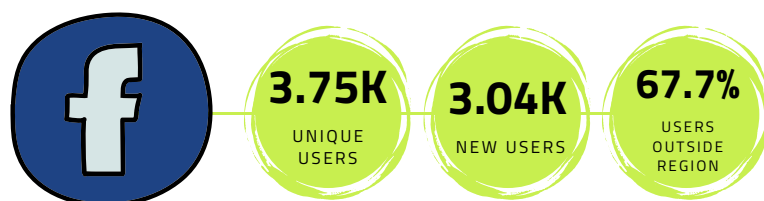
LOUISE FOLLETT -
MARKETING &
EVENT
COORDINATOR

Marketing & Promotions

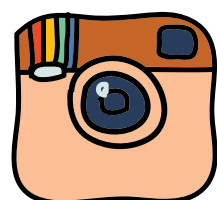
The most significant issue for the marketing of the 2021 Downer New Zealand Masters games was organising and promoting an event in the midst of a global pandemic. Because of this, the registration period started a month later than previous years, and the marketing role began in mid June 2020. This resulted in a narrower window for promotion and continued uncertainty about the event due to the ongoing pandemic.

The re-introduction of the Entry Guide was well received by participants. The response to the Entry Guide demonstrates that there is still a need for a hard copy version moving forward.

A brand voice and promotions strategy was designed to reflect the overall event goals, making sure the marketing channels reflected this and the objectives.



WEBSITE TRAFFIC	2021 Website Users	2019 Website Users	Diff (%)
AUGUST 2020	4315	7329	-41%
SEPTEMBER	5893	4966	19%
OCTOBER	6882	7418	-7%
NOVEMBER	6628	4995	33%
DECEMBER	7093	4901	45%
JANUARY 2021	10135	10850	-7%
FEBRUARY	16071	11750	37%



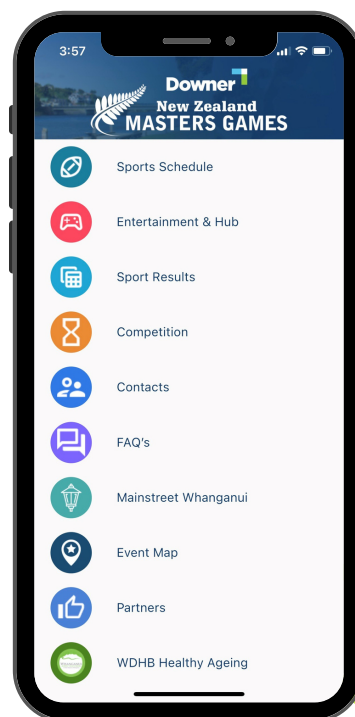
The instagram account has limited followers (298) and will require a fresh approach to build this channel, if it is seen as a key marketing tool for the event in 2023.

Recommendations

- Continue to produce the Entry Guide
- Continue the Local As offer to Whanganui residents
- Grow the users for the NZMG App and contract IT support during the event

Recommendations

- Alterations to the Participants Handbook, with more sports details included
- Collaboration with Iwi to create more Maori content in owned collateral and promotion



APP Development

The bulk of the cost of establishing the app has been carried by the 2021 games, and the benefit of the investment will continue for the 2023 Games. There is scope for further development moving forward.

1,415
APP
DOWNLOADS

8,566
SCREEN
VIEWS



Games Hub

The Games Hub was once again held at the War Memorial Centre, for the third year running.



After extending the design layout of the stage and with the inclusion of some inflatable structures to add additional shelter, the hub created a positive buzz and generated the feel of the 'tent' from previous years at Springvale. AirSpace structures were in place for the VIP Dome and the bar canopy.

Scaffit engineered and constructed the stage build and a separate space was included as a green room for the bands, as well as storage for additional furniture which was easily accessible from down on the forecourt.

Access to the Games Hub was by accreditation only, and gate sales were not permitted. Because of this, the number of supporter passes sold increased by 48% (384 sold in 2021). Armourguard were the contracted security firm on site for the bump-in, event duration and pack down phases of the event. They assisted with covid tracing sign in on arrival to the Games Hub and also ensured access was by accreditation only. Moving forward we could look to promote door charges on week days (quieter nights) but will reserve the weekends for accreditation holders only. due to capacity requirements.

Learnings

TWEAKS TO BE
MADE TO THE VIP
DOME - ACCESS 1
OR 2 NIGHTS THEN
OPEN TO ALL

MERCHANDISE TO
BE LOCATED OUT ON
FORECOURT AREA
FOR BETTER
VISIBILITY

ADDITIONAL
SECURITY FOR
WEEKENDS WITH
ONE FLOATING

PLAN FOR
INCLEMENT
WEATHER



Entertainment

Supporting the local music industry was a focus for the 2021 event, with only one out of town band booked.

The Entertainment was managed directly by the Games office and the schedule was streamlined for 2021, with only one band coming from out of Whanganui. Utilising local entertainment was a great way to generate money back into the area, ensuring we support local and also maintaining expenses in this area.

BAND LINE-UP		
Friday 5th February	KAOS	Whanganui
Saturday 6th February	Damned Raucous Brass	Whanganui
	The Replicants	Whanganui
Sunday 7th February	Re-Set	Whanganui
Monday 8th February	Flashback	Whanganui
Tuesday 9th February	Freddie Flash and the Firebirds	Whanganui
	DJ Damn	
Wednesday 10th February	DJ Etivan	Whanganui
	DJ Wattie	
Thursday 11th February	Heavy Water	Whanganui
Friday 12th February	Whiskey Mama	Whanganui
Saturday 13th February	Halo	Auckland
Sunday 14th February	DJ Ron Heaps	Whanganui



Bar Operations

The Trust ran the bar in-house this year, returning to the drink ticket system last used in 2017. This proved very beneficial for the Trust and was a good source of revenue to contribute to the overall operational budget. Engaging Mike Hos as the Food & Beverage Manager was critical and his experience and expertise was invaluable to being able to run the bar.

The decision to run the bar in house for 2021 proved beneficial, with a good source of revenue being received from this area. This will take place again in 2023, with a few tweaks to some areas (e.g. bar ticketing hours etc).



Dave Griffiths, Rachel O'Connor and Fergus Reid



Ambassadors



Glen Osborne, Jodie Brunger & Simon Watson



Jodi Brown & Jodie Brunger

BROWN *Jodi*

Jodi Brown is a former Silver Fern, whose impressive career spans from 2002-15, earning her 61 international caps. She played in the Coca-Cola/National Bank Cup with the Capital Shakers, Canterbury Flames, Auckland Diamonds and Otago Rebels, and Canterbury Tactix, Waikato Bay of Plenty Magic, Southern Steel and Central Pulse. Jodi is a mother of three, and has been involved as an Ambassador with the New Zealand Masters Games for a number of years.

WATSON *Simon*

Simon Watson was part of the New Zealand Rowing team from age group representation through to the elite level, winning Gold at the U23 World Championships and culminating at the Elite World Rowing Championships held at Lake Karapiro, 2010, where he won a bronze medal as a member of the men's coxless four. Simon is proud to call Whanganui home and lives here with his wife, Kate and 2 children. This was Simon's first year as an Ambassador of the Games and appreciates the efforts of the games team to bring this great event to our City.

OSBORNE *Glen*

Glen Osborne was once an All Black. Now he's a member of another important team as he joins the line-up of Ambassadors for the event. Glen played 19 tests for the All Blacks between 1995 and 1999, before graduating from the Royal New Zealand Police College in 2016. He now enjoys a lift as a constable in his hometown of Whanganui and is well versed in bringing people together from all walks of life, to get involved in sport. Glen has been an Ambassador of the Games for a number of years.

BRUNGER *Jodie*

Jodie Brunger is a proud local with a passion for sport and working with the community. A teacher for many years, Jodie has played, coached, umpired and volunteered in a range of sports and community organisations. Sport has played a huge part in her life and allowed her to forge strong friendships, challenge herself physically and mentally and experience new and wonderful places around the world. Jodie now works as part of the team at Sport Whanganui and this was her first year as an Ambassador of the Games.



"Great event, great weather, great buzz among competitors, huge logistical task done very well".

PARTICIPANT 2021

Conclusion

The 2021 Downer New Zealand Masters Games were held in Whanganui and attracted 4,850 participants, with 67% coming from outside of the city to compete.

The economic benefits to Whanganui of hosting the event are substantial, with an estimated economic benefit to the city of \$3 million. Added to this is over \$148,000 in revenue generated for our local sports clubs through sports fees, who delivered the sports as part of the event. The financial support received by Whanganui District Council is critical for event sustainability, and this has been seen in the current event period, especially with the challenges at hand.

Over the next two years the Whanganui (NZ) Masters Games Trust will focus on retaining the participant numbers we saw in 2021.

We aim to build on the positive aspects of this year's event, make a few tweaks in the operational planning and delivery, and maintain a high standard of delivery and continuous learning on the delivery of the Games.



WHANGANUI - 5-14 FEBRUARY 2021 - WWW.NZMG.COM