



From the Chairperson

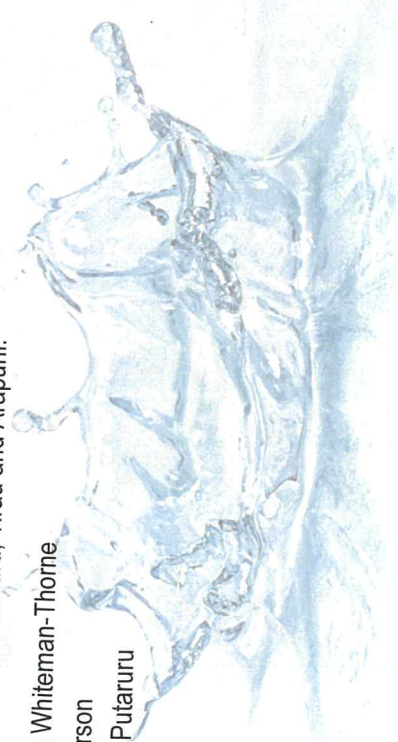
It has been a pleasure to work with our committee and staff, with our community and its businesses and with South Waikato District Council and SWIFT over the last year. Thank you all for your support.

Receiving our contract in September, Covid lockdowns and the general impact of risk in our day to day lives and events certainly influenced our planning but we managed to complete our year with a great feeling of pride and satisfaction while still knowing there is much ahead.

We see the development in our town as providing exciting opportunities as we look at the community and business voices of 2022/2023.

We experienced staff changes as Council has done and with elections and new appointments more change is ahead. We are committed to continuing to work alongside Council and to hear from more of our community and businesses, not just the ones it is easy to contact and to plan for a progressive town while maintaining the qualities that are Putaruru, Tirau and Arapuni.

Raewyn Whiteman-Thorne
Chairperson
Pride in Putaruru



PRIDE IN PUTARURU

2021-2022

ANNUAL REPORT



Who is Pride in Putaruru?

Raewyn Whiteman-Thorne	Chairperson
Murray Deas	Vice-Chair
Linda Galbraith	Secretary/Business Liaison (temporary)
Kimberley Crocker	Treasurer
Tere-Anne Petley-Rata	Committee
Jo Karl	Committee
Stu Aston	Committee
Sandra Wallace	SWDC Representative
Lynda Tomalin	Manager
Mike Whiteman	Prattler Editor
Carol Edmeades	Information Centre Volunteer

About Us:

"Pride in Putaruru" is a local government funded community group, established in 1972.

We're a passionate team of three staff, eight trustees and approximately 30 incorporated society members who are committed to the wellbeing of our town.

We host a number of community events each year, such as the Putaruru Christmas Parade and the Putaruru Water and Food Festival, along with business promotions and celebrations, which are always well attended and supported by the community.

Our Vision and Purpose:

- * A thriving, busy town with a well-connected community that's appealing and welcoming for visitors and tourists
- * Connecting the community through events
- * Sharing and celebrating success through the local "Prattler Newspaper"
- * Supporting businesses to thrive and grow
- * Providing information and promoting Putaruru through the Information Centre

Pride in Putaruru Office

A major focus of Pride in Putaruru between all of the previously mentioned events, community relationships, business support and media has been the upgrade of our office systems and equipment.

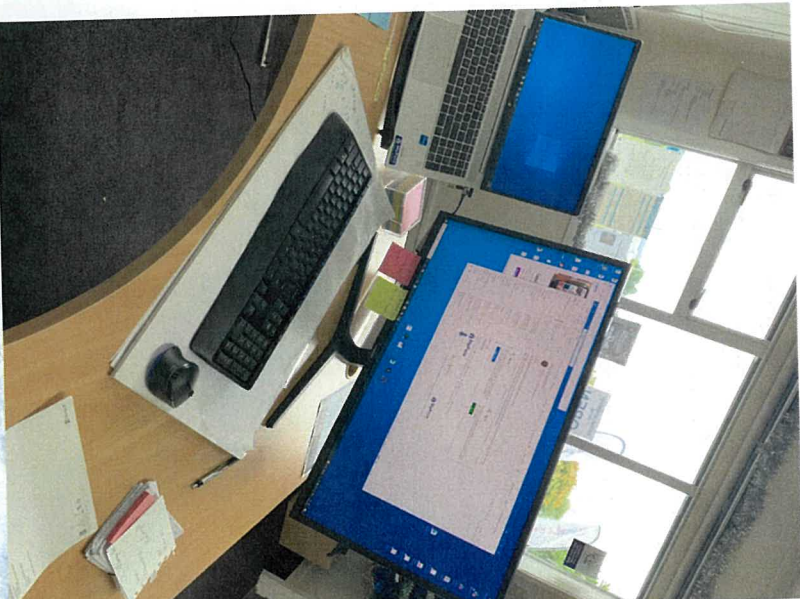
In December, the PIP office saw an upgrade of IT equipment, including two new laptops and workstation set ups for our staff. We have also purchased a tablet for the Business Liaison Officer to use while out and about with the ability to access our database and made updates on the spot. A portion of this upgrade was funded by Trust Waikato.

January saw the installation of a new photocopier which allows us to provide better services to the community.

PIP has also invested in a membership with Infoodle, which we have set up as a database of local businesses and community groups.

After Carol Bennett's departure from the Business Liaison Officer role, PIP committee member Linda Galbraith stepped into the role in a temporary capacity to develop this database.

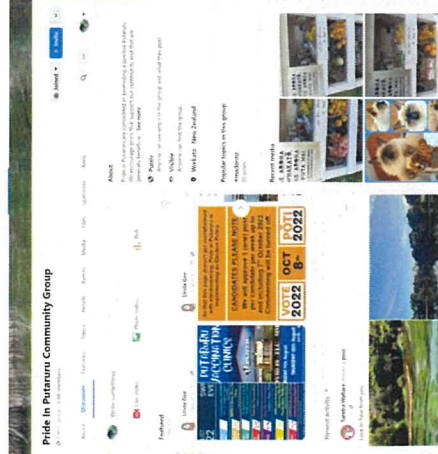
Carol Edmeades, an invaluable volunteer runs the PIP office and Information Centre on Wednesdays with our team of Lynda and Linda covering the rest of the week between them. The team has been working towards developing office policies and procedures to make running of the office, Information Centre and events a smoother process.



Pride in Putaruru Online

Pride in Putaruru has a strong online presence which benefits both local South Waikato residents and also visitors to the area.

The Pride in Putaruru website features a Community Calendar where we list as many local events as possible. The website also includes business listings, the digital version of the Prattler and more.



PIP Media

PIP also runs the Facebook group 'Pride in Putaruru Community Group'. This is a local noticeboard style group where members can ask questions, share information or recommendations and businesses can promote themselves. There are over 5000

members in the group. Several PIP committee members are moderators on the group keeping it a safe, positive space.

A new Pride in Putaruru Facebook page has also been established, which is used to promote the work of PIP in another way. We post about events, promotions and other initiatives that PIP is running.



Community Connection

Pride in Putaruru has spent a large portion of the 2021-2022 year fostering connections within the community, including with other community groups.

With the challenges and disappointments associated with Covid lockdowns the team wanted to ensure the community had some positive connections and plenty of fun to look forward to.

The uncertainty meant that many of the events needed to be altered late in the planning process to take shape as Covid-friendly events, but we managed to get through the year without outright cancelling a community event—something which we are very proud of.

The community events we hosted or were a part of in 2021-2022 financial year were:

- * The Putaruru Pink Walk
- * The Putaruru Alternate Christmas Parade
- * The Putaruru Water Festival Amazing Race
- * The Putaruru Farmer's BBQ
- * Matariki celebrations at Mangakaretu Marae

Other community initiatives include:

- * Putaruru Community Police Meetings
- * Formation of the Putaruru Community Patrol
- * Engagement with youth, including an Easter Colouring Competition
- * Admin and moderation of the Pride in Putaruru Community Facebook group
- * More regular community contact through the Pride in Putaruru Facebook page

Regular features include:

- * The Prattler
- * The Prattler Business E Zine
- * Meetings with Putaruru Moving Forward

Christmas in Putaruru

Christmas in Putaruru was another event hit by Covid-19 restrictions.

There was no way we could gather crowds together for the Christmas Parade or Christmas in the Park as we usually would.

Instead, the Pride in Putaruru team came up with an 'Alternate Christmas Parade'.

We worked with local Police officers and the Putaruru Volunteer Fire Brigade (who called in a Tokoroa engine as well) to create mini parades.



Pride in Putaruru Manager Lynda Tomalin with two Christmas Parade volunteers



Judith Bennett from the Rotary Club of Putaruru delivered extra presents to PIP Business Liaison Officer Carol Bennett.

Our four mini parades visited all of the urban residential streets of Putaruru at the time the Christmas Parade would normally have gone ahead.

We asked everyone to wait at their mailboxes or on their front lawns while we made our way around Putaruru. Children were asked to come dressed as their favourite superhero (which was to be the theme of the original parade).

We had 1000 goodie bags to hand out to children, with lollies donated by K Beez Putaruru, a Pride in Putaruru balloon and a pen provided at a discount rate from Choice Market. The Rotary Club of Putaruru also arrived the morning of the parade with baskets full of extra gifts and prizes to be given out to children.

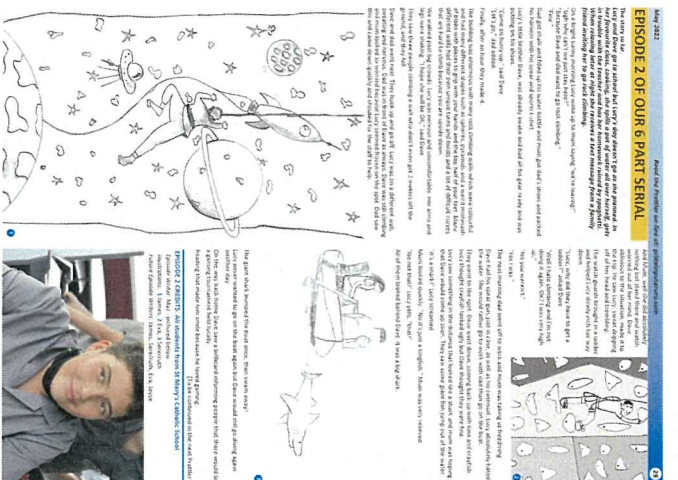
PIP Media—The Prattler, PIP Business E Zine, PIP TV

that is planned cooperatively, filmed, edited and published by PIP Media. Also included are local happenings and business orientated material.

The Prattler is supported by columns from the SWDC Mayor, Putaruru Ward members and also the MP for the Taupo electorate. We now have SWFT contributing a regular column.

Schools are able to contribute regularly as are community groups. The expanded 'magazine' section is supported by the Putaruru Library and Service Centre and our serial being written by students from St Marys Catholic School is probably a New Zealand first for this genre, if not the world. All the puzzle and quiz material is original and created locally.

The Prattler, PIP Business E Zine and PIP TV continually seek to produce quality relevant and local material within the capacity of the resources we have. Feedback from residents, businesses and community is consistently positive.



PIP employs local student Ania Hennes to deliver the Prattler to urban households in Putaruru. Another student is employed to deliver in Tirau.

PIP Media—The Prattler, PIP Business E Zine, PIP TV

The main purpose of this media is to connect with the community, businesses and groups within the district and promote happenings that have an emphasis on the positive.

Over the past year The Prattler has also looked at our place in the world beyond South Waikato and examines important issues that affect us, with major articles such as: Fake News, Online Perception, Productivity, Wellbeing and Climate Change.

The online version of the Prattler has many extra features that are not available in the print edition, making this the only paper in the South Waikato to move beyond the basic read - for example 10 carefully selected videos that complimented the Climate Change feature. Each issue now makes use of this facility.

The Prattler is published every 2 months with 4100 copies distributed per issue. Editions for this reporting period were: July 2021, October 2021, December 2021, March 2022, May 2022 and July 2022

Between Prattler editions the PIP Business E Zine was produced in: August 2021, October 2021, February 2022, April 2022 and June 2022.

The E Zine is delivered to electronic mail boxes by a link that directly accesses the content thus making it very mailbox friendly. It also contains information for schools and reminds advertisers about updating their copy material for the following Prattler edition.

Local businesses are featured using video

Christmas in Putaruru

It was an amazing evening, with so many volunteers turning up to help run the parades and a huge number of families and children waiting on their front lawns, chatting to the neighbours over the fence or just having a picnic while they waited.

Several people gave us donations of food which were passed onto the Putaruru Food Bank.

After the parade was over, multiple posts were put up in the Pride in Putaruru community Facebook group with hugely positive feedback about the event, with so many people grateful that we worked around the restrictions and provided some form of fun Christmas activity.

We had some left over goodie bags, so the week following the parade, these were placed at our three local farm supply stores, Farmlands, Farm Source and Wrightsons, where they were distributed to rural families with children, as unfortunately we were unable to cover the entire area with our alternate parades.

Other Christmas events or activities we created were a Lights Trail map and a business window/office decoration competition which was won by Moos, Baas and Oinks with an amazing window display.



The Putaruru Alternate Christmas Parade was supported by Putaruru Police, Putaruru Volunteer Fire Brigade and volunteers.



Putaruru Water Festival Amazing Race

Plans for the 2022 Putaruru Water and Food Festival were well underway when Covid alert level changes restricted capacity numbers, meaning the Festival was unfeasible. As a result, Pride in Putaruru again switched course and in just over a month pulled together the Putaruru Water Festival Amazing Race.



The entire event was designed to work within the strict Covid regulations, keeping people within their own bubbles, outside, with minimal contact with others. More than 120 people took part in the event, forming teams made up of

family, friends, work mates and community groups. A couple of teams even travelled over from Rotorua to take part. The vast majority of the teams dressed up to get into the spirit of the event.

We aimed to make the event as inclusive as possible, with activities that could be completed by a wide range of ages and abilities.

The teams were sent out to explore Putaruru, answering questions and solving clues. They had to complete six 'checkpoints' which involved team



Shop and Win in Putaruru

The second Shop and Win in Putaruru promotion was held in November 2021.

Customers shopping at participating businesses could enter the draw to win Putaruru Dollars, which could be spent at any of the participating businesses.

There were 10x weekly prizes of \$50 for each of the four weeks of the promotion, plus four grand prizes of \$500 each.

This latest promotion saw the number of businesses participating increase, with over 40 businesses taking part. The number of entries also greatly increased.

The promotion was supported by a grant from SWIFT of \$2000 to go towards our \$4000 total prize pool.

The winners of the vouchers were all extremely pleased to win and feedback was extremely positive from all involved.



The Shop and Win in Putaruru promotion has been so successful over the past two years in encouraging local spending and will be a fixture in our calendar moving forward.

Statistics:

- * 45 businesses signed up to take part in the 2021 promotion, an increase of 16 from 2020.
- * A wide variety of different types of businesses participated.
- * A total of 7295 valid entries over the four weeks
- * 44 different prize winners
- * Total prize pool of \$4000



Business Liaison

Carol Bennett was employed for six months to be the Pride in Putaruru Business Liaison Officer. During her time Carol worked to reestablish connections between PIP and the local business community.

Throughout all of our event planning and execution, there was a vital connection with businesses, which Carol handled all of.

As a result of these connections, PIP has seen a far greater engagement with businesses, including unsolicited offers of sponsorship, greater uptake in promotions and general positivity.

Pride in Putaruru has been working on an up to date database and contact information for our local businesses, enabling greater connection between us all. This is also a helpful resource when enquiries are made through the Information Centre for local businesses or service providers.

A fun competition voting for Putaruru's Most Popular Pie was held in October which encouraged fun discussion online. Bev's Delights was the winner and five voters also won vouchers to spend at the store, funded by PIP.



Putaruru Water Festival Amazing Race

members completing an activity, including a dunk tank, an inflatable obstacle course and water carrying relays. Many of the questions centered around local

businesses, to help raise an awareness of what is available in town.

New people to town found it to be a great introduction to Putaruru.

All of the teams returned soaked, but with big smiles and positive feedback about the event. Before it was even over there was a lot of talk about looking forward to the next one.

Throughout the planning and execution of the event we worked closely with several local businesses to source equipment, locations and prizes.



Matariki Celebrations

Pride in Putaruru attended the Matariki celebrations at Mangakaretu Marae. Committee members attended and provided information regarding the work PIP does, along with information on other community groups in Putaruru. These included the Timber Museum, Shining Light on the Dark, Helping Hands, schools and the information packs as provided at the Farmers Welcome night. They were well received and we discussed Pride in Putaruru and our role in town with many visitors to our stand, Being part of our first Matariki day was a privilege and as our koha we have donated a native tree to both Mangakaretu and Whakaaratamaiti marae.

After lunch Pride in Putaruru and South Waikato District Council introduced the plans for Stage 2 of the Waterpark Development and carver Delani Brown explained the details of carving the Pou and Papatuanuku and their place in our park. Pride in Putaruru also attended the High School Matariki evening and the Prattler spent the day at the Putaruru Primary school Celebration.



Putaruru Information Centre

Pride in Putaruru operates the Putaruru Information Centre five days a week. The centre is open 9am to 3pm, Monday to Friday.

The centre provides a number of services for both locals and visitors to the South Waikato.

Some of these services include:

- * Information services—business recommendations, phone numbers and other contact details
- * Office services—photocopying, printing, scanning and laminating for affordable prices. Printing and laminating Vaccine Passes is a good example of this.
- * Tourism information and brochures for attractions that are both local and further afield, including accommodation information
- * Agents for Intercity, Bluebridge, Interislander, Fish and Game
- * Sales of merchandise including Putaruru themed magnets, postcards and books about local history
- * Providing suggestions and linking people to services to assist in a wide range of needs
- * Supporting and promoting local community groups and events
- * Assisting wherever possible for a wide range of issues, requirements and situations

Putaruru Information Centre Visitor Numbers by Month

Month	Total Visitors	Month	Total Visitors
Jul-21	208	Jan-22	191
Aug-21	95	Feb-22	161
Sep-21	127	Mar-22	236
Oct-21	174	Apr-22	171
Nov-21	188	May-22	184
Dec-21	147	Jun-22	188

Total Visitors 2021-2022 year: 2070

Other Community Involvement

Pride in Putaruru members have been part of the steering groups for the Putaruru Waterpark, the Skatepark and the South Waikato District Council rebranding exercise. None of these projects have been straightforward but with stage 1 of the Waterpark being completed, the rebranding of the South Waikato being underway and the Skatepark about to begin we are hopeful these will all have a positive impact upon our developing district. It seems sometime since discussions and consultation took place and we are delighted to see the Waterpark being so well used and enjoyed. At time of writing we are hopeful of funding for stage 2.

Some stages of the rebranding are confirmed and underway and this will include similar signage of different colours linked to each of our 4 towns.

The Skatepark plans are approved and we look forward to progress with each of these projects.

Pride in Putaruru has appreciated the opportunity to be part of each of these projects working alongside our community and South Waikato District Council.



Putaruru Pink Walk

The Putaruru Pink Walk was held on November 12, 2021, run in conjunction with the Breast Cancer Research Trust, for which the event was a fundraiser.

The event was scheduled for October, but due to the situation with Covid-19 at the time, Pride in Putaruru felt it was best to delay the event.

Regardless of the date change, we had a fantastic turn out. Many families and children attended, all dressed in their pinkest outfits.



The event raised over \$70 for the Breast Cancer Research Trust.

Several local businesses approached us and offered to sponsor great prizes for the event.



A long time goal for Pride in Putaruru was hosting an event to welcome and celebrate the rural members of our community, which is such a vital part of the make up of Putaruru. We achieved this by hosting the Putaruru Farmer's BBQ on June 10th 2022.



Putaruru Farmer's BBQ

Approximately 150 people attended the evening, with a large number of children attending. They were entertained with toys and activities. A BBQ dinner and live band were the main features of the night.

It was a great opportunity to get off the farm, socialise and build connections with others in the rural sector.

The event had support from the Rural Support Trust, as well as funding from One Foundation. Several businesses approached us and offered to sponsor the event, so all of the costs were covered by this support.



PIP also created a welcome pack/goodie bag for those attending the event. The bags included advertising materials for many local businesses, local community support groups and more information about Putaruru.

Community Patrol and Police Meetings

Pride in Putaruru has been instrumental in the hosting of public community Police meetings.

Each of these has been well supported by our police who have given updates on crime in Putaruru and the South Waikato. Attendees have had opportunities to ask questions and raise concerns

From these meetings came the idea to establish the Putaruru Community Patrol.

Substantial time and effort was put into setting Putaruru up with Community Patrol New Zealand. A small group of volunteers went through the process to become approved members.

In June 2022, Pride in Putaruru arranged a vehicle to be loaned from Community Patrol New Zealand until we are able to fundraise one for ourselves.

Further plans are already underway for fundraising, more meetings and a wider push to increase the visibility and membership of the Putaruru Community Patrol.



Putaruru Community Patrol Co-Ordinator Stu Aston with the car on loan from Community Patrol New Zealand.