

Pride in Putaruru

Report to South Waikato District Council

October – December 2021

The last quarter was a particularly busy one for the team at Pride in Putaruru.

For the month of November we ran our Shop and Win in Putaruru promotion for the second year. We gave away \$4,000 of Putaruru Dollars that could be spent at participating stores. In 2021 we had over 40 businesses taking part, an increase on 2020. Entries were also up for this promotion, with over 7200 entries received over the four weeks. Feedback from participating businesses and winners has been resoundingly positive. Several businesses have expressed interest in taking part again, or for the first time, in 2022. This was a great starting point for our new Business Liaison Officer, Carol Bennett (pictured right with Lynda Tomalin, Manager).



Due to the Level Two restrictions in place regarding Covid-19, the committee made the difficult decision to cancel the Putaruru Christmas Parade and Christmas in the Park events. However, in place of those events, we planned to take Christmas to the Community with a series of mini parades, which visited almost all of the urban streets in Putaruru. The mini parades were escorted by Police and Fire vehicles and over 700 goodie bags containing donated lollies and other treats were given out to children. The Rotary Club of Putaruru donated extra gifts to be handed out (pictured right, Rotary President Judith Bennett with Business



Liaison Officer Carol Bennett). This was a fantastic event

and it was amazing to see families having picnics on their lawns while waiting for the parade to reach them. Many children dressed up and received extra prizes for their efforts. The community really pulled together to create this really special event in tough times. We

relied heavily on volunteers and donations to make this happen. Any left-over bags of lollies (there were 1000 total) were taken to our three local farm supply stores where they were distributed to rural families with children, where our parade



sadly couldn't reach. The Pride in Putaruru Facebook group was flooded with great pictures and posts regarding the event the same evening.

Pictured left, PiP Manager Lynda Tomalin with two of our 883 Tamariki volunteers. Right, volunteers wait for the start of the four mini parades.

Alongside running these events we have carried on with our usual running of the Putaruru Information Centre. Around 500 people called into the centre or phoned us during the last three months of 2021. This was quieter than usual, but to be expected with the Covid restrictions and lockdowns in place. Bus tickets were particularly quiet, with many routes cancelled as they originate in Auckland. Our staff enjoy being able to assist locals and visitors to the area with their enquiries.

Pride in Putaruru has also been working to upgrade and update their systems. A new computer upgrade was completed in December which includes new hardware, cloud storage for back up and a shared file system. A new Client Relationship Manager has been investigated to help build a database of our local businesses and community groups so that we can make liaison easier. An upgraded photocopier has also been arranged to continue providing office services to the community.

Along with the hardware and IT system upgrade, we have been working on establishing new processes and procedures to future proof Pride in Putaruru and cement our footing as a professional, community based organisation.