



OUR PEOPLE
OUR PARK
OUR COMMUNITY

ANNUAL REPORT 2020-2021



BRUCE
PULMAN
PARK



CHAIRMAN'S REPORT



Welcome to the 2020/21 Annual Report for Bruce Pulman Park. Like so many of us across New Zealand, our business was affected by COVID19 throughout this financial year. It was pleasing to see the Park returning strong out of lockdowns each time and allowing the kids back to active sport and recreation. I would like to thank our sports clubs and organisations and schools that continued to deliver high-quality sport and recreation for our local community and beyond.

In partnership with local groups, the Park has hosted a variety of free community events during this period including the KuraConnect Everyday Hero's event, the AUT Family Fun Day, and supported the Auckland Council Out and About fitness programmes over summer. It was also great to see a number of local schools having access to free fun days too.

Over the year we saw some large regional and national sports tournaments and events throughout all of our Facilities, it was great to see the large number of people taking part in these competitions.

We were pleased to be able to complete the rubberisation project at Papakura Netball Centre and a big thanks must go to our major funders who supported this large development. These organisations included Auckland Council, Papakura Local Board, NZ Lottery Grants Board, MCCFCT, Grassroots Foundation, Wiri Licensing Trust, Trillian Trust, and Winds Foundation. As part of this project, we also upgraded the sound system and boundary fencing.

It was wonderful to see the return of the Robinhood Stars at the beginning of 2021 after a COVID19 interrupted season in 2020. The community got in behind the team with large numbers coming to support each home game.

The Bruce Pulman Trust farewelled Leigh Auton and John Bongard with gratitude and thanks for their service over the last four years. Following on from these resignations the Board embarked on a robust process to find the right mix of candidates, four new trustees were appointed to the Bruce Pulman Park Trust Board bringing a wealth of sporting and business experience. Joining existing trustees Bruce Pulman (chairman), Mark Pulman, and Gary Troup were Dianne Lasenby, Katheren Leitner, Amit Prasad, and John Slater. These new Trustees give the Board a great balance of professionalism and entrepreneurialism.

Bruce Pulman - QSO QSM
Chairman

CEO REPORT



The 2020-2021 financial year has once again been affected due to Covid-19 both in August 2020 and in multiple lockdowns in February 2021. Auckland as the main population base for New Zealand with the highest density of housing and communities has borne the brunt of these lockdowns and as a consequence, both community, regional, and national sport and recreation have suffered.

The Park however did finish strongly after these multiple lockdowns, and as a team we worked hard with community groups and organisations, always presenting a solution-based approach to re-booking and in most cases refunding fees to ensure that we always maintain our values and ethos as a customer and client-focused deliverer.

As you will see from this report, there were many positive initiatives put into action as a result of planning collaboratively and collectively within our team and those involved in the projects, which fundamentally have been successful in continuing to ensure we meet our mandate for inclusivity and diversity in the sport and recreation that we facilitate.

We have found a need in all partners at community; regional; and national levels; especially during these economic and socially challenging times, that this collaborative approach has created new conversations and knowledge sharing which ultimately has created stronger bonds and support for all of us involved in sport and recreation.

In terms of our Park strategy, we have formulated 5 key pillars that underpin our commitment to providing a platform of equal access and participation across our rangatahi and tamaraki and for the disability sector; youth; and women and girls in sport. We have developed partnerships with commercial businesses to get involved with supporting these areas, and also achieved the ability to provide free transport for schools for whom this is a barrier to be able to get to facilities.

As we look forward to the new financial year, we have a bold plan to increase community access into the Park at levels not seen previously, via targeted funding and responding to the balance is better philosophy providing more fundamental programmes ourselves and in partnership with the key sporting organisations.

Kia Kaha

Steven Bartholomew

CEO





SIGNIFICANT PROJECTS

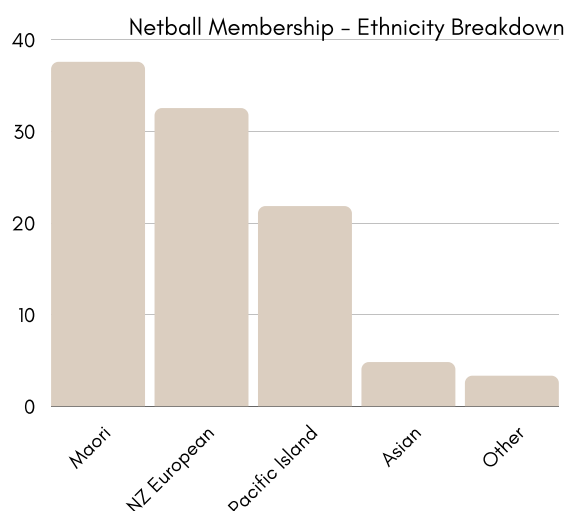


The new rubberised courts at Bruce Pulman Park were officially opened on Saturday 15 May as part of Papakura Netball Centre's opening of the season. The project to resurface the 20 outdoor courts took a lot of planning work and funding but has transformed the facility to become arguably the premier netball venue in the city. Auckland Council and Papakura Local Board were instrumental in making this project happen.

The Park now offers 26 courts in total with a combination of indoor and outdoor courts catering for all netball requirements - from young kids and beginners to elite level professional netball, including the home of the Robinhood Stars in the ANZ Premiership.

NETBALL STATS

Secondary School netball saw an increase in teams of 47% from 2020 to 2021. Plus the introduction of a mixed gender grade - 8 teams.



Other significant projects included continuing work on the North East corner of Pulman Arena, which once complete will see an additional set of public toilets, additional teams rooms, and meeting space. Pulman Recreation Centre, formerly known as Gymsport & Recreation Centre has a new air ventilation system installed at the beginning of the year, this replaced a 20-year old system.

The man behind the park - the legendary Bruce Pulman - is very pleased to celebrate the hard work that has gone into upgrading the facilities. "We have taken the opportunity to renovate the whole courts and tidy up the deck and other areas," Pulman told Counties Sports Hub. "The whole facility was built in about 1997 so it has been 24 years and it needed refreshment.





AFTER



BEFORE



Papakura Local Board video of Court Launch

STATISTICS - A SNAPSHOT

A monthly report sent out to our key partners and stakeholders



OUR PEOPLE
OUR PARK
OUR COMMUNITY

A SNAPSHOT OF MAR/APR 2021

WHO WAS ON THE PARK



100
Participants

Auckland Secondary Schools



220 **400**
Participants Spectators



600
TAG - Participants



100
Participants



Tumbling Competition

80 **180**
Participants Spectators



1,000
Participants



5,000
People - Community



700
3X3 Participants



1500
3X3 Supporters

WHO IS AT PULMAN LODGE

- Basketball NZ
- Netball NZ
- Touch NZ
- TAG New Zealand
- Gymnastics Cambridge

12,000
TAG Supporters



4,000
TAG Participants

151,425
Facebook Post Reach

18,803
FB Post Engagement

WHAT ARE OUR CLIENTS SAYING...



Thank you Pulman Arena, working with Colleen in the lead up and your ops team during the event was a pleasure and would always have a can do attitude with our many requests. Look forward to our next event!

BASKETBALL NEW ZEALAND

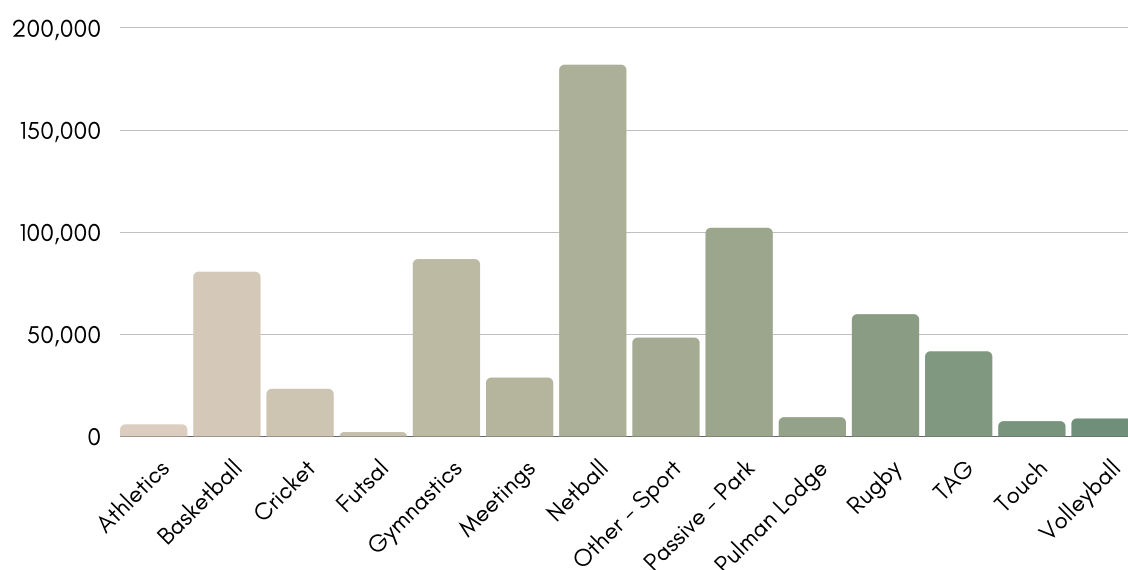


PARTICIPATION

2020/2021 Participation numbers affected by COVID19

Athletics	5,772	Meetings	28,665	Rugby	59,716
Basketball	80,501	Motorhomes	2,000	Rugby League	545
3X3 Basketball	15,000	Multi Sport	1,050	Tae Kwon Do	1,000
Cricket	23,164	Netball	181,841	TAG	41,534
Futsal	1,994	Orienteering	750	Touch	7,350
Gymnastics	86,688	Other - Sport	*38,192	Volleyball	8,683
Holiday Progs	5,700	Passive - Park	100,000		
Ki O Rahi	1,000	Pulman Lodge	9,283	TOTAL	700,428

*Figures made up of large community events, i.e. NZ Sikh Games, AUT Community Day, KuraConnect Community Day



NEW PARTNERSHIPS



Over the past year, we have developed a number of key relationships at the Park. We are building a strong partnership with AUT Sport & Rec and are expanding across the organisation into other key areas of education. Some key highlights from the work that we have been doing include the Student co-op work placements where we have placed a number of Sports students within our organisation with sports organisations. We are developing a coach development initiative to offer a programme to our local coaches looking at coaching with a more holistic lens. We are working on a Parent seminar series to educate our families on the culture of the sport. A Women In Sport project has been rolled out on the Park. There are several deliverables connected to this including a health and wellbeing programme for young female athletes launching with gymnastics and basketball, research opportunities on some of our new events, and regular networking between AUT and our key stakeholders.

A Special Olympics NZ office was set up at Bruce Pulman Park and they have quickly become a big part of our networking groups and working alongside our sports organisations to work on inclusion strategies. Halberg Trust Southern Co-ordinator was also offered the option to hot desk at the Arena and this again has proven to be a great initiative to help align these disability groups with all that we do at the Park.

We have been working more closely with Sport NZ over the past 12 months and hosted a number of large sports hui that have seen key sports organisations converge together at Park. We building strong relationships with a number of key staff at Sport NZ including our Partnership Manager Sarah Dunning, Alex Chiet - National Sport Development Consultant and Roger Wood - Rangatahi Lead. We have also continued to develop relationships with Aktive NZ and CLM Community Sport who supports the work that our clubs and sports groups deliver.

Picture right: AUT Students completing co-op placements across Bruce Pulman Park.





MAJOR SPORTS EVENTS



November 2020 was a massive month at Bruce Pulman Park with several major events happening simultaneously indoors and out. Beginning the busy month was the Sal's 18n18 Women's NBL hosted at Pulman Arena. Six teams from across NZ competed in a grueling schedule of 18 consecutive days. Alongside the league, we worked closely with Basketball NZ and collectively delivered 27 school basketball activations during this time. We hosted the Men's Futsal Super League throughout this time inside the Arena. On the fields, Pasifika Aoeterea 7's a large female rugby event was held. This started with a Wahine in Rugby workshop.

In its second year, the NZ Sikh Games came back to Bruce Pulman Park, whilst no overseas competitors were able to come it didn't stop an action-packed weekend of Indian sport and culture lit up the Park.

Due to COVID19 a number of sports activities and events were canceled or postponed but TAG New Zealand was able to host two major throughout the 2020/21 year including the Junior TAG Nationals and the Junior Oceania TAG Tournament, collectively seeing over 30,000 people involved from playing, officiating and spectating.

The Robinhood Stars returned after an interrupted season last year due to COVID19. A full season was played out in front of sell-out crowds of 1,500 excited fans. Pulman Arena hosted 8 home games.

In June 2021, the All Blacks spent three days preparing for international matches in South Auckland, training at the Park. They took part in a three-day training camp training on the sand-based number one field as well as staying at Pulman Lodge. South Seas Healthcare hosted an opening ceremony and dinner at Papakura Netball Centre – a real South Auckland Pacific-style welcome. The team trained in front of local essential workers on Thursday afternoon before a Friday morning run in front of local schools and club coaches.



[Sal's NBL – Girls Got Game Community Activation 2020](#)

[202 Junior Tag Nationals at Bruce Pulman Park](#)



"The Bruce Pulman Park experience was terrific," All Blacks manager Darren Shand told Counties Sports Hub. "One of the most telling things for me was from Ethan Blackadder - a first time All Black. He loved the experience of having four players together in a room."

"Usually, we have players on their own or with one other player at most so this was a great bonding experience for him and the rest of the team."

"The Pulman Lodge was great and ideally located so there was no real bus ride from our accommodation to the training field. "Staff-wise they were as good as anywhere we have experienced, and the food was great and catered for everything we needed."

All Blacks Manager Darren Shand



COMMUNITY SPORT



Community sport is a big part of why Bruce Pulman Park exists, with 5 key sports clubs delivering their sports competitions from the Park each week. Collectively there are 5,000 members that participate in these competitions. Clubs include Papakura Netball Centre and their associated clubs, Ardmore Marist Rugby Club, Counties Manukau Gymnastics Club, Papakura Cricket Club and Bears Sports Basketball Club. A meeting is held with these key clubs each month to discuss a variety of topics and is an opportunity to connect and collaborate with each other to build a strong support network.

Papakura Netball Centre has seen significant growth in its numbers over the past season, particularly in the secondary school age group. The Centre draws its membership from a large area with over 90% being outside of the immediate Takanini/Papakura area.

Ardmore Marist Rugby Club continued its success in 2021 with its Senior Team finishing runners up in the Counties Manukau premiership competition and their Seven's team winning back to back national 7's titles. This year saw senior games live-streamed from the club for each home game which was a great initiative from Counties Manukau Rugby. The Club offers excellent community pathways for its members resulting in players from both the men and women AMRC sides being selected for the Counties Manukau Heat & Steelers teams.

Cricket in the local region has grown by 40% and this has impacted strongly on membership at Papakura Cricket Club where they have seen a 30% increase. As expected cricket is popular with the Indian community and this makes up 64% of their membership. Counties Manukau Cricket has also introduced an Ethnic cricket league and a social league which has attributed to the growth.

Gymnastics was one of the hardest-hit clubs on the Park, our competitive gymnasts' numbers remained similar but for our recreational programmes it has taken a long time to recover and families feeling confident to bring their children back to the sport.

Basketball has seen a big growth and our local club Bears Sports is making the most of the increase and seeing more females wanting to come and play. This has been doubled up with the second night of junior basketball being introduced and delivered by a local club called the Rosehill Raptors.





SCHOOL SPORT



College Sport delivers a number of large sports competitions on the Park each term, some are run by College Sport themselves and others are run by the local sports organisations. Codes include netball, basketball, 3x3 basketball, gymnastics, volleyball, turbo touch, athletics, ultimate frisbee, touch, and TAG.

Both basketball and netball have seen the biggest growth at the Park this year through their secondary school competitions. Papakura Netball Centre has successfully run the Counties Manukau Secondary Schools Netball competition over Term 2 & 3 with 94 local teams taking part each week. This included a new division of mixed netball where eight teams of boys and girls have taken part.

Ultimate Frisbee returned to the Arena again this year running another successful secondary schools competition and Athletics NZ managed to get one of their road race events held just before lockdown hit again.

The Rebel Sport 3X3 Secondary Schools Basketball Competition was an awesome spectacle. For the first time, the Arena was split into 12 half-size basketball courts and the shortened version of the game was on show.

Our local primary and intermediate schools continued to have a steady stream of bookings inside and out. With about 10 different school cluster groups booking their sports days at the Park each year, we cater for schools right around the region. The schools partner with local sports groups to help run their sports competitions.

For the first time this year, we hosted One School Global which saw over 1,000 children come to the Park and play a multisport day.



[Rebel Sport NZ 3X3 Secondary Schools Champs at Pulman Arena](#)

[Otara Festival Day at Bruce Pulman Park](#)



PARK PROGRAMMES



The Bruce Pulman Park Sports Academy continues to go from strength to strength, ably run by Simon Kent. The Academy invites local sporting youth talent from our local community to enroll in the two year programme with 15 1st year students (Year 11) and 6 2nd year students enrolled in 2021. Students develop foundation knowledge in sport science and acquire the ability to operate at an advanced level in training and competition.

The central purpose of the Bruce Pulman Park Sports Academy Programme is to provide a fully structured approach to the nurturing and growth of young athletes. It is our belief that programmes of quality ensure all participants are given adequate time and every opportunity to improve their sports performance through knowledge, understanding, and self-awareness. You can read more about our Academy [here](#).

In November last year the Park hosted a number of major women's events including Pasifika Aotearoa Cup and Sal's 18n18 Women's National Basketball League and talking to Aktive and CLM Community Sport we felt the timing was right to introduce a Women & Girls in Sport network group for South Auckland. When we looked more closely at our key sports clubs and users we realised we were directly connected with a large number of female athletes, coaches, officials and administrators so there was a real opportunity to take the lead and invite key leaders from all the sports organisations that are part of the Park as a starting point to formulate a strategy.

In April we invited a group of leaders to a forum at Pulman Arena. 14 different sports organisations were invited to come and meet. A small group came and had the opportunity to connect with as many people as they could within an hour and the results were amazing. It was decided that we hold a monthly forum and keep it low key and

informal. From what started as a forum for women in sport quickly became one of inclusion with the disability groups playing a major part in the discussions and ideas.

The connections that are being made, the collaboration that is evolving is fantastic, there are some exciting new initiatives being developed for later in 2021 and 2022 including being invited to present our Women In Sport Initiative to next year's 8th IWG World Conference on Women & Sport to be held in Auckland.





COMMUNITY SUPPORT



Every year Bruce Pulman Park hosts a number of free community events, offering free or heavily discounted facilities for organisations to hold their events. Over the past year we have also been building a schools transport fund which we offer out to schools to help get to the park if transport is seen as a barrier. This is just one of our initiatives in our Community Give Back programme. We launched this with a local supplier Campbell Tyson who covered the cost of bringing Sir Edmund Hillary School to the Park to have a day of gymnastics and indoor games at the Arena. This was a huge success.

For the first time this year, Kuraconnect supported by Police and Everyday Heroes' Community Day' delivered a free community day. It was a day where the community came together to connect with each other and celebrate our district. The event was fun and interactive with a mix of sports activities, culture, and music to entertain the masses. Throughout the day the emergency services did displays and offered rides on their horses and in the fire engine. It was great to see the Sikh community also supporting the event and bringing their food and culture along too.

To honour and thank our Frontline Essential Services and Whanau for their incredible service in helping and supporting our Papakura Community. The crowd was rewarded with some live entertainment from local artists and Ardijah, Beau Monga Resonate RaulRian, and many others.

In June this year, we partnered with AUT Business School and their events students to deliver another free community event called the Bruce Pulman Park Family Fun Day. For the first time, we opened the doors to Pulman Arena for a free community event. A group of 30+ students planned and delivered the event with lots of different activities on offer including Hungerball, Archery, Facepainting, Volleyball, and many other initiatives. The event was a huge success and one that we are keen to put on as an annual event.

We would like to say a big thank you to Emma, Nicole, Mark, and the team at Bruce Pulman Park for your support of the fun day event and for your help on the day. As always the facilities and the fields were great and we really appreciate the funding support for the costs, as well as the bouncy castles, the fruit you supplied and your help on the day with all manner of things such as programmes, organising the bar opening, hot water and arranging the vendors.

Ron Williams, NZ Barbarians Rugby Club



PARK SUSTAINABILITY



Our journey with park sustainability has begun thanks to a funding grant from Auckland Council's Waste Minimisation Fund and Papakura Local Board. We have purchased our first commercial worm farm and water tank. Once these have been installed we can begin our plans for improving our recycling across the Park.

Thanks to our major sponsor 5+ A Day Charitable Trust who are helping us bring our Container Mural Project alive. We have painted more containers around the Park and they look great, this has greatly reduced the amount of graffiti which is a real positive for us. Some of the murals that were painted on the containers were designed by school and uni students that live close by so there is a real connection with our community. We would like to also acknowledge our community partners Beautification Trust, Resene, Kauri Flats School, and local artist Pascal Bridger who have all played a big part in this colourful project.

We have started work on the regeneration of our ponds with the support of our local community helping with planting days. A big thanks to NZMCA and their Green Fund Initiative that allowed us to purchase our first 2,000 plants. We also had generous donations from our local suppliers that have also helped us secure more plants. Our local supplier Farrell's Nurseries were also a great supporter of our project by offering plants for \$1 each. To date, we have planted over 4,000 plants. Our next step is bring fish life back into the pond.

It is hoped that over the next financial year we can raise funds to put a project lead in place to roll out our recycling programme. This will include recycling all commercial food waste and paper through our worm farm and start managing our plastics and glass waste. All major events on the Park will be expected to follow the Park's lead and we will engage the services of Clean Event to ensure we are managing the larger events in a sustainable way.





HEALTH & WELLBEING



Health & wellbeing is part of the fabric of everything we do every day at Bruce Pulman Park. It plays an important part in delivering sport and recreation to our community and the wider region.

Internally we are building a culture within our delivery team, in recognising, developing and supporting our staff in their work to get better outcomes for our people. We have developed our five values for our team as chosen by our staff – Respect, Accountability, Positivity, Integrity and Trust.

Front-facing we are working on delivering a health & wellbeing hub of services alongside our physio group. We have moved the physio services to Pulman Arena to free up space at Pulman Recreation Centre to deliver ancillary services such as counselling and nutrition. There is a lot of work still to do to get this up and running but we are excited to be on this journey and offer so much more to our community and athletes as a whole.

A new initiative was piloted at Papakura Netball Centre in partnership with Counties Manukau Health this season. The event was called Oranga Waahine Oranga Whaanau (health and wellbeing event for women and their families) and invitations were extended to services to provide promotional and activity on one of their stands. It was a great collaboration of health services coming together to offer services that may never have had the opportunity otherwise on a large scale. Around 1,000 people attended the event, mainly waahine and their tamariki, and were able to chat with local health and wellbeing providers.

Maia Wilson, Robinhood Stars supporting the Oranga Waahine Oranga Whaanau Day



PULMAN REC CENTRE



Pulman Recreation Centre celebrated 20 years of being in Bruce Pulman Park. It has been the home of Counties Manukau Gymnastics (Club) since the Centre's inauguration on 1st July 2000. The Club had been its resident anchor as the facility had been purpose-built for gymnastics sports and gymnastic type activities. The Covid19 Alert level restrictions affected the Centre severely in 2020 as it was not operational at Level 3 and 4. A review of the recreation and community programmes delivery was completed and it became the basis for the transformation of the Gym For All and community programmes in 2021.

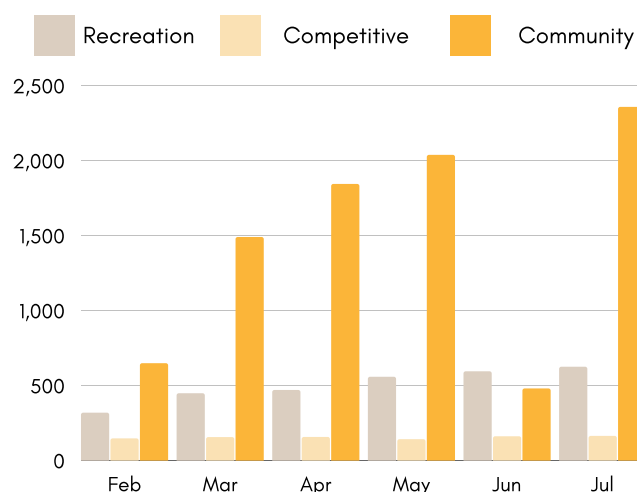
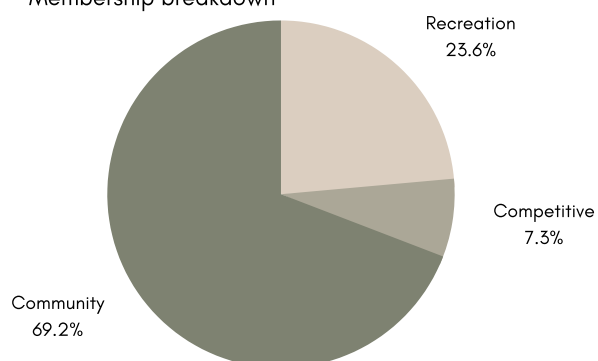
New bigger, brighter, better supplementary equipment arrived in Term 2 for the revitalised Gym For All programmes in the small gymnasium. The Centre is grateful to the Club for the funding access to re-equip the programmes delivery.

The start of 2021 brought much promise of potential growth and new opportunities for club members and community participation. The Club and Centre offer a range of programmes from infants to older-aged participants. Despite the short lockdown in February, the Centre managed to gradually continue to increase membership and community participation.

The biennial National Gymnastics School hosted by Gymnastics New Zealand was held at the Centre in January. The Centre also hosted the Men's national squad camp over a week in January. More than 12 significant competitions were held at the Centre in the wake of the two 2020 lockdowns and in 2021.

The Centre's management and staff continue to foster closer relationships and collaborate with the Club, Park, partners and external providers.

Membership breakdown





PULMAN LODGE



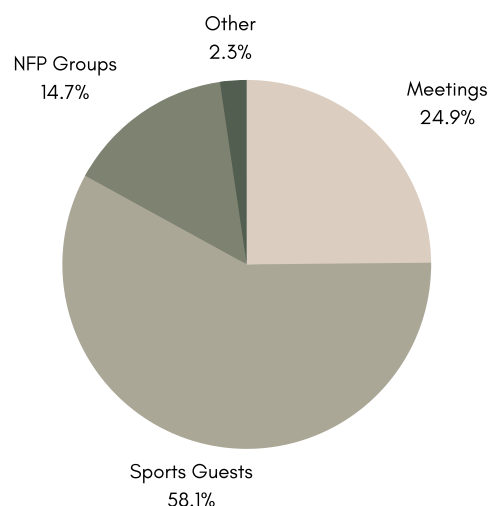
Pulman Lodge was elevated to a prime position last year throughout lockdown. It is often seen as the jewel in the crown and for many, it was the best-kept secret. With the work we have done over the past year has paid off and despite COVID19, we were regularly booked out when Level 1 permitted.

It is a popular Facility for regional and national organisations with regular national sports camps making the most of the great facilities. In June this year, for the first time the All Blacks stayed at Pulman Lodge. We were pleased to be able to successfully host one of the biggest brands in the world in South Auckland both with our accommodation facilities and the Park. It was a very proud moment in history for the Park.

Our regular clients returned from Basketball NZ, Netball NZ, Sport NZ, NZ Rugby League, Child Matters, TAG New Zealand, Table Tennis NZ, Touch NZ, NZ Football & Futsal and many other sports organisations. We also hosted many small meetings and conferences for local organisations including Counties Manukau Kindergarten, Teach First NZ, World Vision, The Rising Foundation, Department of Corrections, and AGM's for our local neighbouring body corporates.

PRICING

ROOM	CHARGES
Bunk Room - 16 beds	\$725.00
Dormitory - 8 beds	\$440.00
Studio	\$175.00
3 Bed Apartment	\$467.00
2 Bed Apartment	\$236.00
Conference Rooms	\$250.00



Thank you for accommodating us at Pulman Lodge, it is a fantastic facility and you are always flexible with any requests that we may have. We were impressed with the food that was served to us, it was excellent always on time and there was plenty there! NETBALL NEW ZEALAND

PULMAN ARENA



Pulman Arena continues to go from strength to strength with bookings at an all-time high (outside of lockdowns). Evenings and weekends continue to be the most popular time slots with daytime use slowly building with regular school bookings and national sports camps.

From local community sports competitions to school cluster tournaments, from large national sports events to the ANZ Premiership, the Arena has provided a facility for all levels. Eight Robinhood Stars home games were hosted at the Arena with all these sell-outs or near capacity crowds.

With the ever-increasing pressure of indoor space for more sports, Pulman Arena has seen sports such as futsal and volleyball vying for space on a regular basis. We have been working closely with these sports to find court space to allow them to run weekly leagues and competitions.

Basketball has seen an increase in activity with the hosting of the Rebel Sport 3X3 Secondary Schools Tournament and regular community leagues on Monday and Tuesday evenings.

The Counties Manukau Secondary Schools netball competition saw a 47% jump in teams in 2021 spilling across both indoor and outdoor courts.

A pivot has been a number of advert shoots taking place at the Arena over the past year, this has included Silver Ferns Special K and Gatorade adverts, Sky Sport ANZ Premiership advert, and ETCO Auckland Dream promotions.

PULMAN ARENA PRICING

TYPE	PEAK*
Core Users	\$45.00
School Users	\$30.00
Casual & Community	\$55.00
Full Rate	\$65.00

*Peak times include 4pm – 8pm, 7 days a week



[Special K Advert – Rise Up 2020 | Silver Ferns](#)







SPORTS FIELDS



Our sports fields have continued to be well utilised by regular rugby delivery at both club and regional level and major events such as TAG New Zealand's Junior and Senior tournaments, the Sikh Games, Ultimate Frisbee, Premier Touch League and Cricket. Cricket has seen the largest growth with the usage of fields as it ran through summer and winter this year, with the introduction of the Ethnic League. Some major outdoor events were cancelled due to COVID19 including NZ Rugby League Secondary Schools Nationals, a number of TAG New Zealand Tournaments, Iwi of Origin.

It was also a challenge last year when Auckland saw a water shortage and we had to reduce the amount of water we used on the Park, the grounds team ably juggled this challenge too.

FIELDS

AREA (Daily Rate)	Community	Tournament
Field #1	\$400.00	\$400.00
Fields #2-8	\$150.00	\$220.00
Fields #9-13	\$150.00	\$220.00
Cricket Oval (Inner)	\$400.00	
Cricket Oval (Outer)	\$220.00	





MARKETING & PROMOTION



Over the past 12 months, Bruce Pulman Park has worked hard to build its brand throughout the community and region-wide. We launched a new website in November and a Park App shortly after. We are working on strategies to build our app downloads and make it an important tool to disperse information, promote our activities and latest news.

Our digital marketing footprint has grown particularly on Facebook, with it peaking in June with the All Blacks at the Park. Our Facebook reach at this time exceeded 600,000. We are slowly building our Instagram and LinkedIn presence. We have also joined Neighbourly to reach up to 32,000 people around our community with regular updates and public notices.

We have connected with our local neighbourhood through their three Facebook pages and via their body corporate contacts and are able to quickly get updates out to over 2,000 neighbours. What we have learned more about our neighbourhoods and now know there are pockets of different cultures in each of the areas. The Indian community makes up about 80% of the Kauri Flats area and it is mostly owner-occupied housing. McLennan subdivision has mixed ethnicity and is owner-occupied with young couples and families. The Addison area which is the older part of the neighbourhood is about 50% Indian and has a pocket of Pacific Island families.

This year we have connected more with our online community and run monthly giveaways and promotions across our social media platforms, partnering with local businesses and giving away food vouchers, accommodation, and gift baskets.

We have continued promoting our programmes and services with social media advertising, we have worked closely with Counties Sports Hub, a new media site promoting sport across Counties Manukau. This has been an important platform for us to share our community stories.

Enquiries for sports activities and meeting spaces have grown over the past six months and we have boosted our sales team to manage the increase. It has been exciting to watch the confidence coming back after lockdowns and the great events and sports tournaments that are booked in over the next 12 months.



THANKS TO OUR FUNDERS

Bruce Pulman Park has many Partners, Sponsors, and Community Supporters that we have worked with over a number of projects. Without the generosity of these organisations, our Park would not be able to deliver the quality Facilities it does for our local community and Auckland-wide.

Find our full list of supporters on our [Partners and Sponsors](#) page on our website

A special mention to our Key Funders

