

HORORATA COMMUNITY TRUST

2024



- Established in 2011 following the Canterbury earthquakes to promote, foster and develop Hororata and its wider community.
- Since its inception in 2011 the Trust has invested \$380,900 back into our communities. This has been through a wide range of initiatives which have contributed to both the physical and mental wellbeing of our rural community.

Hororata Community Trust

- The Trust is currently working with the community to bring the new Hororata Community Centre project to fruition.
- The Hororata Community Trust is focused on enabling and supporting our rural community to thrive.
- The Trust's other initiatives include the Hororata Glow Festival, Heritage of Hororata and Beyond, The Hororata Pie, Hororata Whisky, Hororata Tartan and Hororata Mechanical Swap Meet.
- Hororata Community Trust events provide a fundraising platform for local community groups who raise \$20,000 - \$30,000 collectively at each event.



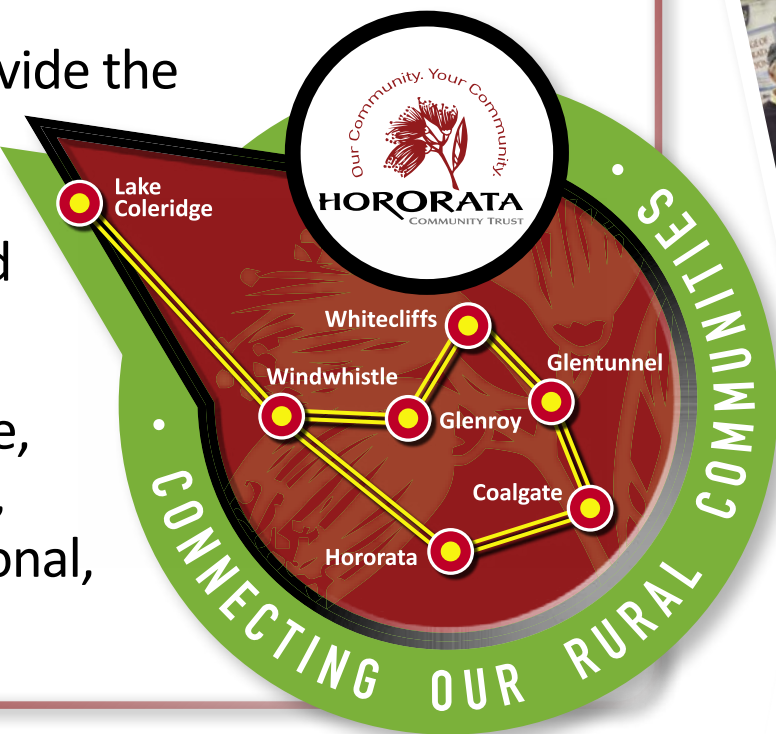
Hororata Community Trust 2023 Results



Our Vision: Our Community, Your Community.

Our Mission: To provide the resources to promote, foster and develop Hororata and its wider community.

Our Values: Inclusive, responsive, engaging, fun, honest, inspirational, professional.



Community Engagement April 2023 - March 2024

Supported our community to raise \$106,500 for various projects

Donated \$9000 towards community security camera projects

Attended 30 community meetings

Facilitated 10 community gatherings/meetings

Continued to work with the community on planning future facilities

Supported Glentunnel Bike Track Rebuild

69,000 unique visitors to new online community hub

Social Media Reach 494,220 pa

Monthly newsletter and online event collateral 655 database community 6600 database events

Promoted 23 community events online and on social media channels

Supported 17 community groups with advice on funding/marketing/strategy

**Ran the Hororata Glow, Swap Meet and Games
Welcomed 21,800 visitors**

Kept a connection to 350 volunteers, 800 competitors and 34 partners

Supported tourism businesses in our area with marketing strategy & promotion

Continue to invest in event infrastructure for community use



“Stemming from the desire of the local community to take charge of its future following the devastation in the region caused by the Canterbury earthquakes, the Hororata Highland Games is truly a community success story.”

Hon Amy Adams.

Chieftain of the day 2022, Kate Foster

Kate Foster was the 11th Hororata Highland Games Chieftain and the first local to be bestowed this honour. “The Games is very much at the heart of our community. It showcases our rural area to the world, celebrates our history, brings people together and provides a fundraising platform for groups. The Games enables the Hororata Community Trust to support the community to embark on major projects.”

10,000 VISITORS

500 COMPETITORS FROM NEW ZEALAND AND AUSTRALIA

SOCIAL AND ECONOMIC BENEFITS FOR OUR COMMUNITY

130
STALLS

180
MOTORHOMES STAYING FOR THE WEEKEND

220
VOLUNTEERS

FINALIST IN THE 2014, 2016 AND 2023 NEW ZEALAND EVENT
ASSOCIATION AWARDS FOR BEST ESTABLISHED COMMUNITY EVENT

Hororata Highland Games



*Visitor, Amy Keir
"I love this event. So much for the kids to do and different to anything else. Felt inclusive and relaxed and all the stall holders and activity coordinators were kind and enthusiastic".*

Hororata Highland Games Fans



- Families having fun together; grandparents to toddlers
- Active people who want to have a go
- Prepared to spend 4 + hours at our event
- Young or old they want to engage
- Enjoy sports particularly cross fit and athletics
- Provided own transport to event, make purchases at the event food and product
- 54% repeat visitors

Hororata Highland Competitors

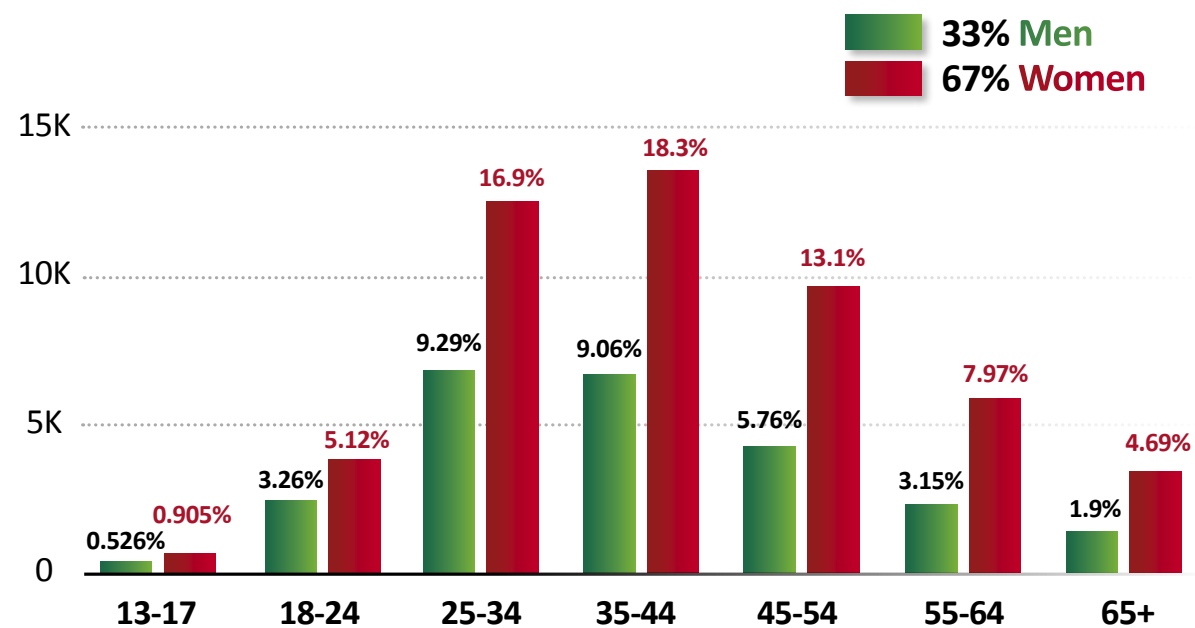
Competitor, Terry Sparkes

“What a fantastic event. I didn’t know what to expect coming from Brisbane to compete and I wasn’t disappointed. This is the most seamlessly run sporting event I have participated in to date. The event as a whole, including all other activities, was very entertaining.”

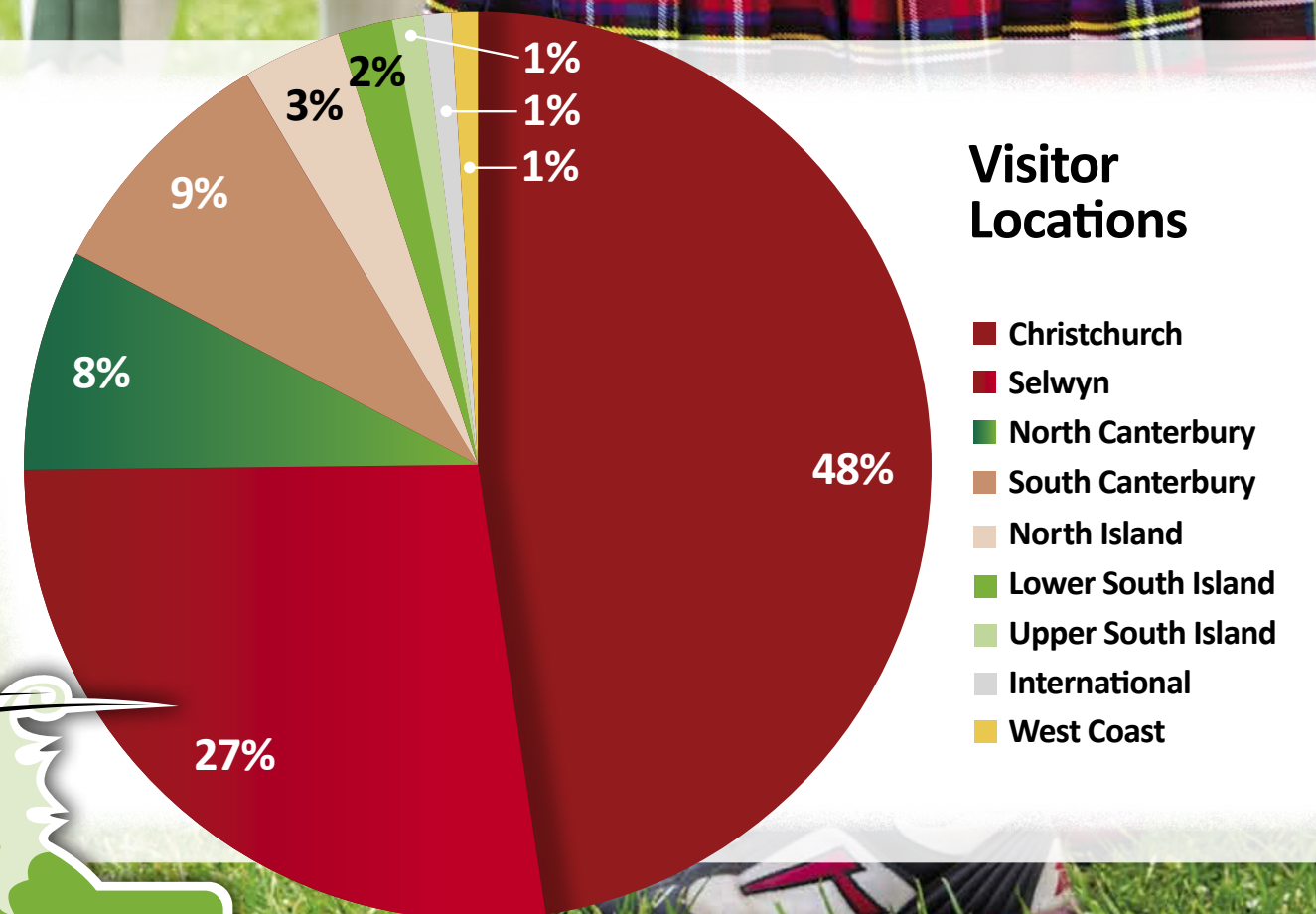
Competitor and Olympic Athlete Jacko Gill “I am really glad that Horrorata was my first experience of Highland Games, it was inspiring and I can’t wait to do more. The size of the event blew me away; I have never competed in an athletic event with such a huge crowd unless you are at an event like the Olympics or Commonwealth Games”.

- **Passionate competitors athletes, dancers, musicians**
- **Prepared to invest in the sports/arts they love**
- **Proud to be part of the Horrorata Highland Games**
- **16% of visitors are there to support a competitor**

Demographics age and gender



Where do they come from?



The Hororata Highland Games has exceptional reach across all forms of media

Great opportunity for partners to leverage off.

- Extensive marketing campaign across radio, print and digital
- Joint promotions with partners
- Reach of 125,000 people through Social media
- 14,000 website visitors October/November
- 1900 people watched the livestream on the day
- 3517 people viewed the online Visitor's Guide [CLICK HERE](#)
- 3000 printed programmes handed out on the day
- 1000 views of online results brochure [CLICK HERE](#)
- 7000 views of Scottish Country Dance video [CLICK HERE](#)

2023 National TV coverage:

- Live Cross on TVNZ Breakfast Friday morning
- Story on Friday midday news
- Story of event on 6pm Saturday News [CLICK HERE](#)

Coverage in local and regional newspapers

[CLICK HERE](#)





10th May
2025
Hororata Domain

The Hororata Community Trust is supported by a huge range of businesses. 2023 partners included:

Strategic
Partners:



Event Partners:



Operational
Partners:



Funders:



SAT. 9th
NOVEMBER **2024**
HORORATA DOMAIN