

# HORORATA COMMUNITY TRUST

2026



- 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 \$519,800 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 working with the community on the Hororata Hall project. The vision is to restore and enhance the Hall so it continues to serve as the heart of Hororata .
- 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 2025 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.



## HCT Community Engagement January 2025 - December 2025

*Directly contributed \$72,200.00 fundraising value to local community groups*

*Promoted 16 community events online and on social media channels*

*Attended 22 community meetings*

*Facilitated 10 community gatherings/meeting*

*Hororata hall use increase to 3 – 4 events per month*

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

*57,000 unique visitors to online community hub in 12 months*

*Social Media Reach 3.1 million pa Over 3 accounts*

*Monthly newsletter and online event collateral 700 database community 8500 database events*

*Support Carols Closet and Playcentre in Hall*

*Won the Selwyn Tourism Award 2025 for the HCT*

*HCT events – HGF, HSM and HHG plus smaller events 25,000 visitors*

*Kept a connection to 230 volunteers, 500 competitors, 25,000 fans and 34 partners*

*Supported tourism businesses in our area with marketing strategy & promotion*

*Launched the Hororata GIN!*



**Chieftain of the day 2024, Richard Lang**

*“The Hororata Highland Games is a festival like no other, fuelled by the passion of our volunteers. This event embodies a true sense of community and purpose. It serves as a foundation for our community to build our future.”*

*“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.*

**11,000** VISITORS

**700** COMPETITORS FROM NEW ZEALAND AND AUSTRALIA

SOCIAL AND ECONOMIC BENEFITS FOR OUR COMMUNITY

**130** STALLS

**278** 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

# Our Vision

A vibrant Scottish festival which connects with people and provides opportunities for our community.

## ***OUR WHY IS OUR COMMUNITY***

- TO CONNECT
- TO FUNDRAISE
- TO PROVIDE A PLATFORM
- TO TELL OUR STORY
- TO HAVE FUN

## ***WE ACHIEVE THIS BY***

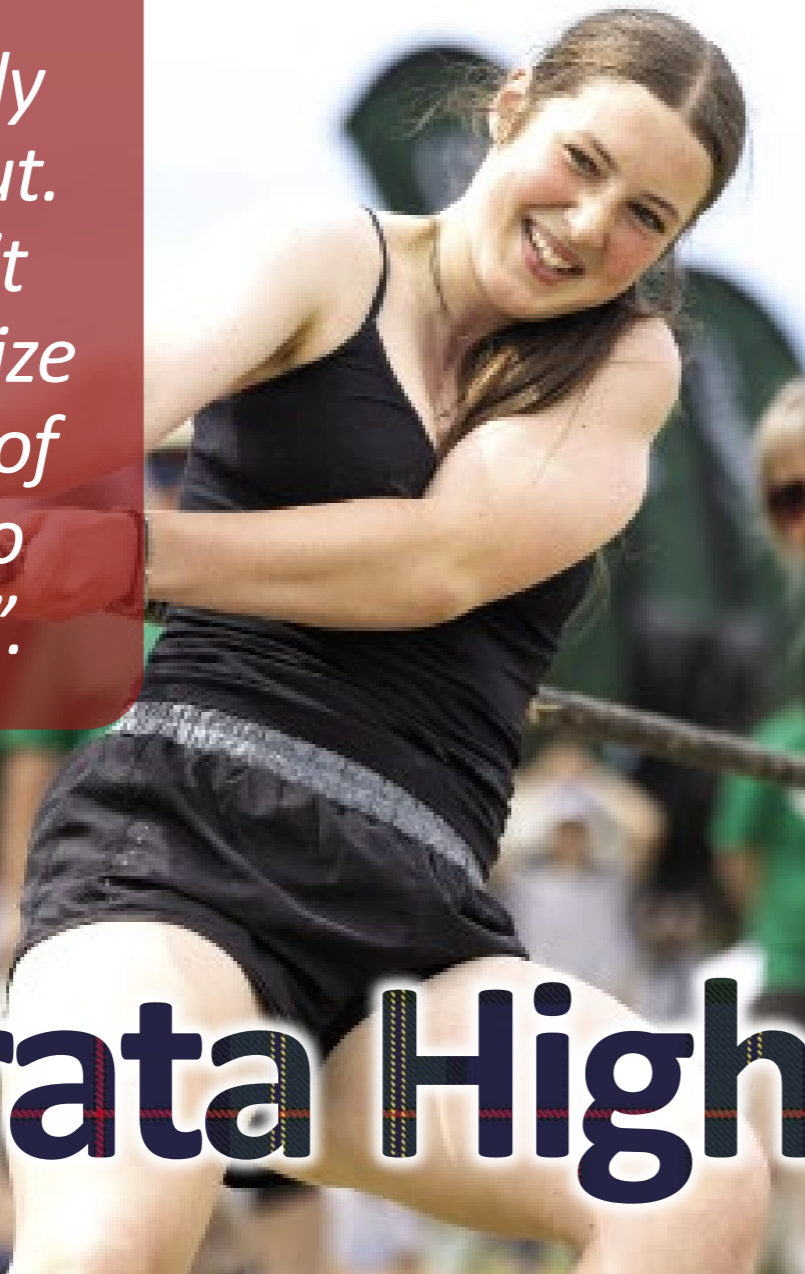
- FORWARD THINKING - HAVING A COMMON VISION
- ENGAGING WITH OUR COMMUNITY
- GOOD FINANCIAL MANAGEMENT
- LOOKING AFTER OUR VOLUNTEERS
- WELCOMING VISITORS WITH COUNTRY HOSPITALITY
- LEVERAGING THE EVENT FOR OUR COMMUNITY
- STICKING TO OUR KNITTING





**Visitor feedback**

*"A absolutely great day out. We couldn't believe the size and variety of things to do and watch".*



- 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 Games Fans

# Hororata Highland Competitors

*“Nine years ago, our daughter made us sit there and watch pipe bands all day at the Hororata Highland Games and now she’s excited to be playing the bagpipes there for the first time”. Rachelle McDowell*

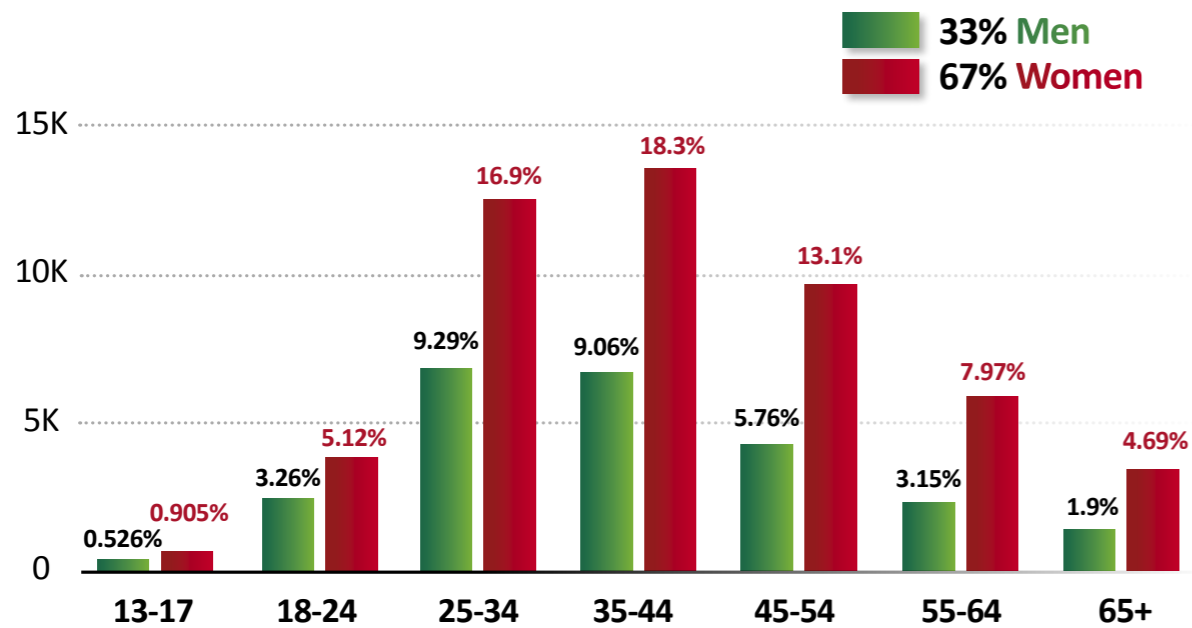


*“Bucket list Comp Complete!  
I’ve competed in over 50  
competitions in my time of  
doing strength sports but  
Hororata Heavy Events has got  
to be my most favourite  
to date”.*

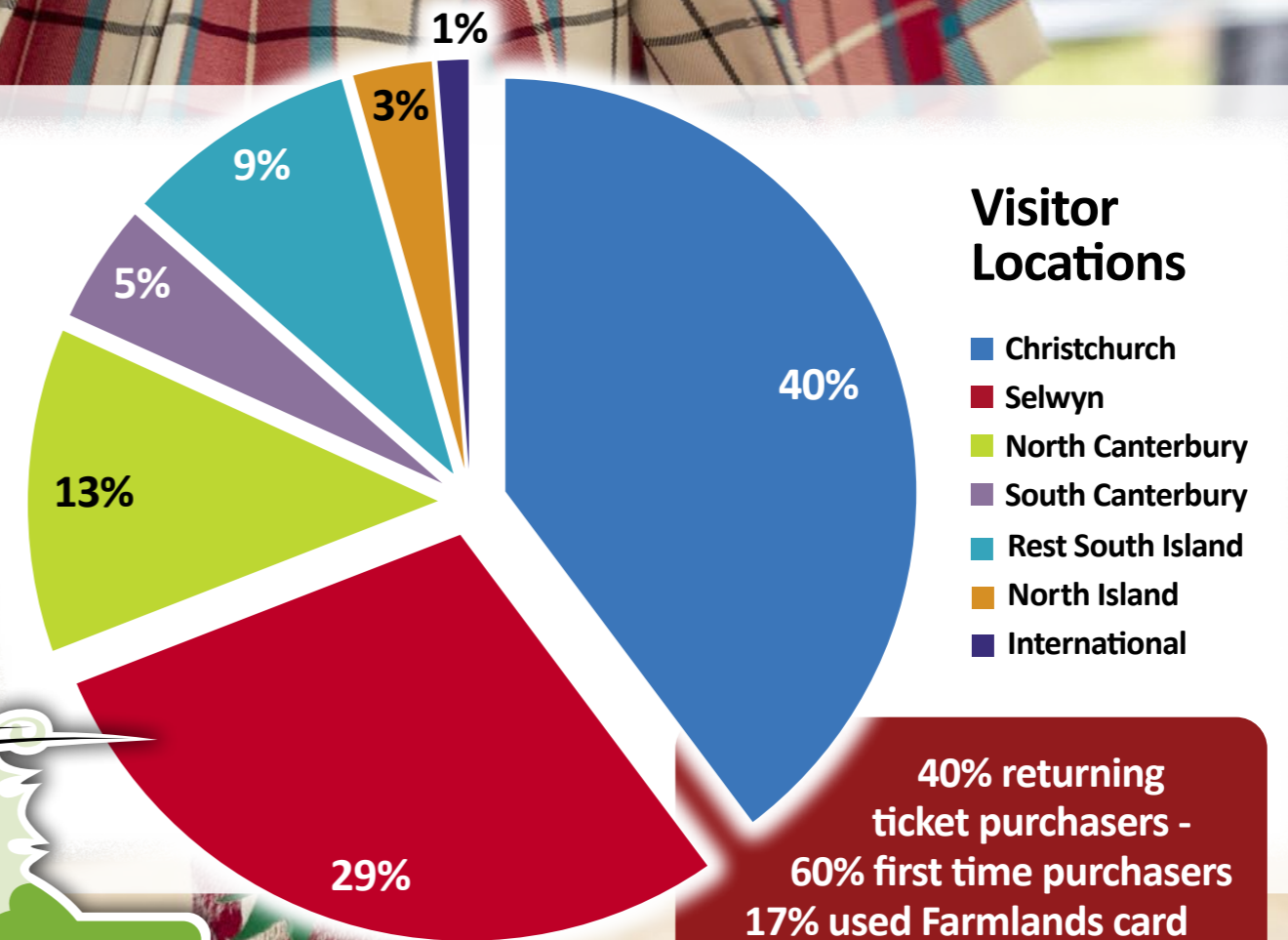
*Mason Douglas-Cartwright*

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

# Demographics age and gender



# Ticket Purchaser Locations



40% returning ticket purchasers -  
60% first time purchasers  
17% used Farmlands card to purchase their tickets  
- up from 4% 2024



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



Magazine/Print Advertising

Social Media Digital Web Banners



- Extensive marketing campaign across radio, print and digital
- Joint promotions with partners
- Reach of 1.3 million people through Social media
- 22,000 website visitors in 9 days
- 2400 people watched the livestream on the day
- 6,767 people viewed the online Visitor's Guide [CLICK HERE](#)
- 3000 printed programmes handed out on the day
- 1800 views of online Results Brochure [CLICK HERE](#)



Strategic Partners:



Operational Partners:



Funders:



Event Partners:



Friends of the Games: Nat's Nursery, Ida Downs, Pullin Shearing Ltd, Manawa Retreat, Southern Technology.