



Congratulations and thank you for putting yourself forward to be on the Rodney Local Board!

I am the Secretary of the Mahurangi Equestrian Advocate Group (MEAG), which was formed following a Matakana Pony Club survey aimed at understanding the local equestrian community - who they are, where they ride, and what they need. From this survey, a group of passionate equestrians came together to establish MEAG.

We are now actively engaging with Auckland Council, Regional Parks, Herenga ā Nuku, Aktive, equestrian networks, the Matakana Community Group (MCG), and other organisations to ensure equestrians are safely included in the wider community, while supporting the needs of a growing and diverse sporting population.

The equestrian community has concerns that its needs are not being heard in our area and the access to facilities and safe places to ride are becoming limited.

Existing equestrian facilities on Council green space land are being reduced or eliminated due to the rapid development of rural towns in favour of other sports.

MEAG's mission is "to safeguard the equestrian community in the Mahurangi area by representing as a central voice that promotes inclusion, safety, and wellbeing for riders of all levels; protects existing facilities and access to local horse-riding tracks and trails; and works to expand these resources for the lasting benefit of future generations".

The National Equestrian Facilities Strategy 2023

According to the latest National Equestrian Facilities Strategy 2023, equestrian sport is growing in general and Rodney has the largest rider group in NZ - see Table 8.3 - however, the least facilities.

Equestrians make a substantial economic contribution at local, regional, and national levels, distinguishing them from many other sports and recreational activities. Key components of the equestrian supply chain are outlined in Figure 1.

Horse Riders are multi-generational; kids, mothers and grandmothers, primarily female¹, achieving the NZ Sports protocol for promoting females in sport, inclusive of all ages and abilities.

Conclusions of the study were that there will likely be heightened importance for equestrian provision in Rodney and Franklin where there is high population growth forecast, and as housing intensification and land repurposing pressures continue as the urban areas expand.

We are asking all candidates the following questions and appreciate your views. We are comfortable if you'd like to post them on your facebook or website.

Thank you in advance for your time.

TABLE 8.3 – 2022 MEMBERSHIP BREAKDOWN BY REGIONAL COUNCIL AREA

REGIONAL COUNCIL AREA	PONY CLUB MEMBERS	ESNZ MEMBERS	TOTAL
Auckland	1,891	883	2,774
Bay of Plenty	424	299	723
Canterbury	1,125	845	1,970
Gisborne	40	102	142
Hawke's Bay	234	272	506
Manawatu-Wanganui	361	276	637
Northland	344	231	575
Otago	648	280	928
Southland	318	176	494
Taranaki	398	155	553
Tasman	273	243	516
Waikato	1,027	760	1,787
Wellington	562	424	986
West Coast	111	5	116
Overall	7,756¹	4,951²	12,707

Note: more breakdown within each region is outlined in Part D – Regional Insights.

- When taking a more geographically refined approach:
 - The greatest level of membership resides in the Rodney Local Board in Auckland (836 members).
 - The next banding is the closely connected areas of Franklin Local Board in Auckland and Waikato District (591 and 556 members respectively).

Figure 1: Key Components of the Equestrian Supply Chain



MEMBERSHIP COMPOSITION Table 2
The overall membership profile for ESNZ and NZPCA is summarised below:

	33%	44%	92% FEMALE
ESNZ	AGED UNDER 18	AGED 19-50	
NZPCA	45%	44%	93% FEMALE
	AGED UNDER 18	AGED 26+	





Date:

Name & Subdivision:

Q1: Do you support pony clubs and horse riding in the Rodney area and why?

Q2: There is a lack of safe places to exercise horses around the Rodney region, how could you help us to improve this?

Q3: Why should people who own and ride horses vote for you?

Please email to karen@meag.org.nz or publish on your FB / website by 19th September 2025.

Thank you

www.meag.org.nz