





NEW ZEALAND'S NATIONAL STADIUM

Eden Park has been part of the local landscape for over 117 years. During that time the stadium, the neighbourhood and the country have seen significant changes. In 1900, less than one million people were scattered throughout New Zealand – now we're past 5 million!

In the same way as our country has matured, so has Eden Park. Major developments, especially during the past 30 years, have seen Eden Park become New Zealand's national stadium, hosting some unforgettable sporting moments including the 2011 Rugby World Cup and the 2015 Cricket World Cup.

The hugely successful DHL New Zealand Lions Series 2017 showcased the stadium and its surrounds in an extremely positive light and 2018 brought the first-ever day-night cricket test to the country. Eden Park has engaged with The Hood and created a variety of community initiatives to help enhance the neighbourhood. This includes Mates on the Field, in which 492 crosses were placed on the field to commemorate the New Zealand soldiers who made the ultimate sacrifice on 4 October 1917 during the Battle of Broodseinde.

With a focus on sustainability, Eden Park has introduced onsite composting which has been distributed to members of The Hood during a Community Compost and Coffee event, and is also distributed to the Morningside Urban Market Garden (MUMG). The MUMG is an onsite garden managed by refugees, providing a pathway to employment and integration into the community. The initiative educates these new New Zealanders on small business operations where they

can grow produce and provide it to local businesses including nearby cafés.

Throughout the summer months Eden Park hosts a weekly food truck event with activities for local kids to enjoy while enjoying dinner at different settings around the Park. Our team enjoys collaborating with The Hood network and creating community events that benefit our local neighbourhood.

Eden Park continues its hugely successful ticket giveaway programme, with large numbers of members making the early morning trip to Eden Park to have a chance to pick up tickets to some of the biggest games in the country.

The Hood has proven to be more successful than I could have hoped for, fostering a sense of pride not only in the community but also in the Park itself, as evidenced by the overwhelming support for more events at Eden Park and the popularity of the community initiatives created by our passionate team.

We hope you enjoy being part of The Hood as much as we enjoy having you as part of our community. Thank you for your support.

**Nick Sautner**  
**Chief Executive Officer**  
**THE EDEN PARK TRUST**



## WHAT IS THE HOOD?

The Hood is Eden Park's supporters' club. Eden Park remains a significant part of the neighbourhood, and this initiative allows the stadium to contribute to the community in a real, tangible way.

Eden Park is located in a semi-residential area which is home to families, sport lovers, professionals, and many vibrant local businesses. As the stadium's popularity soared in recent years, along with the impressive calendar of sport events, so did the crowds visiting the stadium. The Park identified opportunities to alleviate pressure on the local community during events and encourage open communication channels.

The Hood was born in 2017 and acts first and foremost as a communication channel whereby neighbours and local businesses can opt into regular

updates and information from the venue in the lead up to large events. This includes anything from traffic management updates, to ticket offers, to community notices and neighbourhood events. The Hood continues to be a valuable tool in connecting with our local community through regular newsletters and our bespoke Facebook page which is used to discuss local topics.

Now, The Hood network is utilised as a collaborative outlet to promote community initiatives, bring neighbours together and introduce competitive offers and promotions from the stadium's wide range of commercial partners.

Eden Park's Trust Deed states that its objectives are to promote, operate and develop Eden Park as a high quality, multi-purpose stadium for the use and benefit of rugby and cricket as well as other sporting codes and recreational, musical, and cultural events for the benefit of the public of the Auckland region.

**94%** of submissions to Auckland Council in favour of up to six concerts a year | **1400** members in The Hood

**87%** of local residents support up to six concerts per year | **350** Businesses | **12** Schools

**1700** tickets distributed in 2019 | **6** local school assemblies held in 2019 at Eden Park



"I've been working at Eden Park since 1992. My father brought me for the first time in 1946, so that's 74 years! It's a special place with an amazing legacy and it's not just a job, it's part of my life."

- Graham Walton, Eden Park Historian

# EVENTS IN THE HOOD

Eden Park is proud to play its part in welcoming a range of charitable and community-led events to the stadium and has recently hosted the below community enriching endeavours and their organisations.

Eden Rugby Holiday Clinic, Wishbone Orthopaedic Walk, Passchendaale Society, Walk for Awareness (SNAP Fitness - Mental Health), Japan Day, NZ Eid Day, Auckland Normal Intermediate School assemblies, Balmoral School Duathlon, Field of Dreams, The Block NZ: Firehouse, Learn 2 Ride (Auckland Transport), Freedom Food Truck Festival, 4 The Hood Food Truck events, Community Compost and Coffee Celebration, The Lifewise Big Sleepout, Wings Trust, National Youth Emergency Care, The Dingwall Trust, Together - Auckland's Remembrance for Christchurch, The World's Biggest Bootcamp and Auckland City Mission Christmas Appeal.



# BENEFITS OF THE HOOD

## Ticket giveaways

In 2019, Eden Park offered **1700** tickets, including international fixtures, to members of The Hood at an approximate value of **over \$50,000**.



## Gilmours

Through the stadium's partnership with Gilmours, all members of The Hood are eligible for their own **Gilmours card**, allowing them to shop at the Mount Roskill branch. This allows each household access to restaurant quality food and beverage at competitive prices otherwise unavailable to the general public.



## Complimentary experiences, discounted tours & experience giveaways

Members of The Hood are eligible for a **discounted rate** for Stadium Tours. Twice a year Eden Park will give away a night's **Staydium Glamping** for two lucky groups to stay where the stars come out to play in a premium glamping dome overlooking one of the world's most famous venues.



## Annual Festivities

Each December a **Christmas party** is held at Eden Park to express the stadium's appreciation for neighbours' ongoing support. The festivities include entertainment, a meal prepared by the stadium's Executive Chef, as well as a visit from Santa Claus who has gifts for the community's children. As part of the Park's relationship with the Auckland City Mission, children are offered the opportunity to donate their gift to less fortunate people living in our city.

# PUBLIC ART AT EDEN PARK

The



In 2019 a group of neighbours came together to curate a series of food truck festivals for the neighbourhood to experience. This mural was painted at one event by many hands in our local community and is one piece in the stadium's art collection around the Park.



"I manage a local home which helps thousands of people with alcohol and drug dependency. On game days we charge for carparking at the house and the money goes towards activities for those who stay with us. Eden Park is not only important to us, it's important to New Zealand."

- Mike Corrigan, Eden Park neighbour



# TERMS AND CONDITIONS

To be eligible you must live within the boundaries of the Traffic Management Plan 5 and subscribe to The Hood. Recipients of any giveaways or prizes will be notified by email by The Eden Park Trust. No correspondence will be entered into and the decision of The Eden Park Trust is final. The Eden Park Trust will not be liable for any unclaimed prizes or giveaways.



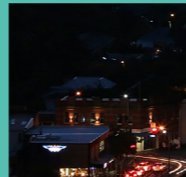
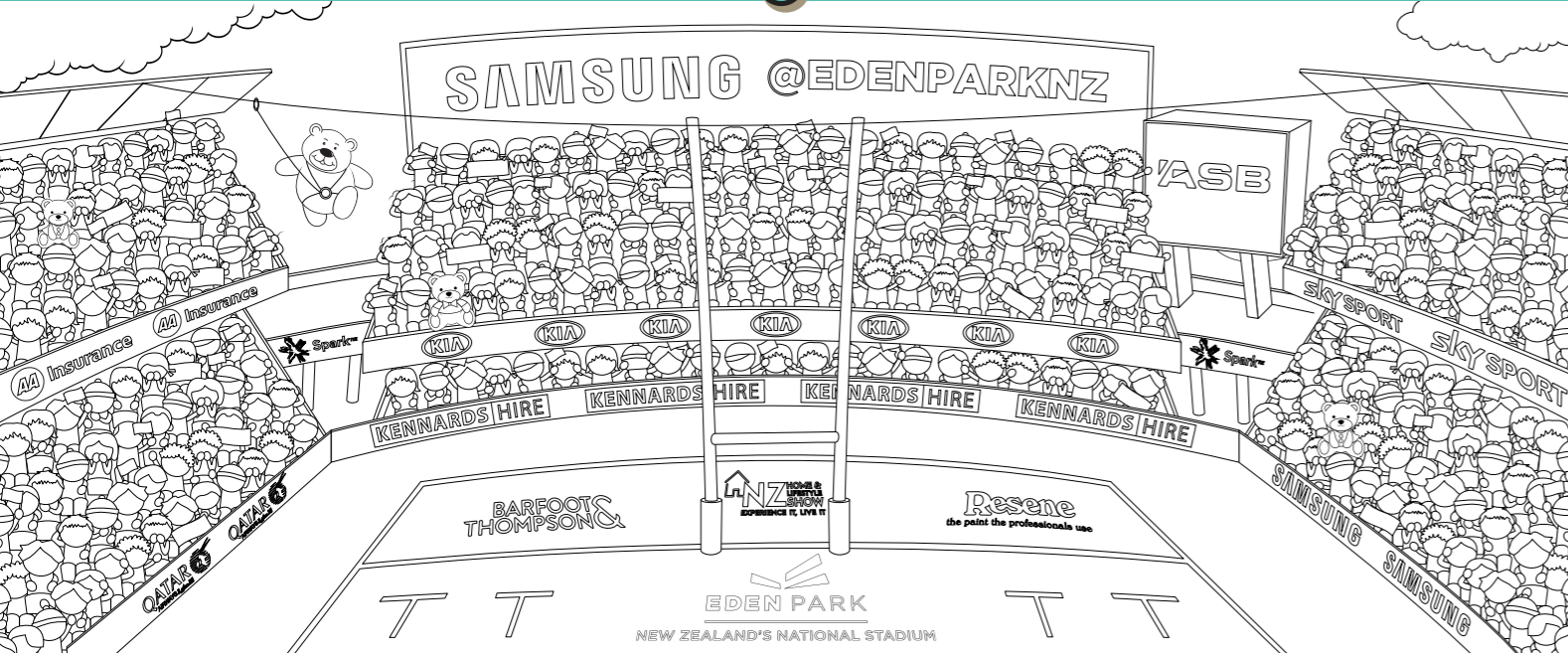
# COMMUNITY FACILITY AVAILABLE FOR HIRE

For community groups and clubs, Eden Park has discounted room hire available with varied spaces to offer. A range of community initiatives and events are also hosted throughout the year. Locally focussed projects are a key objective following positive feedback from the community in recent years. The introduction of local markets and food truck events run by our neighbours, alongside our event managers, on the stadium grounds showcases the benefit of the facility in the area.





**ACTIVITIES**  **Trivia**




## Trivia

Answers  
1. Australian Rules Football, 2. 1914, 3. 1956 against the West Indies, 4. 1921, 5. The Empire Games (now referred to as the Commonwealth Games), 6. The Merv Wallace Stand, 7. Cabbage Tree Swamp, 8. Tony Woodcock, 9. Dale Steyn, 10. Trick question! In 2002 a test was played into the night with the floodlights on, leading to concerns for player safety.



## EDENPARK.CO.NZ/THEHOOD

Join our Facebook group for community updates, events and general neighbourhood chat -

 [facebook.com/groups/thehoodedenparknz/](https://facebook.com/groups/thehoodedenparknz/)

If you have any queries or would like to discuss our community, you can email [info@edenpark.co.nz](mailto:info@edenpark.co.nz). You're welcome to visit us at Entry G Reception during business hours between 9am - 5pm.



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