



KENNARDS HIRE

In 2012, Kennards Hire kicked off its New Zealand operations with nine branches in Auckland. Four years later in 2016, they partnered with Eden Park as an Icon Partner and since then, both companies have embarked on a journey of growth seeing Eden Park become a community hub and home of music as well as national sport, and Kennards Hire expand its operations to 28 branches and 200 employees across the country.

The symbiotic partnership has seen the companies support each other in many ways, with Kennards Hire stepping in during times of crisis, supplying equipment to assist ground staff and supporting Eden Parks commitment to providing high-quality accessible services. In return, Eden Park has provided Kennards Hire with outstanding corporate hospitality benefits, advertising and branding across multiple platforms, and money-can't-buy experiences for its customers which has aided the company in growing its customer base, build business relationships and increase brand awareness across the country.

As well as a financial contribution, Kennards Hire supply Eden Park with the wide range of equipment required to maintain and support the stadium and grounds, including everything from temporary fencing, toilets, lighting and power generators to elevated work platforms and ground and building maintenance equipment.

There have been many standout moments over the years:

STANDOUT MOMENT 1 - KENNARDS HIRE COMMUNITY OVAL

In 2021 Kennards Hire extended its support to include naming rights to the outer oval at Eden Park. Kennards Hire Community Oval has become the place to be for a huge range of community activities including food truck nights, Christmas in the Park and "Ayodhya in Eden Park" - a one-in-a-lifetime celebration for the Hindu community of New Zealand.

As a family-owned business, creating shared experiences with its customers and community has always been integral to Kennards Hire and further strengthening their partnership with the iconic Auckland stadium was the natural choice given their mutual community values.

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STANDOUT MOMENT 2 – KENNARDS KIDS DAY

Inventus Cares Charitable Trust, Kennards Hire and Eden Park, teamed up in 2023 to put together an unforgettable day for 40 children from their holiday program. This event celebrated community support, providing young individuals with an extraordinary opportunity to train at the iconic Eden Park. The children toured the hallowed corridors of Eden Park, completed a goal-kicking session on the pristine Eden Park Number One field and spent a captivating afternoon filled with fun training activities and games on the Kennards Hire Community Oval. The successful event is scheduled again for October 2024.

STANDOUT MOMENT 3 – SOUND SENSITIVITY STATION

Over-stimulation to noise, particularly in higher sound intensive areas of stadiums such as front-of-stage, is a common trigger for sound sensitive individuals. In collaboration with the Eden Park team, Kennards Hire have implemented permanent Sound Sensitivity Stations which dispense free ear plugs to fans on a self-serve basis. To ensure prime accessibility, the stations are positioned at different locations within the stadium grounds based on need and are restocked ahead of all major concerts and sporting events. This is a first of its kind initiative at a major New Zealand venue and we hope that it will help individuals with sound sensitivity to experience the magic of big game days and concerts without the risk of being overwhelmed by noise levels.

In addition to the Sound Sensitivity Stations, Kennards Hire also supply noise-reducing Ear Defenders in Eden Park's already-existing Sensory Room, to accommodate higher sensitivity needs.

STANDOUT MOMENT 4 – KENNARDS HIRE TO THE RESCUE

Whether it's helping clean-up after floods, or pitching in for the pitch, over the years Kennards Hire have stepped-in when equipment or an extra set of hands has been needed. Like when the Kennards Hire Auckland team, with Branch Manager Junior Moevasa at the helm, very quickly got onto the task by supplying and installing fence sound barriers for the first ever concert held at Eden Park when supplies fell through.