

plumbingworld

**YOUNG
PLUMBER**

of the year

ANNUAL REPORT 2025

Rewarding Industry Excellence

YOUNG PLUMBER OF THE YEAR 2025

Plumbing World's Young Plumbers continues to celebrate Trade excellence with the Young Plumber of the Year Competition. Engagement with our Young Plumbers and championing industry talent is still the objective. In 2025 we continued the journey with our event showcase helping to raise awareness of the career opportunities the Plumbing trades offer. Its all about instilling some pride and camaraderie in our trade and we are happy with our collective achievements.

YOUNG PLUMBER OF THE YEAR OBJECTIVES

- Establish and uphold a sustainable standard for the New Zealand plumbing trades—now and in the future.
- Reward excellence and create meaningful impact within the industry.
- Build confidence in emerging professionals.
- Foster healthy competition and pride in craftsmanship.
- Increase awareness of environmental and social factors influencing the plumbing sector.
- Position Young Plumbers, Plumbing World, and our sponsors as innovators and industry leaders.

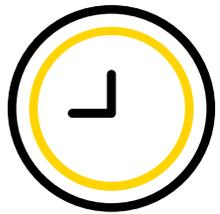
As industry stakeholders we need to think about what the future will look like in the plumbing and construction trades with our young plumbers driving change and innovation.



THE NUMBERS

In 2025 Young Plumber of the Year entries remained strong with over 360 participants competing nationwide with a full uninterrupted competition programme executed throughout the country. Pleasing to see all metrics holding vs. 2024.

	2017	2018	2019	2021	2023	2024	2025
Total Club Members	870	1185	1339	1694	1926	2172	2421
Competitors	184	245	268	312	343	393	360
Regional Finalists	54	72	76	74	78	74	75



900+
COMPETITION HOURS



1,000+
ATTENDEE'S
NATIONWIDE

29
Branch Events

8
Regionals

1
National Final

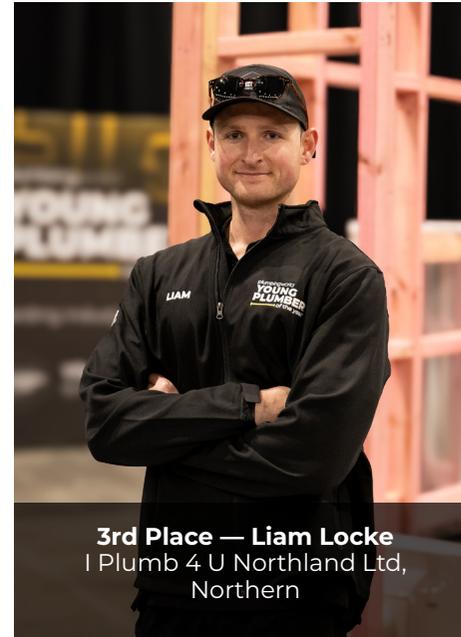
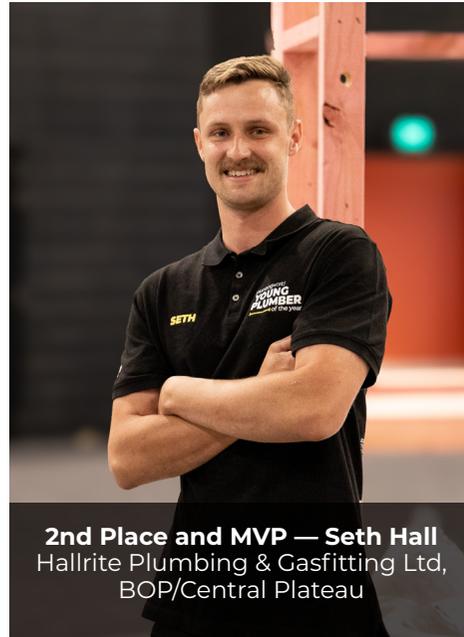


NATIONAL FINAL

The top eight regional winners, our golden ticket recipient, and 1 wildcard competed for the 2025 Young Plumber of the Year title.

Hosted by Plumbing World at the Claudelands Event Centre in Hamilton, a strong audience turned out to celebrate the best in our industry. This flagship event was a fantastic opportunity to see our elite young plumbers and the companies who support them come together with our family of sponsors and showcase our industry on the national stage.

AND OUR WINNERS WERE



WHAT WE ACHIEVED

Young Plumber of the Year has a significant presence in the industry and for good reason, some of our achievements throughout 2025 include:

- Assisting in shaping the next generation of plumbers in their careers.
- Fostering camaraderie and business connections among young plumbers nationwide.
- Recognising and celebrating industry, training, employers, stakeholders and suppliers.
- Establishing new and strengthening existing connections between suppliers, plumbers, non-industry suppliers, industry stakeholders and gateway co-ordinators.
- Continuing to future-proof the plumbing industry through the continued engagement and education of our young industry members.
- Supporting and promoting the benefits of getting a plumbing trade. High Schools were invited to all our events and it was great to see a few Careers Advisors bringing their students along to the competitions.



PROMOTIONAL ACTIVITY

ACTIVATIONS

- Social media (Instagram/ Facebook)
- Dedicated Website
- EDMs
- Competition Collateral
- PR and Media
- NZ Plumber Magazine
- Local radio stations, Print Media
- NZPM Connector
- Competition merchandise

WEBSITE

youngplumbersclub.co.nz

- 6,685 sessions
- 14,655 page views



Social Audience:

4,199 followers
(Facebook & Instagram)

34% aged 25–34 years

71% are male

**308,321 unique
social users
reached**

(cumulative across Meta —
Facebook/Instagram)

**3 million
impressions**

On social media across
the YPOTY competition
period.

(3.018million total)

MEDIA HIGHLIGHTS

2025 was another successful year for media exposure.

With a strong industry presence where we were once again able to leverage and promote sponsors brands and our industry on the national stage via social media.

The strategy was simple - promotion of all competition stages (launch, branch, regional, and national final events); heavily leverage sponsors involvement; and showcase our branch & regional and national finalists achievements.

Through this we achieved:

- 607 social media posts (across both FB & Instagram)
- 469 new social media followers
- 24,584 reel plays
- 483,175 content interactions (video, posts, stories etc)

*Total results across Facebook and Instagram between January - November 2025.

We secured over 9 articles about the competition in major and regional newspapers with a total reach of over 5.8m+ and live broadcast interviews across the regions with the likes of The Breeze and More FM.

KEY CAMPAIGN STATS

40 pieces of earned coverage

Total	Type
15	Radio/TV
8	Print
16	Online
2	Social

503,980 total social impressions

Total	Type
150+	Bespoke social content pieces
5	Hero videos
10	Q&A profiles
4	Social giveaways

5,787,272 TOTAL EARNED MEDIA REACH

ENGAGEMENT HIGHLIGHTS

One of our objectives was to create a platform to leverage and promote sponsors brands and our industry on the national stage. This has been achieved through:

- Category/Award naming rights.
- Sponsor promotion through regional and national print/radio media/PR advertising, digital promotion (social/web), and industry communications and media.
- Nationwide industry collaboration and engagement at all competition stages.
- Opportunity for sponsors to promote their support of Young Plumber Of The Year via their own marketing channels.
- A structured package enabling sponsors to attend all events, leverage media opportunities, and build engagement as industry stakeholders, culminating in attendance at the national final and formal awards ceremony.

2026 KEY DATES (SUBJECT TO CHANGE)

- Sponsorship opportunities close: 20th February 2026
- Competition promotion commences: March 2026
- Entries open: 16 March 2026
- Entries close: June 2026 (by region)
- Branch Events: May – June 2026
- Regionals: July – August 2026
- National Final: October 2026



YOUNG PLUMBERS CLUB

OUR PURPOSE

Future-proof the plumbing industry through the continued engagement and education of our young industry members.

OUR VALUES

Integrity — Maintain honesty, strong moral principles and keeping your word.

Growth — Adding value to your own life, to those around you, and to society.

Positive Attitude — Be optimistic about situations, interactions and yourself.

Respect — For yourself, customers, colleagues, employer and your environment.

STRATEGIC GOALS

Supporting **successful** young plumbers careers and workplaces.

Showcasing the talent, achievements and **innovations** of our young plumbers.

Exciting young people about the **opportunities** in the plumbing industry.

Wellbeing and camaraderie will be at the heart of everything we do.

Upskilling, engaging and supporting the **next generation** of plumbers, gasfitters and drainlayers.

Supporting and championing diversity within the industry.



YOUNG PLUMBERS CLUB

Each Plumbing World Branch is encouraged to host regular Young Plumbers Club events at their site. This can involve being educational or product training, upskilling, or simply having some fun and getting together like-minded young people doing a fun activity.

YPOTY Sponsors have preferential access to Young Plumbers events and activities throughout the Plumbing World branch network.



THANK YOU TO OUR 2025 FAMILY OF SPONSORS



ANNUAL REPORT 2025



plumbingworld
YOUNG PLUMBER
of the year

THANK YOU FROM THE YOUNG PLUMBERS STEERING COMMITTEE



DANIEL KEENAN
ADVERTISING AND
PROMOTIONS MANAGER



MICHELLE BINGHAM
EVENT COORDINATOR

KEY CONTACTS

DANIEL KEENAN

daniel.keenan@plumbingworld.co.nz

021 234 2866

MICHELLE BINGHAM

michelle.bingham@plumbingworld.co.nz

021 156 0892

www.youngplumbersclub.co.nz