



**Rugby World Cup 2011**

**Government framework**

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# Background

In November 2005, the New Zealand Rugby Union (NZRU), in partnership with the New Zealand Government, bid for, and won, the right to host Rugby World Cup 2011.

The Rugby World Cup (RWC) is one of the world's premier sports events. It will be the largest sporting event ever held in New Zealand and as such, the potential short-term and long-term benefits to be gained from hosting it are significant.

A 2008 report commissioned by the IRB and undertaken by Deloitte on the Potential Economic Impact of the Rugby World Cup on a host nation, made the following forecast for RWC 2011 in New Zealand:

- Total direct economic activity of \$1billion
- \$441m in additional Gross Domestic Product in the New Zealand economy.
- Resulting in \$415m of total direct additional expenditure within New Zealand.

The tournament is expected to attract over 85,000 international supporters as well as international media personnel and corporate/VIP guests. With an expected worldwide television audience of around 4 billion, New Zealand will be in the international spotlight for a substantial period of time and will have unprecedented international exposure.

The Government is determined to make the most of this opportunity to showcase everything New Zealand does well, particularly in business and industry.

As well as economic benefits, there are also significant social and cultural benefits to be gained from hosting an event of this scale. This will be a chance for us to showcase not just our passion for the game of rugby, but also our Kiwi culture and hospitality. It is an opportunity to bring communities together with a shared and valued goal, and celebrate all that is special about being a New Zealander.

The RWC 2011 Tournament runs from September 9 – October 23, 2011. Forty-eight games will be played in 13 venues around New Zealand, with the semi-finals and final being played at Auckland's Eden Park.

# Structure

Ensuring a successful RWC 2011 in New Zealand is a collaborative effort, with multiple stakeholders involved.

## International Rugby Board

The event is owned by the International Rugby Board (IRB), and the tournament is supported by IRB subsidiary Rugby World Cup Ltd, which has staff based in Wellington.

The commercial rights to RWC are managed by IMG who handle sponsorship, media rights, travel and hospitality and licensing and merchandising.

### **Rugby New Zealand 2011 Limited**

Rugby New Zealand 2011 Limited (RNZ 2011) was established in June 2006 as a joint venture, limited liability company, based on a 50/50 partnership between the Government and the NZRU.

RNZ 2011 is responsible for planning and delivering the Rugby World Cup, on behalf of its primary stakeholders and in conjunction with Rugby World Cup Limited and the IRB.

The Board was chaired by NZRU Chairman Jock Hobbs up until May 2010 when he stood down because of health issues. Deputy chair Brian Roche has taken over that role. The board comprises two NZRU appointed directors (Steve Tew and Chris Moller), three Crown representatives (Brian Roche, John Wells and Paul Collins) and two independent directors (Sir Ron Carter and Julie Christie).

Former CEO of New Zealand Cricket Martin Snedden was appointed Chief Executive of RNZ 2011 in December 2006.

### **Regional Co-ordination Groups**

Twenty-two Regional Co-ordination Groups were established to bid for games, each involving local government, regional tourism, provincial rugby unions, potential match venue owners and other community representatives. These groups are now evolving into agents who can deliver aspects of the core tournament, the nationwide festival and the host and volunteer programmes.

### **RWC Chief Executives Group**

Chief Executives of Government agencies playing a key role in RWC 2011 – chaired by David Smol, Chief Executive of the Ministry of Economic Development.

### **RWC Co-ordination Office, MED**

The RWC Co-ordination Office is part of the Ministry of Economic Development (MED). It was established in 2007 to co-ordinate core Government services to support the tournament, including border control, security, transport and infrastructure – in particular, the redevelopment of Eden Park. It also oversees legislation relating to RWC 2011, including the Major Events Management Act 2007 (MEMA) and the RWC Empowering Bill (which is currently before Parliament).

### **New Zealand 2011 Office, MED**

The New Zealand 2011 Office (NZ 2011) is also part of the Ministry of Economic Development and works closely with RNZ 2011 Ltd. The Office is responsible for

delivering the Government's leverage plans, and its focus areas include the co-ordination of a nationwide festival, and a business engagement programme involving the NZ 2011 Business Club, a sector showcasing programme and the NZ 2011 Government Ambassadors Programme (see more on all of these under NZ 2011 initiatives).

### **2011 Group**

On September 9, 2009, the Government established the 2011 Group – a body of eminent and energetic New Zealanders who advise and work with RWC Ministers and the New Zealand 2011 Office.

This group is led by Christchurch Mayor Bob Parker and includes Sharon Hunter, Michael Hill, Wally Stone, Bob Harvey, John Hart and Sir David Gascoigne. The 2011 Group also includes the Chief Executives of Tourism New Zealand, New Zealand Trade and Enterprise and the Ministry of Economic Development.

The 2011 Group is helping to identify opportunities, providing advice and acting as a sounding board for the New Zealand 2011 Office, as well as providing access to their networks and the regions they come from.

### **RWC 2011 Māori Steering Group**

The RWC 2011 Māori Steering Group is part of Te Puni Kokiri's RWC 2011 framework. It provides advice, planning and creative input and quality assurance to that Government agency. Its focus areas include Māori business, tourism, cultural product, media and rugby and Te Reo.

### **Major Events Management Act**

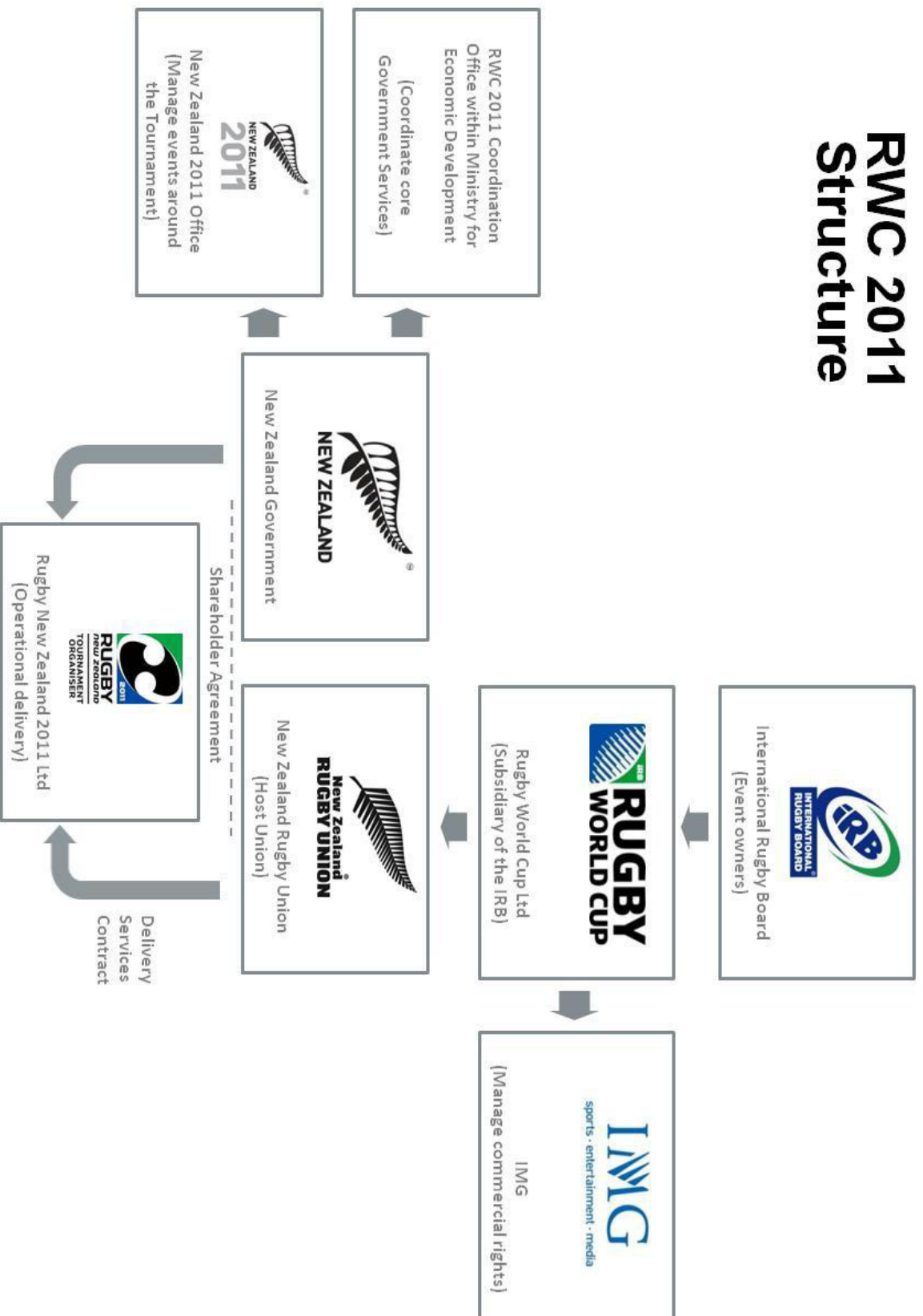
The Major Events Management Act (MEMA) was created in 2007 to protect organisers and sponsors of major international events being held in New Zealand.

Its aim is to prevent ambush marketing – unauthorised association between a major event and a brand, good or service – by protecting the use of key event emblems and words, and providing 'clean zones' around stadia where unauthorised advertising is prohibited.

The Act also prohibits ticket scalping and people invading the pitch or throwing objects onto playing surfaces. The Act enhances New Zealand's reputation as a major events destination.

For a copy of the MEMA guidelines for RWC 2011, visit: [www.nz2011.govt.nz](http://www.nz2011.govt.nz)

# RWC 2011 Structure



## Contacts

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**RWC 2011 ticket sales**

[www.rugbyworldcup.com](http://www.rugbyworldcup.com)

**Rugby World Cup Ltd**

PO Box 1178

Wellington 6140

New Zealand

+64 4 816 1217

[www.rugbyworldcup.com](http://www.rugbyworldcup.com)

**IMG** (Rugby World Cup Limited's commercial manager and broker)

c/o International Management Group (NZ) Limited

PO Box 9974

Auckland 1023

New Zealand

+64 9 968 5775

[www.imgworld.com](http://www.imgworld.com)

[rcwinfo@imgworld.com](mailto:rcwinfo@imgworld.com)

**Licensing in Motion (NZ) Limited** (the holder of master licensing rights for RWC 2011)

PO Box 1710

Auckland Central

New Zealand

Phone: +64 9 303 1862

[www.velocitybrandmanagement.com](http://www.velocitybrandmanagement.com)

[rfp2011@velocitybrandmanagement.com](mailto:rfp2011@velocitybrandmanagement.com)

**Rugby Travel and Hospitality (NZ) Limited** (the manager of official travel and hospitality programmes for RWC 2011)

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# Government objectives

The Government's priorities for RWC 2011 are:

## **1. Supporting a successful tournament**

- Our 50 percent ownership, governance representation and financial support for the tournament organiser RNZ 2011 Ltd.
- Ensuring that key facilities for the core tournament are delivered in a high-quality manner, especially Eden Park.
- Ensuring effective co-ordination and delivery of a wide range of Government services that play a key role in supporting the tournament, e.g. transport services.

## **2. Maximising the opportunities of a Major Event and ensuring enduring benefits for New Zealand (leverage and legacy)**

- Through a comprehensive business showcasing and hosting programme, lift New Zealand's global business networks to a new level, supporting greater trade, investment, people and innovation.
- Engage New Zealand as a proud nation of 4 million hosts by:
  - Co-ordinating festival and local showcasing initiatives developed in each region, and developing additional events and programmes, to create a nationwide festival which is an unforgettable experience for both visitors and locals.
  - Supporting the development and delivery of a volunteer and hosting programme that recruits and mobilises New Zealanders in all walks of life to support the tournament delivery. This will create a great tournament culture and drive wider economic and social benefits.
  - Positioning Auckland as an international city during RWC 2011, with modern infrastructure and its own unique personality and culture.
  - Position the New Zealand brand and its silver fern imagery to encapsulate the success of the event and the positive experience of both visitors and locals, leaving a legacy of a higher-profile brand with stronger values.

# New Zealand 2011 initiatives

## Branding

A New Zealand 2011 brand has been developed as part of the 'Brand New Zealand' branding programme. It can be used by Government agencies and partners of NZ 2011. Please contact NZ 2011 Communications Manager Andrea Blackshaw ([andrea.blackshaw@nz2011.govt.nz](mailto:andrea.blackshaw@nz2011.govt.nz)) for approval to use the NZ 2011 brand.



A specific Proud Host Seal has been developed by IMG for RWCL to enable non-commercial entities within New Zealand to communicate their relationship with Rugby World Cup 2011. The Māori-language version of the Proud Host seal can be used in documents where more than 50 percent of the content is Te Reo.



Use of the Proud Host Seal by New Zealand organisations is overseen by RNZ 2011 Ltd. For further information please contact: [hannah.oakden@rugbynz2011.com](mailto:hannah.oakden@rugbynz2011.com). All applications for use of the Proud Host Seal must be submitted for review and approval through the Rugby World Cup Services website: <http://www.nz2011services.com>

The New Zealand 2011 Office works directly with RWCL and RNZ 2011 Ltd to oversee the use of brands in connection with work around the tournament.

**Media** - RNZ 2011 Ltd runs a services site for media organisations to download RWC 2011 branded features including 'look and feel' elements and an official countdown clock.

Media can be directed to:

<http://www.nz2011services.com>



## Website

The Government website [www.nz2011.govt.nz](http://www.nz2011.govt.nz) is a one-stop shop for all activity taking place around the 2011 tournament. It is the home of the programme for the nationwide festival, the NZ 2011 Business Club and the Sector Showcasing programme, and outlines every way both visitors and New Zealanders can get involved in RWC 2011.

## REAL New Zealand Festival

From September 9 – October 24, 2011, the REAL New Zealand Festival will showcase the best of New Zealand's arts, food and wine, heritage, entertainment, experiences and lifestyle, celebrating ourselves and what we love most about our country. The festival programme has the following goals:

- Showcasing New Zealand's distinctiveness – in a cultural, industry, heritage and identity sense.
- Presenting a festival that engages all of New Zealand as a nation of 4 million hosts.
- Creating a festival pitched to the audience – heartland and populist, rather than fringe or high-brow.
- Capturing the festival programme into a single showcase series, and communicating it with a boldly Kiwi look and feel.

### Key dates 2010

March 30 – the initial festival programme was released on [www.nz2011.govt.nz/festival-2011](http://www.nz2011.govt.nz/festival-2011) (to coincide with RWC team and venue package sales launch)./

September 9 – the launch of the festival, including name of festival, marketing and programme (to coincide with 'one year to go' milestone, and launch of individual ticket sales).

## NZ 2011 Business Club

The NZ 2011 Business Club is an online platform which will connect local firms and industries with business people visiting New Zealand during RWC 2011. It will enable regions and businesses throughout the country to get information on the visitors coming to their area, including their business and social interests, so they can offer to host them at events and, as a result, learn more about how each operates in their own market.

[www.nz2011.govt.nz/get-involved/nz2011-business-club](http://www.nz2011.govt.nz/get-involved/nz2011-business-club)

### Key dates 2010

April 27 – NZ 2011 Business Club was launched.

June – August – Regional Business Club events (in partnership with Economic Development Agencies).

### **REAL New Zealand Showcase**

The REAL New Zealand Showcase is designed to highlight the best of New Zealand business and industry. Major showcasing events will be staged to demonstrate New Zealand's capabilities, creativity and innovation to a broad RWC visitor audience. There'll also be a targeted showcasing programme that supports sectors and businesses to focus on buyers, key influencers and media. The focus will be on sectors where New Zealand has a competitive advantage and/or where there is a unique offering to promote to the world. These include the marine, agritech, film, aviation, food and wine and energy sectors.

### **NZ 2011 Government Ambassadors programme**

Five All Black greats have signed up to help the Government make the most of the opportunity of hosting one of the world's biggest sports events. Jonah Lomu, Sean Fitzpatrick, John Kirwan, David Kirk and Andrew Mehrtens have all been appointed NZ 2011 Government Ambassadors, and are working with the NZ 2011 Office and Government agencies overseas to promote New Zealand as a great place to visit and do business.

### **Volunteer programme**

The Government has invested \$6 million in a Volunteer programme for RWC 2011, which supports both the needs of the core tournament and the Government's desire to have a strong contingent of city hosts at key sites to enhance the visitor experience, and a lasting Volunteer legacy. RNZ 2011 Ltd has been contracted to deliver the programme, with the NZ 2011 office overseeing the city host programme and the Government goals of the contract.

Former All Black Michael Jones has recently been announced as the Volunteers Ambassador, and is involved in a recruitment programme across New Zealand.

### **Environmental programme**

During the Match and Team Allocation Process run by Rugby New Zealand 2011 Ltd regions were asked to include in their proposals what actions they would take to reduce the environmental impact from hosting RWC 2011. That process identified eight areas where the largest environmental impacts would occur – waste, transport, energy, procurement, water, construction, communications and managing greenhouse gases – and regions were asked to focus their actions on these areas through a regional environmental management system.

These regionally-led programmes are now underway in the regions with support from Rugby World Cup Limited, Rugby New Zealand 2011 Limited and the New Zealand Government. Where stadia have been built or upgraded, design and construction has

incorporated processes and features to reduce the environmental impact of the construction and operation of stadia.

### **NZ 2011 promotional material**

The NZ 2011 Office is producing various pieces of digital and printed collateral around both the nationwide festival and the NZ 2011 Business Club. This is available from the office on request. Please contact: Susan Andersen: [susan.andersen@nz2011.govt.nz](mailto:susan.andersen@nz2011.govt.nz)

This includes the promotional DVD 'New Zealand Welcomes the World' (2min 45secs), and the NZ 2011 brochure, which are both available in several languages. The DVD can be used as an opener for speeches and presentations, and as a looped AV at events, conferences, expos and trade shows etc. It is available for viewing at [www.nz2011.govt.nz](http://www.nz2011.govt.nz)

Tourism New Zealand, working as part of the Major Events Border Steering Group, has developed a 'Welcome to New Zealand' DVD, for use with RWC 2011 and other major events. The DVD informs visitors in advance about all border requirements in New Zealand and will be tailored to outline any special requirements for those involved in RWC 2011. It is available from Tourism New Zealand, the NZ 2011 Office and New Zealand Major Events.

### **Branded product**

A range of NZ 2011 branded gifts have been produced including cufflinks, ties, polo shirts, caps, pens and pins. These are held by the NZ 2011 Office and used as Ministerial gifts and by Government agencies as appropriate to raise awareness of the Government's 2011 initiatives.

Please contact: Susan Andersen: [susan.andersen@nz2011.govt.nz](mailto:susan.andersen@nz2011.govt.nz)

### **NZ2011 Branded products (Prices current as at April 2010)**

<b>Item</b>	<b>Description</b>	<b>Cost per unit</b>
Caps	NZ2011 Black Cap	\$10.55
Pins	NZ2011 Pins	\$3.35
Reusable Bags	Black NZ2011 Reusable Bags	\$2.95
Pens	NZ2011 plastic pen	\$1.35

# Key messages

## General

### **2011 will be a milestone year for New Zealand**

- We will host one of the world's biggest sports events.
- For six weeks New Zealand will be in the international spotlight.
- 85,000 visitors are expected to come here, with billions more watching on television and online.

### **This is an unprecedented opportunity to actively use RWC 2011 to:**

- raise our international profile,
- boost our economy, and
- make lasting gains in trade and tourism.

### **The Government recognises the scale of the opportunity and we will be ready**

- We are committed to ensuring New Zealand pulls out all the stops to make RWC 2011 a success.
- We have made a significant investment in the assets and infrastructure required to stage an excellent event, including the \$190 million Eden Park upgrade and \$35 million on other stadia; and \$20 million to purchase Queens Wharf.
- As well as hosting an excellent tournament, we will create a nationwide festival which engages New Zealanders and visitors alike.
- New Zealand is determined to use this time in the international spotlight to showcase the best of everything we do. Through a comprehensive calendar of events, New Zealand businesses and industry will make a unique and compelling offering to both international visitors and the global viewing audience.

### **4 Million Hosts**

- We have promised to provide a stadium of 4 million, and we will also be a nation of 4 million hosts, ensuring our guests have the best possible experience.
- We want all Kiwis to get involved and seize the opportunities that come with an event of this scale – to 'Give it 100%'.
- We're also calling on overseas Kiwis to 'Give it 100%', telling them this is a great time to come home and be a part of the celebrations and part of New Zealand's moment in the international spotlight.

## **Economic benefit**

A 2008 report commissioned by the IRB and undertaken by Deloitte on the Potential Economic Impact of the Rugby World Cup on a host nation, made the following forecast for RWC 2011 in New Zealand:

- Total direct economic activity of \$1billion
- \$441m in additional Gross Domestic Product in the New Zealand economy.
- Resulting in \$415m of total direct additional expenditure within New Zealand.

## **REAL New Zealand**

- The REAL New Zealand Showcase and the REAL New Zealand Festival are the twin pillars of New Zealand's leverage programme before, during and after Rugby World Cup 2011.
- The two REAL programmes have been put in place to show the authenticity of New Zealand experiences, creativity and innovation to the world.

## **REAL New Zealand Showcase**

- During September and October 2011 we have the opportunity to showcase the best of New Zealand business and industry to 85,000 international visitors and a global viewing audience of 4 billion people.
- Our ability to grow our economy depends on developing new, high-value markets. This in turn depends on New Zealand businesses and industries creating new international connections, and deepening existing relationships. The REAL New Zealand Showcase provides us with an unprecedented opportunity to build these connections, and must be grabbed with both hands.
- From food and wine to renewable energy and marine manufacturing, New Zealand business and industry sectors are gearing up to showcase our innovation, creativity, expertise and excellence to the world.
- Many sectors have picked up the challenge :
  - The wine industry is creating special wine festivals, planning VIP dinners and working with the NZ Inc on offshore promotions in the build-up to the nationwide festival around Rugby World Cup.

- The marine industry has moved the Auckland International Boat Show from its usual March dates into the RWC window.
- Other sectors such as ICT, Forestry and Aviation are developing showcase events during the six-week tournament.

### **REAL New Zealand Festival**

- New Zealand will celebrate its role as host of one of the world's greatest sports events by staging the REAL New Zealand Festival – the biggest nationwide festival the country has ever seen. It will run from 9 September – 23 October, and will complement the match and team hosting schedule for RWC 2011.
- The festival will include hundreds of events and activities all over the country which showcase New Zealand's arts, food and wine, heritage, culture, entertainment, industries and business, experiences and lifestyle.
- There'll be plenty of time between games so we want to encourage people to stay longer, and take the long way around from one match to the next so they can really see the country and meet the people.
- The festival will enrich the experience and extend the travels of the 85,000 international visitors we're expecting, but it's just as much for New Zealanders to celebrate, and find out more about, our own country.
- This is the first time there has ever been a nationwide coordinated Rugby World Cup festival. It's the way we do things in New Zealand, – we want to make our visitors welcome (manaakitanga) and we want to support the tournament to be the best ever.
- The four letters in the REAL New Zealand Festival brand all represent different elements of the festival experience. The R represents Māori heritage, culture, business, traditional and contemporary; the E is arts, music, history and literature; the A is New Zealand industry and innovation, growing practices and fresh produce; and the L is our sporty, rugged, outdoors lifestyle.

### **Queens Wharf**

- The Government and the Auckland Regional Council purchased half shares in Queens Wharf because we could appreciate the wharf's potential for the Rugby World Cup celebrations, and as an enduring asset for Auckland.
- Queens Wharf will be a major drawcard for fans in Auckland both before, during and after Rugby World Cup matches. It will also play host to a raft

of festival events, industry showcasing and VIP hosting. International media will also converge upon Queens Wharf to utilise the 180 degree panoramic views of Waitemata Harbour as a background for their international broadcast feeds.

### **NZ 2011 Government Ambassadors**

- Five rugby legends have signed up to be New Zealand 2011 Government Ambassadors – Jonah Lomu, Sean Fitzpatrick, John Kirwan, David Kirk and Andrew Mehrtens.
- They will work with the New Zealand 2011 Office and trade, diplomatic and tourism posts off-shore, encouraging people to visit New Zealand in 2011 and do business while they are here.
- The New Zealand 2011 Government Ambassadors are all generously donating their time to carry out this work.

### **NZ 2011 Business Club**

- The Government has established the New Zealand 2011 Business Club as an online platform to connect visiting business people with their Kiwi counterparts during RWC 2011. ([www.nz2011.govt.nz/cms/get-involved/nz2011-business-club](http://www.nz2011.govt.nz/cms/get-involved/nz2011-business-club))
- Being hosted by a local business person will ensure our guests have an authentic Kiwi experience and make the most out of their trip.

### **Environmental programme**

- Internationally New Zealand has a clean, green reputation. During RWC 2011 we will maintain and enhance our reputation for good environmental standards.
- The way we already do things in New Zealand demonstrates the way New Zealand values its environment, for example, two thirds of the electricity generated in New Zealand comes from renewable sources.
- New Zealand is continuing to improve its own standards as well as leading the rest of the world, for example, by leading the global research alliance to reduce greenhouse gas emission from agriculture.
- Where stadia have been built or redeveloped, design and construction has incorporated processes and features to reduce the environmental impact of both construction and ongoing operation.
- During the redevelopment of Eden Park, more than 70 percent of demolition materials were recycled or re-used, and there'll be a 50

percent reduction in potable water use by harvesting rainwater from the roof areas.