

Rugby World Cup 2011

It's not just about the rugby!

Clyde Rogers, AucklandPlus



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108 Mondays to go...



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Ok, so a lot is about the rugby, but....

- A truly unique New Zealand tournament and a transformational one
 - Global audience
 - Increased visitors
 - Deadlines
 - Platform for the future



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The Benefits Equation

- 66,000 international visitors - domestic?
- 4 billion broadcast reach
- \$450m additional direct spend
- 2000 international media
- 2500 international / corporate VIPs



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What we know...

- Six weeks: 9 Sept - 23 Oct 2011
- 48 matches
- 20 participating nations
- Match schedule



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The Legacy Opportunities

In Auckland we are focussing on

- accelerating existing plans
- opportunities to define identity and value
- improved sporting infrastructure
- build on economic niches
- global media coverage



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Auckland's Legacy Goals

A catalyst for enabling public access to our waterfront

- An upgrade of Queens Wharf for public and cruise infrastructure
- Completion of Jellicoe Hub at Wynyard Quarter
- Completion of a Marine Events Centre
- Development of Quay St pedestrian zones for key event activity



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Auckland's Legacy Goals

A generator of long-term increases in public transport

- Improved public transport service
- Integrated ticketing
- Upgrades to the facilities supporting transport modes
- Promotion of public transport



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Auckland's Legacy Goals

A mechanism to strengthen equity in Brand Auckland

- Delivery of Auckland's brand values to a wider audience
- Delivery of the region's destination marketing programme
- Delivery of the region's business engagement programme



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Auckland's Legacy Goals

A motivator of enhanced community pride

- Delivery of a regional community engagement programme
- Delivery of the regional festivals programme
- Delivery of the regional presentation programme



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Auckland's Legacy Goals

A deliverer of quality event infrastructure and capability to attract more major events

- Completion of Eden Park redevelopment
- Upgrades to training venues
- Delivery of a world-class volunteer programme
- Delivery of traffic management plans for major events
- Development of a skilled event industry workforce



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Auckland's 2011 Economic Development Programme

- International linkages and investor attraction programme
- Opportunities for local business
- Business Networking and sector showcasing
- Skills and Talent



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Auckland's 2011 Economic Development Programme

THIS IS HOW THE BUSINESS RESOURCES WILL ROLL OUT:

2009

Online introductory
Guide to Business
Opportunities

2010

Comprehensive
Guide to Business
Opportunities

2011

Updates to
online business
resources

Business-Ready
And Visitor-Ready
programmes



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Guide to Business Opportunities

www.auckland2011.com/business

Current time in Auckland: 9:38am 23 Mar 09 9 0 0 Days 1 1 Hours 2 1 Minutes 3 1 Seconds until RUGBY WORLD CUP 2011



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[Jobs »](#) [Media »](#)

Doing Business in Auckland never was easier

RWC 2011 delivers maximum benefit for Auckland businesses and the wider regional economic community.



VISITOR SERVICES »

Plan your trip to Auckland here: activities, accommodation, transport and general visitor information.

www.aucklandnz.com 

[Home](#) > [Business connections](#)

Business Connections

Auckland is New Zealand's economic powerhouse with two thirds of the country's top 200 companies based here. Nearly a quarter of the world's Fortune 500 companies have a presence here.

Rugby World Cup 2011 is expected to bring 60,000 visitors, 2500 media and a global TV audience of more than 4 billion to Auckland and New Zealand. The direct economic benefit for Auckland during the tournament is estimated at more than \$300 million. The indirect benefit from the global exposure will be far greater.

Rugby World Cup 2011 gives you the chance to mix business with pleasure.

Whether you are based in Auckland, elsewhere in New Zealand or around the world, Rugby World Cup 2011 provides opportunities for your business to get connected.

This website is your connection to all the business activity related to RWC 2011 in Auckland.

Find out how you can position yourself to get a share of the action.

[Click here for your guide to business opportunities for the 2011 Cup](#) 

BUSINESS CONNECTIONS »

Your link to all the RWC 2011 related business opportunities and activities in Auckland. [More »](#)

WHAT'S HAPPENING IN AUCKLAND »

Keep up to date with what Auckland is doing to prepare for RWC 2011 and find out what New Zealand's biggest city has planned for the tournament. [More »](#)



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- > [Business Sectors](#)
- > [Auckland Lifestyle](#)
- > [Expert Help](#)
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2011 Opportunities

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- [Getting involved](#)
- [Down to business](#)
- [Who's coming to Auckland](#)
- [Maori and Pacific opportunity](#)
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- [Prepare for kick-off](#)
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Auckland's opportunity

The world is coming to Auckland in 2011. The teams of twenty nations, their fans, media and dignitaries, will converge on New Zealand's largest city as the gateway to Rugby World Cup 2011 (RWC 2011). Some will stay throughout the tournament. Others will venture around the country, as the ultimate festival of rugby unfolds in a stadium of four million. But all eyes will turn to Auckland for the final stages.

With the right advice and approach, the tournament offers a fabulous opportunity for regional businesses. So that's what this guide is all about: an introductory look at ideas for how to put yourself and your business on the path to growth and prosperity, by making the most of Rugby World Cup 2011. As tournament planning continues, we'll continue to work with tournament organisers to make sure we bring you up-to-date and accurate information on the commercial opportunities.

GET IN TOUCH

- > [Register for updates](#)

TENDER SITES

- > [Where to submit tenders](#)

TRAINING

- > [Upskill your staff & business](#)



Business Opportunities: Next Steps

- The website will be continually updated
- We will continue to work with partners and stakeholders
- The full Guide will be rolled out in September through regional workshops



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Business-Ready programme

(Mid 2011)

- Tournament schedules
- Transport planning
- Permit application
- Workforce issues
- Commercial rights restrictions



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Visitor-Ready programme

(Mid 2011)

- Visitor profiles and preferences
- Shopping habits
- Language tips
- Foreign exchange issues
- Logistical and regulatory details



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In summary, RWC 2011 is ...

- A once in a lifetime opportunity to position New Zealand
- A shining beacon in the current economic climate
- A good example of regional cooperation, and
- A good exercise in common purpose

And what will people be saying if we get it right...



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‘Our tourists, where the bloody hell are they?’

- Australian Minister of Tourism



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***CHAIRMAN OF LONDON 2012 OLYMPIC
COMMITTEE RESIGNS AFTER FEARS
THAT LONDON WON'T MEET
EXPECTATIONS SET BY
RUGBY WORLD CUP 2011***

- The London Times



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