



2011 – New Zealand's Year

2011 will be a milestone year for New Zealand, as we host one of the world's biggest sports events, the Rugby World Cup.

For six weeks New Zealand will be in the international spotlight, with over 60,000 visitors expected to come to our country, and billions more watching the event on television and online.

It will be an unprecedented opportunity to raise our international profile, boost our economy and make lasting gains in trade and tourism.

The New Zealand Government is proud to be a key partner with Rugby World Cup Ltd in staging RWC 2011 here in our Stadium of Four Million.

We recognise the scale of the opportunity and we are committed to ensuring that New Zealand pulls out all the stops to make RWC 2011 a success.

That's why we have made a significant investment in the assets and infrastructure required to stage an excellent event, and why we have invested, alongside the New Zealand Rugby Union, in our joint venture company Rugby New Zealand 2011.

And it's why we have today launched a programme of initiatives that encourage New Zealanders to be great **hosts**, to **showcase** the best New Zealand has to offer to the world, and to have a great **celebration** along the way.

To ensure we can make the most of the opportunities RWC 2011 presents, we have put in place the necessary machinery – from staff resources through to a great new website and access to talented New Zealanders to provide strategic advice and act as special ambassadors and influencers.

We have developed a programme to get our unique country identifier – the silver fern – recognised across the globe, and we're going to call all New Zealanders to action with our "Give it 100%" challenge, building on the 100% Pure campaign that Tourism New Zealand has been using so effectively around the world.

There are two years to go. There is much more we need to do – and we're ready for the challenge.

We look forward to welcoming the world to New Zealand in 2011. It will be our year.

Hon John Key
Prime Minister

Hon Murray McCully
Rugby World Cup Minister



2011 – New Zealand's Year to Celebrate

New Zealand's Rugby World Cup festival will make 2011 a year to remember.

The celebrations will run throughout 2011, with events that showcase the best of New Zealand arts, culture and entertainment.

Driving the national festival will be a festival manager in the New Zealand 2011 Office.

The festival manager will draw together the energy, resources and initiatives already underway in the regions, and develop national programmes to support them, creating an unforgettable visitor experience for Rugby World Cup 2011.



The breadth of the regional festival ideas is impressive already, from fireworks and parades to family concerts, and wine and food festivals.

Many major events are looking at scheduling special activities to coincide with RWC 2011. For example, the NZ Winegrowers are considering tying together special festival events in key wine regions like Hawkes Bay, Martinborough, Marlborough and Central Otago. This will encourage New Zealanders and visitors to explore and discover the special qualities of each region.

The festival calendar will bring together a range of iconic Kiwi events and new events to make 2011 a year long celebration of New Zealand.

Once the festival programme is launched, the www.nz2011.govt.nz website will carry the details of events, creating an information "one stop shop" for New Zealanders and visitors wanting to know what's happening and how to get involved.

GIVE IT 100%



A Nation of Four Million Hosts

In 2011 New Zealand will welcome the world as a nation of four million hosts.

The newly established New Zealand 2011 Office is developing a hosting programme that will encourage all Kiwis to engage in RWC 2011 in some way.

We want to ensure that every visitor has a warm and uniquely New Zealand experience wherever they go – from Cape Reinga to Stewart Island.

Communities who are hosting teams will be encouraged to adopt them as their own and give them a real taste of Kiwi hospitality.

It's just one of the ways we'll 'Give it 100%'.

Volunteers

RWC 2011 will also give thousands of Kiwis the chance of a lifetime to be part of a team of volunteers who will help make it a truly special event.

There will be many roles to fill – from making sure things run smoothly at the grounds on game days to supporting festival events, Fan Zones and business showcase events.

RWC will put the spotlight on volunteers and the contribution they make to our communities. It has the potential to create a resurgence of volunteering throughout New Zealand, especially among our young people.

We'll announce more details of the volunteer and host programme later this year. If you want to be kept in the loop you can register at www.nz2011.govt.nz



GIVE IT 100%

