

# RUGBY new zealand 2011 LTD NEWSLETTER

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*Adam Frederick (L) and John Wagner, the captains of Trinidad & Tobago and the Cayman Islands, get their hands on the Webb Ellis Cup ahead of the first RWC 2011 qualifying match in the Cayman Islands.*

## Rugby World Cup 2011: It's Heating Up!

**Despite the arrival of winter in New Zealand, Rugby World Cup activity is heating up around the country and around the world.**

In April, the first qualification matches for RWC 2011 were held in the Cayman Islands.

And in late May, Rugby New Zealand 2011 Ltd released the detailed information which will assist interested regions, cities and towns to prepare their proposals to host matches or teams during RWC 2011.

The Request for Information (RFI) packs detail all of the background on the Tournament, key criteria and information required for potential applicants and build on the information shared and discussions held during numerous match and team allocation workshops over the last 12 months. The packs have been developed in close consultation with the potential host regions and Rugby World Cup Limited.

RNZ 2011 Chief Executive Martin Snedden said the release of the RFI documents signals that the Match and Team Allocation Process is moving up a gear.

"A significant amount of work has gone on both within RNZ 2011 and around the country to get to this stage. We have been delighted with the way regions, cities and towns have mobilised and are preparing themselves to take advantage of the opportunities that RWC 2011 will create," he said.

Among the requirements and criteria outlined in the RFI packs are minimum technical specifications for match venues, training venues and accommodation, guidance from RNZ 2011 as to the Host Union Agreement requirements and the strategic objectives set by RNZ 2011 which will guide the match and team allocation decisions. Interested regions can put forward proposals to host matches, teams or other elements which support the festival aspect of RWC 2011 such as Live Sites or other public or cultural events.

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### ABOUT RUGBY NEW ZEALAND 2011 LTD

RUGBY NEW ZEALAND 2011 LTD (RNZ) WAS ESTABLISHED IN JUNE 2006 AND IS THE ORGANISATION RESPONSIBLE FOR THE PLANNING AND DELIVERY OF RUGBY WORLD CUP 2011 IN NEW ZEALAND ON BEHALF OF ITS SHAREHOLDERS: THE NEW ZEALAND RUGBY UNION AND THE NEW ZEALAND GOVERNMENT. RNZ IS GOVERNED BY AN EIGHT-MEMBER BOARD OF DIRECTORS CHAIRED BY CURRENT NZRU CHAIRMAN JOCK HOBBS. THE NEW ZEALAND RUGBY UNION WAS SELECTED AS THE HOST UNION FOR RUGBY WORLD CUP 2011 BY THE INTERNATIONAL RUGBY BOARD IN NOVEMBER 2005.

### Rugby New Zealand 2011 Ltd

Level 11, Investment House, Cnr Featherston & Ballance Streets, Wellington 6011

PO Box 1178, Wellington 6140

Phone: +64 (0) 4 816 1200

Fax: +64 (0) 4 816 1201





Those regions or cities interested in hosting Quarter-Final and the Bronze Final matches during RWC 2011 have until July 17 to lodge their submissions. A decision on the Quarter-Final and the Bronze Final venues will be made in September this year.

Submissions for pool matches and to host teams will be required by October 31 with decisions on pool venues scheduled to be announced in the March or April 2009 and team bases in late 2009.

## Legends host expo at Eden Park

A weekend expo attracted around 2000 neighbours and visitors to Eden Park in May to learn more about the stadium redevelopment plans.

The expo was set up to give the public an opportunity to view and provide feedback on topics ranging from the stadium's \$240 million redevelopment to the proposed upgrades of neighbouring streets and railway stations.



*All Blacks legend Grant Fox leads a tour for local residents on to the famous Eden Park turf during a public expo at the park.*

Free 'behind the scenes tours' of Eden Park, an invitation to walk on the hallowed turf and updates from sporting legends who have played on the park, such as former All Blacks first five-eighth Grant Fox and former Black Caps all-rounder Dipak Patel, added to the interest in the event.

The expo was hosted by the four organisations involved in the redevelopment and related projects - Auckland City Council, Auckland Regional Transport Authority, Eden Park Redevelopment Board and the Eden Park Trust Board.

Eden Park Trust Board general manager Murray Reade says the aim was to provide a one-stop shop for the public, so that they could ask questions and meet the people involved in the various projects.

"To make the expo more of a family outing, we added a few treats such as the chance to see inside the Park for one of the last times before the South Stand comes down."

The Expo also coincided with the resource consent approval for the first stage of the stadium redevelopment, the construction of the new South Stand. Ground work has already commenced on this project and will step up a gear with the demolition of the existing South Stand later this year.

The Eden Park Redevelopment Board also received a further funding boost in May with the announcement of a \$6.5 million grant from the ASB Community Trust.

## CEO Update



The decisions as to where the RWC 2011 Quarter Finals and the Bronze Final will be played are going to be difficult. The ultimate decision-making authority for this rests with the board of Rugby World Cup Limited (RWCL) and will be influenced by the recommendations made by the board of RNZ 2011. The RWCL board meets in September and, if all goes according to plan, these allocation decisions will be made at that time and announced by RNZ 2011 soon after.

RWCL have indicated to us that they want the Bronze Final, which is the playoff between the beaten semi-finalists for 3<sup>rd</sup> place on the day before the Final, to be played either at the venue for the Final, Eden Park, or otherwise within or close to Auckland.

This is consistent with the approach taken for RWC 2003 and RWC 2007 and, mainly for logistical reasons, makes good sense. We are anticipating that there will be 30-35,000 overseas visitors and thousands of domestic visitors in the Auckland region for the Semi Finals and Final, being held at Eden Park. We need to ensure that we can cope with the resulting transport and accommodation demands, so we agree with RWCL's approach to this issue. Accordingly, subject to the regional hosting proposals coming in on 17 July, the likely venue options for the Bronze Final will be Eden Park, North Harbour Stadium on Auckland's North Shore, or Waikato Stadium in Hamilton.

Each of the Quarter Finals will be played in larger New Zealand cities, rather than towns. We have no doubt that Auckland, Wellington and Christchurch will be expressing strong interest. Once again, part of the decision-making process requires both RNZ 2011 and RWCL to be certain that the host cities have the infrastructural strength to cope with the anticipated demands on the playing venue, training facilities, transport and accommodation.

RWCL have indicated to us that their preference is for two cities to be used, with each city hosting two Quarter Finals. This happened in Australia in 2003 where Melbourne and Brisbane both hosted two Quarter Finals before Sydney hosted the Semi Finals, Bronze Final and the RWC 2003 Final. In contrast, three venues were used last year in France, with Marseille hosting a double-header weekend and Cardiff and Paris hosting one Quarter Final each.

RNZ 2011's position is that, whilst it is highly unlikely that we would seek to use four different cities for the Quarter Finals, we would prefer to wait to see what is in the regional hosting proposals due in mid July before we form a view about whether our preference would be to use two or three cities.

We advised the potential host regions that their hosting proposals will be assessed by us against criteria linked to RNZ 2011's four strategic goals:

- Delivering an operationally excellent tournament;
- Achieving capacity crowds and achieving the budgeted financial result or better;
- Inspiring a nationwide Rugby World Cup festival; and
- Creating enduring benefits.

There are tensions between those strategic goals and, as a result, there is a delicate balancing exercise to be undertaken when we are assessing the various hosting proposals and venue allocation options. Each strategic goal is important in its own right and there is a significant inter-relationship between each. The challenge here, of course, is for both RNZ 2011 and RWCL, having undertaken that balancing exercise, to come up with the right allocation mix.

Whatever the outcome of this part of the Match and Team Allocation process, what we do know is that, when all the venues for all 48 tournament matches and 20 team bases have been decided and announced later next year there will be an excellent spread throughout New Zealand. A large percentage of New Zealanders will have relatively close access to the tournament and to the festival. This is critical for us and we will be working to that end over the next year or so.

**Martin Snedden**

*Chief Executive, Rugby New Zealand 2011 Ltd*

## RNZ 2011 Board and management appointments

As planning and preparation activity continues to grow, so too does the RNZ 2011 team at both Board and management levels.

Following his retirement as CEO of the New Zealand Rugby Union, Chris Moller stood down as one of the two NZRU representatives on the RNZ 2011 Ltd Board and was replaced in February by his successor as NZRU CEO, Steve Tew.

However, Mr Moller's absence from the Board table was brief. In March, the RNZ 2011 Board was expanded with the addition of one additional representative from each of the shareholders – the Crown and NZRU. Mr Moller was appointed as the NZRU representative and Tim Robinson as the Government representative.

In June, RNZ 2011 also welcomed Shane Harmon to the newly-created position of General Manager, Marketing and Communications. In this role, Shane will be responsible for all marketing, communications, ticketing, brand, VIP and events and ceremonies activity.

Originally from Ireland, Shane has relocated from Australia where he has been living and working since 1995 having held a range of senior marketing and management positions.

Shane worked for the Australian Rugby Union from 2002 to 2007 and was Head of Marketing for RWC 2003. In 2004, he became the ARU's General Manager Marketing. Prior to working with rugby, he worked in marketing for Citibank then AFL club, the Sydney Swans. Prior to joining RNZ 2011, Shane was a sales and marketing director for the Bavarian Hospitality Group.

Martin Snedden said Shane's experience was particularly valuable for the 2011 Tournament as many of the challenges that the ARU faced leading up to RWC 2003 are present in New Zealand.

"We all have a positive view of how the ARU pulled together an excellent RWC in 2003 but it's easy to forget that rugby is not such a dominant sport in Australia and at that time had virtually no following in some states. The ARU spread its RWC around the country, captured nationwide interest and ended up selling two million match tickets, which was a great effort. Shane was a key player and a leader in the marketing and ticketing of that tournament and his experience and acumen will be a vital asset to our organisation."

Also joining the organisation in June is HR Manager Deborah Jones. Deborah has been an HR consultant with legal firm Minter Ellison based in Wellington. She has had a long and broad history in the area of HR including many roles as an HR Manager or advisor to large and start-up clients in her time with Minter Ellison, and previously in organisations such as Honda NZ.

Deborah will be responsible for all aspects of the HR function including performance management, remuneration systems, recruitment, resource planning, and HR strategy.



*Shane Harmon*



## RWC 2011 kicks off ... in the Cayman Islands

The global qualifying process for Rugby World Cup 2011 is well under way with Unions from the Americas and Africa beginning the road to New Zealand 2011.

The process was kicked off in April in the Caribbean where the Cayman Islands Rugby Union hosted the first qualifying matches for RWC 2011. The hosts played Trinidad and Tobago in the opening match which was six months to the day since the RWC 2007 Final was played in France.

Trinidad and Tobago went on to win the eight-team 2008 Caribbean Championship to progress to the next round of qualifying and a one off match against the winners of a Tournament featuring Colombia, Venezuela, Brazil, Paraguay and Peru.



*Trinidad and Tobago (foreground) line up against the Cayman Islands in their RWC qualifier match on April 20*

The Tournament in the Cayman Islands marked the start of a new-look RWC qualifier process that has been streamlined to incorporate established Tournaments across the IRB's six regions (North America & West Indies, South America, Europe, Africa, Asia and Oceania).

In Africa, Cameroon overcame Nigeria to book their place in this year's Africa Cup, which doubles as qualifying for the Rugby World Cup 2011. They will be joined in that competition by fellow play-off qualifiers Botswana, who defeated Swaziland in Gaborone.

For RWC 2011 Europe and the Americas have been allocated two qualifying places, Africa, Asia and Oceania one place each, with the last place determined by a play-off. Eight teams will be determined through the global regional qualifying system, which will be completed in 2010, one year before the Tournament. Those teams will join South Africa, England, Argentina, France, Australia, New Zealand, Scotland, Fiji, Wales, Ireland, Tonga and Italy who have automatically qualified for RWC 2011.

Martin Snedden said his organisation would be watching the qualifiers with keen interest given the work underway in New Zealand to prepare for hosting the Tournament.



## Moving with the Tournament

For rugby fans, each Rugby World Cup holds differing and special memories, often reflecting the cultural dynamics of the host country and the flavour and moods of each particular tournament.

For the staff of the International Rugby Board's RWC arm, Rugby World Cup Limited (RWCL), it can also mean setting up home in another country for a few years.

RWCL Tournament Director Kit McConnell and General Manager Ross Young have made the move to Wellington, from Dublin and Paris respectively, as part of RWCL's role in working with RNZ 2011 on the delivery of the tournament. They will be joined in July by RWCL Project Manager Nicola Simpson, who will be relocating from Dublin to Wellington.



*From France to New Zealand - Ross Young (l) and Kit McConnell of RWCL have set up shop in Wellington to oversee preparations for RWC 2011*

One of the outcomes of the review of RWC 2003 was a desire for more integration and cooperation between the host union and the tournament owners, RWCL, and this led to the creation of the RWC Department in the IRB in 2004.

For Ross, who was based in Sydney for the two years leading up to RWC 2003, this meant an even earlier involvement with the organising committee for RWC 2007 in France.

At the conclusion of RWC 2007, the RWCL Board decided to take the integration a step further.

“With New Zealand being awarded the rights to host RWC 2011 six years

out, there was an opportunity to develop this cooperation even further by setting up the shared systems and structures that will underpin a successful tournament early in the lead-up,” said Kit.

“It also allowed us to make a direct transition in our planning and activity from RWC 2007 to 2011, and increase the level of partnership in tournament planning and delivery.”

Having worked within and alongside the organising committees of both RWC 2003 and RWC 2007, Ross says the cooperative approach highlights that everyone has a shared interest in the success of RWC.

“We are all in this together. Being on site allows us to understand the local issues and opportunities and to be responsive and proactive. At the same time it allows RNZ 2011 to have a greater understanding of the international considerations and past tournament experiences in developing RWC 2011 planning. A good example of this was the RWC 2007 debrief, held in Wellington in February.”

As Ross experienced on a recent match and team allocation road show, it also allows RWCL to understand the local landscape for RWC in New Zealand.

Kit agrees: “Being in the same place enhances the communications between the two organisations. Having that day-to-day, face-to-face contact also strengthens the relationships and the understanding of each other's issues.”

In addition to a permanent presence, RWCL will also have regular interaction at other levels with the RWCL Board holding meetings in New Zealand, and regular visits by RWCL Chairman Bernard Lapasset and Managing Director Mike Miller. In June, a contingent of visitors from RWCL's commercial agency, IMG, and official travel and hospitality provider, RTH 2011, accelerated discussions around planning for RWC commercial and hospitality programmes.

## Kiwi Ball to host RWC 2011 Pool Draw in London



*Next stop...London: The giant New Zealand Rugby Ball and RWC 2011 will share centre stage next to Tower Bridge*

Rugby World Cup and New Zealand will share another grand stage with the announcement that the giant New Zealand Ball would play host to the Rugby World Cup 2011 pool allocation draw in London on December 1 this year.

Prime Minister Helen Clark made the announcement that the Ball, which was developed by Tourism New Zealand and last appeared next to the Eiffel Tower in Paris during RWC 2007, would be installed next to Tower Bridge in London from November 25 to December 2.

“The Rugby Ball Venue will be used to promote New Zealand as a place to live, invest in, do business with and, of course, visit - both now and in the lead up to 2011 when New Zealand hosts the next Rugby World Cup,” Helen Clark said.

At the same time, the International Rugby Board confirmed that they would utilise the Ball venue to make the eagerly anticipated Pool Allocation Draw, which would determine the pools for RWC 2011.

Importantly for the first time the IRB World Rankings will be utilised to place teams into bands for the draw.

The live draw will be hosted inside the giant “Rugby Ball”, which will be located at Potters Field Park in the heart of London, adjacent to Tower Bridge and opposite the Tower of London.

IRB and Rugby World Cup Limited Chairman Bernard Lapasset said it was a perfect fit.

“The Rugby Ball is a unique facility and had been designed to promote New Zealand as a tourism destination. Of course in 2011 New Zealand will host the seventh Rugby World Cup tournament so it’s fitting that we have chosen to use the iconic facility for the draw.”

Rugby New Zealand 2011 CEO Martin Snedden said the announcement in December would bring together two exciting components of RWC 2011.

“Firstly, the new draw format has created a contest for positions based on the IRB World Rankings which has added a new dimension to this year’s international Rugby season. And by staging the announcement at New Zealand’s Rugby Ball, Rugby World Cup Limited will be giving the international rugby media and other guests a flavour of New Zealand and all that is on offer to those planning to visit for RWC 2011.”

