

26 July 2007



RUGBY NEW ZEALAND 2011 LTD STAKEHOLDER NEWSLETTER

Good afternoon everyone

Quite rightly, the focus in rugby is now firmly on RWC 2007 due to start in France on 7 September. It would be tremendous to head towards RWC 2011 as defending champions and hosts. However, one step at a time!

With this edition we are broadening significantly the base of stakeholders receiving this newsletter so, to those who received the March and May editions, I apologise for briefly repeating some key points. If any of you did not receive those earlier newsletters and would like a copy please drop a note to my Executive Assistant, Cath Ingram, on cath.ingram@rugbynz2011.com.

RNZ 2011

Most of you are aware now that Rugby New Zealand 2011 Ltd (RNZ 2011) is a joint venture company established by the New Zealand Rugby Union (NZRU) and the Government for the express purpose of delivering RWC 2011 in accordance with the terms of a Host Union Agreement between the NZRU and Rugby World Cup Ltd (RWCL).

RNZ 2011 was established in mid-2006. We have just moved into leased premises on Level 11 of PSIS House in Featherston Street, Wellington. The official opening of our office by the Prime Minister, Rt Hon Helen Clark, occurred on Tuesday this week – a significant initial milestone for our organization.

Staff numbers currently stand at eight (refer staff list below). One of the questions I am frequently asked is how many staff will be needed to run the Tournament. It is too early to know with any certainty. I expect that we will grow slowly but steadily over the next two to three years then very quickly for the last 12 months before the Tournament. As a bit of a guide, our counterparts in France, with only weeks to go, have around 160 fulltime staff but more than 100 of those have come on board during the last year. They are also using 6000 volunteers!!



Who is RWCL?

Most know who the IRB are, but what about RWCL?

In order to manage the Rugby World Cup Tournaments the IRB has created a separate entity, Rugby World Cup Limited (RWCL).

RWCL is responsible for the Rugby World Cup, Women's RWC, RWC Sevens and qualification events for these tournaments.

RWCL has a separate governance structure including decision making authority over all aspects of the Rugby World Cup except for the selection of the Host Union which is decided by the IRB Council.

The IRB and RWCL have jointly created the Rugby World Cup department. This department is responsible for the production of the tender documentation and tender analysis prior to the awarding of a Tournament. It also produces the Host Union Agreement which is signed by the Tender Unions prior to the Tournament being awarded by the IRB Council.

Following the awarding of the RWC Tournament, the general role of the RWCL Board is to set policies. These are implemented and managed on a day-to-day basis by RWCL management which works with their counterparts in the Host Unions, commercial agents and partners, broadcasters and Participating Unions. Most IRB management have both IRB and RWC responsibilities and their work on RWC projects is co-ordinated through the RWC Department. The RWCL staff work closely with Host Unions to create and maintain detailed plans covering all elements of each RWC Tournament.

RWCL has now created an RWC Knowledge Centre which accumulates comprehensive reports and data from each RWC Tournament, something which Host Unions can tap into to assist their own preparations.

Update

Let's now have a look at some of the work we are doing as we start preparations in earnest (after all, kick off for RWC 2011 is just over 1500 days away!).

Tournament Format

As mentioned in the May newsletter, RWCL is currently reviewing the structure of the Tournament. For RWC 2007 in France, the format involves 20 participating teams playing a total of 48 matches. This was also the same format used for RWC 2003 in Australia. You might have seen recent public comment by RWCL Chairman, Dr Syd

Millar, suggesting that it might be time to reduce the number of teams to 16 in an effort to avoid some of the one-sided matches that have frequently occurred in recent tournaments.

RWCL has actively involved RNZ 2011 in its review process and have assured us that they will not impose a change of format on us that we do not support. This is an interesting debate with good arguments on both sides. A final decision will be made no later than October this year.

Tournament Window

The RWC 2011 Tournament will take place over a six to seven week window in September/October 2011. There have been two major announcements this week related to this. Firstly, RWCL and RNZ 2011 have announced that the RWC 2011 Final will be played at Eden Park on Labour Day weekend (no decision yet whether this will be on the Saturday or Sunday). Secondly, the Government has announced that the dates of primary and secondary schools holidays at that time will be shifted to align with the final two weeks of the Tournament, a decision which will make delivery of the Tournament much easier given the huge number of visitors expected in New Zealand for that part of the event. Attached is a copy of our media release detailing those two announcements.

Match and Team Allocation

Stakeholder workshops were run in Auckland, Wellington and Christchurch in late May to kick off the process externally. These were well attended by a wide range of regional representatives from local territorial authorities, provincial rugby unions, venues and tourism agencies. The outcomes were then captured and distributed on CDs to all attendees. So many good ideas were tabled and canvassed and these have influenced our thinking as we work our way through this project. In mid-August we will run a second series of workshops, including one in Dunedin.

As part of this process we have asked communities to move quickly to form regional RWC 2011 hosting bid co-ordination groups and I am pleased to say that this is being done quickly and in a manner that I am sure will help our relationships and communication.

I fully appreciate the importance of this project to regions throughout New Zealand. In the end there will be many winners but also some disappointed stakeholders. We will not be able to satisfy the hosting aspirations of all but we can ensure that the allocation process is open, fair, inclusive and clearly communicated throughout. That is the assurance we have given to stakeholders and it is something we can be held accountable against.

This Match and Team Allocation process will not be completed until mid-2008 at which time RWCL will approve the allocation decisions. Our objective is to spend the next three to four months providing information and guidance so that all communities interested in hosting can put their best bids forward.

Big Screen “Live Sites”

RNZ 2011 is determined that big screen “live sites” will be a prominent feature during RWC 2011.

The popularity of live sites, delivered in conjunction with major events, has grown enormously in the last two to three years. Last year, when Germany hosted the FIFA Football World Cup, 3.4 million spectators attended the Tournament matches whilst an estimated 18 million fans visited the official “Fan Fest” live sites set up in 15 locations throughout Germany. There was a full house of 72,000 spectators at the thrilling quarter-final between the home team and Argentina played in a stadium in Berlin that had hosted the 1936 Olympic Games. Just a short distance down the road, in central Berlin, more than a million people watched the match in the Fan Fest area!

Three weeks ago, as Team New Zealand slugged it out with Alinghi in the final of the Americas Cup, hundreds of New Zealand supporters flooded into the host city, Valencia, just to be there. Almost all were watching the races not live on the water but on big screens in an indoor arena christened “the Woolshed”!

We would love to see live sites operating throughout New Zealand during RWC 2011 and acting as major catalysts for New Zealanders and visitors alike embracing and enjoying this event.

Partnerships

RNZ 2011 wants to deliver a great event. We can’t do this without the support of a significant number of key partners.

We have already and are continuing to receive terrific support from the Boards and Management of RWCL and the NZRU, as well as from the Government and its agencies.

We are going to need to be able to tap into the resources and skills of so many others – local authorities, provincial rugby unions, venues, tourism organisations etc – throughout New Zealand as well as our people everywhere. This is a great challenge but a much greater opportunity!

Pass on the News

The information in this newsletter is not confidential. Feel free to forward this on to anyone else you think might be interested. People can then contact us to be added to our newsletter distribution list.

A handwritten signature in blue ink, appearing to read 'msnedden', with a stylized, cursive script.

Martin Snedden
Chief Executive

The Team at RNZ 2011

Name	Phone	Email
Martin Snedden <i>Chief Executive</i>	04 816 1203	martin.snedden@rugbynz2011.com
Therese Walsh <i>General Manager Corporate Services</i>	04 816 1209	therese.walsh@rugbynz2011.com
Nigel Cass <i>General Manager Tournament Services</i>	04 816 1205	nigel.cass@rugbynz2011.com
Andrew Steele <i>Business Advisor Tournament Services</i>	04 816 1206	andrew.steele@rugbynz2011.com
Sally Kane <i>Business Advisor Corporate Services</i>	04 816 1210	sally.kane@rugbynz2011.com
Cath Ingram <i>Executive Assistant to the Chief Executive</i>	04 816 1204	cath.ingram@rugbynz2011.com
Sharon Carle <i>Personal Assistant</i>	04 816 1208	sharon.carle@rugbynz2011.com
Syd Duflou (from 20 August) <i>Personal Assistant</i>	04 816 1207	syd.duflou@rugbynz2011.com

Office Details

*Rugby New Zealand 2011 Limited
P O Box 1178
Wellington 6140*

*Level 11
PSIS House
Cnr Featherston and Ballance Streets
Wellington 6011*

*Tel: +64 4 816 1200
Fax: +64 4 816 1201*

MEDIA RELEASE

24 July 2007

Final weekend revealed for RWC 2011

The final of Rugby World Cup 2011 will be held during Labour Weekend of that year (October 22-23), it was announced today.

The announcement follows approval from the board of Rugby World Cup Limited for the final weekend dates, which have been selected to maximise the benefits of the tournament and to allow New Zealanders to enjoy the culmination of the event.

The confirmation of the dates was welcomed by Rugby New Zealand 2011 Ltd CEO Martin Snedden.

“This is a great result as we can maximise the enjoyment by New Zealanders and visiting rugby fans, over a holiday weekend, of the tournament finale,” he said.

“As we saw with the Lions Series and America’s Cups held in New Zealand, people like to make the most of these major events, and bringing the curtain down over a long weekend will allow everyone to do that,” he said.

RNZ 2011 Ltd is the organisation established by the New Zealand Rugby Union and the New Zealand Government to prepare for and deliver the 2011 tournament.

Today’s announcement coincided with the opening of the Rugby New Zealand 2011 office in Wellington. The office was officially opened by the Prime Minister, Rt Hon Helen Clark.

The confirmation of the tournament final weekend dates was welcomed by Rugby World Cup Minister Trevor Mallard, who said slight changes would also be made to 2011 school terms to ensure maximum enjoyment of the finals and also to enable the tournament to run smoothly for the holiday weekend.

The Minister of Education, after consultation with education sector groups, had agreed to a slight lengthening of terms one and two and a shortening of term four, but without any change to the length of the school year.

Dates for the school holidays in 2011 will be: Term One: Between Monday 31 January and Monday 7 February to Friday 15 April; Term Two: Monday 2 May to Friday 15 July; Term Three: Monday 1 August to Friday 7 October; and Term Four: Tuesday 25 October to Tuesday 13 December, at the latest, for secondary schools, and Tuesday 20 December, at the latest, for primary schools.

"This change will deliver several benefits. School holidays mean less pressure on traffic flows and on public transport, and will free up buses - which will mean increased capacity for the 50,000 or so visitors we are expecting in Auckland.

"Demand for business travel and accommodation drops during school holidays too, so that will also free up accommodation for the international visitors and fans from around the country and it offers the opportunity for people to rent out their homes and hostels if they want to get out of Auckland," said Trevor Mallard.

"With kids being out of school, parents, teachers and older school children will also be able to enjoy the excitement of the build-up to the finals games, and perhaps also add to the volunteer pool which will be needed to help out with the Rugby World Cup.

"This is an important event which will have huge economic benefits, not only for the Auckland region, but for New Zealand as a whole. I am really grateful that the school sector has acknowledged the need to make this change in the national interest," he said.

Aligning school holiday dates is common for major events including the Sydney 2000 Olympic Games and the Commonwealth Games in Manchester and Melbourne.

The confirmation of the date and alignment of the school holiday periods has also been welcomed by Rugby World Cup Limited Chairman, Dr Syd Millar.

"The RWCL Board is very appreciative of the New Zealand Government initiative that will see the primary and secondary school holidays coincide with the final and the last two weekends of RWC 2011. The movement of the school holidays to coincide with the 'business end' of the tournament will undoubtedly be a major boost to the tournament. It highlights the strong partnership that exists between the Government, the New Zealand Rugby Union and RNZ 2011 in the organisation of the tournament," added Dr Millar.

While the final weekend has been confirmed, an announcement of the exact date of the final as well as the starting date for the tournament were still some way off as they are subject to current discussions around the structure of the tournament.

Dr Millar said the RWCL Board has yet to determine the overall structure of the tournament and the number of teams that will play in RWC 2011.

"It is envisaged a decision on these will be made in October this year," he said.

About Rugby New Zealand 2011 Ltd: Rugby New Zealand 2011 Ltd was established in June 2006 and is the organisation responsible for the planning and delivery of Rugby World Cup (RWC) 2011 in New Zealand on behalf of its shareholders, the New Zealand Rugby Union and the New Zealand Government. The New Zealand Rugby Union was selected as the Host Union for RWC 2011 by the International Rugby Board Council in November 2005.

About IRB Rugby World Cup: The IRB Rugby World Cup is the third largest sports event in the world. The inaugural tournament took place in 1987 and it is held every four years. In 2003 the tournament was held in Australia and enjoyed a cumulative worldwide broadcast audience of over 3 billion. The sixth tournament in 2007 will be held primarily in France and has already sold over two million tickets. For the latest on RWC 2007 visit www.rugbyworldcup.com

For further information contact:

Brian Finn
NZRU Communications Manager
P: 04 494 0765
M: 027 229 5380
E: brian.finn@nzrugby.co.nz

Astrid Smeele
Press Secretary to Trevor Mallard
P: 04 4719080
M: 021 2279080
E: astrid.smeele@parliament.govt.nz