

Leveraging off Rugby World Cup 2011



Siobhán Hanley

Managing Director

Splash Associates Ltd



Silver linings

difficult times

always lead

to better days!

Rugby World Cup 2011

Fri 9/9/2011 – Sun 23/10/2011
starts in 840 days!

3rd largest sporting tournament in the world

The largest sporting event ever in NZ

Estimated nationally, RWC 2011 will:

- Add over \$500 million to GDP
- Attract a global TV audience of over 3 billion
- Consist of 20 Teams playing
- 48 Matches
- Attract over 60,000 supporters



RWC 2011....
“Stadium of 4m”

Trafalgar Park
Nelson

Tues Sept 20th
Italy v Europe 2

Tues Sept 27th
Italy v Americas 2

Team hosting &
Official Fan

Zones

tbc



**Leveraging off
RWC 2011....**

**Objectives
&
Issues**

RWC 2011 Objectives:

- Attract RWC supporters and other visitors
- Provide outstanding and memorable experiences
- Create a Festival of Rugby and a Stadium of 4m
- Turn visitors into champions
- Use RWC 2011 as a catalyst to create lasting legacies
- Put ourselves on the map

Tournament opportunities

- IRB/ RWC 2011 / RNZ 2011
 - Major Event Management Act (MEMA)
 - Clean Zones requirement
 - Ambush Marketing prohibited
 - Strict enforcement & penalties
- Professional support, guidance and advice

Peripheral opportunities

- Pre, during & post Tournament
(starting now!)



**Leveraging off
RWC 2011....**

**Opportunities
Dos & Don't**

Issues:

- Accommodation
- Hospitality offering
- Activities & Events
- Local authentic experiences
- Sustainability
- Volunteers
- Infrastructure



**Leveraging off
RWC 2011....**

**Objectives
&
Issues**

Leveraging off RWC 2011.... Nelson Tasman Vision

**Nelson as a 'Must Visit' destination for all 2011 RWC visitors
through iconic branding as the Centre of NZ and the
Birthplace of NZ Rugby**

**An engaged , energetic and welcoming community offering
outstanding hospitality, festivals and events which serve to
showcase our region, deliver enduring benefits and create
lasting memories and friendships.**



"It's incredibly
important that
we have a
uniquely
New Zealand
thumbprint on
this event."

Martin Snedden
CEO RNZ 2011

Our Strengths / Potential

- Birthplace of NZ Rugby
- Centre of NZ
- Panorama
- Sun & Climate
- International, culturally diverse
- Art, Culture & Heritage
- Wine & local produce
- Festivals & Celebrations
- Centre for Excellence pilot



“The success of RWC 2011 will be founded on parochial self-esteem and positive international perceptions”

Martin Snedden
CEO RNZ 2011

Keys to successful leverage

- Planning & Preparation
- Communication
- Networking
- Winning attitudes
- Co-ordinated approach
- Co-operation & Collaboration
- Seamless organisation / operation
- Excellent service
- Outstanding visitor experience



Leveraging off RWC 2011....

“This can unite
New Zealand in
a way that
nothing else
can unite us”

Martin Snedden

Product

- Merchandise
- Limited Editions
- Giveaways
- Souvenirs
- **Events**

Price

- Special offers
- **Deals for RWC ticket holders /visitors**
- Coupon offers

Promotions

- Mass media exposure (default)
- **Signage/ branding / themeing**
- Sales Opportunities



**Leveraging
Tools**
(compliance with
MEMA required)

Place

- Sales
- **On-line presence**
- Traffic drivers

People

- **Hospitality**
- **Networking**
- **Relationship building**
- **Business interaction**
- **Recruiting**
- **Up-skilling**



Leveraging Tools

(compliance with MEMA required)

Winning formula

- Quality
- Service
- Innovations
- Enthusiasm

Individual & Collective Roles

- **Be aware of, and utilise, professional support**
 - Chambers of Commerce
 - NZTE
 - Business Mentors etc
- **Use current 'down time' effectively**
 - introduce efficiencies
 - plan innovations
 - Review everything in light of RWC potentials
- **Think big picture, use your voice**
- **Get active .. Get involved**
- **No room for complacency**
- **Ask questions**
- **Raise the bar**



"A dream is just a dream. A goal is a dream with a plan and a deadline."

Harvey Mackay