



**NEW ZEALAND
MAJOR EVENTS**



Striking Success

Co-hosting the FIFA Women's World Cup 2023™



Published by the Ministry of Business, Innovation and Employment
[majorevents.govt.nz](https://www.majorevents.govt.nz)

Print: ISBN 978-1-991143-24-2 Online: ISBN 978-1-991143-23-5
FEBRUARY 2024

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Aotearoa New Zealand cemented its reputation as an exceptional major events host in 2023 when it successfully co-hosted the largest women's sporting event in history, the FIFA Women's World Cup 2023™.





The FIFA Women's World Cup Australia & New Zealand 2023™ (FIFA Women's World Cup 2023™) was the largest women's sporting event in history, captivating an audience of well over a billion people across the globe. Co-hosting an event of this magnitude presented an incredible opportunity to put Aotearoa New Zealand front and centre on the world stage and create a lasting legacy for football, women's sport and our communities. It was also a once-in-a-lifetime opportunity for many New Zealanders to experience a high-profile international sporting event and to watch some of the world's best footballers in action. More than 700,000 people filled stadiums across the 29 matches held in Aotearoa New Zealand.

As a country, we provided a world-class experience to almost 27,000 international visitors that followed the tournament to our shores, cementing our reputation as a great place to host major events. Wherever they went across the country, our manuhiri (visitors) received a warm welcome from locals and got to experience our unique culture. People watching on from around the world also got a glimpse of what our country has to offer, and we hope to welcome many of them here in the future.

The tournament also provided a platform to showcase Aotearoa New Zealand's ongoing commitment to women's sport, and continue our track record of successfully hosting major sporting events. The FIFA Women's World Cup 2023™ rounded off an amazing two years where we also hosted the women's Rugby World Cup, the ICC Women's Cricket World Cup and the International Working Group on Women and Sport Conference.

Co-hosting the world's largest women's sporting event at a time when the value and visibility of women's sport is growing exponentially around the world generated a number of social and economic benefits for Aotearoa New Zealand. These benefits were captured through a comprehensive leverage and legacy programme that provided support to a range of projects and events that supported more women and girls into sport or active recreation, had a focus on education, leadership and career pathways or celebrated and showcased phenomenal Kiwi women and girls from all walks of life.

From the action on the field to impacts for communities across Aotearoa New Zealand, the benefits of co-hosting the FIFA Women's World Cup 2023™ will be felt for years to come.

Carolyn Tremain

Chief Executive

Ministry of Business, Innovation & Employment





The FIFA Women's World Cup Australia & New Zealand 2023™ proved to be a landmark event in Aotearoa New Zealand's ever growing reputation as a great host for major events. It surpassed all expectations, not only in terms of record attendance numbers, broadcast viewership and in-stadia experience, but also in the way the entire country got behind the tournament, traversing wide demographics across cultures, diversities, gender and age.

World class events are built and delivered on a foundation of great partnerships and the way the New Zealand government, Host Cities, stadiums and other stakeholders engaged with FIFA and the tournament not only meant that many challenges were overcome but, just as importantly, the full extent of the opportunity to change the face of women's sport in this country, and other important legacy outcomes, were all fully realised.

I would like to acknowledge and thank all those involved for the commitment and mahi to make the tournament such a success.

Dave Beeche

*Chief Executive Officer
FIFA Women's World Cup Australia -
New Zealand 2023™*



Event overview

The FIFA Women's World Cup 2023™ was the largest women's sporting event in history, with a record 32 teams competing. Aotearoa New Zealand and Australia co-hosted the tournament from 20 July to 20 August 2023 across nine Host Cities – Auckland/Tāmaki Makaurau, Hamilton/Kirikiroa, Wellington/Te Whanganui-a-Tara, Dunedin/Ōtepoti, Adelaide/Tarntanya, Brisbane/Meaanjin, Melbourne/Naarm, Perth/Borloo and Sydney/Gadigal.

Aotearoa New Zealand hosted 16 teams, the opening ceremony and match, two quarter-finals and a semi-final – a total of 24 group matches and five knock-out matches.

In the lead up to the FIFA Women's World Cup 2023™, Aotearoa New Zealand also hosted the official tournament [draw](#) in Auckland/Tāmaki Makaurau on 22 October 2022 and the first ever [FIFA Women's World Cup™ Play-Off Tournament](#) from 17 – 23 February in Hamilton/Kirikiroa and Auckland/Tāmaki Makaurau where 10 teams competed for the final three spots in the FIFA Women's World Cup™.

The New Zealand Government invested around \$55 million to support the co-hosting of the event. This included around \$24 million for significant upgrades to sporting facilities, such as gender-neutral changing room upgrades, lighting and pitch enhancements, and stadium overlay. Government funding also went towards a comprehensive leverage and legacy programme, event delivery costs, and New Zealand Football's legacy programme. The return on this investment for Aotearoa New Zealand was a net benefit of \$109 million, with a benefit-cost ratio of 1.34 which means for every \$1 invested we returned a benefit of \$1.34.

A full national economic impact evaluation can be found on [MBIE's Major Events website](#).



700,000+

New Zealanders flocked to the tournament



27,000

international visitors travelled to Aotearoa New Zealand specifically for the FIFA Women's World Cup 2023™



170,000

people visited the Host City FIFA Fan Festivals



Almost 2 million

fans attended matches across both Host Countries



42,137

people attended the opening match between the Football Ferns and Norway at Eden Park, a new attendance record



42,217

people attended the semi-final between Spain and Sweden at Eden Park



1,500
volunteers



100,000

Kiwi kids participated in the tournament through a variety of programmes and initiatives



Over half

of New Zealanders engaged in the tournament, attending matches, visiting FIFA Fan Festivals, and watching on TV



Tino Rangatiratanga or national Māori flag was flown alongside the New Zealand flag at all match venues



Almost 20,000

media reports in New Zealand during the tournament



5 billion+

social media engagements through FIFA's channels



2 billion

total global media engagement





The tournament significantly contributed to high performance pathways with the introduction of New Zealand's first professional women's football team in 2021, and a second from 2025



98%

of those surveyed agreed that the FIFA Women's World Cup™ increased the visibility of women's sport in Aotearoa New Zealand



97%

of match attendees were satisfied with their event experience

The teams based in Aotearoa New Zealand for the Group Stage of the tournament were: USA, Sweden, Spain, Switzerland, the Philippines, Norway, Costa Rica, Zambia, Japan, Vietnam, the Netherlands, Argentina, Italy, Portugal, South Africa and New Zealand.

Co-hosting 'As One'

Trans-Tasman partnership

In June 2020, FIFA announced that Aotearoa New Zealand and Australia had won the co-hosting rights to the FIFA Women's World Cup 2023™ following a successful 'As One' bid. It would be the first time two football confederations had co-hosted the tournament.

Over the next few years, the Aotearoa New Zealand and Australian governments worked in close collaboration to ensure the successful and streamlined delivery of a Trans-Tasman FIFA Women's World Cup™.

Partnerships at home

Central government – The Ministry of Business, Innovation and Employment (MBIE) was the lead government agency responsible for overseeing the FIFA Women's World Cup 2023™. The Major Events team within MBIE worked with 24 other government agencies to support the delivery of the event and the broader leverage and legacy activities associated with it. This involved working closely with each other, FIFA, the Host Cities and Australia in the lead up to and during the tournament.

Host Cities – The four Host Cities (Auckland/Tāmaki Makaurau, Dunedin/Ōtepoti, Hamilton/Kirikiriāroa, Wellington/Te Whanganui-a-Tara) and three additional Team Base Camp Cities (Tauranga, Palmerston North/Te Papaioea, Christchurch/Ōtautahi) played an integral role in the success of the FIFA Women's World Cup 2023™. They welcomed the teams, FIFA

and visitors to their cities, and worked closely with FIFA and central government in the lead up to and during the tournament to ensure the successful delivery of the tournament and an exceptional experience for our manuhiri (visitors). They also worked hard to engage their local communities to make sure they had opportunities to be involved with this incredible event.

FIFA – FIFA established a local subsidiary (LFS) in Aotearoa New Zealand to coordinate the planning and delivery of the event on the ground. The LFS formed part of Aotearoa New Zealand's major events' coordination framework and worked collaboratively with central and local government agencies to deliver a world-class tournament. FIFA's role doesn't end there, it has committed to a five-year legacy programme aimed at using the power of football for women's development, on and off the pitch. FIFA has committed to releasing regular impact reports to measure progress.

New Zealand Football – New Zealand Football was an integral partner in this tournament; working with Football Australia to bid for the tournament, agree division of the tournament content, and working collectively with their Trans-Tasman partner to achieve the best outcomes for our co-hosting of the tournament. New Zealand Football is continuing to build on the success of the tournament through its Legacy Starts Now strategy which aims to increase participation of women and girls in football.





Government support for the event

The New Zealand Government invested around \$55 million in the FIFA Women's World Cup 2023™. This included around \$24 million for significant upgrades to sporting facilities – including gender-neutral changing room upgrades, around \$9million for a leverage and legacy programme, a dedicated community Lotteries fund of \$5.3 million, \$9.25 million to FIFA for event delivery, \$2.475 million to New Zealand Football for its legacy programme, and around \$5 million retained by government to cover costs of supporting a seamless delivery of the event.

This investment ensured a successful tournament was delivered and helped to maximise the benefits of co-hosting the world's largest women's sporting event for Aotearoa New Zealand and New Zealanders. It helped to grow the involvement of women and girls in all aspects of sport and wider society – and will leave a lasting legacy for our communities for years to come.

The event was also declared a *Major Event* under the Major Events Management Act 2007. This provides additional protections against things like ambush marketing, ticket scalping and pitch invasion.



An exciting opportunity to showcase Aotearoa New Zealand's unique culture and offering to the world.



Aotearoa New Zealand's unique proposition

The FIFA Women's World Cup™ presented an exciting opportunity to showcase Aotearoa New Zealand's unique culture and offering to the world through the spirit of manaakitanga (hospitality) as we welcomed manuhiri (visitors) to our home.

Māori culture featured heavily throughout the tournament, including at the official Draw in October 2022, at the Play-Off Tournament in February 2023 and throughout the main tournament.

Pōwhiri in Tāmaki Makaurau/Auckland

In October 2022, central Tāmaki Makaurau/Auckland mana whenua Ngāti Whātua Ōrakei formally welcomed FIFA, the teams, officials, football legends, sponsors, media and the tournament to Aotearoa New Zealand with a pōwhiri held at Karanga Plaza in the Wynyard Quarter ahead of the official tournament Draw – a significant event on the international football calendar.

A number of rangatira (high-ranking officials) were at the pōwhiri, including FIFA President Gianni Infantino, FIFA Secretary-General Fatma Samoura, FIFA Chief Women's Football Officer Sarai Bareman, and the New Zealand and Australian Sports' Ministers.

The pōwhiri set the scene for what FIFA and the teams could expect from Aotearoa New Zealand as co-hosts of the FIFA Women's World Cup 2023™ as we put on a showcase of manaakitanga for our manuhiri.



[Māori welcome greets FIFA Women's World Cup trophy](#)



FIFA's cultural panel

FIFA established a cultural panel to ensure the unique cultures and stories of both Host Countries were recognised and respected throughout the tournament.

The panel was called First Sisters of Country, Whānau by Sea and Sky, and was made up of three wāhine Māori from Aotearoa New Zealand and three First Nations' women from Australia.

The panel provided advice, based on their collective cultural expertise and knowledge, to ensure that First Nations and tangata whenua voices informed cultural engagement initiatives for the tournament.

Some of the work the panel supported was the use of traditional place names in tournament communications, the inclusion of te reo Māori in signage and acknowledgement of both country's unique cultures.

Other clear visual elements the panel influenced during the tournament was the inclusion of First Nations and Māori flags in stadia, cultural elements in pre-match ceremonies and team welcomes, and a highly visible indigenous presence at the opening ceremony.

 [All women cultural panel established](#)



Visual brand identity

Māori and First Nations' culture was the inspiration behind the visual branding and identity of the FIFA Women's World Cup 2023™. Accomplished weaving artist, Fiona Collis of Ngāti Porou (Māori iwi traditionally located in the East Cape and Gisborne regions of Aotearoa New Zealand), was the Māori artist that contributed to FIFA's visual brand identity for the tournament.

 [Brand identity for FIFA Women's World Cup™ launched](#)

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Host Cities and Team Base Camp Cities

Host Cities

The Host Cities and stadiums for the FIFA Women's World Cup 2023™ in Aotearoa New Zealand were:

- > Auckland/Tāmaki Makaurau – Eden Park
- > Dunedin/Ōtepoti – Dunedin Stadium
- > Hamilton/Kirikiriōa – Waikato Stadium
- > Wellington/Te Whanganui-a-Tara – Wellington Regional Stadium




 20–20
July 2023 August 2023

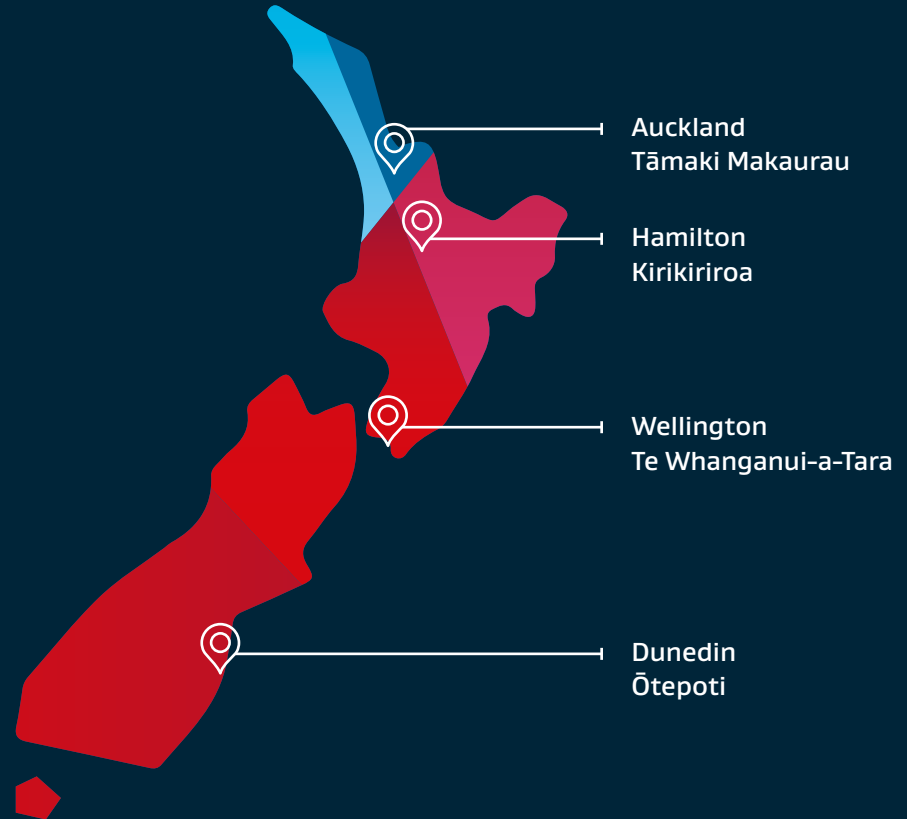
 32 teams

 9 Host Cities

 10 stadiums
across Australia
and New Zealand

 64 matches

 31 training sites/
team basecamps
around New Zealand





Auckland/Tāmaki Makaurau

More than 340,000 fans witnessed the world's best footballers at Auckland/Tāmaki Makaurau's Eden Park. The record crowd for a football match in Aotearoa New Zealand – women's or men's – was broken three times at Eden Park, and a capacity crowd of 43,217 was achieved for the final three matches.

In addition, almost 100,000 people visited the FIFA Fan Festival at The Cloud on Queen's Wharf, during the tournament. Highlights of the Fan Festival were a schools programme, the Unity Pitch – a vibrant and unique, multi-coloured Futsal-sized astro-turf, a poi activation, and an international media hub.

Nine of the 32 teams made Auckland/Tāmaki Makaurau their home during the Group Stage of the tournament and 11 training venues across the region were upgraded to meet FIFA requirements, creating a long-lasting legacy for the region and for the wider community who use these venues. The upgrades included gender-neutral facilities at eight football clubs, and pitch and lighting enhancements that will collectively allow for an additional 315 hours of playable hours every week.

Auckland/Tāmaki Makaurau also rolled out a leverage and legacy programme during the tournament which included a campaign celebrating wāhine leaders across diverse fields, a youth symposium that broke down menstrual equity barriers to participation in sport and education, and hundreds of volunteers planted 5,000 native trees at Puhinui Reserve to celebrate FIFA and help make a positive impact on the environment.

Wellington/Te Whanganui-a-Tara

Over the tournament more than 230,000 fans packed Wellington Regional Stadium to witness nine matches.

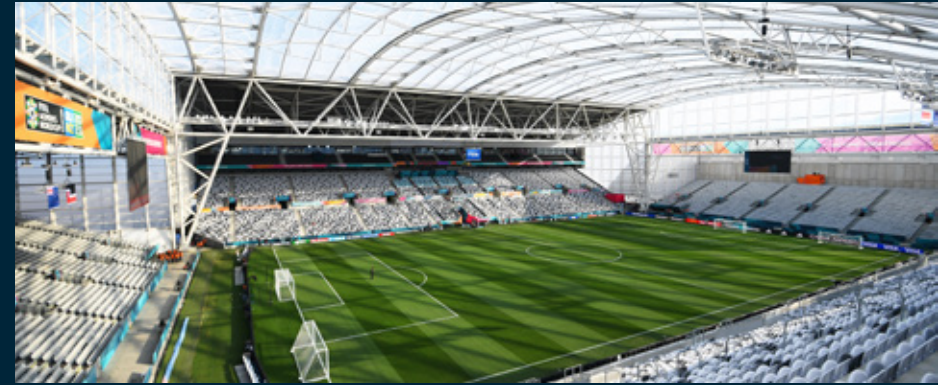
The FIFA Fan Festival on the waterfront attracted about 60,000 people, where fans watched the games on a big screen, participated in a number of football-related activities and enjoyed a range of events from live music to incredible speaker series.

In addition, 40 fabulous FIFA volunteers completed about 1,500 hours of service, helping direct people around the city and to the stadium, and the six grounds keepers at two training venues clocked up 274km pushing hand mowers!

Some city attractions saw a huge boost in their winter visitor numbers. Zealandia's tours experienced its best-ever July with numbers up by 70%.

A reporter from Reuters Japan, in Wellington to cover the football, visited Wellington Museum on her day off and was so taken with the pop-up exhibition, The Barbie Collector, that she put together a package to send to Reuters, taking a small exhibition on Wellington's waterfront to the world stage.

More than 340,000 fans attended matches in Auckland/Tāmaki Makaurau.



Hamilton/Kirikiroa

More than 45,000 people attended the five matches at Waikato Stadium, with millions of people from around the world also tuning in to watch the action.

More than 8,000 people also visited the FIFA Fan Festival at Claudelands Events Centre over four days enjoying a programme of live music, local artists, virtual experiences, Hungerball, Zorb Football, a silent disco, glitter makeup sessions with local drag queens, cultural performances, informative panel events, poi workshops, tā moko facial art lessons, as well as a Garden Bar, an artificial football pitch and screenings of matches.

Hamilton/Kirikiroa ran a series of campaigns alongside the tournament that celebrated and championed wāhine. This ranged from a large-scale mural of Football Fern Grace Jale to a 'Girls with Goals' campaign to celebrate the strength, resilience and achievements of inspirational local women. Financial support was accepted by the local Wāhine Toa Football Programme to empower girls to become leaders, coaches, managers or referees through health promotion and youth wellbeing. An extensive city dressing programme also saw the city and airport adorned in FIFA Women's World Cup 2023™ colours and branding.

The tournament has left a long-lasting legacy for the region, through upgrades to four local sportsgrounds, including lighting upgrades, changing facility upgrades, field surface upgrades and more, allowing Hamilton locals to continue to enjoy the highest standard of facilities for years to come.

Dunedin/Ōtepoti

More than 82,600 tickets were issued across the six matches played in Dunedin/Ōtepoti. This is equivalent to 0.63 tickets per capita – the highest rate across all Host Cities in New Zealand and Australia and included an incredible sold-out, nail-biting match between New Zealand and Switzerland.

In addition, nearly 14,000 visitors came through the doors of the FIFA Fan Festival at the Dunedin Town Hall, which was open for six days across the tournament. The Fan Festival was the soul of the tournament and hosted a strong line up of national wāhine music artists, including Bic Runga, Ladi6, Ladyhawk, and crowd favourites the Topp Twins. There was a diverse programme of activities with highlights such as football games, live match screenings, an interactive digital exhibition on the history of women's sport in Aotearoa, cultural performances, and live music.

Dunedin/Ōtepoti also hosted a free symposium for secondary school students, with talks on themes of empowerment, inclusion, and equality for girls. About 1,000 school children attended from around the wider Otago region then headed to the stadium to watch the Argentina vs South Africa match.

As the backbone to the tournament, Dunedin/Ōtepoti had 307 passionate volunteers supporting all areas, putting in 14,044 hours of mahi.

The tournament left some fabulous legacies for the region that will make a difference to the community, including upgrading areas of the local stadium, Tahuna Park and the Caledonian Sportsground resulting in better facilities for football clubs, and safer and more appropriate environments for women.



Team Base Camps

For the first time in FIFA Women's World Cup history, participating teams were able to use dedicated Team Base Camps – a 'home away from home' that included a training site and accommodation.

In Aotearoa New Zealand, 16 Team Base Camps were confirmed across the four Host Cities and three regional centres (Tauranga, Palmerston North/Te Papaioea and Christchurch/Ōtautahi) for the 16 qualified teams that played group matches here.



[Information about the Team Base Camps](#)

Palmerston North/Te Papaioea

Palmerston North/Te Papaioea hosted eventual FIFA Women's World Cup 2023™ winners, Spain. The Spanish team trained at Te Kunenga ki Pūrehuroa Massey University's Sport Institute.

Tauranga

Tauranga hosted the Netherlands team who trained at the Bay Oval.

The Netherlands team, known as OranjeLeeuwinnen or the Orange Lionesses used distinctive bright orange bikes to travel to their training ground and around Tauranga. At the end of the tournament, they donated their bikes to a local charity who gifted the bikes to students creating a reliable, cost-effective way to get to and from their studies each day.

Christchurch/Ōtautahi

Christchurch/Ōtautahi hosted teams from Costa Rica and Japan. Costa Rica trained at the Ngā Puna Wai Sports Hub and Japan trained at Christchurch Stadium.

FIFA Fan Festivals

Each Host City held a FIFA Fan Festival throughout the tournament where fans could gather for free to celebrate the global game, watch matches on a big screen, and experience the best in football, music, entertainment, local culture, food and games. Around 165,000 people visited the FIFA Fan Festivals across the country.



[Information about the Fan Festivals](#)

Upgraded sporting facilities

Around \$24 million of government funding was invested in upgrades and overlay at 30 sporting facilities earmarked for the tournament, including Team Base Camps. The upgrades involved pitch, lighting and facility enhancements and gender-neutral changing spaces.

These upgrades were critical to ensure the success of the tournament, but will also benefit local communities, football clubs and many different sporting codes that use these facilities now and in the future.

 [Government investment in sporting facilities by region and venue](#)





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FIFA WOMEN'S WORLD CUP AU NZ 2023

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FIFA WOMEN'S WORLD CUP AU NZ 2023

#FIFAWWC

ANDERSSON
2

ERIKSSON
6

ROLFO
18

BLUM
11

Upgrades at 30 sporting facilities across the country will benefit local communities.

The legacy

Aotearoa New Zealand continues to benefit from co-hosting the FIFA Women's World Cup 2023™ thanks to the government's Puawānanga Leverage and Legacy Programme.

The programme helped to champion equality for women and girls, engage communities across the country in the event and surrounding activity, tell Aotearoa New Zealand's stories to the world, and create lasting benefits for our country and communities.

Government agencies and mana whenua in the Host Cities led more than 50 projects and events across the motu. Projects spanned four key focus areas: Mana Wāhine (raising the profile of women and girls in sport and wider society), Te Tangata (thriving communities), Te Ao (enhancing our international relationships), and Ōhanga (economic growth).

Some highlights from the programme are featured below. More information about the initiatives funding through the programme can be found on MBIE's [Major Events website](#).

Mana wāhine – Women and girls

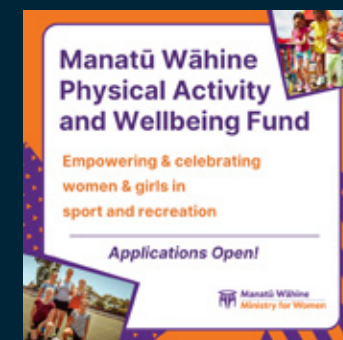
[Manatū Wāhine Physical Activity and Wellbeing Fund](#) – Ministry for Women

Manatū Wāhine, the Ministry for Women, established a \$1 million contestable fund to support community organisations serving thousands of women and girls who face barriers to participating in sports and active recreation or who are not well supported by mainstream programmes. In total, funding was provided to 123 organisations across a range of sports-focused community organisations (including clubs, sports trusts or charities) and non-sports-focused non-governmental organisations (NGOs).

Generally, the populations served by the funded organisations were people experiencing family violence and/or financial barriers; Māori and Pacific women and girls; women and girls from refugee and migrant populations, or from minority ethnic or cultural groups; disabled women and girls; at-risk youth and sole parents and parents of young children. Most applications supported more than one of those population group, and/or supported people facing intersecting barriers (such as poverty and cultural barriers).

Examples of some of the initiatives being delivered under the fund include:

- › Camps for young women who are blind to experience different sports and recreational activities in a safe and supportive environment.
- › Culturally safe swimming lessons.
- › Transport and childcare for young mothers struggling to access sport and physical activity programmes.
- › Funding for dark pants so a female cricket team feels confident enough to play when they have their period.
- › A sports mentoring programme for at-risk and disadvantaged girls.





It's Time

A national campaign led by Sport New Zealand to raise the value and visibility and promote greater engagement in elite women's sport. The FIFA Women's World Cup™ has had the highest impact on the gender balance of sports news coverage since Sport New Zealand's media and gender study began in 2019. For the first time, during the tournament, coverage was split equally between women's and men's sport.



EQUALIZE – Levelling the playing field

New Zealand Story delivered the *EQUALIZE Speaker Series* and *Wāhine Firsts* which aimed to highlight New Zealand's role in driving global gender equity, showcased and celebrated exceptional wāhine, and inspired others to engage in important conversations.



Girlboss Make your move

Thousands of young wāhine developed their leadership, confidence and resilience skills through Girlboss' *Make Your Move* education programmes.



Wahine Toa Takitini

Tāmaki Makaurau mana whenua Ngāti Whātua Ōrākei delivered a digital billboard campaign and symposium celebrating successful wāhine toa and honouring the knowledge, experiences and achievements of wāhine Māori.

Te Tangata – Thriving communities

Kōtuitui Schools' Programme – New Zealand Football and Sport NZ

Kōtuitui is a suite of resources built as part of Sport NZ's In Our Backyard project to support schools and kura, sporting organisations and local communities to work together in a collaborative way, engaging students in new, different and innovative ways of learning through sport.

As part of the Puawānanga Leverage and Legacy Programme, a Kōtuitui learning module was developed that leveraged the FIFA Women's World Cup™ to teach primary and intermediate students about bicultural

and multicultural societies and how to connect with one another, and to learn about different cultures and collective identity. The Kōtuitui programme also helped to strengthen connections between communities, their schools and local football clubs.

Around 30,000 students across the country benefitted from the programme, which also received support from New Zealand Football through its *Aotearoa United: Legacy Starts Now* strategy.



The Greatest Goal

Over 57,000 native trees were donated to celebrate the tournament and ensure New Zealanders and manuhiri (visitors) left an enduring environmental legacy.

"Aotearoa's incredible native forests are the backdrop to many of our tourism experiences. As athletes and visitors arrive to our shores, we want to extend our manaakitanga and give visitors an opportunity to lay down some roots in New Zealand. Donated trees will grow on these shores for hundreds of years after the tournament meaning greater biodiversity, cleaner waterways and stronger communities."

Robyn Haugh, Chief Executive of Trees That Count.



Tūmanako 2.0

Internationally renowned artist Mr G (Graham Hoete) created six large-scale, outdoor murals in Host Cities, with the help of young wāhine artists, to celebrate past, current and future generations of wāhine Māori and indigenous athletes.



Aotearoa United: Legacy Starts Now

The sporting legacy of co-hosting the tournament will be the enduring impact on football and the diverse communities in Aotearoa New Zealand for years to come. To support its Aotearoa United: Legacy Starts Now strategy, New Zealand Football is delivering a range of programmes aimed at increasing participation and engagement for women and girls and strengthening the development pathway for women's football.



Poi Tukua

Poi Tukua was a national kaupapa that built on the excitement and momentum of previous world cups, and invited all New Zealanders and manuhiri (visitors) to embrace Māori culture through poi and waiata as a way to show support for women's sport.

Around 70,000 poi were hand made by Māori businesses, marae and community groups and gifted for use in stadiums and fan festivals.

Te Ao – Together with the world

The Beautiful Game – Tourism New Zealand

The FIFA Women's World Cup™ provided an incredible opportunity to showcase Aotearoa New Zealand as a visitor destination to the world. To achieve this, Tourism New Zealand launched the most beautiful game of football the world had ever seen.

A full-sized temporary football pitch was sustainably constructed to host a local schoolgirls' football match set amongst the awe-inspiring backdrop of Aoraki Mount Cook National Park.

Content captured from the match was shared in Tourism New Zealand's key markets and was seen 2.5 billion times, well beyond the 200 million target. It was mentioned in more than 700 media articles, and was positively received in all markets, with a positive sentiment rate of 94%, exceeding the targeted 90% positive threshold.

Time will tell if this positive sentiment results in more holiday bookings to Aotearoa New Zealand in future.



Iconic locations

Tourism New Zealand took the FIFA Women's World Cup trophy on a tour of Aotearoa New Zealand, hosting photo shoots at some of our most beautiful and iconic locations. This footage was used by FIFA and its media rights partners to showcase New Zealand to its estimated audience of two billion in the lead up to and during the tournament.







Wāhine Trade Mission

Organised by New Zealand Trade and Enterprise (NZTE), Aotearoa New Zealand's first ever all-wāhine Trade Mission to co-hosts Australia, leveraged a pinnacle moment in women's sport to provide a unique opportunity for female business leaders to accelerate international growth.

International Trophy Tour and diplomatic events

Utilising sport diplomacy to promote New Zealand's values, the Ministry of Foreign Affairs and Trade (MFAT) organised 49 events and engagements in 26 countries attracting over 9,000 attendees. These included community, diplomatic, business, media, and academic engagements to raise awareness of New Zealand's role as a leader in gender equity; to highlight Māori culture on the world stage; support New Zealand business, tourism and trade initiatives; and enhance women and girls participation in sport, business and the community.





Ōhanga – Prosperity

Gender-neutral changing room upgrades – Sport New Zealand

The government invested around \$24 million in upgrades and overlay at 30 sporting facilities across the country that were earmarked for the tournament. This included \$5 million from Sport New Zealand to refit changing rooms at 17 community football clubs, training sites and stadia to make them gender neutral and fit for purpose for the communities they serve.

The upgrades are aligned to Sport New Zealand's strategic commitments to inclusivity and removing barriers to participation to ensure no one misses out on the benefits of physical activity and form part of a broader programme of work.

So far, 10 stadia and 23 club and training venues across the country now have gender-neutral changing rooms because of this

ongoing programme of work. The number of private toilets has increased from 79 to 231, and private shower cubicles has increased from 15 to 340.

Return on investment

Aotearoa New Zealand received a strong return on investment from co-hosting the tournament, including a net economic benefit of \$109.5 million.

International visitation

The tournament attracted nearly 27,000 international visitors to Aotearoa New Zealand, driving direct economic returns and giving the tourism sector a notable boost during winter.

The tournament resulted in over 312,000 international visitor nights across the country, with an average stay of 11.6 nights.

10 stadia and 23 club and training venues across the country now have gender-neutral changing rooms because of this ongoing programme of work.

Photo credits

Outside front cover:

A: Maja Hitij, FIFA via Getty Images



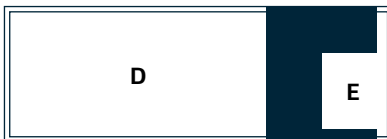
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B: Photo courtesy of Tourism New Zealand



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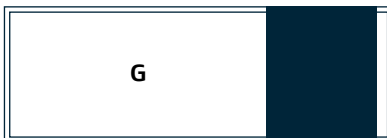
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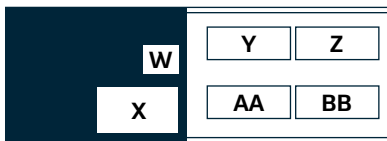
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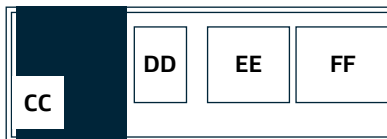
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AA: Photo courtesy of Girlboss
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II: Photo courtesy of Wāhine Trade Mission
JJ: Photo courtesy of New Zealand Trade and Enterprise
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Web links

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- › Page 6 - FIFA Women's World Cup 2023™ Play-Off Tournament: [fifa.com/fifaplus/en/articles/play-off-tournament-for-the-fifa-womens-world-cup-fixtures-venues-teams-dates](https://www.fifa.com/fifaplus/en/articles/play-off-tournament-for-the-fifa-womens-world-cup-fixtures-venues-teams-dates)
- › Page 6 - Event Outcomes, MBIE's Major Event's website: majorevents.govt.nz/fifa-womens-world-cup-australia-and-new-zealand-2023/event-outcomes
- › Page 13 - FIFA Women's World Cup 2023™ Pōwhiri in Tāmaki Makaurau: [fifa.com/about-fifa/president/news/maori-welcome-greets-fifa-womens-world-cup](https://www.fifa.com/about-fifa/president/news/maori-welcome-greets-fifa-womens-world-cup)
- › Page 14 - First Sisters of Country, whānau by sea and sky, cultural panel: [fifa.com/fifaplus/en/articles/all-women-first-nations-australian-and-maori-panel-appointed-to-advise-fifa](https://www.fifa.com/fifaplus/en/articles/all-women-first-nations-australian-and-maori-panel-appointed-to-advise-fifa)
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- › Page 20 - Government media release about sporting facility upgrades: [beehive.govt.nz/release/upgrades-sporting-facilities-ahead-fifa-women%E2%80%99s-world-cup](https://www.beehive.govt.nz/release/upgrades-sporting-facilities-ahead-fifa-women%E2%80%99s-world-cup)
- › Page 22 - New Zealand Major Events website: majorevents.govt.nz
- › Page 22 - Manatū Wāhine Physical Activity and Wellbeing Fund: [women.govt.nz/about-us/manatu-wahine-physical-activity-and-wellbeing-fund](https://www.women.govt.nz/about-us/manatu-wahine-physical-activity-and-wellbeing-fund)
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- › Page 25 - Poi Tukua: eyeson.nz/poi-tukua
- › Page 26 - The Beautiful Game: [tourismnewzealand.com/news-and-activity/new-zealands-chance-to-shine-as-1-2-billion-football-fans-eye-up-aotearoa](https://www.tourismnewzealand.com/news-and-activity/new-zealands-chance-to-shine-as-1-2-billion-football-fans-eye-up-aotearoa)
- › Page 28 - Wāhine Trade Mission: [nzte.govt.nz/blog/new-zealands-first-all-female-trade-delegation](https://www.nzte.govt.nz/blog/new-zealands-first-all-female-trade-delegation)
- › Page 29 - Gender-neutral changing room upgrades: sportnz.org.nz/about/news-and-media/news-updates/communities-get-inclusive-facilities-thanks-to-world-cup



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