

**Bid Document**  
Presented by BMX New Zealand,  
BikeNZ and Auckland City Council  
March 2008



# 2011 UCI BMX WORLD CHAMPIONSHIPS





**“ NEW ZEALAND, AS HOST COUNTRY, AND AUCKLAND, AS HOST CITY, WILL APPROACH THIS EVENT WITH GREAT INITIATIVE AND A UNIQUE PERSPECTIVE TO ENSURE THE 2011 CHAMPIONSHIPS SET THE ULTIMATE STANDARD FOR FUTURE EVENTS. ”**

## Executive Summary Kia Ora

BikeNZ, on behalf of BMX New Zealand and with the support of Auckland City Council, is seeking hosting rights to the 2011 UCI BMX World Championships.

This document expresses our enthusiasm, intention, experience and ability to develop and deliver an elite-class championship event that all stakeholders can be justly proud of.

New Zealand, as host country, and Auckland, as host city, will approach this event with great initiative and a unique perspective to ensure the 2011 championships set the ultimate standard for future events. We will surround the event with our own distinctive cultural colour alongside a friendly, family-oriented, fun-filled atmosphere in the best traditions of BMX.

New Zealand has all the essentials for staging a world-class event:

- A great place to be – beautiful scenery, diverse landscape and friendly people.
- A clean, safe environment.
- A world-class venue.
- World-class event organisers.
- World-class athletes and sport officials.
- City and government support.
- Experience in staging successful major events.
- World-renowned sporting legacy.

The following document outlines our understanding of the world championship event. It also expresses our commitment to fully support the desires of Union Cycliste Internationale to hold an outstanding and hugely successful tournament, and the ambitions of BMX worldwide to accelerate its growth as an exciting, entertaining and high-profile sport.

Tēnā Tātou Katoa



**“ WE WILL SURROUND THE EVENT WITH OUR OWN DISTINCTIVE CULTURAL COLOUR ALONGSIDE A FRIENDLY, FAMILY-ORIENTED, FUN-FILLED ATMOSPHERE IN THE BEST TRADITIONS OF BMX.”**



2011 UCI BMX  
WORLD CHAMPIONSHIPS  
Bid Document  
Auckland,  
New Zealand.

02/03

Section One  
Executive Summary

Section Two  
Letters of Support

Section Three  
Introduction

Section Four  
Our Vision

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Seven  
A Champion Event

Section Eight  
Marketing and  
Communication

Section Nine  
Event Budget and  
Marketing Offer

Section Ten  
Before and After the Event

Section Eleven  
New Zealand

# Letters of Support

Minister of Sport – Hon Clayton Cosgrove



**Hon Clayton Cosgrove**  
MP for Waimakariri  
Minister of Immigration  
Minister for Small Business  
Minister for Sport and Recreation  
Minister for the Rugby World Cup

Associate Minister of Finance  
Associate Minister of Justice

18 MAR 2008

Mr Abe Schneider  
President  
UCI BMX Commission  
Union Cycliste Internationale  
Aigle  
Switzerland

Dear Sir

**Re: 2011 BMX World Championships bid**

As New Zealand's Minister for Sport and Recreation, I am delighted to offer my support for the bid presented by Bike New Zealand and the Auckland City Council to host the 2011 BMX World Championships.

New Zealanders are passionate and committed sports fans and cycling is a popular pastime here. As a nation, we follow the exploits of our competitive cyclists closely and I know I speak for many when I say we look forward to the debut of our BMX athletes at the 2008 Beijing Olympic Games.

At the community and family level, cycling brings people together. The BMX World Championships will provide valuable reinforcement of this contribution, given the breadth of age groups participating.

Auckland city boasts an international quality venue in a globally competitive city. With its natural advantages of a mild climate, beautiful beaches, and spectacular scenery, Auckland is a terrific destination for hosting international sporting events.

Further to this, New Zealand is a beautiful, exciting and safe tourist destination that has much to offer competitors, officials and supporters before and after the championships. I know all participants will take home the happiest of memories.

New Zealand would be thrilled and honoured to host the World Championship in 2011.

Yours sincerely,



**Hon Clayton Cosgrove**  
Minister for Sport and Recreation

Parliament Buildings, Wellington, New Zealand. Telephone: +64 4 470 8093, Facsimile: +64 4 472 6191

Mayor of Auckland – Hon John Banks



14 March 2008

Mr Abe Schneider  
President  
UCI BMX Commission  
Union Cycliste Internationale  
Aigle  
Switzerland

Dear Mr Schneider

**Bid to host the UCI BMX World Championships 2011**

Auckland City Council is pleased to endorse Bike NZ's bid to host the UCI BMX World Championships 2011 in Auckland, New Zealand.

As New Zealand's largest city, Auckland has the required infrastructure to host an event of this calibre, as well as the expertise to deliver an outstanding event for players, officials, fans, the media and spectators around the world.

Auckland's temperate climate, easy access to the coast and variety of activities earn the city consistent top five rankings in international lifestyle surveys.

Auckland offers an abundance of hotel accommodation, shops, restaurants and world class attractions.

The city has hosted a number of major events including the 2007 Netball World Championships and the America's Cup in 2000 and 2003.

Auckland City Council would be honoured to host the UCI BMX World Championships 2011 in our city and will work with Bike NZ to ensure the event is delivered successfully.

Yours sincerely



**Hon. John Banks QSO**  
Mayor  
Auckland City



SPARC CEO – Nick Hill



14 March 2008

Mr Abe Schneider  
President  
UCI BMX Commission  
Union Cycliste Internationale  
Aigle  
SWITZERLAND

Dear Sir

**LETTER OF SUPPORT FOR THE NEW ZEALAND BID FOR 2011 BMX WORLD CHAMPIONSHIPS**

SPARC is the Crown Agency responsible for sport and recreation in New Zealand. As such we are the major funder and strategic partner of BikeNZ, which is our national sporting organisation in charge of all aspects and codes of biking in New Zealand.

We can affirm that BikeNZ has a tremendous amount of event and business capability. Moreover, biking is included as one our ten priority sports on the New Zealand landscape. These factors make them an ideal organisation to present your event, the 2011 BMX World Championships, at a level exceeding your expectations and in a manner that supports the impetus BMX has generated world-wide.

SPARC is very supportive of this initiative to the extent that it is strongly facilitating approaches to NZ Major Events (the central government events agency which administers a major events development fund) and Tourism NZ to ensure we receive the maximum support possible. Moreover we would support the event through strategic investment into BikeNZ high performance and other programmes to ensure New Zealanders benefit strongly from the event.

We look forward to continuing to support BikeNZ with this event can assure you that if New Zealand is selected as host, every one of the competitors will receive an experience they will never forget.

Kind regards




Nicholas Hill  
Chief Executive




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BikeNZ CEO – Rodger Thompson



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Email: info@bikenz.org.nz  
Website: www.bikenz.org.nz

14 March 2008

Mr Abe Schneider  
President  
UCI BMX Commission  
Union Cycliste International  
Aigle  
Switzerland

Dear Mr Schneider


BikeNZ, the national federation for BMX in New Zealand, is delighted to submit the enclosed application to host the 2012 UCI BMX World Championships in Auckland, New Zealand.

BMX is reaching an exciting time in New Zealand and around the world with the introduction into the Olympic Games. We have strong local administration, management and competitions in place which have produced the current Number 1 ranked riders in the world, Sarah Walker and Marc Willers.

New Zealand was fortunate to host the 2006 UCI Mountain Bike and Trials World Championships and has received numerous awards and accolades for its success. BikeNZ is therefore committed to ensuring that New Zealand's reputation as a premier location to host events remains intact and will work with the organisers and the UCI to ensure the event meets the high standards the UCI expect of a World Championship.

Should BikeNZ be awarded host status for the 2012 UCI BMX World Championships, the UCI can be assured the event will be managed by a group of experienced organisers with a passion for BMX, in a very safe and beautiful part of the world, where cycling is more than a sport but a way of life.

Yours sincerely



Rodger Thompson  
CEO, BikeNZ

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04/05

Section One  
Executive Summary

Section Two  
Letters of Support

Section Three  
Introduction

Section Four  
Our Vision

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Seven  
A Champion Event

Section Eight  
Marketing and  
Communication

Section Nine  
Event Budget and  
Marketing Offer

Section Ten  
Before and After the Event

Section Eleven  
New Zealand





## Introduction

**“ BMX IN NEW ZEALAND IS RIDING ON A HIGH AT PRESENT WITH OUR RIDERS MATCHING THE WORLD’S ELITE, OUR OFFICIALS AMONGST WORLD’S BEST AND OUR ADMINISTRATION STRONG AND COMMITTED. IT IS, THEREFORE, THE PERFECT TIME TO BID FOR THE WORLD CHAMPIONSHIPS. WE KNOW WE CAN MAKE THE UCI PROUD BY SHOWING THE SPORT OF BMX AT ITS VERY BEST.”**

**Rodger Thompson, CEO Bike NZ. 2008**

“BMX is my life – I’ve been doing it since I was four years old when my parents took me down to the track. Pretty much every single person I know in my life I’ve met through BMX in some way. Having all my friends from around the world coming to New Zealand for one big race... that’d be wicked.”

**Marc Willers, NZ, BMX World Number One Men’s Ranking at March 2008.**

“My brother did BMX when I was nine – I watched for two months but I was reluctant to start. The first time I tried, it was pretty cool; I didn’t want to stop. It was a good thing the NZ age champ at the time was in my club. I got to see her every week... she gave me a target to race... and beat! Now BMX is like another family member.”

**Sarah Walker, NZ, BMX World Number One Women’s Ranking at March 2008.**

06-07

Section One  
Executive Summary

Section Two  
Letters of Support

**Section Three  
Introduction**

Section Four  
Our Vision

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Seven  
A Champion Event

Section Eight  
Marketing and  
Communication

Section Nine  
Event Budget and  
Marketing Offer

Section Ten  
Before and After the Event

Section Eleven  
New Zealand

**“ BRINGING THE WORLD’S BEST RIDERS TO A WORLD-CLASS  
EVENT THAT, IN SHOWCASING EXPLOSIVE BMX ACTION,  
DRAWS LARGE CROWDS, ATTRACTS MEDIA AND MOTIVATES  
NEW PARTICIPANTS INTO THE SPORT. ”**







## Our Vision

In a country where our kids thrive on thrills and spills and love competitive action, our vision for the 2011 UCI BMX World Championships and beyond is...

- To grow BMX into a high-profile sport in New Zealand by bringing the world's best riders to a world-class event that, in showcasing explosive BMX action, draws large crowds, attracts media and motivates new participants into the sport; while at the same time supporting event stakeholders and endorsing BMX governing bodies.

We will achieve our vision by...

- Using a world-class venue, the Vector Arena.
- Constructing a spectacular, fast and challenging indoor BMX track at the venue.
- Using New Zealand's most experienced event manager, Arthur Klap, as Event Director.
- Appointing a highly-skilled and experienced team onto the Event Organising Committee.
- Establishing and maintaining strong governance prior to and during the event.
- Establishing an appropriate budget for delivering an event of the highest standard.
- BikeNZ underwriting the event.
- Providing a warm welcome and a comprehensive city and event experience for all visitors.
- Supporting competitors through good organisation and an efficiently-run tournament.
- Providing easy access and ready information to all media.
- Working collaboratively with UCI.
- Focusing on BMX as both a competitive endeavour and a family-oriented, fun sport.

Our vision fulfilled...

- An elite event fully endorsed by the elite competitors who attend.
- A financially successful event that achieves all tournament criteria set by UCI.
- An inspiring event that motivates more young New Zealanders to jump on BMX bikes.
- An inclusive event that encourages community participation and promotes BMX to all.
- A popular event that draws friends and family, from far and wide, into the Vector Arena.
- A high-profile event that is widely reported in all national media.
- An exciting event that sends visitors home with fond memories of a great time in Auckland.



2011 UCI BMX  
WORLD CHAMPIONSHIPS  
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Auckland,  
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08/09

Section One  
Executive Summary

Section Two  
Letters of Support

Section Three  
Introduction

**Section Four**  
**Our Vision**

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Seven  
A Champion Event

Section Eight  
Marketing and  
Communication

Section Nine  
Event Budget and  
Marketing Offer

Section Ten  
Before and After the Event

Section Eleven  
New Zealand



## New Zealand

There's nowhere quite like New Zealand.

**“DRAMATIC MOUNTAINS AND ALLURING LAKES; MIGHTY FORESTS AND SPRAWLING, PRISTINE BEACHES; GENTLE SAND AND CRASHING SURF. THESE ARE JUST A FEW OF THE INIMITABLE FEATURES THAT MAKE NEW ZEALAND LIKE NO OTHER; THAT GIVE RISE TO THE QUINTESSENTIAL ‘CLEAN, GREEN’ BRAND THAT THE WORLD ASSOCIATES WITH OUR COUNTRY.”**



## New Zealand At a glance



## New Zealand There's nowhere quite like New Zealand.



Situated in the South Pacific, 1,600 kilometres east of Australia and fully encircled by spectacular coastline, New Zealand is renowned for its remarkable beauty. The north is sub-tropical while majestic alps and gouging glaciers carve up the south.

The country encompasses three main islands – large North and South islands and tiny Stewart Island off the southern tip – as well as many little off-shore islands. With its sweeping panoramas and relaxed lifestyle, New Zealand is the envy of many nations. Our temperate climate and sparsely-populated landscape make New Zealand a wonderful place to live and a fabulous place to visit.

Our population is small – just four million people – with 60 percent now living in major metropolitan areas. New Zealand's indigenous people, Maori, make up 14 percent of the population. Although our heritage is predominantly European, the arrival of new immigrants of many different nationalities and cultures has, in more recent times, introduced a rich cultural diversity to our communities.

Small though we may be, New Zealand has produced some of the world's most highly-respected citizens – the late, iconic Sir Edmund Hillary, for example – and a number of the world's momentous discoveries in science, technology and medicine. We are adventurous people; we love to travel and explore. We're addicted to the 'great outdoors' – with such breathtaking scenery who wouldn't be – and sport is our national passion.

Our top sportsmen and women strive relentlessly and make huge sacrifices to compete with the best in the world – an extraordinary mission from our remote location. When they go out to the world, we offer our support. When the world comes to New Zealand, we offer our welcome – a big 'kiwi' welcome.

We look forward to extending such a welcome to the Union Cycliste Internationale and the world's BMX community in 2011.

**“ OUR TEMPERATE CLIMATE AND SPARSELY-POPULATED  
LANDSCAPE MAKE NEW ZEALAND A WONDERFUL PLACE  
TO LIVE AND A FABULOUS PLACE TO VISIT. ”**



## Host city - Auckland

Auckland CBD  
35 minutes from the airport

Vector Arena  
10 minute walk from Auckland CBD

Auckland Hospital  
5 minutes from Vector Arena

Auckland Domain  
75-hectare parkland oasis





Mount Eden  
196m volcanic cone

Auckland International Airport  
21 kms from Auckland CBD









## Host city – Auckland

Auckland lies at the most narrow point of the North Island – an isthmus that separates the Waitemata Harbour on the east from the Manukau Harbour on the west. It straddles an ancient volcanic field which left 48 dormant cones dotted around the city environs.

Beautiful beaches are just a short excursion from the city centre by foot, skates or bike.

Auckland has the nickname ‘City of Sails’ because there are more pleasure boats per capita here than any other city in the world. However, it could just as easily be called ‘City of Trails.’ Walking, cycling and skating trails hug the shoreline and criss-cross the city, parks and reserves, linking the bustling inner hub with tranquil outdoor oases in outlying suburbs.

Auckland pulsates to many rhythms, one of the most colourful being its Polynesian beat. The city is home to 1.3 million residents, blending indigenous Maori, traditional European, Polynesian and Asian cultures into a vibrant, multi-ethnic community.

Auckland has a great track record for hosting top-class international events. Our impressive portfolio of recent major events include the 2007 Netball World Championships and the 2003 and 2000 America’s cup regattas. With world-class venues and facilities at our fingertips, Auckland has all the essentials for staging major events.

**It will be the perfect host city for the 2011 UCI BMX World Championships.**

### Auckland’s CBD



## Host city - Auckland



### Action

Whether you prefer life slow and sedate, fast and frantic, or in-the-middle mellow, the biggest challenge you will face when visiting Auckland is deciding what to do now and what to leave for next time. A few ideas to start you thinking:

#### Slow and sedate

Includes:

**Auckland Art Gallery** – significant collection of New Zealand’s historic and contemporary art.

**Kelly Tarltons** – underwater world, marine magic.

**Markets** – from earthy to ethnic, cultural to creative, there are markets aplenty.

**MOTAT** – Museum of Transport and Technology.

**Auckland Museum** – one of the country’s finest heritage buildings.

**National Maritime Museum** – exhibition halls and on-water heritage vessels.

**Sky Tower** – tallest building in the Southern Hemisphere (328m) with amazing city views.

**Auckland Zoo** – roam wild for a day.

#### Fast and frantic

Includes:

**4Track** – burn along beaches and forest trails on 300cc quad bikes; mind the bumps!

**Bungy Jump** – leap from the Harbour Bridge; do you dare?

**Canyoning** – abseil showering waterfalls and volcanic rock faces; you will get wet.

**Sky Jump** – plummet from the Tower; in harness of course!

**Sky Walk** – 192 metres above ground and just 1.2 metres wide; walk if you’re willing!

#### In-the-middle mellow

Includes:

**Auckland Bridge Climb** – for a unique view of the city and sea.

**Balloon Safari** – a stunning way to spend a clear winter morning.

**Dolphin and Whale Safari** – great chance of sightings all year round.

**Harbour Cruises** – charter yacht, cruise ferry or luxury launch; take your pick.



### Accommodation

Auckland has accommodation for all occasions and every preference. No matter where you choose to stay, you won't be far from breathtaking scenery, invigorating walks, exhilarating adventures, idyllic islands, outstanding food and wine, great shopping and exciting nightlife.

Choose from:

- luxury hotels and apartments.
- tourist hotels and motels.
- backpackers' and budget hostels.
- hosted or self-contained lodgings.
- camping.

### Climate

July is mid-winter and the temperature range for Auckland is 7°C-15°C (45°F-59°F). The weather is variable with the likelihood of some rain. Although warm clothes, raincoats, and umbrellas are the gear for July, our winter weather is more temperate than in the northern hemisphere and generally doesn't deter visitors from fully enjoying their Auckland experience.

### Wining and dining

A good way to describe Auckland's cuisine is 'Pacific Rim' – a unique blend of Asian and Pacific flavours. Seafood is the premier selection on many Auckland restaurant menus, accompanied by fresh, locally-grown produce. The original inner city suburbs – Parnell, Ponsonby and Heme Bay – are a good place to start, or head for a restaurant at the Viaduct Harbour.

Try New Zealand green-lipped mussels or succulent Clevedon Coast oysters for a favourite local delicacy. If you prefer off-the-hoof options it's hard to beat New Zealand lamb or venison.

Many of New Zealand's oldest vineyards, as well as numerous up-and-coming estates, are located in the Auckland region. You'll find a broad selection of top-quality wines from around New Zealand on the wine list at most restaurants.

But don't stop at the table – take a wine-tasting tour to one or more of the first-class vineyards within easy reach of the city.

Useful websites:

[www.aucklandnz.com](http://www.aucklandnz.com)

[www.aucklandactivities.co.nz](http://www.aucklandactivities.co.nz)

Section One  
Executive Summary

Section Two  
Letters of Support

Section Three  
Introduction

Section Four  
Our Vision

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Seven  
A Champion Event

Section Eight  
Marketing and  
Communication

Section Nine  
Event Budget and  
Marketing Offer

Section Ten  
Before and After the Event

Section Eleven  
New Zealand

## Host city - Auckland

### Entertainment

Includes:

Cinema – quality theatres throughout the city.

Theatre and Performing Arts – plays, orchestra, dancers, bands; choices galore.

Viaduct Harbour – a place to be; cafés, bars and restaurants, right on the water.

### Event experience

Auckland's impressive portfolio of major successes includes:

#### World events:

- 2008 FIFA U-17 Women's World Cup.
- 2007 World Netball Championships.
- 2005 DHL Lions Series, British Isles rugby team.
- 2000 and 2003 America's Cup Regattas.

#### Annual sporting fixtures:

- International rugby, cricket and league fixtures.
- International tennis – ASB Classic and Heineken Open.
- Thoroughbred Racing Cup Week.
- NZ Open Golf tournament.

#### Cultural:

- Annual Pasifika Festival.
- Annual Big Day Out rock concert.
- Regular international concerts and entertainment shows.

### Transport

Auckland International Airport, 21 kilometres from the city centre, is reached by car, bus and taxi.

Many of Auckland's activities and attractions are within walking distance in the central city and many others are within half-an-hour by transport. The city is well-served with public transport.

Bus – the city has extensive bus services including:


- Airport transfers
- City explorers
- Free inner city bus, 10-minute intervals throughout the day.
- Link bus, between central locations, 10-minute daytime intervals, 15-minute evenings.
- Car rental – available at the international airport or locations throughout the city.
- Helicopter – several helicopter operators offering unique transport and sightseeing options.
- Ferries – link Auckland city with the North Shore and islands throughout the Hauraki Gulf.
- Organised tours – sightseeing trips with personal guides are relaxing options.
- Taxi – there are numerous companies throughout Auckland.
- Train – a network runs through central and south Auckland.

### BMX

The Auckland region has:

- almost 20 percent of New Zealand's BMX clubs.
- around 25 percent of New Zealand's BMX riders.





**“ A GOOD WAY TO DESCRIBE AUCKLAND’S CUISINE IS ‘PACIFIC RIM’ – A UNIQUE BLEND OF ASIAN AND PACIFIC FLAVOURS. SEAFOOD IS THE PREMIER SELECTION ON MANY AUCKLAND RESTAURANT MENUS, ACCOMPANIED BY FRESH, LOCALLY-GROWN PRODUCE. THE ORIGINAL INNER CITY SUBURBS – PARNELL, PONSONBY AND HERNE BAY – ARE A GOOD PLACE TO START, OR HEAD FOR A RESTAURANT AT THE VIADUCT HARBOUR. ”**







## BMX New Zealand

BMX New Zealand was established in 1980. It is the national body responsible for running all aspects of BMX in New Zealand.

- There are 29 BMX clubs in New Zealand with approximately 1,800 registered riders. The sport has almost doubled in size since 1998.
- New Zealand is on the rise internationally and is ranked in the top half-dozen in both elite men and women. As at 1 March 2008, Marc Willers and Sarah Walker are ranked first in the world in elite men and women respectively.
- New Zealand BMX has a well-established and successful junior development programme (Kiwi Sprocket), aimed at riders aged under eight. Kiwi Sprocket is accepted by BikeNZ as being a training platform for all junior cycling in New Zealand.
- Current and former leading New Zealand cyclists commenced their cycling careers in BMX. Cameron Cole, 2006 MTB Downhill Junior World Champion, was also a National BMX champion in 2006 and raced BMX since an early age. Vanessa Quin, 2004 MTB Downhill World Champion, rode BMX from age 12.
- New Zealand officials and race-meeting management operate at the highest level. New Zealander, Ian Mackie, will be the Chief Commissaire at the Olympic Games in Beijing. Our leading officials and commissaires were mentored by Mackie and are, in turn, mentoring others. This group would officiate at the 2011 World Championships.

- BMX New Zealand has solid organisational strengths, with clear vision for the future, including the development of management skills to expand the sport into the future.
- Since 2004, BMX New Zealand has regularly and successfully held international ranking events with athletes competing from Australia, South Africa and Asia.
- BMX New Zealand and Australia BMX have strong bonds directed toward the sport's development. New Zealand athletes at all levels race regularly in Australia. A bi-annual test exchange for 11 year olds and 14-15 year olds is a calendar fixture and a key developmental tool for these age groups, as well as introducing them to international racing.

### New Zealand and International Cycling

New Zealand has an impressive record of delivering international events for the UCI. In particular we have hosted:

1983 – UCI Junior Track World Championships

1997 – UCI Mountain Bike World Cup

2006 – UCI Road Women's World Cup

2006 – UCI Mountain Bike & Trials World Championships

We can promise the UCI that the UCI BMX World Championships 2011 in Auckland will set new standards in quality of delivery. New Zealanders have a special ability to organise highly-professional events that feel very friendly and relaxed. The riders will love the experience.



2011 UCI BMX  
WORLD CHAMPIONSHIPS  
Bid Document  
Auckland,  
New Zealand.

22/23

Section One  
Executive Summary

Section Two  
Letters of Support

Section Three  
Introduction

Section Four  
Our Vision

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Seven  
A Champion Event

Section Eight  
Marketing and  
Communication

Section Nine  
Event Budget and  
Marketing Offer

Section Ten  
Before and After the Event

Section Eleven  
New Zealand

**“EVEN AFTER A BMX RACING TRACK IS BUILT INSIDE VECTOR ARENA FOR THE 2011 BMX WORLD CHAMPIONSHIPS, THERE WILL STILL BE ENOUGH SEATING FOR 7,000 SPECTATORS.”**







## A Champion Event

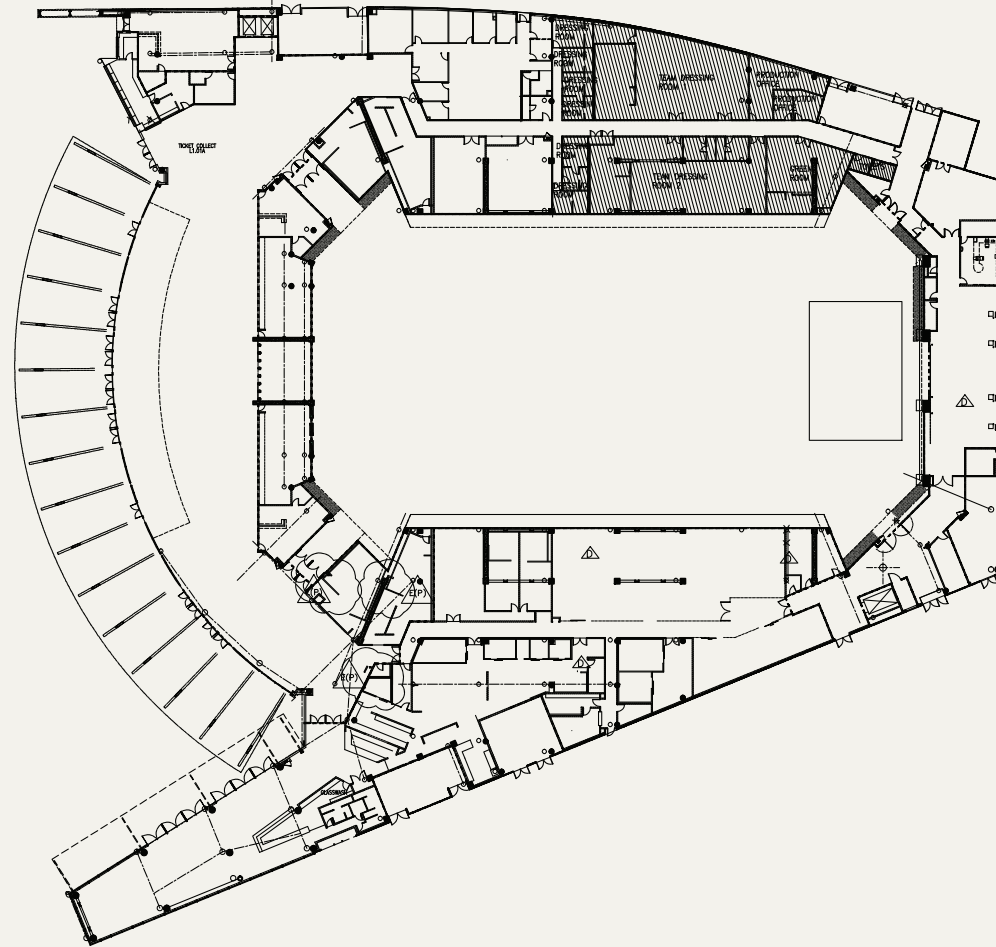
### The venue: Vector Arena

The brand new Vector Arena is a world-class, multi-purpose, all-weather, indoor arena situated on the edge of the Auckland CBD on a 5-hectare site. A superb performance area at the heart of the venue is surrounded by fixed, removable and retractable seating configurations which allow the arena to host an audience of up to 12,000 people for a diverse range of events. Even after a BMX racing track is built inside Vector Arena for the 2011 BMX World Championships, there will still be enough seating for 7,000 spectators.

The design elements of Vector Arena are inspired by New Zealand's rich cultural values and the heritage of the local Maori. The arena boasts sophisticated technology and international excellence in design and construction.

With its convenient central location, Vector Arena is within walking distance of the Auckland City Centre and the major public transport hubs – Britomart railway station and bus terminal, and the downtown ferry terminal.

[www.vectorarena.co.nz](http://www.vectorarena.co.nz)



## A Champion Event

### **The BMX track**

The Vector Arena has available space for a regulation BMX track. This spectacular, fast and challenging indoor track will be built under the guidance of the UCI Technical Delegate and UCI Track Builder, 10 days before the World Championships, as per regulations.

### **Meeting rooms**

The Vector Arena has the capacity to host all the rooms as set out in the 'UCI Practical Organisation Guide UCI BMX World Championships 2007 Edition'.

### **Rider and team registration**

Registration will be based in the centre of the lower atrium for the duration of the tournament. This large, easily-secured area is readily accessible and very visible to arrivals at the Vector Arena. Importantly, those seeking accreditation are able to enter from one side and exit from the other.

### **Staging, timing transponder fitting and bike storage areas**

A large marquee will be erected at the rear of the Vector Arena as a staging and transponder fitting area. The marquee will be linked to the Arena, allowing riders to remain under cover. As this area is permanently fenced-off, it will be simple to ensure that only accredited riders and team personnel have access.

A separate marquee alongside the staging area will provide bike storage. Portable toilets in this area will service the riders.

### **Accreditation centre**

The accreditation centre will be open for the full week, alongside the registration area in the lower atrium. Secure temporary walls will separate the two areas. Full services will be available, including appropriate internet and telephone connections.

### **Race headquarters**

The race headquarters will be operational in the Production and Promoters Offices from the opening Monday. These adjacent rooms are directly opposite the Commissaires Room with full services available.

### **Commissaires room**

The Commissaires will reside in the Green Room as this has easy access to the track, plus it has full internet access with sufficient space for eight people working at desks.

### **Race administration and timing offices**

The Race Administration and Timing Offices will be adjacent to the Commissaires Room in Team Dressing Rooms A and B. This is a large room with its own toilet and shower facilities. Full internet access will be provided.

### **Team manager meeting room**

The Team Manager Meeting Room will be in the Hospitality Suite alongside the Atrium. This has the advantage of its own entrance so can be accessed even if the main arena is closed. It will seat 35 in theatre style, has tables and chairs for six and a small PA system.

### **Press room**

The Vector Arena has a permanent purpose-built Media Room with full internet access. The press room is adjacent to a special seating area for the media above the start and finish areas. The media-only area is easily secured and has excellent viewing of the full BMX track.

### **Press conferences**

The press conference room will be set up for the week in the future Function Room alongside the atrium. Dressing Rooms 7 to 10 will be available for riders to tidy-up prior to interviews and press conferences.

### **VIP facilities**

The Bistro Arena Balcony Suite will be the main hospitality area during the week. This area can be accessed externally without patrons having to go through the main entrance. It is also close to the VIP seating area in the main arena.

Two additional VIP rooms will also be available for smaller functions of 10 to 20 people.

### **Medical area**

Competitors can expect the best possible medical treatment. The Medical Area will be established near the finish line where there will be easy ambulance access. The nearest public hospital is 3km from the Vector Arena.

### **Anti doping**

Anti doping will be based in team Dressing Rooms C & D as this is close to the finish line and has shower and toilet facilities. There is ample space for an administration and registration area, as well as waiting area for the athletes.



## Security

The Vector Arena is a very secure site and already has security staff managing the building. The World Championship organisers will engage extra security during the event to ensure a safe and fair environment for the competitors, supporters and public.

## Parking

There are 7,000 car parks within 1.5kms of Vector Arena. Disability car parking can be reserved or, alternatively, there is a drop-off zone for those displaying valid mobility documentation.

There is also coach/bus parking for each event at Vector Arena. Coaches/buses will be directed to a marshalled area for parking in the vicinity of Vector Arena.

## Public transport

Bus – Britomart station is a ten-minute walk from the Arena; stop for all major bus routes, including the free City Circuit Bus.

Train – rail access to the Vector Arena will be via Britomart station.

Ferry – the Downtown ferry terminal is a ten-minute walk from the Arena.

## Special needs facilities

The Vector Arena provides extensive facilities for patrons with special needs including: parking; preferential gate access; fully accessible Arena entry points; lifts; seating; toilets; audio and vision aids.

## Food and beverage

Seven separate food outlets, located on both the upper and lower levels of the Arena, operate during events, providing a wide range of refreshments.

## Insurance and risk management

While in New Zealand any medical costs, including hospitalisation, will be covered so that it is not necessary for riders to have health insurance. In addition, New Zealand operates a no-fault accident compensation scheme. This means people cannot sue for personal injury caused by accident and prohibits an injured person from recovering compensatory damages for personal injury.

## Merchandise

BikeNZ will seek the rights from the UCI to produce event merchandise. A full range of clothing is envisaged that will give the competitors and supporters a long-term memory of the event.

## Accommodation

There are approximately 4,000 hotel rooms within 2km of Vector Arena with accommodation to suit all tastes and budgets. For example:

Hyatt Regency – 5-star, five-minutes' walk to Arena or city; has 269 guest rooms and 100 luxurious apartment suites. Beautifully appointed rooms, all with stunning views of Auckland.

[www.auckland.regency.hyatt.com](http://www.auckland.regency.hyatt.com)

Copthorne Anzac – 4-star, five-minute walk to Arena; has 110 recently refurbished rooms. Full facilities and more great views.

[www.copthorneanzac.co.nz](http://www.copthorneanzac.co.nz)

Mercure – 3.5-star, in the heart of Auckland's waterfront area; comfortable rooms, good amenities. Metres from the ferry terminal and Britomart station; short walk to Arena.

[www.accorhotels.co.nz/mercure-auckland](http://www.accorhotels.co.nz/mercure-auckland)

Oaks Residences – brand new, New Zealand's tallest apartment tower; 37 levels offering studio, one-bedroom and two-bedroom apartments. Retail precinct and heated lap pool. Short walk to Arena, waterfront, ferry terminal and Britomart.

[www.theoaksgroup.co.nz](http://www.theoaksgroup.co.nz)

Base Backpackers – new purpose-built hostel, has 425 beds ranging from multi-share to double or twin-share with ensuite facilities.

[www.basebackpackers.com/ACB.htm](http://www.basebackpackers.com/ACB.htm)





## A Champion Event

### Event management

- BMX New Zealand brings strong and experienced event management to the organisation of the 2011 World Championships.
- A BMX New Zealand Organising Committee will provide a governance role with the event management provided by Arthur Klap, Director, Sports Impact Ltd.

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### Union Cycliste Internationale

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### BikeNZ

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### BMX New Zealand

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### Organising Committee

Chair – Bruce Northwood

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### Event Director

Arthur Klap

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Marketing / Finances / Media Competition /  
Special Events / Accommodation & Travel

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- BikeNZ, the national federation responsible for all cycling sports and recreation, will be host organisation.
- BMX New Zealand, a member organisation of BikeNZ, will be directly responsible for overseeing the organisation of the World Championships.

- Chairman of the Organising Committee will be Bruce Northwood, currently BMX New Zealand Chairman:
  - Involved in BMX since 1994.
  - Club president 1998-2001.
  - BMX New Zealand Board 2003 to present. Chairman since 2004.
  - BikeNZ Board member.
  - Lawyer by profession.

Event Director, Arthur Klap, brings a wealth of experience and skill to the organising of World Championship events. Klap is New Zealand's most experienced event manager and is also the current Chairman of BikeNZ. He has organised more than 500 events including:

The ITU Triathlon World Championships 1994 and 2003; the UCI Mountain Bike World Cup 1997; the UCI Mountain Bike & Trials World Championships 2006; WMRA World Mountain Running Trophy 2005.

Currently organising the Winter Games NZ 2009.

### Timing

Mid-July in Auckland is a great time and place to hold the 2011 BMX World Championship.

Mid-July is the 'off-season' in New Zealand so the event will not compete with the city's other major calendar activities.

New Zealand schools begin their two-week term-break on 15 July 2011 which will allow families to attend, boosting interest in the event and spectator numbers.

It will be the lead-up period to Rugby World Cup 2011, to be held in New Zealand later that year – many eyes in the sporting world will already be turned on New Zealand and some international sporting media are likely to be in the country to check World Cup progress.



## Marketing and Communications

### Marketing

The marketing objectives are to attract 2,000 plus competitors plus full houses (7,000 persons) to each day of competition in the Vector Arena.

The target markets are:

- Potential championship competitors from Asia, USA, Europe, South America, Africa and Australia.
- Potential challenge competitors from Asia, USA, Europe, South America, Africa and Australia.
- Family, friends and supporters of the international competitors.
- Family, friends and supporters of the domestic competitors.
- Auckland region cycle sport followers.
- New Zealand-wide cycle sport followers.

All promotions will direct people to the event website where all information on the World Championships will be available. The website will be fully operational 15 months before the event in Auckland.

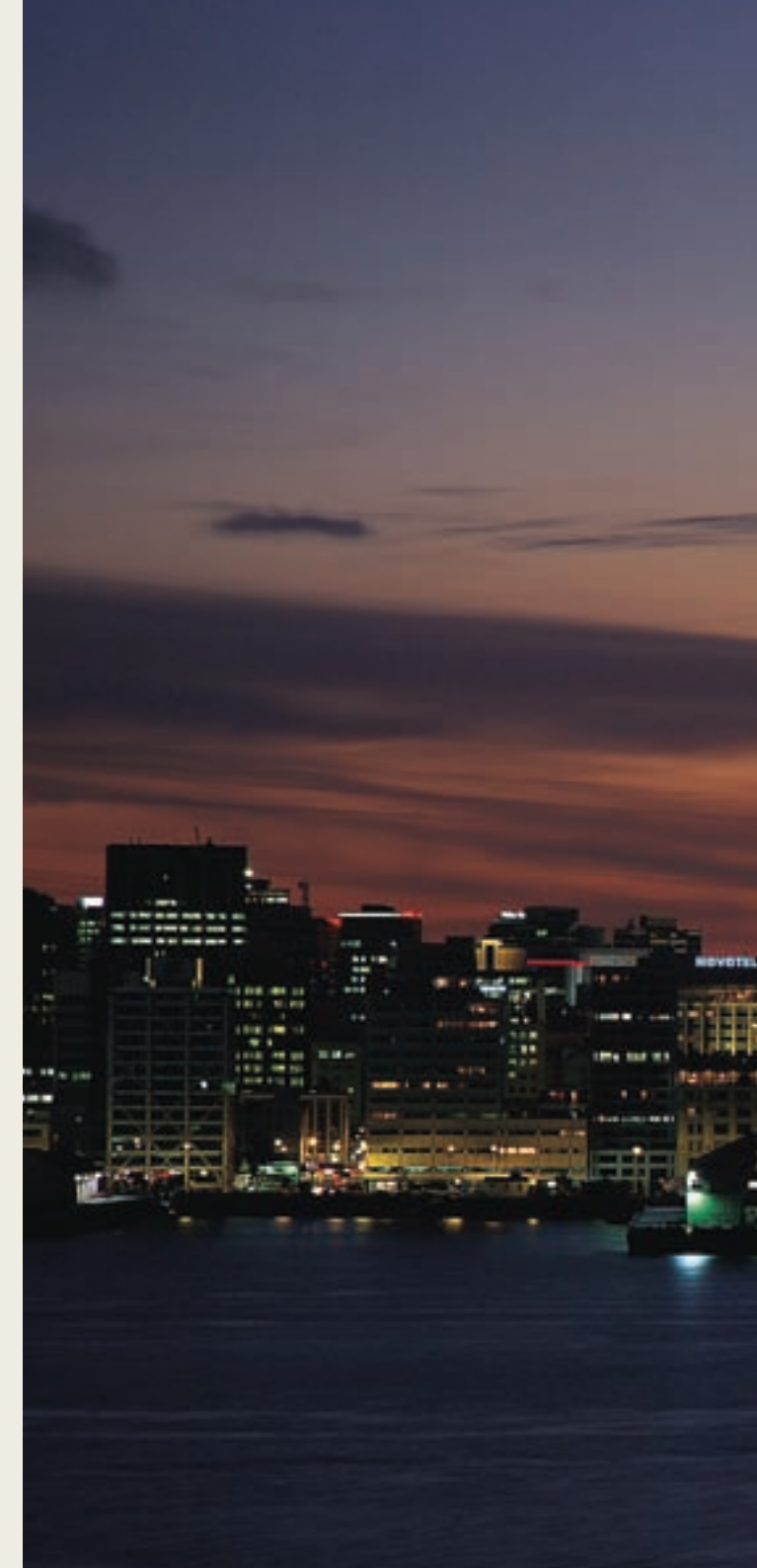
### Media communications

BikeNZ is experienced in managing major media occasions with in excess of 200 media attending the Mountain Bike World Championships in 2006. A comprehensive media communications plan will be established by 1 July 2010.

### Television

BikeNZ guarantees television coverage of the World Championships within the European Broadcasting Union standard as detailed in the UCI Practical Organisation Guide UCI BMX World Championships 2007 Edition. BikeNZ is experienced in working to UCI guidelines, most recently for the UCI Mountain Bike & Trials World Championships 2006 held in Rotorua, New Zealand.

We will be working with SKY Television New Zealand Limited to provide a minimum of a five-camera live coverage that will be edited into a 52-minute highlights package for international distribution by the UCI. The lighting in the Vector Arena is sufficient for television production.





Section One  
Executive Summary

Section Two  
Letters of Support

Section Three  
Introduction

Section Four  
Our Vision

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Seven  
A Champion Event

**Section Eight**  
Marketing and  
Communication

Section Nine  
Event Budget and  
Marketing Offer

Section Ten  
Before and After the Event

Section Eleven  
New Zealand







## Event Budget and Marketing Offer

### UCI BMX World Championships 2011 Budget

BikeNZ and BMX New Zealand have developed the following budget based on the recent hosting of the UCI Mountain Bike and Trials World Championships in 2006. Included in the budget is a CHF150,000 marketing rights fee to be provided to the UCI.

BMX New Zealand is confident that the budget is sufficient for hosting World Championships of the highest standard that will be a positive promotion of the sport.

Sales	NZ\$ exclusive of tax
Spectators (total 8,000 @ \$15)	\$85,333
Championship entry fees (200 @ CHF100)	\$22,222
Challenge entry fees (1,800 @ CHF75)	\$150,000
Team entry fees (30 @ CHF100)	\$3,333
Merchandise Commission	\$10,000
<b>Total</b>	<b>\$270,889</b>
Sponsorship and Grants	\$525,000
Local and Central Govt Grants	\$350,000
Interest	\$5,000
<b>Total Revenue</b>	<b>\$1,150,889</b>

Expenditure	
A. FINANCE, ADMINISTRATION & SECRETARIAL	
<b>Management and Staff</b>	
Event Management contract	\$80,000
Staff	\$75,000
Domestic travel & accommodation expenses	\$15,000
<b>Expenses</b>	<b>\$170,000</b>

Office	
Postage & Courier	\$2,000
Office rental	\$8,000
Communications - Telephone/Internet/Jetstream	\$5,000
Office Supplies	\$5,000
Photocopying	\$2,500
Computers	\$4,000
Copiers, fax and printers	\$5,000
Office furniture	\$2,000
Insurance (public liability and all risks)	\$2,500
Vehicles	\$10,000
Fuel	\$5,000
<b>Total</b>	<b>\$51,000</b>
<b>Accreditations</b>	
Marquee	\$15,000
Venue Hire - Vector Arena	\$160,000
<b>Total</b>	<b>\$175,000</b>
<b>Organising Committee</b>	
Travel & accommodation	\$2,000
Meeting Expenses	\$10,000
<b>Total</b>	<b>\$12,000</b>

## Event Budget and Marketing Offer

### UCI BMX World Championships 2011 Budget

UCI Marketing Rights - CHF150,000	\$187,500
UCI Bid Fee CHF10,000	\$ 12,500
UCI Technical Visits	\$ 5,000

#### B. TECHNICAL

##### Medical

Medical Director	\$5,000
St Johns and Ambulance	\$15,000
Medical Centre: marquee, beds, heaters, blankets etc	\$2,000
Medical supplies	\$2,000

**Total \$24,000**

##### Commissaires, Sports Management

National Commissaires (travel)	\$2,000
Radio communications	\$2,500
Body, frame numbers	\$ 8,000
Doping controls: UCI	\$3,000

**Total \$15,500**

##### Signage

Start arch, Finish arch, podium	\$10,000
General event signage	\$10,000

**Total \$20,000**

#### C. LOGISTICS

##### Venue Construction and Management

Dirt	\$25,000
Transport of dirt	\$20,000
Storage of dirt	\$20,000
Site Assistants	\$5,000
Tools : saws, picks, grubbers, rakes, wheel barrows, shovels	\$5,000
Building Materials	\$5,000
Machinery / Plant Hire	\$10,000
Expenses: cellphones & petrol	\$2,000
Course Builder	\$10,000

**Total \$102,000**

##### Race

Sound System (Vector system)	-
Big Screen + TV cable + camera	\$20,000
Security	\$15,000

**Total \$35,000**

##### Volunteers

Uniforms : 100 @ \$50 / 20 @ \$500	\$ 7,500
Lunches : 6 days x av. 150 persons	\$13,500
Appreciation Party	\$ 5,000

**Total \$26,000**

<b>Ceremonies</b>	
Opening/Closing: stage, lights, sound, koha, tech,	\$10,000
Flowers	\$2,000
Flag Poles & country signs	\$1,000
Trophies	\$20,000
Nations Flags: UCI	-
<b>Total</b>	<b>\$33,000</b>
<b>E. MARKETING and COMMUNICATION</b>	
<b>Advertising and Promotions</b>	
Print Advertisements	\$15,000
Radio advertising	\$15,000
Website	\$ 15,000
Photo Documentation	\$2,500
<b>Total</b>	<b>\$47,500</b>
<b>Print Material</b>	
Rider Brochure	\$ 2,000
Letterhead & business cards	\$2,000
Event poster	\$2,500
Event Programme (net)	-
<b>Total</b>	<b>\$6,500</b>

<b>Activities</b>	
Sponsors Hospitality	\$12,500
Gifts for VIPs etc	\$2,000
<b>Total</b>	<b>\$ 14,500</b>
<b>Décor</b>	
Events Banners - Auckland City	\$5,000
Welcome Board, Press Backdrop, Flash	\$ 5,000
<b>Total</b>	<b>\$10,000</b>
<b>Bid &amp; Promotions</b>	
Bid Feasibility - consultant	\$10,000
Bid documents	\$5,000
2010 promotions	\$10,000
<b>Total</b>	<b>\$ 25,000</b>
<b>E. Media</b>	
Media Director	\$15,000
Media staff (4)	\$5,000
Media Centre: internet connections etc	\$2,500
Media Manual	\$2,000
Media catering	\$4,000
Television Production Costs	\$35,000
<b>Total</b>	<b>\$ 63,500</b>
Sub-total	\$1,035,500
Bank Fees	\$100
Contingency (10%)	\$ 103,550
Total Expenditure	\$ 1,139,150
Surplus/(deficit)	\$ 11,739

34/35

Section One  
Executive Summary

Section Two  
Letters of Support

Section Three  
Introduction

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Six  
BMX NZ

Section Seven  
A Champion Event

Section Eight  
Marketing and  
Communication

**Section Nine**  
Event Budget and  
Marketing Offer

Section Ten  
Before and After the Event

Section Eleven  
New Zealand



**“ NEW ZEALAND IS A MAGNET FOR ADVENTURE  
SEEKERS AND NATURE LOVERS ALIKE. ”**

## Before and after the event

New Zealand is a great place to visit. We may be a long way away from the rest of the world but we are always right near the top on the 'most appealing destination' lists.

With our spectacular landscape, fascinating geology, and rugged natural wonders, New Zealand is a magnet for adventure seekers and nature-lovers alike.

Kiwis – as we're called locally – are a friendly bunch. We're proud of our country and love to share it with international visitors. We'll always have time to show you around – so make sure you keep some time to take a look.

There's a lot to see and a lot to do and you'll have come a long way, so why not stop a while longer and experience our unique lifestyle for a few days.

### A day or two...

If you can only spare a day or two, you'll find plenty to enchant you in the Auckland region.

The Hauraki Gulf has many remarkable islands:

- Wander to the summit of Rangitoto, a black lava volcanic island.
- Take a ferry to Waiheke Island and settle in for some wine-tasting.
- Catch the Kat to Kawau Island and explore the historic Mansion House.
- Visit the wildlife sanctuary of Tiritiri Matangi Island.
- Take a wilderness adventure on Great Barrier Island.

North Shore City just across the water or over the bridge from Auckland City boasts:

- Beautiful parks and beaches.
- Great sailing and cruising.
- World-class sport facilities.
- Modern shopping malls.
- A thriving café scene.

Manakau city (south) and Waitakere city (west) have plenty of options for family fun:

- Ride the roller coasters at Rainbows End Adventure Park.
- Explore the arts and crafts of the Clevedon valley.
- Take a wander in Auckland Regional Botanic Gardens.
- Hike a trail in the Waitakere Ranges.
- Visit a wild, west coast beach at Bethals, Piha or Karekare.
- Try a 4WD motorbike adventure in Woodhill forest.

Rodney district, just north of Auckland, has a huge range of leisure and adventure activities:

- Take a dip in the hot pools at Waiwera Thermal Resort.
- Play a round of golf at Gulf Harbour.
- Hop on a horse at Pakiri beach.
- Visit Matakana valley for a smorgasbord of great art, craft, food and wine.

Useful Websites

[www.tourismnorthshore.org.nz](http://www.tourismnorthshore.org.nz)  
[www.manukau.govt.nz](http://www.manukau.govt.nz)  
[www.destination-waitakere.com](http://www.destination-waitakere.com)  
[www.rodneynz.com](http://www.rodneynz.com)

### ...Three or four...

Northland – landing place of New Zealand's first settlers. Explore historic sites at Russell and Waitangi; soak up the beauty of the Bay of Islands.

Rotorua – New Zealand's geothermal city is full of culture, colour and smell: unrivalled Maori cultural performances; bubbling hot mud pools and geysers; sulphuric smell exuding from the volcanic activity.

Central Plateau – Skydiving over Lake Taupo, trout fishing in Turangi or simply visiting mountains Ruaphehu, Ngauruhoe and Tongariro are great ways to unwind from the city bustle.

Wellington – New Zealand's capital city, and its cultural and political hub, is well worth a visit. Te Papa, the modern and eclectic National Museum of New Zealand, is a 'must-see'.

Useful websites:

[www.northlandnz.com](http://www.northlandnz.com)  
[www.rotoruanz.com](http://www.rotoruanz.com)  
[www.wellingtonnz.com](http://www.wellingtonnz.com)

### ...or time to spare.

New Zealand awaits you. Enjoy our beautiful land; it's full of surprises.

Useful website:

[www.newzealand.com](http://www.newzealand.com)



Section One  
Executive Summary

Section Two  
Letters of Support

Section Three  
Introduction

Section Four  
Our Vision

Section Five  
Host city - Auckland

Section Six  
BMX New Zealand

Section Seven  
A Champion Event

Section Eight  
Marketing and  
Communication

Section Nine  
Event Budget and  
Marketing Offer

**Section Ten**  
Before and after the event

Section Eleven  
New Zealand



## New Zealand

### Banking

Major Banks: ANZ, ASB, Bank of New Zealand (BNZ), KiwiBank, National Bank, Westpac. Most banks are open between 9.30am – 4.30pm, Monday to Friday.

### Climate

New Zealand's seasons are the reverse of the Northern Hemisphere. The warmest months are December to February while the coldest are June to August. In July the weather is variable with the likelihood of rain.

### Currency

New Zealand has a decimal currency system with 100 cents in the New Zealand dollar (\$). Coins: 10c, 20c, 50c, \$1, \$2; Notes: \$5, \$10, \$20, \$50, \$100.

### Electricity

New Zealand's AC electricity supply operates at 230/240 volts (50 hertz). Most hotels and motels provide 110 volt 20 watt AC sockets for electric razors. An adaptor is needed for all other electrical equipment.

### GST

All goods and services in New Zealand are subject to a 12.5 percent Goods and Services Tax (GST). Generally prices include GST unless specifically stated otherwise.

### Language

New Zealand has three official languages: English, Maori, and sign language. English is the predominant language.

### Common Maori words

Aotearoa – New Zealand

Kia ora – Hi, hello

Tena koe – Greetings, hello (to one person)

Tēnā koutou – Greetings, hello (to three or more people)

Tena tatou katoa – Greetings to you all

Hāere mai – welcome

Haere ra – goodbye

iwi – tribe

whanau – family

kai – food

wai – water

### Opening hours

Businesses, shops and service centres are generally open from 8.30am to 5.30pm, Monday to Friday. Shopping centres are open seven days a week.

### Travel funds

**Credit Cards** – all major credit cards are accepted.

**ATMs** – New Zealand has a huge network of ATMs and EFTPOS (electronic funds transfer point of sale) facilities are in most shops. Most overseas credit cards and major bank cards can be used in New Zealand ATMs, provided they have a four-digit encoded pin number.

**Travellers Cheques** – are accepted at many hotels and tourist shops.

**Bureau de Change** – kiosks and foreign exchange desks are located in most major centres.

### Visa requirements

A visitor's visa is required for travel to New Zealand except for citizens of visa-waiver countries:

Andorra, Argentina, Austria, Australia, Bahrain, Belgium, Brazil, Brunei, Canada, Chile, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Kuwait, Latvia, Liechtenstein, Lithuania, Luxembourg, Malaysia, Malta, Mexico, Monaco, Netherlands, Norway, Oman, Poland, Portugal, Qatar, San Marino, Saudi Arabia, Singapore, Slovak Republic, South Africa, Spain, Sweden, Switzerland, United Arab Emirates, United States, United Kingdom, Uruguay.

### Water

New Zealand towns and cities have excellent water supplies and tap water is fresh and safe to drink.



# **2011 UCI BMX WORLD CHAMPIONSHIPS**

**AUCKLAND, NEW ZEALAND**