



Rugby World Cup 2011—Auckland plays host

**THE WORLD'S HERE TO PLAY**  
**AUCKLAND**

The title is set against a background of a red-to-orange gradient. It features several decorative elements: a large blue and yellow circular swoosh on the left, and several purple and blue curved lines that sweep across the text. The word 'PLAY' is significantly larger than the other words. The letter 'A' in 'AUCKLAND' is filled with a detailed collage of various sports and city scenes, including a soccer player, a basketball player, a person on a horse, and a cityscape. The word 'AUCKLAND' is positioned directly below 'PLAY'.

“RWC 2011 was a triumph, not only for the All Blacks but for Auckland and New Zealand.” — Len Brown, Mayor of Auckland





"New Zealand 2011 has positioned the country as a major event host, a superb tourism destination and a great country. It has also taken our sport to new audiences and has set the bar for future hosts." — Bernard Lapasset, International Rugby Board Chairman



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# Message from the Mayor

Rugby World Cup 2011 was a pivotal moment in time for Auckland. The biggest sporting event we've ever hosted saw a newly united Auckland on show to the world as a major events city.

As the first Mayor of the supercity I was immensely proud of Auckland during the six weeks of RWC 2011. The world came here to play. We welcomed them and we wowed them.

From the team welcomes at the airport to the victory parade to celebrate the ABs' triumph, Aucklanders came out in their thousands to join together and celebrate.

It was one great party but more importantly than that, this event delivered for Auckland and showed why major events are important for this city's future.

Not only did Aucklanders get into it but we showed our visitors a great time. They spent their money here, they made business connections here and they went away ready to recommend Auckland as a place to visit. That's hugely valuable.

The benefits are there for all to see, from the renewed sense of pride in the city to the economic impacts, worldwide broadcast exposure, improved

transport infrastructure, new developments on the waterfront, and even a significant number of Aucklanders (40% of those surveyed) who say they are more likely to participate in sport or be more active as a result of RWC 2011.

My vision is for Auckland to be the world's most liveable city. Many of the legacies from RWC 2011 will contribute to that. Future major events are an important part of that vision.

The Tournament has already had a positive impact on Auckland's ability to attract events with the World Masters Game 2017, the world's largest multi sport event, secured on the back of this city's RWC 2011 performance. And there will be more to come.

RWC 2011 has firmly established Auckland as a major events destination. It is an event we should all be proud of.



**Len Brown**  
Mayor of Auckland

Left: Crowds mesmerised by Opening Night on the waterfront. Front cover: All Black fans celebrating outside Auckland's iconic Ferry Building. Gatefold spread (L-R): Welsh fans; Pre-match entertainment outside Eden Park; Tongan fans welcome their team; Irish fans on the Fan Trail; Volunteers march in the victory parade; Passionate Maori welcome for the All Blacks

**"RWC 2011 has firmly established Auckland as a major events destination. It is an event we should all be proud of." — Len Brown, Mayor of Auckland**



# Foreword

Rugby World Cup is the third largest sporting event in the world. The 2011 Tournament was the biggest sporting event in New Zealand's history and Auckland was the hub of the Tournament.

The city hosted the Opening and Closing Ceremonies as well as 15 matches including the opening match, two quarter finals, both semi-finals, the Bronze Final and the RWC 2011 Final. In total, 15 of the Tournament's 20 teams trained and played matches in Auckland.

This was an event on a scale not previously seen here – both the challenges and opportunities were unprecedented. Auckland's approach was an ambitious one which was about not only the success of the event itself but the legacy it could leave behind for Aucklanders.

Whether you look at the results from visiting media, Aucklanders themselves or domestic and international visitors, RWC 2011 in Auckland is rated as an outstanding success. It was a success built on the efforts of thousands of people and a huge city-wide programme of activity.

Auckland Tourism, Events and Economic Development (ATEED) was charged with co-ordinating the city-wide RWC 2011 programme and leading or delivering more than half of the Auckland Council Group's 140 RWC 2011 projects. But RWC 2011 in Auckland would not have been possible without the support of the region's provincial rugby unions, match and training venues, Auckland Council, Auckland Transport, Waterfront Auckland, Regional Facilities Auckland,

Ports of Auckland Limited and the many other Auckland organisations that played their part.

In addition to the success of the event itself and the surrounding festival activity, RWC 2011 yielded a strong return on investment for Auckland's economy. Market Economics reported that RWC 2011 resulted in an estimated \$512 million net additional expenditure for Auckland between 2006 and 2012. In employment terms, RWC 2011 generated just under 14,000 jobs in Auckland over the same period.

While the benefits of major events are much wider than dollars, these impacts alone are a salient reminder of why major events have the potential to play a critical role in transforming a city's economy.

This document highlights the results of RWC 2011 for Auckland – the numbers, how Auckland's performance rated and the stories of some of the Tournament's outstanding successes like The Fan Trail, Queens Wharf and the Major Events Operations Centre.

On behalf of the ATEED Board, congratulations to all who played a part in the success of RWC 2011 in Auckland.



**David McConnell**  
Chairman, Auckland Tourism, Events and Economic Development

Left: Opening Night fireworks display Right: All Blacks fans await their heroes



**"This was an event on a scale not previously seen here – both the challenges and opportunities were unprecedented." — David McConnell, ATEED Board Chairman**





Left: English fans Right: Opening Night crowds line the Viaduct Basin

# Auckland's game plan

Auckland's game plan started with a high level vision for the event, underpinned by ambitious objectives and specific legacy goals to which all aspects of the city's RWC 2011 programme were designed to deliver.

## Vision

Rugby World Cup 2011 is a landmark global event that showcases Auckland's unique identity and innovative spirit. It delivers enduring benefits for all Aucklanders and confirms the emergence of the region as a desirable international events destination.

## Objectives

- Stage a benchmark event: 'Rugby World Cup 2011 is considered the 'best ever' Rugby World Cup by the IRB, participants, media and spectators, Aucklanders and New Zealanders.'
- Maximise the economic return: 'Rugby World Cup 2011 takes every opportunity to deliver meaningful economic benefit for all Aucklanders.'

- Deliver the experience: 'The Auckland region is perceived as an efficient, vibrant, sophisticated and engaging region by domestic and international visitors and locals.'
- Leave the positive legacy: 'Rugby World Cup 2011 delivers long-term enduring physical and social benefits to the Auckland region and its people.' (See Auckland's Tight 5 legacy goals on page 8)
- Develop regional cohesion: 'The planning framework and relationships developed for Rugby World Cup 2011 provide the platform for ongoing regional cohesion, significantly progressing the Auckland region's ability to deliver and support mega events.'

A successful event

— Almost 750,000 fans attended 15 RWC 2011 matches in Auckland

Was this the best Rugby World cup ever? "Probably." "Exceptional event." "Outstanding success." — Bernard Lapasset, International Rugby Board Chairman



# Participation and impressions

Atop the list of stand-out features of RWC 2011 in Auckland were the levels of participation in the event and the incredibly positive impressions that it created.

## Participation

Almost 750,000 fans attended the 15 RWC 2011 matches in Auckland — 633,453 at Eden Park and 110,884 at North Harbour Stadium.

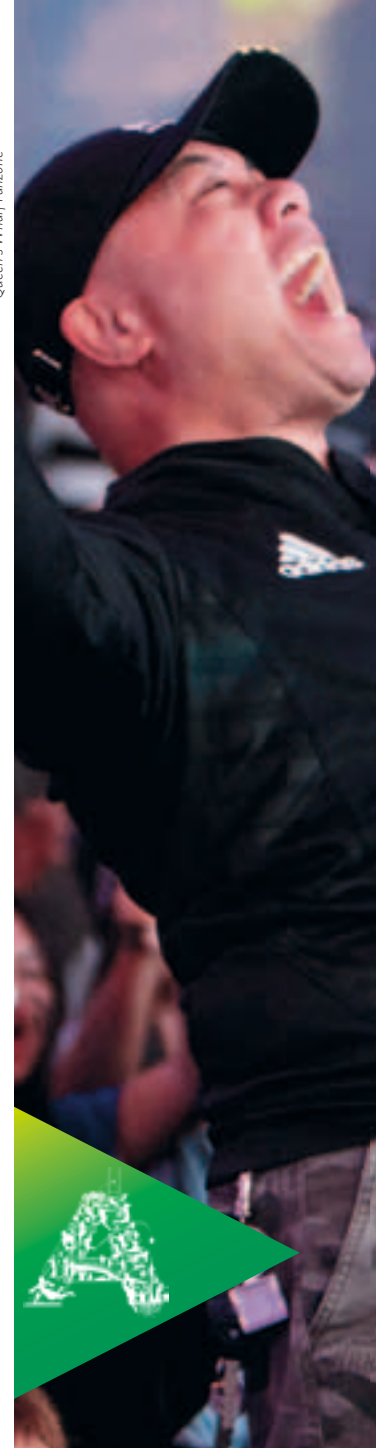
Queens Wharf attracted more than a million people during the Tournament, and additional **Regional Fanzones** pulled in crowds totalling 97,000. All up, more than 120,000 people walked the **Fan Trail** that linked Auckland's waterfront to Eden Park for matches.

Opening Night on Auckland's waterfront brought together up to 150,000 residents and visitors. Many more gathered across the CBD and other venues throughout Auckland to enjoy the largest fireworks display ever seen in New Zealand. An estimated 1.7 million people nation-wide watched the event on television and viewers world-wide were estimated at 75 - 100 million.

Surveys indicate that Auckland residents took a strong interest in the Tournament. Nearly every resident (95.7%) watched at least one match on television, and a majority of Auckland residents (54.9%) actively participated in RWC 2011. One in 15 Auckland residents surveyed reported that a member of their household had volunteered to help at RWC 2011 events.

Other significant areas of community participation outlined in this publication include the Adopt-a-Second-Team programme, Schools Programme, airport arrivals, **official team welcomes (10,900)** and public training sessions.

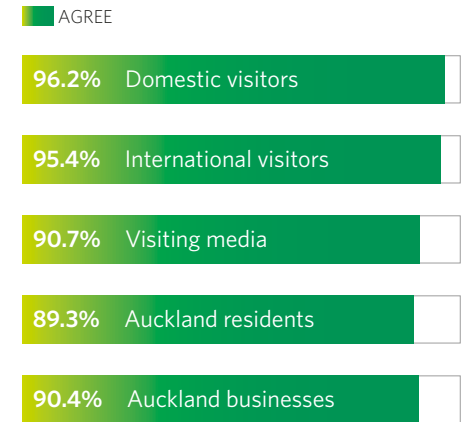
Queen's Wharf Fanzone



## Impressions

Surveys indicate that RWC 2011 in Auckland is regarded as a very successful event:

### RWC 2011 in Auckland has been a successful event

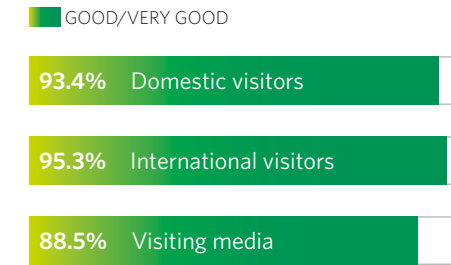


These surveys also indicate a substantial majority of visitors gained an extremely positive impact of Auckland during their stay:

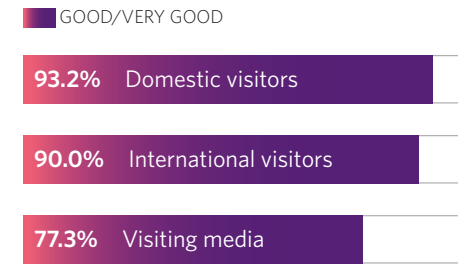
### Auckland is a great place for an event of this kind



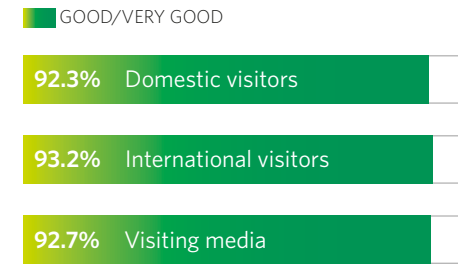
### Quality of service provided overall by Auckland



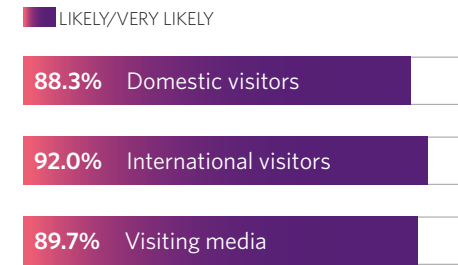
### Auckland has attractions and things to see and do



### Friendliness of the local people



### Likely to recommend Auckland to others as a place to visit



An estimated 1.7 million people nation-wide watched the event on television



# Auckland's Tight Five legacy goals

The story of Auckland's legacy starts with how successfully the city delivered to its Tight Five legacy goals.

## 1 MAKING THE MOST OF AUCKLAND'S WATERFRONT

RWC 2011 acted as the catalyst for a number of waterfront projects including Queens Wharf, Wynyard Crossing, the Viaduct Events Centre, Karanga Plaza, North Wharf, Jellicoe St and Silo Park. All these amenities were completed in time for the Tournament and have continued to be very well used by the community since RWC 2011. Surveys reveal **78.8% of Auckland residents and 76.6% of the city's businesses agree or strongly agree that improvements to the CBD and waterfront will have long-term benefits for Auckland.**

## 2 TELLING THE WORLD AUCKLAND'S STORY

Monitoring of international media showed coverage of Auckland was 99% neutral or positive. **92% of international visitors and 88.3% of domestic visitors would recommend Auckland as a destination.** More than 90% of visitors felt the quality of service, friendliness of local people and Auckland's attractions were good or very good.

## 3 TAKING PRIDE IN OUR PLACE

Just under 90% of residents surveyed indicated they were proud of the way Auckland hosted visitors. **85.6% feel a sense of pride in the way the Auckland**

**region looked and felt** during the Tournament while 87.8% feel that RWC 2011 generated a greater sense of community spirit in Auckland. Almost 90% of residents and businesses surveyed agree that RWC 2011 matches in Auckland were well organised. 54.9% of Aucklanders attended matches or RWC 2011 public events with **67.8% of residents feeling a sense of involvement** in the Tournament.

## 4 MAKING PUBLIC TRANSPORT A HABIT FOR AUCKLANDERS

Trains, buses or ferries were a very popular means of transport to matches with 72.5% of Eden Park crowds using them, along with 56.7% of fans attending matches at North Harbour Stadium. Following the Tournament **36.5% of Aucklanders said they felt more likely to consider using public transport** to get around as a result of RWC 2011. Since the Tournament, public transport passenger numbers have continued to grow month-on-month.

## 5 POSITIONING AUCKLAND AS A MAJOR EVENTS DESTINATION

New or upgraded infrastructure including match venues, training venues and the Major Events Operations Centre will contribute to Auckland attracting and successfully hosting future major events. A strong majority of **Aucklanders (residents 83%, businesses 70.6%) agreed that Auckland should bid to host future large events.**

Left: Crowds at Queens Wharf, Wynyard Crossing - one of many RWC 2011 legacies for Auckland. Photography by Leon Rose



92% of international visitors would recommend Auckland as a destination





Traditional Maori welcome for the Australian team

# Welcome to Auckland

Whether it was 4am or 4pm, Samoa or Namibia, the crowds came to welcome their teams. It was an early sign that Aucklanders, in their thousands, were ready to embrace RWC 2011.

Eight teams - Fiji, England, Japan, France, Samoa, Namibia, Tonga and Australia - were welcomed at Auckland International Airport. The Tongan fans led the way with an estimated 4500 turning out to ensure their team was greeted by a sea of fervent fans adorned in the country's red and white colours.

Aotea Square, in the heart of the city, along with two local marae, hosted official team welcomes. While the All Blacks predictably drew a large crowd of hope-filled well-wishers, Japan, Australia, France and Tonga were also impressed with their rousing welcomes from the Mayor, local iwi and thousands of fans.

The team welcomes provided Aucklanders and visitors with their first tangible opportunity to engage with the teams and Tournament. The public's enthusiastic response told us they were going to get involved in RWC 2011 at every opportunity and set the tone for the six weeks ahead.

## Warm reception

— 5500 attended All Blacks team welcome

Total attending team airport arrivals — **8100** Total attending official team welcomes — **10,900** Number attending All Blacks team welcome — **5500**



# First impressions

First impressions count and Opening Night on Auckland's waterfront saw the largest and most spectacular fireworks and light show ever staged in this country broadcast to an estimated 75-100million television viewers around the world.

## All eyes on us

— 75-100 million worldwide tuned in for Opening Night "All Lit Up" fireworks and light show

Metro Magazine described it as "the most inventive fireworks display this city has ever seen, including giant nikau palms and clouds of kiwis. A brilliant musical fanfare by Don McGlashan, with him conducting the APO, bagpipers, Polynesian drummers and others spread around the city." It ensured the world had the most spectacular introduction possible to Auckland as a host city for RWC 2011.

Those in attendance also had ringside seats for a spine-tingling cultural display with the arrival of a fleet of 20 waka, procession of 600 kaihoe (paddlers) who performed a mass haka on Queens Wharf. Add to that performances from New Zealand rock music royalty including the Finn Brothers and Dave Dobbyn and the result was an unprecedented spectacle for Auckland and New Zealand.

Attendance numbers on Auckland's waterfront - estimated at 120,000 to 150,000 - exceeded early, pre-event expectations. Organisers knew this night was going to a big one and expanded the waterfront event precinct to almost double the original size. Public transport and other resources were stretched with some services impacted but, importantly, police reported the crowd was exemplary with no resulting increase in crime or disorder.

Opening Night was further evidence, if any was needed, that RWC 2011 had captured the imagination of Aucklanders. The scene was set for the six-week festival in Auckland and around the country.

Left: Opening Night fireworks Centre: Neil Finn Right: A kaihoe (paddler) in his waka



Estimated numbers attending — 120,000 to 150,000 on the waterfront Kaihoe in Opening Night mass haka — 600





Left: The Cloud Right: Match day crowds at the Queens Wharf Fanzone

# Queens Wharf

With its prime central city, waterfront location and six-week daily entertainment programme, Queens Wharf became the hub of Auckland's RWC 2011 activity and the place to go for locals and visitors alike.

More than 1 million visitors graced the wharf during the Tournament. The vast majority of visits came on Fanzone days when games were screened live, with the day of the RWC 2011 Final **attracting a record 72,000 visitors in total.**

Such was the desire of fans to watch matches on the waterfront and in the CBD that for the RWC 2011 Final on October 23 additional Fanzones were activated at Captain Cook Wharf, Marsden Wharf, Wynyard Quarter and Aotea Square. All of them were full to capacity for the match.

ATEED and Central Government joined forces at Queens Wharf to combine three major initiatives in one location: the country's biggest official RWC 2011 Fanzone, the REAL New Zealand Festival and the REAL New Zealand Showcase.

The official Fanzone ran every day with five giant screens and more than 40 LCD screens within Shed 10, the 'heart' of the Fanzone.

As well as the screening of all 48 Tournament matches live, the Queens Wharf experience included a showcase of the best of New Zealand's culture, fashion, food, wine, music and key business sectors, whilst also providing a mechanism for media and business to business activity. **More than 100 bands, DJs and artists performed** over the course of the six weeks making this one of the biggest showcases of New Zealand music ever staged in New Zealand. The Giant Rugby Ball alone attracted 95,709 visitors, triple the number that visited this attraction in other major cities in the world.



## Event hub

— 1,066,031 visitors to Queens Wharf

Queens Wharf visitors during RWC 2011 — **1,066,031** Visitors to the Giant Rugby Ball — **97,500** Performance artists on the wharf during RWC 2011 — **100+**



# Regional Fanzones

While Queens Wharf became the gathering place for RWC 2011 fans, Fanzones in Mangere, Albany and Henderson ensured the wider Auckland community could be part of RWC 2011.

The Northern Lights, Southern Seas and Outrageously West Fanzones came into play for the knock out phase of the Tournament and attracted a total of **97,000 people over the quarter-final, semi final and Final weekends.**

As well as screening the Tournament's crunch matches live on big screens, these Fanzones laid on a diverse line-up of high quality entertainment acts including performances by *I Am Giant, Katchafire, The Black Seeds, Dave Dobbyn, Anika Moa, The Earlybirds, The Adults, Dawn Raid and Stan Walker.*

The Fanzones were true to their themes. At The Northern Lights Fanzone the programme included an eclectic mix of performances from alternative

rock bands to Pacific cultural performances. The Southern Seas Fanzone had a distinctively Polynesian and Māori flavour with plenty of family and kids' activities, plus an arts and crafts fair. The indoor Outrageously West Fanzone featured a mixed line-up of entertainers from comedians to pop music stars with separate licensed and family areas.

Crowd behaviour was extremely good, a reflection of how well received the Fanzones were by those who visited them.

## Broadening the experience

— 97,000 attracted to Regional Fanzones

Left: Entertainment at the Outrageously West Fanzone Right: Fanzone crowd



Regional Fanzones — 3 Total people at regional Fanzones for knock out matches — 97,000





Left: Sir Richard Branson and friends on the Fan Trail. Right: Irish Fans join the Fan Trail.

## The Fan Trail

Born as a small part of the transport plan for getting fans to and from Eden Park, the Fan Trail became one of Auckland's "must do" activities during RWC 2011.

The sceptics said nobody would fancy the 4.5 kilometre walk from Downtown Auckland to Eden Park. But the goal of 3000 people walking to each of Eden Park's 11 matches to relieve pressure on roads and public transport was exceeded almost fourfold with an average of just under 11,000 people per match taking the Fan Trail.

Its success was epitomised by the fact that thousands of people who didn't have match tickets joined the walk to be part of the unique atmosphere and experience. This was never more evident than on the night of the RWC 2011 Final when almost 42,000 were recorded walking all or part of the route.

Even celebrities got in on the act, including Sir Richard Branson who walked the Fan Trail to the Final and stated in his blog that 'every major event city should have a Fan Trail'.

The route passed through a number of Auckland's iconic locations: Queen Elizabeth Square — Queen Street — Aotea Square — Myers Park — St Kevin's Arcade — Karangahape Road — Great North Road — Bond Street — Sandringham Road — Wairepo Swamp Walk. Visitors and residents relished the entertainment (roving and staged performances) and food and beverage stops along the way.



### Walking the walk

— 120,000 people strolled along the Fan Trail

Total people walking The Fan Trail — 120,000    Target number for 11 matches — 33,000    Number walking the Fan Trail on the night of the Final — 42,000



# Training with the stars

Aucklanders and visiting fans were determined not to miss any opportunity to interact with their favourite teams and many of the Auckland-based teams obliged by holding public training sessions.

France (on four occasions), Australia, Tonga, Samoa, Fiji, Japan and Namibia all welcomed fans and media to training sessions. A total of 100 local school children and youth rugby players got to train with the teams - a once-in-a-lifetime opportunity that added a real community flavour to the events.

The sea of red and white which greeted Tonga at Auckland International Airport was present again for the team's public training session at Western Springs Stadium, with 6000 exuberant fans, including a member of the Tongan Royal family, on hand to cheer on their heroes.

Auckland-based teams trained at seven venues, all of which underwent upgrades of some description to ensure they met IRB specifications and provided teams with the highest possible standard of facilities. These upgraded venues are part of RWC 2011 legacy, and continue to be enjoyed by the local community.

## Public training sessions

— 13,600 spectators attended

Left: Fiji put in the hard yards  
Right: Samoan fans meet their heroes



Total public training sessions — 10 Record crowds (Tonga at Western Springs Stadium) — 6000





Left: Fans head to the semi-final from Britomart Station Right: Kingsland Station

# Traffic and transport

Almost 750,000 people travelled to and from RWC 2011 matches at Eden Park and North Harbour Stadium, testing the city's traffic and transport planning like never before.

By all reasonable measures, Auckland passed with flying colours. On the back of infrastructure upgrades and a strong marketing and communications campaign, pre-Tournament targets of match ticket holders taking to public transport or modes other than private vehicles were met — 60% for pool matches at Eden Park and 75% for the knock out phase.

Despite a hiccup due to unprecedented demand on the Tournament's opening night, public transport patronage remained strong throughout the remainder of the six weeks and target times for getting fans to and away from match venues were consistently met.

The role of public transport and the runaway success of the Fan Trail meant that traffic issues were minimal during the Tournament.

RWC 2011 has raised the benchmark for public transport in Auckland and the use of public transport to major events in the city has now become the rule for many fans rather than the exception. Since RWC 2011, public transport passenger numbers have continued to grow month-on-month showing that the Tournament has contributed to the positive behaviour change.

## Public transport system

— utilised by 72.8% of Eden Park fans

Number of fans travelling to and from RWC 2011 matches — **744,337** Aucklanders who are more likely to use public transport as a result of RWC 2011 — **36.5%**



# Mission control

RWC 2011 sparked the establishment of Auckland's Major Events Operation Centre (MEOC), the nerve centre of Auckland's Tournament operations and a true legacy for future major events in the city.

MEOC operated as a centralised command centre for all the key players on match days, including Central Government, Tournament organisers, NZ Police, transport, event management, emergency services, utilities and cleaning services. It proved an invaluable hub for Auckland's match day operations, response and issues management, acting as the focal point for delivering the city's RWC 2011 Command Control and Communications Plan.

Media communications on match days were also driven out of MEOC which enabled co-ordinated messages to reach the public and media instantly and effectively.

Operations and logistics may not be the most glamorous aspect of RWC 2011 but the fact that all those involved were unanimous in their declaration that MEOC was key to Auckland's RWC 2011 delivery and is a "must have"

for future Auckland major events, makes it one of the Tournament's great successes.

MEOC was designed as a scalable facility which can and will be configured and used for future major events.

## MEOC

— the nerve centre of Auckland's Tournament operations

Crowds under the watchful eyes of MEOC



The Major Events Operation Centre – a true legacy for future major events in the city





Left: Crowds flock to Queen Street Right: Award winning Building Wrap

## The World's Here to Play

“The World’s Here to Play” was the banner under which visitors and locals were introduced to and informed about Auckland as an RWC 2011 host city.

The World’s Here to Play campaign was built on four key platforms — dressing the city, marketing events and activities, keeping residents and visitors informed and transport messaging.

Dressed from head to toe in its World’s Here to Play livery, the city looked a colourful, festive picture unmatched elsewhere in the country and underlining Auckland’s role as the hub of RWC 2011. The RWC 2011 street banner programme was the largest ever seen in Auckland with more than 4400 banners from Franklin in the south to Rodney in the north.

The campaign’s boldest statement was a 34-storey high Building Wrap on the Tower Building in Queen

St. It was recognised internationally, winning Best Building Wrap at the Contravision conference in New Orleans.

The dedicated Auckland RWC 2011 website, auckland2011.com, was a successful model for a major events website. It was an integral part of The World’s Here to Play campaign and attracted more than a million visitors during the campaign.



**Auckland's  
official RWC  
website**

— over 1 million  
visitors

Street banners throughout Auckland — **4400** “RWC 2011 Guide for Aucklanders” distributed — **500,000** Auckland Transport Guides distributed — **350,000**



## Hosting our visitors

International visitor numbers for RWC 2011 outstripped all predictions with 133,000 descending on the country during the Tournament. Most spent time in Auckland and most left with an overwhelmingly positive impression of the city.

The majority of international visitors came from Australia, the United Kingdom, France and South Africa and the **average stay in New Zealand was 23 days.**

The challenge to be great hosts was laid down by Tournament organisers in the years and months leading up to the Tournament. Auckland responded, not only with a wealth of initiatives to ensure the city was presented in its best possible light but also to ensure visitors had access to the information and services they needed and were shown a great time.

Visitors arrived in Auckland for the Tournament on the back of an international marketing campaign and were greeted by a tourism industry that was ready to wow them. Once here visitors were kept informed and engaged through the multi-faceted The World's Here to Play campaign as well as i-SITES (visitor centres) and hundreds of volunteers on the city streets.

The measure of Auckland's success as hosts came in visitor surveys which showed 88.3% of domestic visitors, 92% of international visitors and 87.7% of visiting media surveyed were likely or very likely to recommend Auckland to others as a place to visit.

Auckland's service rated good/very good by **95.3% of international visitors**

*Smooth sailing for England's Lewis Moody and the team*







## Schools Programme

— 145,000 students participated

## Community engagement

There is no better way to add value to a major event for organisers, sponsors and for the residents of host cities than to provide opportunities for widespread community involvement.

As New Zealand's largest city, Auckland took the lead on this, building a programme which saw Aucklanders who may not have otherwise felt a part of RWC 2011, participating in the event. The three main elements of this programme were volunteers, schools and Adopt-a-Second-Team and it is testament to Auckland's work in this area that many aspects of its community engagement programme were rolled out nationally.

### Schools Programme

If you want to engage school-aged children in a major event, why not make it part of their school curriculum? That was the principle behind Auckland's Schools Programme which formed the basis of a nationwide RWC 2011 initiative.

Auckland's educational programme provided schools with:

- classroom resources including online tools and worksheets for teachers of English, mathematics,

Te Reo Māori, health and physical education and an Adopt-a-Second-Team Activity Pack for every student

- sport development resources — including free Rippa Rugby kits, rugby balls and delivery of a fundamental movement skills programme
- festival opportunities — free Adopt-a-Second-Team school dressing materials and prize packs
- training and support — delivery of school programme workshops and Rippa Rugby training and support for teachers.

All this was offered free of charge to schools and they snapped it up with more than **95% of Auckland's primary and intermediate schools (145,000 students) participating in the programme.** The database of participating schools is available for future events.

725 students from randomly selected schools in the Auckland Schools Programme were hosted at pool matches providing them with a once in a lifetime opportunity to attend a RWC 2011 match.

### Adopt-a-Second-Team

It was a given that the All Blacks, as the home team, would be Aucklanders' team of choice for RWC 2011. But an Adopt-a-Second-Team programme gave local communities the chance to align themselves with one of the visiting teams and Auckland the opportunity to capture the international spirit of the event.

Each of 34 local communities around Auckland was assigned one of the 19 visiting teams. Business Improvement Districts / Mainstreets, along with local rugby clubs and schools, dressed their communities

Percentage of primary and intermediate schools participating in Schools Programme — **95%**

Students participating in Schools Programme — **145,000**



with free materials provided as part of the programme and ran activities, festivals and parades to show their support for their adopted country, New Zealand and the Tournament. Free dressing materials included: flags, posters, bunting, window dressings, balloons, rugby jersey cut outs.

The programme was a hit with local business districts, media and the public and added significantly to the festival atmosphere throughout the city. It paved the way for the development of a national Adopt-a-Second-Team programme.

### Volunteers

Volunteers are critical to the success of any major event and when the call went out for RWC 2011 volunteers Aucklanders responded in their thousands.

**More than 2500 Aucklanders volunteered and donated over 150,000 hours of their time.** Volunteers filled roles such as drivers, catering, spectator services, VIP and media services. More than 800 of these were host volunteers which included roles in Fanzones, transport hubs and public open spaces. The RWC 2011 volunteer programme was overseen nationally by Tournament organisers but driven in Auckland by ATEED.

For their troubles volunteers received free match tickets, free public transport, pre-Tournament and post-Tournament functions in Shed 10, a team building programme, visits and recognition from a number of dignitaries and public figures including: Mayor Len Brown, Scotland and France teams, Martin Snedden (RNZ 2011 CE), IRB dignitaries, All Black luminaries Michael Jones, Allan Whetton, and Sir John Walker. As well as a Facebook site developed specifically for

RWC 2011 volunteers. The Facebook page continues to be very popular as a place for volunteers to share stories, photos and memories and provides a forum for promoting future volunteering opportunities.

**The RWC 2011 volunteer database of 2500 can be used to recruit volunteers for future major events in Auckland — a valuable resource given that 98% of host volunteers were satisfied with their RWC 2011 volunteering experience and 96% indicated that they are likely to volunteer at another major event in Auckland in the future.**

Left: Volunteers give out flags and ponchos Right: Volunteers at the Victory Parade



## Volunteer participation

— 150,000 hours contributed

Adopt-a-Second-Team posters—28,650 Total Auckland RWC 2011 volunteers — 2500 Auckland volunteers likely to volunteer at another major event — 96%





Cruise ships dock in Auckland for RWC 2011

## Match Ready for Business

— 12,578 visits to our online programme



Additional direct spend in Auckland during RWC 2011 — **\$512m** Estimated value of deals in the pipeline from RWC 2011 business initiatives — **\$150m**

# Reaping the rewards

## An economic injection

Major events are key drivers of the economy and that has proven to be true for RWC 2011 in Auckland.

Market Economics reported that RWC 2011 resulted in an estimated \$512 million net additional expenditure for Auckland between 2006 and 2012. When flow on expenditure is added, Auckland's economy grew by \$728 million over that period.

In employment terms RWC 2011 generated just under 14,000 jobs in Auckland from 2006 - 2012.

A common myth around major events is that the economic benefits mostly accrue to the accommodation and hospitality industry but RWC 2011 post-event analysis reveals that they can be much more widespread.

Top 10 Sectors that experienced the greatest shares of economic growth over the period 2006 to 2012 due to RWC 2011:

1. **Property and business services** — \$202 million
2. **Construction** — \$109 million
3. **Manufacturing** — \$87 million
4. **Accommodation, cafés, restaurants** — \$71 million
5. **Transport and storage** — \$69 million
6. **Retail trade** — \$69 million

7. **Wholesale trade** — \$66 million
8. **Finance and insurance** — \$57 million
9. **Cultural and recreational services** — \$53 million
10. **Communications services** — \$28 million

## Doing the business

While much of the economic benefit from major events is derived from the events themselves, they provide broader opportunities for businesses. Auckland enshrined business and economic development as a key part of its RWC 2011 programme from the start.

A business opportunities programme provided supply chain opportunities to all businesses and advice to businesses that could benefit from the influx of visitors, aiming to help them maximise the additional direct spend in the city during the Tournament. More than 1200 Auckland visitor-facing businesses signed up to the Match Ready for Business programme and the website received almost 13,000 visits.

An investment and business connections programme established international business connections and showcased investment opportunities in Auckland's key sectors - marine, food and beverage, ICT, bioscience and screen and creative industries. Just over 10,000 businesses registered for the NZ 2011 Business Club. A total of 51 Business Club Auckland formal events and 285 casual events were held during RWC 2011. Of those responding to the Business Club survey, 42% reported having significant leads to follow. The estimated value of deals in the pipeline as a result of this programme is \$150 million.



# Being sustainable and accessible

## Sustainability

Auckland's Environmental Sustainability programme aimed to reduce the environmental impacts of RWC 2011 by targeting four key areas — procurement, recycling, transport and energy.

All suppliers tendering for businesses as part of Auckland's \$100 million RWC 2011 programme were subject to a sustainability checklist.

Recycling bins were made available in all major RWC 2011 match and public celebration venues and all waste contractors were contractually obliged to maximise recycling. A number of permanent recycling bins were installed around Auckland. The city **recycled an estimated 234,000kg of RWC 2011-related waste**, approximately 42% of all the recycling at RWC 2011 venues nationwide, an obvious pointer to what can be achieved at future major events in Auckland.

As a result of energy audits, **Auckland stadiums saved 730,159 kWh of energy** which equates to 5%, 13% and 9% reductions in energy use at North Harbour Stadium, Mt Smart (a RWC 2011 training venue) and Eden Park respectively.

The success of the Fan Trail and the strong uptake of public transport by fans getting to and from matches lowered the overall potential carbon footprint of the Tournament.

Since RWC 2011, public transport passenger numbers have continued to grow month-on-month showing that the Tournament has contributed to the positive behaviour change and resultant environmental outcomes.

## Accessibility

RWC 2011 was an event for all comers and Auckland was committed to doing all it could to help ensure that visitors and residents with disabilities or other mobility restrictions had full and equal access to all Tournament related activities.

Highlights of the programme included: an Accessible CBD Map outlining accessible parking, ATM's and phones as well as other accessible amenities; and the development of accessible information in print and multimedia, including a dedicated accessibility website.

Mobility parking and shuttles in the Eden Park precinct were an important service, while accessibility audits of Queens Wharf, Eden Park, North Harbour Stadium and Auckland International Airport resulted in a raft of recommendations which were implemented to improve accessibility.

Crowds at the Northern Lights Fanzone



## Sustainability

— an estimated 234,000kg of waste recycled

Waste recycled from Auckland RWC 2011 venues — 234,000kg Energy saved at RWC 2011 stadiums — 730,159 kWh





Left: Silo Park in Wynyard Quarter (Jeff Brass - Think Photography) Back cover: Richie McCaw and Brad Thorn show-off the spoils of victory

## New waterfront precinct

— Wynyard Quarter (Karanga Plaza, Jellicoe St, North Wharf and Silo Park)

# Bricks and mortar

Leaving a positive legacy was a core objective of Auckland's RWC 2011 approach and there is no more tangible legacy than bricks and mortar. These are the things that were built or upgraded in time for the Tournament and will continue to provide improved amenities for Auckland residents and visitors for many years to come.

Auckland's RWC 2011 capital projects fall into two categories:

**Core projects** - those projects essential for the delivery of the Tournament in Auckland

**Catalyst projects** - those which were brought forward to cater for the Tournament

### Core project highlights

- **Eden Park** (Note: The Eden Park redevelopment was primarily funded by Central Government.)

- **Eden Park precinct** - Upgrades to Kingsland Station, Morningside Station, Sandringham and Walters Rds, development of Wairepo Swamp Walk
- **Training venue upgrades** - Western Springs, Lloyd Elsmore Park, Onewa Domain, Silverdale Rugby Football Club
- **The Strand Station platform**
- **North Harbour Stadium Broadcast Tower**
- **Westhaven campervan site and toilet block**
- **Karangahape Rd overbridge**

### Catalyst projects highlights

- **Queens Wharf** - structural upgrade to the wharf, redevelopment of Shed 10 and construction of The Cloud
- **Wynyard Quarter - Karanga Plaza (the landing point for Wynyard Crossing in Wynyard Quarter), Jellicoe St, North Wharf and Silo Park**
- **Viaduct Events Centre**
- **Wynyard Crossing**, linking the Te Waiheke with the Wynyard Quarter
- **Central Business District streetscape upgrades** (Elliot St, Lorne St, Fort St)

Percentage of residents who agree that improvements made to the CBD and waterfront area will reap long-term benefits for Auckland — 78.8%





More than 100,000 people celebrated with the All Blacks in Queen St