

LEGACY GOAL ONE - Grow the reputation of the New Zealand marine sector

Actions

1. Engage with key influencers and business figures connected to, and especially attending, the Volvo Ocean Race.
2. Promote and showcase the Auckland and wider New Zealand marine sector to international audiences.
3. Use VORAS as a blueprint for future events, enhancing Auckland's status as a major events destination.
4. Leverage VORAS to build education capability and uptake in the New Zealand marine sector.

Outcomes

1. The Business & Sector Development team within ATEED worked to contact international visitors, providing superyacht owners with welcome packs, and using the Latitude Lounge to host business people showcasing the industry and what opportunities Major Events offer businesses in Auckland. Wide ranging business discussions with one visiting international company are continuing.
2. Promotion and showcasing included:
 - 2.1. The DHL Marine Export Showcase allowed exhibitors to connect with teams, owners, sponsors and the public.
 - 2.2. Marine stories were pitched to visiting international media with some success; for example the Irish Times did a story on Auckland's marine industry following a series of interviews with key industry contacts set up by ATEED.
3. Using VORAS as a blueprint for future events included:
 - 3.1. The learnings from VORAS are being used to determine the approach and viability of any future VOR bids.
 - 3.2. Other event organisers who use the space in and around the Viaduct Events Centre were given an opportunity to tour the village, including behind-the-scenes operational planning, to take best practice into their own events.
 - 3.3. Some of the preparatory work, such as the dredging undertaken in November 2011 for VORAS, has a legacy benefit for future on-water events in the area.
4. Broad education outcomes around marine related activities were achieved:
 - 4.1. The High Performance Yacht Design conference had good attendance from tertiary education facilities.
 - 4.2. A new marine related masters course at the University of Auckland, Master of Engineering Studies in Yacht Engineering, was launched to coincide with the VORAS.
 - 4.3. At an entry level, a "try sailing" initiative was undertaken, allowing children to try sailing – where getting people engaged in the sport is the first step to growing the industry.

LEGACY GOAL 2: Make the most of Auckland's waterfront.

Actions

1. Build awareness of the event and surrounding activities
2. Support a super yacht regatta
3. Engage marine businesses to share their stories
4. Build visitation and thereby increase awareness of the waterfront's regeneration and what it offers

Outcomes

1. Awareness of the event and its surrounding activities was high, demonstrated by the 280,000 visitors to the village (target of 200,000), an unknown but significant number of spectators from other viewing locations such as North Head and Bastion Point, and an estimated 2000 boats on the water supporting the crews over the event time.
2. A super yacht regatta specifically linked with the VORAS did not take place, however the Millennium Cup, which has a superyacht focus, was held a month prior.
3. The DHL NZ Marine Export Showcase saw 23 high end brands exhibit, with a total of 95% of the exhibitors partially or fully achieving their objectives for participating in the showcase.
4. Close to 280,000 visitors went through the race village, bringing a large audience into the area, with a particular focus on the new Viaduct Events Centre and surrounds.

LEGACY GOAL 3: Position Auckland as the world's premier sailing destination.

Actions

1. Facilitating global media exposure associated with VORAS, including TV, specialist press and internet
2. Develop innovative ways of spreading the word; engaging VORAS visitors to act as 'brand agents' via word of mouth and social media.

Outcomes

1. The event's online channels were maximised in the lead-up and during the event, as were associated organisations such as ATEED. A permanent presence in the media centre, shared between Tourism New Zealand and ATEED's Destination Communications team, insured that TV, press and internet opportunities internationally were maximised, with our images, footage and key messages promoted to all visiting media.
2. Communications tools developed for the stopover included the event website, e-newsletters distributed to various audiences (e.g. media, schools), social media channels from both the event and associated organisations (such as ATEED) and a 16pp insert into the NZ Herald. While measuring the impact of VORAS visitors via WOM and social media is difficult, the high

satisfaction results relating to the village and stopover from both spectators and teams would indicate that positive flow-on results would also be high.

LEGACY GOAL 4: Reinforce Auckland and New Zealand's emergence as a major events destination.

Actions

1. Use the VORAS network to build relationships with stakeholders in other international events.
2. Ensure New Zealanders see the benefit of hosting major events.
3. Build a programme of complementary events to boost involvement, participation and interest locally and internationally.

Outcomes

1. ATEED and Mayo& held an observers programme for a select group of event organisers, particularly those working on up-coming international events such as the Barfoot & Thompson World Triathlon Grand Final Auckland and the BMX World Champs 2013.
2. The Stopover concluded a long summer of events enjoyed by New Zealanders – from RWC 2011 through to VORAS 2012. The event saw high visitation numbers and domestic media pick-up. Aucklanders and New Zealanders returned results of 98% and 100% respectively when asked how they viewed the success of the event.
3. Activities included:
 - 3.1. ATEED and a kapahaka group joined Mayo& in Sanya to generate increased international interest in Auckland, New Zealand, Maori tourism and culture, and the Auckland stopover in general.
 - 3.2. Domestically, a school's engagement programme was run with the support of the Trillian Trust which included a resource e-book linked to the NZ curriculum. The offer of free transport for low-decile schools was taken up by 1000 school children who were taken on a guided tour of the village.
 - 3.3. Environmental initiatives, a key objective and legacy goal for VOR SLU, included a beach cleanup day where the waste collected was made into art for public display. This aligned with the Keep Our Oceans Clean display in the village.
 - 3.4. Ten days of local NZ entertainment in the village.
 - 3.5. A Business Ready Guide ensured that businesses were engaged with the event and were able to leverage VORAS where appropriate.