

## **NZPGA Pro-Am Championship Leverage Report**

**29 March – 1 April 2012, The Hills**

This paper reports on the leverage activity undertaken alongside the 2012 NZPGA Pro-Am Championship held at The Hills in Queenstown from 29 March to 1 April.

### ***Background***

The Championship received government funding via the Ministry of Economic Development's Major Events Fund. The Ministry of Economic Development, Tourism New Zealand and New Zealand Trade and Enterprise undertook the leverage activities described in this paper in partnership with the NZPGA Championship organisers.

The Government was seeking leverage benefits from its investment in the Championship and a condition of Major Events funding required a plan to leverage benefits for New Zealand from the championship. The NZPGA organisers, with government, formed a Leverage and Legacy Committee and this Committee oversaw the development and implementation of a leverage and legacy plan (NZPGA Pro-Am Championship Event Leverage Plan).

In January 2012 a Leverage and Legacy Committee was formed comprising John Hart, Chairman of the NZPGA Pro-Am Championship Organising Committee, Peter Chrisp, Chief Executive of New Zealand Trade and Enterprise (NZTE) and Kevin Bowler, Chief Executive of Tourism New Zealand (TNZ).

### ***Government leverage programme objectives***

The Ministry of Economic Development with NZTE and TNZ developed and funded a leverage and legacy programme targeting Asia. The Government's objectives were to:

- build a leverage programme focused on deepening trade and investment relationships with key Asian countries
- increase New Zealand connections with senior Asia-Pacific leaders and business people
- increase the media and broadcast reach of the event in the wider region.

Leverage activity was built around three themes:

- the Pro-Am aspect of the Championship, involving corporate and business
- New Zealand, and in particular Queenstown, as a tourist destination
- New Zealand's innovative and creative businesses and sectors.

To deliver these objectives, the relationships and systems formed during RWC 2011 were used during the Championship. In particular relationships with international business people, media and with New Zealand business sectors were used. This was tied into the Government's desire to maintain and continue to leverage the tools built by the NZ2011 Office during RWC 2011.

### ***The Championship in 2012***

The timetable to successfully deliver the 2012 Championship was ambitious. Despite this, organisers and event sponsors delivered an outstandingly successful event this year. The commercial event sponsors and government leverage partners agreed that a longer lead-in time would give them more

opportunity to leverage the event. Despite this all parties acknowledged that getting the event going strongly in 2012 provided the necessary platform for taking the event more strongly into Asia in 2013. The prospect of marketing the “Dunhill of the Asia/Pacific” as the Championship develops resonates very strongly with the current sponsors. The government leverage partners note the decision of the NZPGA Organising Committee for 2013 to again have the Championship on the Australasian Tour, with the ultimate aim of looking at the Tournament aligning itself to one of the Asian tours.

Sponsor activation for the 2012 Championship sought to leverage what could be achieved in the available time, with a view towards greater activation in 2013. For example, Sky City used the event in 2012 to invite and host a number of high-net-worth Asian business people. Current sponsors have indicated they intend to increasingly leverage their involvement in 2013. The government leverage partners note the intention of the NZPGA Organising Committee to seek additional sponsors for the 2013 Championship, including a naming rights sponsor.

In addition to the Championship there were a number of VIP and corporate events organised, at The Hills and around Queenstown, particularly the Sponsors Dinner and Cocktail Function. All these events were well run and of outstanding quality with top New Zealand business leaders, political leaders, domestic and international media and sports celebrities in attendance. Feedback from attendees, including international guests and media confirmed the success of these events.

Local support appeared strong, with the Queenstown-Lakes District Council and Destination Queenstown, providing their support to the Championship and leverage activities. Based on media coverage and number of attendees through the gate the event had significant appeal to the local market, and is regarded as adding a valuable asset to the town’s international event timetable.

In 2012 the professional playing field attracted record entries, in excess of 200, with the final field of 132 players comprising 88 Australians, 36 New Zealanders, 4 Koreans, 2 South Africans, and one each from China and Sweden. The professional field was one of the best strength fields assembled in New Zealand for many years. It is the intention of the Organising Committee, in conjunction with the Australasian Tour to significantly increase the number of Asian participants in 2013 and beyond.

The amateur player field for the Pro-Am Championship was a good mix of golfing, political, business and celebrities from New Zealand and to a lesser extent Australia. Feedback from amateurs that participated indicates this was a fantastic experience and was also an unrivalled learning experience in terms of improving their own golf game. Interest and feedback from New Zealand businesses and sectors was positive and sends a strong signal for increased participation in the amateur field for 2013.

***Testimonial from Murray Rutherford, Director, JBWere (NZ) Pty Ltd (to Sir Michael Hill)***

*I have just returned to Auckland having enjoyed three days attending the New Zealand PGA Pro-Am Championship at Your course, “The Hills”. By way of background, I have attended a number of major golf tournaments in both New Zealand and Australia in recent years. In fact our company was the major sponsor of the “Australian JBWere Masters” over the last three years. I also attended the Australian Open in 2010 and participated in the Pro Am event there.*

*I would like to say that I have not attended a better organised, well run tournament, than that held this year at The Hills. As a spectator, there appeared to be no hiccups and the event was run in a*

*most professional manner. Players that I spoke to (both professionals and amateurs alike) only talked about their golf. Not one criticism was heard which, of itself, was astounding and indeed a testament to those responsible in the organisation of this event. I would like to congratulate those involved in organising this event. John Hart alluded to the fact that the event was organised in just a few months. Certainly the result gave the appearance that this was not the case.*

*There is absolutely no doubt in my mind, this event will grow to be the premier golfing event in New Zealand. The format will appeal to a wide audience and the introduction of the celebrity players will appeal to Television and then, in turn, to a growing number of potential sponsors.*

*Finally, that the event was held at The Hills was clearly as a result of your benevolence and generosity. There is no better setting to show off the best of New Zealand. Thank you. I would appreciate you passing on to those involved my thanks on behalf of all those that had the wonderful experience that my wife and I enjoyed. I have copied this email to John Hart as I am very aware of his and Michael Glading's efforts in making this event such a success.*

#### **Testimonials from some of the International Professional Golfers:**

**Brendan Jones** – top 100 player in the world, with considerable experience on the US PGA Tour:

*I just wanted to thank you for making my experience in Queenstown one of the most memorable experiences of my life. It would be by far the most fun I have ever had through the week of a golf tournament. I met some wonderful people & enjoyed every minute of my stay.*

*Thanks for making me feel very special & I hope I have been able to contribute a little bit to making the tournament a huge success!*

*Count me in for next year!!!! Already can't wait!!*

**Brody Ninnette** – promising young Australian Professional (finished 9<sup>th</sup>)

*My name is Brody Ninnette. I recently competed in the NZ PGA. I would like to take this opportunity to congratulate and thank you and everyone who made the tournament possible for putting on one of the best tournaments I have seen and to have the privilege of playing in.*

*The tournament will reach great heights and already has the potential to be the number 1 tournament on the Australasian tour calendar.*

*The golf course was at a level of a major championship golf course the greenkeepers should be proud of a job well done*

*The tournament organization and hospitality was second to none*

*The format was a new experience for me but it was an amazing one*

*The major sponsors should be proud to be on board with a sporting event of this caliber.*

*I look forward to returning and having the pleasure to play again next year.*

**Daniel Fox** – promising young Australian Professional

*Wow what a fantastic week of golf. Your event was such a terrific experience for me. I have never played a format like that with an amateur partner while involved in a tournament of my own and I must say it was probably the most relaxed I have been in an event in my life. I had a really good couple of days playing with my partner Acton Smith who made it very enjoyable. I am excited at the prospect of the event becoming bigger for next year and possibly an Asian event. I hope that I will be available to play.*

*The event was so professionally run from the golf to catering to after round hospitality and deserves to be placed on an elite tour with maximum exposure. If there is anything you would like to see from the professionals please let me know. I heard nothing but high praise from the pro's and I know they are willing to do anything to get great events to play in like yours.*

*Thank you very much*

### **Television Coverage**

Television coverage of the Championship was packaged into a one hour highlight broadcast. Broadcast details of the highlights package to date can be found in Appendix A. Championship Organisers acknowledge that coverage into the New Zealand audience was a success, with placement in Australia and Asia being a good start. The Championship Organisers see this as an area for improvement next year. It should also be noted that Fox Sports (Australia) are looking to broadcast the show in the next few weeks and Air New Zealand is considering screening the show in-flight. Other markets where the coverage will be broadcast are the Middle East, Europe and North America, though the details of the broadcast are yet to be confirmed.

### **Social Media**

A Championship social media strategy was not prepared due to time constraints. However, Championship Organisers and leverage agencies made use of existing social media channels, particularly Don Cheadle and Tourism New Zealand's Twitter accounts. Tourism New Zealand's social media summary can be found in Appendix B.

### **International Players**

To assist with international, media coverage we were able to bring three players of some prominence from the various Asian tours; in golfing terms this gave Asian journalists a 'local' angle to report back to their homeland.

The players selected were:

- (a) From China, the #2 ranked Chinese player Xin Jun Zhang;
- (b) From Korea, Chang Won Han, who finished 7<sup>th</sup> on the OneAsia Order of Merit in 2011;
- (c) From the Japanese tour, Jai Choi – an American born (Korean decent) Japan-based professional – young, colourful and very promising (ranked top 20 on Japan Order of Merit)

In addition, our other two 'marquee' players invited by the Organising Committee were:

- (a) Brendan Jones – Australian, ranked 80<sup>th</sup> in the world, and a regular winner on the Japan tour;
- (b) David Frost – US based South African professional who now plays on the US Champions Tour, having won 10 times on the US PGA tour throughout his career. David was selected not only for his golfing prowess, but he is also the owner of a large US-based wine company.

The cost of travel and accommodation for these players was covered by the NZPGA Pro-Am Championship Organising Committee and the Ministry of Economic Development. No appearance fees were paid to any professional player. These players all added enormously to the international aspect of the event, and all enjoyed their experience of the Championship and Queenstown.

### ***Event Leverage Plan***

With the short lead in time, the Leverage Committee made the decision to focus on increasing exposure of the Championship into Asian countries, particularly the key markets of China, South Korea and Japan. Organisers, sponsors and government all agree that participation from these markets needs to grow significantly in future years to meet all parties' ambitions.

The event leverage plan focused on media, senior business people and VIPs, brand visibility and testing business and sector systems for an expanded leverage programme in 2013.

## **1. International Media**

The objective of all parties was to build an international media programme that would deliver coverage into Asian markets particularly South Korea, Japan, Hong Kong and China. Media were invited by the NZPGA, Tourism New Zealand and Ministry of Economic Development focusing on business, tourism, lifestyle, luxury products and golf.

The objectives were to:

- position the Championship as an “exclusive” Asia/Pacific event and build awareness among key businesses and sport media of the event
- position the event for 2013 to attract key business people to participate in the Pro-Am or to attend the event as part of corporate golf activities
- inviting journalists with an interest in golf to cover the Championship and the wider Queenstown region, building itineraries around these journalists to showcase the Queenstown region, including, specifically, Queenstown as a world-class golf destination.

At time of writing media coverage is still being compiled with initial indications being that there was significant cut through in the key markets.

**a. Ministry of Economic Development – Edelman Korea**

The Ministry of Economic Development engaged the services of Edelman to identify, invite and manage business journalists from South Korea to the NZ PGA Pro-Am Championship to be held at The Hills Golf Course. The Ministry, through the NZ2011 Office, had established a very productive relationship with Edelman during RWC 2011 and because of Edelman’s reach into Asian countries, it was able to quickly identify and secure the attendance of two of the largest and most influential business publications in South Korea.

Journalist	Publication	Media Brief	Angle
Mr. Shin Ik-soo	Maeil Business Newspaper	<p>Maeil Business Newspaper is the most influential nationwide business daily in Korea, boasting the largest business daily circulation at approximately 1 million.</p> <p>The newspaper is currently no. 1 in office subscriptions and no. 4 overall in home subscriptions. The reader profile includes educated male professionals in 30’s to 50’s in high income bracket and carries a business oriented tone.</p> <p>Maeil Business Newspaper has global partnerships with The Financial Times and Nihon Keizai Shimbun. The travel/golf section of this paper is famous for high-quality feature articles.</p> <p>The reporter’s main specialty is in travel and lifestyle. Especially interested in golf and leisure and also NZ as a business travel destination.</p>	<p>New Zealand, a newly-emerging golf destination for Asian business travellers welcomes Asian visitors, especially Korean</p> <p>The Hill Golf Club, one of the best golf attractions for golf lovers</p> <p>Korean-New Zealand golfer, Lydia Ko as symbol of two countries close socio/cultural ties/relationship</p>
Ms. Yeom Ji-hyeon	Forbes Korea	<p>Forbes Korea is a licensed monthly magazine focusing on business &amp; lifestyle. With estimated circulation of 53,000, its main readership includes business leaders and other opinion leader groups.</p> <p>Forbes Korea deals with global/local CEO story, global business insights and trends, high-end lifestyle &amp; culture including golf, travel, and luxury automobiles.</p> <p>The reporter is interested in global business trend, leading corporations and CEOs. Especially prefers story on local CEO highly recognized in global business arena</p>	<p>South Korea-New Zealand, 50 years of socio/economic cooperation to be strengthened with FTA</p> <p>New Zealand wishes to build up more constructive and sustainable partnership with South Korea through various partnership activities not in just economic sector but also in cultural/sports sector</p>

Interviews were held with the following New Zealanders during the Championship:

- Hon Murray McCully, Minister of Foreign Affairs
- John Hart, Chairman NZPGA
- Sir Michael Hill, The Hills
- Peter Busfield – NZ Marine
- Lydia Ko, Number 1 amateur golfer
- Rob Butson, Mt Nicholas Station
- Nick Aubery, NZ Merino
- Scott St John, New Zealand First Capital



**b. Tourism New Zealand**

Note some of the journalists invited write for business and lifestyle magazines. Tourism New Zealand worked with Destination Queenstown and developed a tourism media programme, with media invited from five countries. Itineraries were built around these journalists to showcase the Queenstown region, including, specifically, Queenstown as a world class golf destination and premium accommodation and tourism activities.

Market	First name	Surname	Outlet	Description
Australia	Steve	Keipert	Golf Australia	Leading golf magazine
Hong Kong	James	Au	Hong Kong Economic Journal	Coverage: 2 separate stories, 3-4 pages each for HK Economic Journal and Capital CEO, both business/finance titles
UK	Peter	Swain	<ol style="list-style-type: none"> <li>1. Golf International</li> <li>2. Departures Magazine</li> <li>3. ABTA Golf annual</li> <li>4. A place in the Sun</li> <li>5. Daily Mail – Queenstown travel feature.</li> <li>6. Primelocation.com - NZ property feature</li> <li>7. Sunday Express – NZ property story</li> <li>8. Business Traveller</li> </ol>	<p>Golf international - top class golfing magazine</p> <p>Departures- lifestyle magazine covering luxury, travel, dining, style, culture and home design for Platinum card and Centurion members from American Express.</p> <p>ABTA Golf Guide - is a comprehensive travel trade guide to the world of golf travel, focusing on the world's best golf resorts and destinations. Published annually in November and launched each year at the International Golf Travel Market.</p> <p>The Daily Mail - national tabloid</p> <p>Primelocation.com is a website for estate agents and property.</p> <p>The Sunday Express - national tabloid</p> <p>Business Traveller - travel magazine.</p>
China	Xu	Fang	Trading Up Magazine	Trading Up is a monthly luxury magazine, covering culture, fashion, travel, automobiles, real-estate, furniture, hobbies, cuisine, and wine.
China	Yanhan	Song	Modern Weekly	No.1 glossy weekly in China
China	Juewei	Wu	Travelling Scope	one of the most popular travel magazines based in Shanghai
Japan	Takeshi Chiaki	Usui Yamasaki	Pavone	Luxury lifestyle magazine <a href="http://www.pavone-style.com/">http://www.pavone-style.com/</a>

Japan	Hiroko Kenta	Usami Yoshizawa	Safari Athlete	Men's Lifestyle magazine <a href="http://hinode.co.jp/magazines/safari/">http://hinode.co.jp/magazines/safari/</a>
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A copy of the Tourism New Zealand itinerary can be found in Appendix C.

***Testimonials from journalists***

*Just a quick note to say thanks for everything in Queenstown this past week. It was great meeting you and getting to know you and the TNZ team. You guys organise a great famil!*

*We had a terrific time in the last few days as well, with Gizelle even managing to get Peter and me to jump out of a plane at 15,000 feet...*

Steve Keipert from Golf Australia

*Can I just say a huge thank you for all your time and help on my itinerary over the last week in Queenstown and Auckland. I've done many, many trips in my time and this was one of the best organised, most enjoyable and most productive. I've just got back home, and looking forward to the Easter break - as hopefully are you.*

*Best wishes,*

Peter Swain UK

From a tourism perspective, the 1-hour TV documentary included some amazing scenes of US actor Don Cheadle making highly favourable and flattering comments about New Zealand. In addition he is an active user of Twitter (with around 68,000 followers) and at one stage he tweeted out “turn down the beautiful New Zealand, I can’t take any more”.

**c. NZPGA Organising Committee**

The NZPGA Organising Committee, in partnership with the Ministry of Economic Development, targeted several key international golf media to cover the Championship, the Queenstown golf offering (The Hills, Jacks Point, Millbrook Resort) and luxury New Zealand products (wine and fashion). The stories were published through a range of golf, business and lifestyle outlets.

Market	Journalist	Publication	Brief
China/Hong Kong	Raymond Roessel, Sally Chung	Infinite Ideas International	Cover the Championship, the New Zealand and Queenstown region offering (Queenstown as tourism destination, Queenstown as a golf destination, with a focus on the three world-class golf course, New Zealand wine and food and New Zealand fashion, particularly New Zealand Merino) and liaise with Sina.com video and editorial team.  Translate and distribute daily Championship press releases into Chinese and distribute through i3's media database (a list of the Chinese media can be found in Appendix D).
Japan	Shinichi Nonaka	Golf Digest Japan	Provide daily coverage of the Championship into Japan, a key market for the Championship in 2013 and beyond.
	Katsumi Aida	Golf Today Japan	Provide daily coverage of the Championship into Japan, a key market for the Championship in 2013 and beyond.

## **2. Business VIP programme**

The challenging lead in time meant it was unlikely that a senior international business person would adjust their schedule in time for the Championship. Experience from the Commercial VIP programme for RWC 2011, showed that receiving a personal letter from a senior government Minister moves the relationship forward significantly in market and increases the likelihood of future visits to New Zealand. The objective of the programme was to position the 2013 Championship by:

- developing the VIP proposition for future years
- developing the in-market relationships with these senior business people
- influencing the events inclusion in an Asian tour at a date to be decided.

Using New Zealand Trade and Enterprises in-market intelligence a number of potential senior business leaders were identified as potential government VIPs for the Championship. Five letters of invitation were signed by Foreign Minister McCully and were extended to:

- Enrique Razon, CEO ICTSI Philippines – funds Philippines Golf and 16 tours annually and runs ports globally (a potential Jade customer)
- Khun Wuthikorn Daomanee, MD Panfood Krub, Thailand – a top golfer and a leading importer of New Zealand food products into Thailand
- Jimmy Masrin, Director of Unggul Indah Central, Indonesia – a conglomerate with interests in alternative energy (potential a geothermal link)
- Cyrus Mistry, heir apparent to be CEO at Tata Industries, India – a very serious golfer – possible an India/NZ FTA advocate and link to the future ICC 2015 event
- Gautam Thapar, Chairman Avantha Group, India – interests in power, infrastructure, pulp and paper, IT and healthcare.

Feedback received by Trade Commissioners in market from the invited VIPs indicates that the invitations were positively received. While unable to attend the 2012 Championship the feedback indicates that there is a high likelihood that these VIPs would attend a future event or travel to New Zealand.

### **3. Business to business**

A key objective of the 2012 programme was to position the event for 2013 as a strategic event for business to business activities. New Zealand Trade and Enterprise promoted the event to its key domestic clients and there was significant interest from those businesses in hosting clients and guests at the Championship in 2013. The Ministry of Economic Development used the relationships built with sectors for RWC 2011 to build on the sector based business to business activities developed during 2011.

***Testimonial from Peter Busfield Executive Director, NZ Marine Industry Association, NZ Marine Industry Training Organisation, NZ Marine Export Group***

*One small example- I meet Mr David Skeggs –Managing Director of the Skeggs Group at the Friday cocktail function and learnt that they own the marina in Denarau, Fiji where they are currently adding more super yacht berths due to recent demand. As a result of this meeting our vice president Mr Griff Simpson whilst in Fiji this week will deliver NZ Marine’s –Destination NZ-comprehensive guide booklets for visiting yachts to NZ, to the Denarau marina manager Mr Nigel Skeggs. A successful result will be increased number of visiting yachts to NZ after visiting to Fiji and these yachts being serviced/refitted in NZ.=more jobs, more apprenticeships and additional foreign exchange earnings particularly in Northland and Auckland.*

Actor/Director Don Cheadle, expressed an interest in utilising New Zealand for movie production during one of his interviews. It is highly likely that Don will return to NZ in 2013, and this may present an opportunity for the Film Commission to explore this opportunity further with Don.

As discussed above the corporate hospitality and events held alongside the Championship were the key platform for business to business engagement. While a limited number of business meetings were held offsite, for example at wineries, tourism companies and a merino station, the Championship and its associated events provided the core platform. The “friends” and the executive and clients of sponsors again provided the core for business to business activity.

#### ***Amateur field and Friends of the Championship***

- Rob McDonald (Air NZ)
- Paul Hollingshead (guest of Air NZ)
- John Hodge (guest of Air NZ)
- Ross Smith
- Mike Davies, (Trojan Holdings)
- David Bayley (Bayleys Real Estate)
- Gary Wallace (Bayleys Real Estate)
- Chris Hunter, Hawkins Construction
- Evan Johnson (Konica Minolta)
- Tony Day (guest of Konica Minolta)
- Nick Johnson (guest of Konica Minolta)
- Mike Pollok (Ricoh)
- Kelvin Collins (Harcourts)
- Alastair Wood (guest of Trojan Holdings)
- Robert Gibson (guest of Trojan Holdings)
- Noel Chambers (guest of Hawkins)

- Ejaaz Dean (Sky City)
- Graham Linn (guest of Sky City)
- Greg Muir (guest of Sky City)
- Kim Evans
- Mark Eva (guest of Hilton Hotels)
- Rod Duke, (Rebel Sport)
- Gerald Peterson (guest of Rebel Sport)
- Max Grundmann (guest of Rebel Sport)
- Richard Pegg (Callaway)
- Eric Faesenkloet (Golf Warehouse)
- Dean Farmer (Tappenden Holdings)
- Scott St John (First NZ Capital)
- John Street (Pak 'n Save)
- Rick Flood (Guest of Pak 'n Save)
- Hugh Jones (Airwork)
- David McAlpine (Kea Properties)
- Simon Perry (Perry Company)
- John Guthrie
- Rod McGeoch (Sky City)
- Jim Speedy (Covington)
- Grahame Carey (Champion Realty)
- Jason Hughes
- Michael Watson (Sky Television)
- Allen Hy (Sky Television)
- David Skeggs (Skeggs Ltd)
- Warren Leslie
- Colin Sloss
- Reno Wijnstok
- Brenden Hall
- Acton Smith (SBS Bank)
- Alex McKay
- Geoff Manthorpe
- Chris Hart (Airwork)
- Scott McAlpine (guest of Kea Properties)
- Ian Blair (Westpac)
- Murray Doyle (Michael Hill International)

**CELEBRITY GUESTS:**

- Sir Bob Charles
- Justin Marshall
- Nick Farr-Jones
- John Hart
- Julie Coney
- Don Cheadle (Hollywood Actor)
- Jeff Wilson
- Andy Haden
- Mark Richardson
- Lydia Ko (World #1 Amateur)

*Note that the 8 players underlined are all based in Australia, and came to NZ for this event.*

#### **4. Sector showcase activity**

Using the relationships built with sectors during RWC 2011 a number of sector leaders were approached about participating in showcase activity around the Championship. Following the success of the showcase activity around RWC 2011, many sectors have expressed an interest in continuing to work on event-related opportunities in New Zealand and overseas to showcase their sectors' creativity and innovation.

The following sectors were involved in showcase activity for the Championship in 2012 with the objective of growing business and golfing connections into Asia:

- Tourism (Destination Queenstown and Tourism NZ)
- Wine (NZ Wine Growers – Pinot Noir NZ 2013)
- Marine (NZ Marine)
- Fashion (NZ Merino)

In addition there was a significant level of food and beverage activity at the "19<sup>th</sup> Hole" from locally based providers, showcasing the best of local products. Food and Beverage Showcasing at The Hills may need further refining for 2013 Championship.

In the lead up to the 2012 Championship conversations with other sectors indicate that for the 2013 Championship other sectors are considering developing activity, particularly:

- Investment NZ – potential investment conference in Queenstown
- Ian Taylor, Animation Research – potential for sports related product launch alongside Championship
- Biotechnology – potential conference around the timing of the Championship
- Others (e.g. Golf course design/Golf's inclusion in the Olympics from 2016)

#### ***Testimonial from Peter Busfield***

*Thank you for the opportunity for the NZ Marine Industry to be a partner with the NZ Government's sponsorship of the recent NZ PGA Pro Am at Queenstown. I thought that the overall event was very professionally run and that NZ will gain value from the international exposure from staging such an event in one of the most picturesque parts of NZ. In addition to the direct branding promotion of NZ and that of sponsors the business networking opportunities were vast.*

*For your information I had a brief discussion with the event Chairman, John Hart, on an idea I have to somehow link the NZ Marine Export groups- Millennium Cup race for super yachts ,now held on an annual basis in mid Feb in Auckland, to future NZ PGA Pro Am golf events at the Hills. This could simply be us moving the super yacht regatta closer to the new time frame of the 28th Feb 2013 scheduled golf event so participants /spectators could do both the yachting regatta and the Golf. It is not lost on us that Sir Michael Hill owns a spectacular super yacht (power vessel) built by Alloy Yachts of Auckland and he may have some ideas regarding this also. I will be putting this idea to our board*

*meeting of next week and will keep you informed of any developments.*

*Could you please pass on our industry's thanks to Hon Murray McCully for the opportunity for us to be involved in the NZ PGA Pro Am event and also for the productive discussions /meetings I had with him during and after the Golf.*



## 5. Brand Visibility

The Championship organisers were required to develop a brand visibility plan as a condition of Major Events funding. Brand New Zealand was the most important logo and appeared on every hole, on the website and wherever the major commercial sponsors' logos appeared. In addition specific hole signage was developed for three of the holes at The Hills. The hole signage used Brand New Zealand, New Zealand Marine and Pinot Noir NZ 2013 logos (see photos below).





In addition, a range of Championship related events provided an opportunity for brand exposure. This included:

- Event Cocktail Party with around 300 guests including all participants (corporate and private) plus major professional players, and celebrities.
- Sponsors dinner at The Hills clubhouse, for select major sponsors plus celebrities - exclusive sit-down dinner for 70 guests.
- Prize-Giving Function at end of Championship for all amateur participants including drinks and nibbles at the Champions Lounge for 300 guests.

The Ministry also commissioned work on the future development of the NZPGA website as a vehicle to promote the Championship and increase visibility of New Zealand brands. Empathy is an insight research and development consultancy that the NZ2011 Office worked with during RWC 2011. Empathy provided the Office with a range of services, particularly the development of the NZ2011 website and use of web based tools. Empathy prepared a web strategy (Website ideas for NZPGA 2013) that should inform future web development.

### **Leveraging the 2013 Championship**

This leverage report should sit alongside the Championship media report, the Major Events Evaluation report and NZPGA's own internal and operational reports. It is suggested that the NZPGA Championship Organisers and government leverage agencies meet in the near future to workshop future leveraging for 2013 and beyond. For the government leverage agencies there is a need for NZTE, TNZ and MED to build on what has been achieved for the 2012 Championship and use this for future activity.

## Appendix A – TV Coverage – One Hour Highlights Package

### New Zealand :

Over the 6 plays there was a cumulative NZ audience of 99,100 viewers

6/04/2012	11:30:00	SKY Sport 1
6/04/2012	14:30:00	SKY Sport 1
7/04/2012	11:30:00	SKY Sport 1
7/04/2012	18:30:00	SKY Sport 3
8/04/2012	22:30:00	SKY Sport 2
9/04/2012	11:00:00	SKY Sport 1

### Australia:

Channel Ten – 1HD

Wed 18/4 - 08:00

Sat 21/4 – 12:00

### Asia:

STAR Sports China	TUE	4/17/2012	23:00:00
STAR Sports China	WED	4/18/2012	14:00:00
STAR Sports SEA NPL	WED	4/18/2012	0:00:00
STAR Sports Indonesia	TUE	4/17/2012	16:00:00
STAR Sports India	TUE	4/17/2012	13:00:00
STAR Sports Malaysia	TUE	4/17/2012	16:00:00
STAR Sports Malaysia	WED	4/18/2012	5:00:00
STAR Sports SEA	TUE	4/17/2012	16:00:00
STAR Sports Taiwan	FRI	4/20/2012	3:30:00
STAR Sports Taiwan	FRI	4/20/2012	9:30:00

## Appendix B – NZPGA Golf Pro-Am Championships social media report

Social media promotion for this event was primarily used to engage Tourism New Zealand’s existing audiences whilst leveraging Don Cheadle’s activity. For this event the only major social media account in regards to reach was @iamdonchadle on Twitter, with a following of 82,500 therefore a majority of our activity was engagement of @purenewzealand communities.

### Facebook:

Post on the first day of the championship introducing the championship globally.



“The NZ PGA Pro-Am Championship tees off today at The Hills golf course in Queenstown. Like this pic if you wish you were there! <http://bit.ly/xcFNWA>.”

Total impressions	193,519
Likes	307 (additional 83 likes on the photo)
Comments	12 (additional 10 comments on the photo)
Reach	63,908
Shares	37 (additional 18 shares on the photo)
Clickthroughs	34
Engaged users	502
Rate	1.88%

Video was also added on the 5<sup>th</sup> of April following the events completion.

### Weibo:

Followers who received each Weibo post (excluding retweets): 98,277

Post to announce the tournament in China.

3月29日，新西兰PGA职业-业余锦标赛(NZ PGA Pro-Am Championship)在皇后镇附近的希尔球场(The Hills Golf Course)正式举行，锦标赛将持续至4月1日。整个希尔球场被南阿尔卑斯山环绕，南岛秀丽的景色再加上皇后镇的活力氛围，可以尽情享受尽情挥杆的乐趣。 [Photo by Peter Sundstrom]



+加标签  
3月29日 14:19 来自新浪微博  
转发(14) | 删除 | 收藏 | 评论(2)

Comments: 2

Shares: 14

#### Twitter:

#### Tourism New Zealand tweets:

Followers who received each tweet (excluding retweets): 26,127

- NZ PGA Pro-Am Championship teed off today at The Hills in Queenstown [#NewZealand!](#) [@pgatour](#) [@golfdigestmag](#) [@golfchannel](#)  
2 Retweets – 1 Favourite
- [@iamDonCheadle](#) W/ NZ PGA Pro-Am starting today, what's been your fave Queenstown activity/photo? Hope you've had time to enjoy [#NewZealand!](#)
- And... also check out [@iamDonCheadle](#) golfing at Jack's Point in [@Queenstown\\_NZ!](#) Photo credit:
- The perfect pre [#nzpga](#) pro-am golf activity this morning. So beautiful - thanks [@kawaraujet](#). [#nzmustdo](#)  
4 Retweets
- [@iamDonCheadle](#) Kia ora and good luck today on your round with Lydia Ko! [#NZPGA](#) <http://pic.twitter.com/Nu2Y8mHa>
- Follow [@iamDonCheadle](#) live at The Hills Queenstown w/ [@nzpga](#) - thanks to some clever kiwi real time golf ball tracking <http://pic.twitter.com/MNpQLqnJ>  
1 Retweet
- [#golf](#) lovers dream - Mile High Tee off from Queenstown's Remarkables! [#nzmustdo](#) Another great start to [@nzpga](#) <http://pic.twitter.com/PCiPhqLQ>  
8 Retweets – 1 Faouvirte
- Ace @ The Hills Queenstown - glad to see yr pumpd "[@iamDonCheadle](#): and in front of a crowd that included the fam-a-lam! I love New Zealand!"

### Don Cheadle tweets:

Followers who received each tweet (excluding retweets): 82,500

- Damn, New Zealand, turn down the beautiful...  
50+ Retweets – 18 favourites
- In Queenstown. Breathtaking. Playing with the PM in a couple days. Here with the whole brood. Life's pretty good right now. Throwing one up  
10 Retweets – 5 favourites
- Damn, NZ... [yfrog.com/ob27091751j](http://yfrog.com/ob27091751j)  
31 Retweets – 10 favourites
- Playing here – [thehills.co.nz](http://thehills.co.nz)  
2 Retweets – 5 Favourites
- NZ Pro-am... Damn. Played like an actor. Tomorrow I will act like a player! Go amateurs!  
9 Retweets – 4 Favourites
- "[@LuxGolfToursNZ](#): "[@michaelhill](#): Don Cheadle just hole in one'd the 16th [#nzpga](#)" And as [@IamDonCheadle](#) would say...Damn!" BOOM!!  
6 Retweets – 3 Favourites
- "[@PGAofAustralia](#): [@IamDonCheadle](#) just makes his first ever hole in one on the 16th @ the hills. Congrats Don on a fantastic ACE![#nzpga](#)"  
10 Retweets – 1 Favourite
- "[@randallmunro](#): Spent a week stalking [@IamDonCheadle](#) with a camera and then didn't roll on his hole-in-one. [#whatanegg](#) [#NZPGA](#)" Arrrghh!!  
5 Retweets – 2 Favourites
- <http://www.stuff.co.nz/sport/golf/6673465/Kiwi-Hendry-goes-three-clear-in-NZ-PGA> Read on, Macduff...  
5 Retweets – 2 Favourites
- [@joshlaw81](#) and in front of a crowd that included the fam-a-lam! I love New Zealand!
- [@IamDonCheadle](#) Here is your Hole-In-One <http://www.youtube.com/watch?v=cpls6uvO5Lk>  
4 Retweets – 2 Favourites

## Appendix C – Tourism Master Itinerary

### Saturday 31 March – NZPGA Pro Am The Hills

#### Kawarau Jet

Driven by more than 50 years of passion, Kawarau Jet is locally owned and operated, and proud of its heritage as the world's first commercial jet boat operation.

The iconic big yellow boat departs from the Main Town Pier in downtown Queenstown. takes you on an hour-long 43km adventure from Queenstown Bay across the pristine waters of Lake Wakatipu with stunning vistas of The Remarkables mountain range, down the Frankton Arm, through the tranquil willow-lined Kawarau River and then speeds through the shallow, braided channels of the world-famous Shotover River.

Transfers to:

#### The Hills NZPGA Pro Am

Rated as one of the best golf courses in New Zealand, The Hills offers unique scenery and a challenging test of golf for the world's best players.

**Report to the Media Centre on arrival to collect your media accreditation**

**Interview requests**

### Sunday 1 April – NZPGA Pro Am The Hills

Heli Transfers (three passenger loads) land enroute for our Extreme Golf Tee overlooking the golf course before dropping off at the clubhouse.

**OVER THE TOP** – the helicopter company was founded in 1986 to provide unique, interpretive experiences allowing guests to explore areas normally inaccessible, to immerse in the culture and meet the people. Our pilots are your guides as they share their intimate knowledge of the special places within the region, many of which we hold exclusive landing access to.

#### The Hills NZPGA Pro Am

Rated as one of the best golf courses in New Zealand, The Hills offers unique scenery and a challenging test of golf for the world's best players.

Closing ceremony followed by NZPGA Pro-Am prize giving in champions lounge



**Monday 2 April – Queenstown****Meet in lobby for transfer to Jack's Point****Tee off at Jack's Point**

Opened in 2008 Jack's Point is an exceptional integrated lifestyle and residential development on 1200ha of pristine lakeside land near New Zealand's South Island alpine resort of Queenstown.

The centrepiece of Jack's Point is a magnificent 18-hole Championship Golf Course at The Preserve. The par 72 course is situated on the shores of Lake Wakatipu, with sweeping lake and alpine vistas. The Remarkables mountain range towers above the course.

Designed by renowned golf architect John Darby, the 7150 yard course takes advantage of the magnificent Central Otago terrain, with lush fairways weaving between dramatic outcrops of alpine rock and swathes of native matagouri scrub.

**Lunch at the Clubhouse****Transfers back to The Hilton****Meet in lobby for transfer to Trust the Chef Amisfield Winery Bistro****"Trust the Chef Menu" - Amisfield Winery Bistro**

The Bistro was awarded New Zealand's Best Winery Restaurant by Cuisine Magazine in 2006 and 2007. This country style Bistro provides a daily changing menu comprising of locally sourced and organic produce, paired with our acclaimed estate grown wines.

**Tuesday 3 April – Queenstown****Head Golf Pro Alan McKay will meet you at Hole in One Café Millbrook****Tee off at Millbrook**

Surrounded by some of the world's most spectacular scenery, Millbrook is designed to embody the relaxed New Zealand country lifestyle. Millbrook is a year round recreational paradise, each season featuring its own character, colour and leisure pursuits. Millbrook is a member of Select Hotels and Resorts International and can care for up to 400 guests in a variety of accommodation. Facilities include 3 restaurants and a bar, an 18 hole championship golf course designed by Sir Bob Charles and The Spa at Millbrook.

**Light lunch****Nomad Safaris Lord of the Rings Wakatipu Basin Tour**

Wakatipu Basin - This tour offers goldpanning, 4WD river crossings (when conditions permit) and a great overview of the diverse scenery of the Queenstown/Arrowtown area - from towns, to rolling farmland, rugged canyons, mountains, and bush and the famous Kawarau Gorge bungy bridge. The tour offers you a glimpse of the film locations of Minas Tirith, Misty Mountains, the Pillars of the Kings (Argonath), the site of Isildur's fall, and the Ford of Bruinen. You'll also overlook Deer Park Heights, where the Rohan refugees and the battle with the Wargs were filmed.

**Please be in lobby for Water taxi transfers to town**

**Botswana Butchery**

Located in the historic Archers Cottage at 17 Marine Parade between the new Eichardt's Cottages and Williams Cottage, chef Leungo Lippe has created an innovative and diverse menu with a strong emphasis on fine cut beef and wild and organic foods. There are a la carte options as well as a 'build your own plate' concept for meatlovers. The menu can be matched to superb Central Otago and international wines from the restaurant's private 1800 bottle cellar.

**Wednesday 4 April – Depart Queenstown****The Hills**

Enjoy the luxury of New Zealand's golf at its very finest. Located on the outskirts of Arrowtown over 101 spectacular hectares, The Hills' world-class course has been home to several New Zealand Golf Open Championships. From the signature 17th hole, dubbed the "canyons", to the award-winning Clubhouse, The Hills caters to discerning golfers from all around the world and is quite simply an unforgettable golfing experience.

**OR**

**Ziptrek Ecotours**

Queenstown's newest adventure activity is pure high velocity fun where zippers harness up to soar between amazing tree houses in the forest canopy high above Queenstown on Skyline Gondola hill.

There are two tours to choose from: the Moa 4-Line Tour takes in spectacular views of Queenstown while the Kea 6-line zips into town via two extra ziplines including the world's steepest tree-to-tree flying fox, and features a picturesque 20-minute trek through ancient native beech forest on the Tiki Trail.

**NZONE Tandem Skydiving**

It takes a certain kind of person to jump out of an aircraft into thin air. Harnessed by space age materials to an experienced tandem jumpmaster, expect sensory overload as you step out of the aircraft door and for some 60 seconds plummet towards the ground at 200kph. The personal challenge is immense. Operating in Queenstown for 20 years, the company have taken over 85,000 passengers tandem skydiving and maintain an excellent safety record.

**Web: [www.nzone.biz](http://www.nzone.biz)**

**OR**

**eforea: Spa at Hilton**

Be prepared for a blissful experience at eforea: Spa at Hilton.

Eforea combines the vast expertise of Hilton spa resorts worldwide to draw on the very best modern and traditional practices from around the globe.

Ten exquisite treatment rooms, three of which are designed specifically for couples. Our spacious and tranquil Relaxation Room affords floor to ceiling windows, a generous balcony and oh so comfortable sofas and chaise lounge - this is the perfect place to begin and complete your Journeys with eforea.

## Appendix D – Chinese media distribution via I3

### DEDICATED PUBLICATIONS:

	Media	Mark
<b>Website</b>	sina.com	As the writer of Sina.com, the biggest portals, all articles will be transported by other websites (More than 30 )
	sohu.com	
	ESPN.com	
	sports.cn	
	golf.cctv.com	
	sports.qq.com	
	MSN.cn	
<b>Print Media</b>	Golf Week	National
	Golf Travel	Golf-lifestyle; National
	The Vasto	Lifestyle, National-NZ travel story
	Golf Wednesday	National
	Business Golf	National
	Golf Punk	National

### GENERAL DISTRIBUTIONS:

<b>News Agency &amp; Website</b>	Xinhu
	Reuter
	China news
	Sina
	Sohu
	MSN
	ifeng
	Golfbox
	Funfungolf
	Golfweek
	Sports.cn
	Tencent
	Ifeng
	Net East
	people
yahoo	
<b>Newspaper</b>	China Daily
	China Sports Daily

	China Youth Daily
	People's Daily
	Guangzhou Daily
	Nafang Daily
	Yangcheng Evening news
	Xinmin Evening news
	Beijing News
	Shanghai Times
	iweekly
	Chengdu Business Daily
	China Business News
	Beijing Business Daily
	Shenzhen Business Daily
	Titan weekly
	Tianfu Zaobao
	Shanghai Daily
	Beijing Times
	Beijing Evening News
	Xiamen Daily
	YunNan Daily
	Kunming Daily
	Southeast Morning Post
	Wenhui News
	Da Gong News
	Henan Daily
	Chongqing Daily
	Chongqing Business Daily
	Chongqing Evening News
	Qilu Evening news
	Shenyang Evening News
	Tianjin Daily
	City News
	Today Eevening News
	Youth paper
	Xiamen Evening News
<b>Magazine</b>	Golf week
	Glof Weekly
	Golf Magazine
	Golf Digest
	Golf Digest(HK)
	Golf Travel

	Global Golf
	Golf Punk
	China Golf
	Golf Tattler
	Wolf Wednesday
	Golf News
	Golf Vacation
	Mr.Golfer
	All Sports
	Sports Illustrated
	City weekend
	Time Out
	Shanghai Tattler
	The Vasto
	Esquire
	GQ
	ELLE Man
	VOGUE
	COMFORT
TV	CCTV-5
	CCTV-News
	Ifeng
	Beijing TV
	Gsports
	Guangdong TV
	Shenzhen TV
	Tianjing TV
	Travel Channel
	PPTV (web-version)
	CNTV(Web-version)
	Youku(Web-Version)