



Government's Involvement in the Rugby World Cup

How local and central
government can work together

Local Government New Zealand Conference
Tuesday 28 July

INTRODUCTION



Rugby World Cup Office

- Central contact point across government
- Develop/co-ordinate RWC related policy
- Coordinate communication across government
- Relationships with key stakeholders



Showcase New Zealand Office

- Lead and coordinate government's leverage and legacy programme.
- Work closely with RNZ 2011, the private sector, industry groups and local and central government agencies.
- Co-ordinate the nationwide 'festival' around the RWC



Major Events Management Act

- Protection against unauthorised association or “ambush marketing” (e.g. business suggesting it is associated with RWC when it is not)
- RWC clean zones and clean transport routes for play-off venues currently being considered
- Enforced by MED enforcement officers – with cooperation and assistance from local authorities and other organisations with an enforcement role
- More information will be available on the RWC government website



Visitor Forecasting

- Estimated up to 70, 000 international visitors
- RWC Office & Ministry of Tourism Research leading
- First phase: update of national-level forecasts (late Sept)
- On-going: take account of agency and location specific needs
- Data will be made available free to interested stakeholders



9 September – “Two Years to Go” Milestone

- Government announcing leverage and legacy plans for the RWC
- Milestone event will involve the PM
- Government RWC website goes live
- Joint RNZ 2011/Government publication



The Next Two Years

- Supporting successful tournament delivery
 - Local and central government working together to provide a 'seamless' experience
- Capturing lasting benefits
 - Working with the Showcase New Zealand Office to promote your area's unique attributes and areas of excellence
 - Business
 - Tourism
 - Civic Pride
 - Working across regions to maximise the spread and longevity of benefit and legacy

