



# Absolutely Positively Right By Your Side Wellington's RWC 2011 newsletter

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## Welcome to...

*Absolutely Positively Right by Your Side* – a newsletter designed to keep you informed about the Wellington Region's planning and progress towards Rugby World Cup 2011 (RWC 2011).

This is the third of a number of newsletters being produced in the lead up to RWC 2011.

Coordination of the Wellington Region's planning for RWC 2011 is being handled by a Wellington City Council project team.

If you would like to keep up to date with information around RWC 2011, please email your details to: [RWC2011Wellington@wcc.govt.nz](mailto:RWC2011Wellington@wcc.govt.nz) or visit [www.Wellington.govt.nz/services/events/rwc/rwc.html](http://www.Wellington.govt.nz/services/events/rwc/rwc.html)

### Two years until Rugby World Cup 2011

On 9 September 2011 the spotlight will be on New Zealand for the opening match of RWC 2011.

The first game of RWC 2011 – New Zealand versus Tonga – will be played at Auckland's Eden Park, but almost immediately action will be underway in Wellington. In all, seven matches will be played at Wellington Regional Stadium – the first is South Africa versus Wales on Saturday 11 September.

For Wellington, RWC 2011 is huge. The Tournament is expected to attract more than 60,000 international visitors and Rugby fans from across New Zealand, especially for the All Blacks match and the two quarter-final matches. Millions more around the world will be watching on television.

To ensure the city is ready, we have established a RWC 2011 project team. That team is working with Wellington Regional Stadium, Wellington Rugby, tourism agencies and local authorities.

The Council's RWC 2011 Director, Derek Fry, says the city showed what it could do in 2005 when the British and Irish Lions were here with their army of supporters. "In many ways what Wellington delivered that weekend set the standard and gave the International Rugby Board confidence that New Zealand could handle the

World Cup. But this is the real thing. It is so much bigger."

For Derek, there is more to the event than Rugby. "We start by helping deliver an outstanding Tournament for the teams and fans, but we're also looking more broadly to capture lasting economic and social benefits for the city."

Projects planned for completion in time for RWC 2011 are the extension of the international terminal at Wellington Airport, new apartment and hotel developments, the Indoor Community Sports Centre and new artificial surfaces on our sportsfields.

Plans include a major festival in the city for all to enjoy. "We'll be pulling out all the stops to ensure this is a month-long celebration that everyone feels part of," says Derek. "That's what will make RWC 2011 so memorable.

"We want to showcase our country to the world, but we also want it to be an event for all New Zealanders and for everyone in this city. I think that's the real meaning of 'a stadium of four million people'.

"To succeed, we need to involve the whole community and that's why we've unveiled a countdown clock on the NZX building. The next two years are going to pass very quickly."

### Wellington's RWC 2011 matches:

Sunday 11 September	South Africa v Wales
Saturday 17 September	South Africa v Fiji
Friday 23 September	Australia v Americas 2
Saturday 1 October	France v Tonga
Sunday 2 October	New Zealand v Americas 1
Saturday 8 October	QF1: W Pool C v RU Pool D
Sunday 9 October	QF3: W Pool D v RU Pool C

## City Council meets with Retailers

The Council's CEO, Garry Poole, Director for RWC 2011, Derek Fry and Positively Wellington Tourism General Marketing Manager, Sarah Meikle met with a group of key retailers on 6 October to discuss the opportunities and plans for Rugby World Cup 2011. These included the cleanliness of the city, parking enforcement and public transport. They also agreed the city needed more consistent opening hours, a retail festival and a strong focus on quality customer service, while ensuring that all employees were well briefed on the Tournament, and able to provide visitors with information about when games were on in Wellington and New Zealand.

Given the potential for a \$45 million economic benefit to the region as a result of this Tournament, the retailers, Positively Wellington Tourism and the Council all agreed that there needs to be detailed planning, ongoing discussion and dialogue. All agreed that this is a truly international event and an opportunity for Wellington to demonstrate and display a unique and high quality retail experience.

## Team Hosting

Twenty two cities across New Zealand have bid to host RWC 2011 teams. The Wellington region has been working with Tournament Organiser Rugby New Zealand 2011 (RNZ 2011) reviewing the training venue requirements and standards for team hosting in 2011.

As well as ensuring minimum specifications, the purpose of establishing a standard for all training venues and facilities including, training grounds, indoor training venues, fitness centres, swimming pools and running tracks, is to ensure that the teams participating in RWC 2011 can train in facilities that are as equitable to those available to every other team throughout New Zealand, and comply with current best practice at the time of the Tournament.

RNZ 2011 has developed an evaluation process around RNZ 2011's key strategic objectives for all regional team hosting/training venue bids. This process will be used to determine the hosting of teams. Similar to the process used in the match allocation process.

RNZ 2011 has requested qualified teams send through their operational and logistical preferences for training and accommodation for the Tournament. RNZ 2011 will process and finalise these requests, and confirm where teams will be based.

The final step in the team base allocation process between the Regional Coordination Group and RNZ 2011 will be confirmation of training venues. Confirmation of team hosting is expected to be confirmed in December 2009.

## Ticketing

Tournament Organiser RNZ 2011 has been developing its ticketing strategy over the past 12 months working closely with Tournament owners RWCL.

Following the launch of the official travel packages and hospitality programmes in early 2010, the first phase of public ticketing will likely occur around April 2010 where, similar to France 2007, fans will be able to apply for 'Venue Packs' involving all pool matches at a single stadium, or "Team Packs" for all pool matches involving the team of their choice. Individual match tickets will go on sale early next year. RNZ 2011 is also looking at a ballot system for tickets to the semi-finals and the final later in 2010.

Prices will be fairly reflective of those from RWC 2007 in France, where average quarter-finals prices were around \$350 (NZD), with semi-finals around \$600 and the Final at \$800.

It is also anticipated that this level of pricing will only apply to knock-out matches and a small number of major pool matches (which will be comparable to average ticket prices from the Lions Series 2005 of around \$250). However it is important to balance these higher-end tickets with a range of more affordable options, making it as easy as possible for fans to access tickets.

- Ticket prices for 66% of matches (or up to 32 of 48 matches) will be reflective of regular test match and in some cases Super 14 type prices
- For all pool matches, children's concession prices will be available, starting from as low as \$15
- Each ticketing phase will include specific offers for the New Zealand Rugby Community, which provides those involved in the game at the grassroots level increased opportunities to secure tickets
- Fans will also have the ability to pay for their ticket purchase orders over six equal monthly instalments.

For more information visit [www.rugbyworldcup.com/tickets](http://www.rugbyworldcup.com/tickets)

## Cruise Ships

Five cruise liners, two in Wellington, two in Auckland and one in Lyttelton – will berth for the 2011 Tournament, easing an accommodation crunch that is seen as one of the stumbling blocks to a successful event. The set-up will be similar to an accommodation plan used for the 2005 British and Irish Lions tour – when 670 fans stayed on the Pacific Sun – but on a much larger scale.

Andrew Burton, Chief Executive of Rugby Travel and Hospitality Ltd, says the cruise operators could cater for up to 10,000 overseas Rugby fans.