

# STAFF REPORT

**TO:** Community Services Committee  
**FROM:** Community Services Manager  
**REFERENCE:** C752  
**DATE:** 21 June 2007  
**SUBJECT:** Rugby World Cup 2011

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## PURPOSE/REASON FOR REPORT

To advise Council of recent workshops run by Rugby New Zealand 2011 Ltd (RNZ 2011) which were attended by representatives of provincial rugby unions, local authorities, regional tourism groups and match venue authorities.

## BACKGROUND

In November 2005, the International Rugby Board ("IRB") awarded the hosting rights for Rugby World Cup 2011 ("RWC 2011") to the New Zealand Rugby Union ("NZRU"). Subsequently the NZRU and the New Zealand Government entered into a joint venture agreement and formed Rugby New Zealand 2011 Limited ("RNZ 2011") with that company having specific responsibility for delivering the Tournament in accordance with the terms of the Host Union Agreement ("HUA") signed between Rugby World Cup Ltd ("RWCL"), an IRB subsidiary company and holder of all Rugby World Cup rights, and the NZRU. \*

The Tournament window for RWC 2011 will be September/October 2011. The Tournament format is yet to be finalised but is likely to involve either 16 or 20 participating teams and between 32 and 48 games. The final decision on the Tournament format will be made by RWCL. That decision is anticipated to be made by the end of October 2007 at the latest. \*

The decisions as to where the participating teams will be based and where the Tournament games will be played rests with RNZ 2011, subject to close consultation with its shareholders and final sign-off by RWCL. It is likely that RWCL will undertake an inspection tour before sign-off if given. It is highly likely that the participating teams will be divided into four playing pools, with those pools being north, central and south plus a national pool (which the All Blacks will be part of). \*

The Tournament Final will be played at Eden Park, Auckland. Given the financial challenges facing RNZ 2011 coupled with the size of the Auckland region (comparative to the rest of New Zealand), the 60,000+ capacity of Eden Park and the huge investment into that venue under the facilitation of the New Zealand Government, clearly this region is likely to play a significant role in the delivery of the Tournament. \*

Apart from the background above, no decisions on the allocation of games or teams have been made. These decisions are currently scheduled to be finalised in mid-2008. \*

## **DISCUSSION**

The following points relating to regional community involvement came out of the workshops:

- RWC 2011 is not just a major sporting tournament; it is a major community opportunity for New Zealand nationally and regionally.
- RNZ 2011 is looking for regional communities, not segments of those communities, to act as game and/or team hosts.
- Regional groups looking to host teams and/or games or otherwise to be directly involved in RWC 2011 (e.g. hosting of live sites) must organise themselves and provide RNZ 2011 with one point of contact as soon as possible.
- These regional groups should contain all key regional stakeholders including Provincial Unions, LTAs, venue authorities, tourism and any other relevant community stakeholders. \*

Essential components of a regional hosting proposal were:

- Each game and team allocation hosting proposal will need to guarantee the achievement/delivery of certain minimum hosting obligations/standards, full details of which should be communicated by RNZ 2011 as soon as is reasonably possible.
- Each game and team allocation hosting proposal must provide direct financial (cash and/or in kind) benefits for RNZ 2011 to assist it to manage the delivery of the Tournament in a financially prudent manner, bearing in mind the financial challenges it already faces. RNZ 2011 must endeavour to communicate its expectations in respect of these benefits as soon as is reasonably possible.
- LTAs require as much advance warning as possible to meet circumstances where significant LTA budget provision is required to meet any game and/or team allocation hosting obligations. \*

Attached is a 'where to from here?' document which provides a fairly comprehensive list of actions over the next few months.

Having had brief discussions with Nelson City staff, we believe that initial meetings of staff from Marlborough District, Nelson City and Tasman District Councils will need to be held to discuss options for team hosting and games for this region.

Once some progress has been made, the above Working Group may need to be expanded to include Councillors in order to make a serious bid for team and game hosting.

Once the RNZ 2011's presentation has arrived, I will arrange for a time slot at a future meeting for Councillors to view this.

## **RECOMMENDATION**

THAT the information be received.

L L Kennedy  
**Community Services Manager**

**\* NB:**

Paragraphs marked with an asterisk (\*) were taken directly from an RNZ 2011 report written by Martin Snedden, Chief Executive RNZ 2011 to the RWC 2011 Game and Team Allocation Stakeholders.