



The Nelson guide for community involvement in

Rugby World Cup 2011

The world is coming to New Zealand in 2011. Teams from twenty nations, their fans, media and dignitaries, will converge on New Zealand for Rugby World Cup 2011.

Nelson is expecting more than 20,000 international and domestic visitors ... and we want to put on an incredible show for them, and also for our community.

Help Nelson showcase its best to the world in 2011.



Goals for Nelson's involvement in RWC 2011

1. Optimise Nelson's exposure to the world
2. Give visitors to Nelson a great time so they'll come back and tell their friends and family to come as well
3. Create a community celebration around the Tournament

What do I need to know

Nelson City Council is the host agency responsible for delivering RWC 2011 to both the Nelson community and to Tournament Organiser Rugby New Zealand 2011 Ltd (RNZ). Council is hosting four teams, putting on three matches at Trafalgar Park, setting up two Fanzones (one in Nelson and one in Motueka), and creating a festival during September and October 2011.

Members of the community can get involved in a variety of ways: with the local RWC 2011 planning groups or on your own, depending on what you want to do.

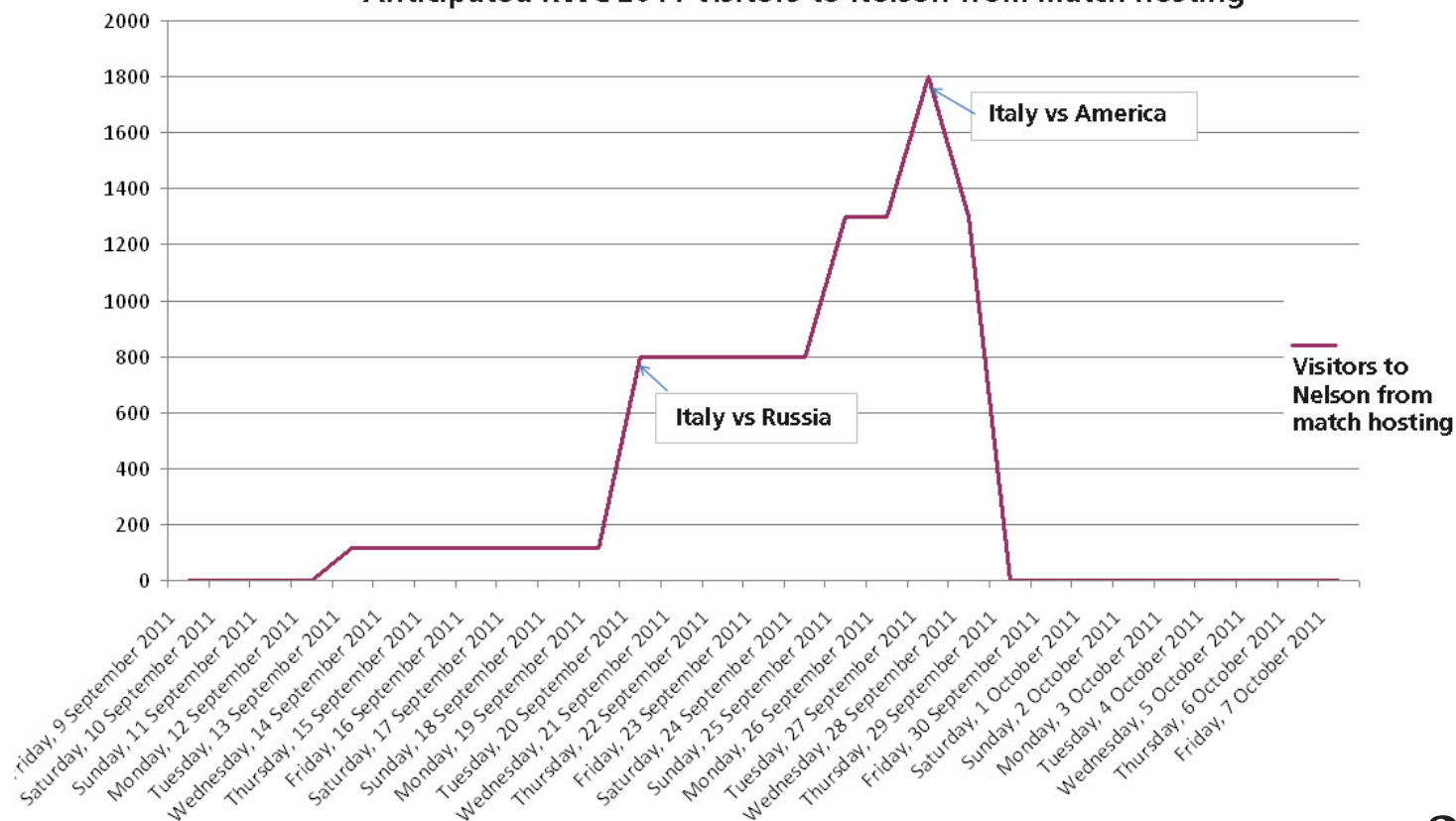
It's important to know that there are commercial rules in place that may affect your plans. You'll need to learn what you can and cannot do to be part of RWC 2011. Read on for a summary of the most useful information.

Visitor numbers

Nelson can expect more than 20,000 international and domestic visitors. However, not all of those people will be visiting the region at the same time.

Note: chart below reflects the original agreement to host two Italy matches

Anticipated RWC 2011 visitors to Nelson from match hosting



Fan movements

Nelson Tasman has the chance to attract thousands of international visitors travelling up and down New Zealand to stop and see what the region has to offer.

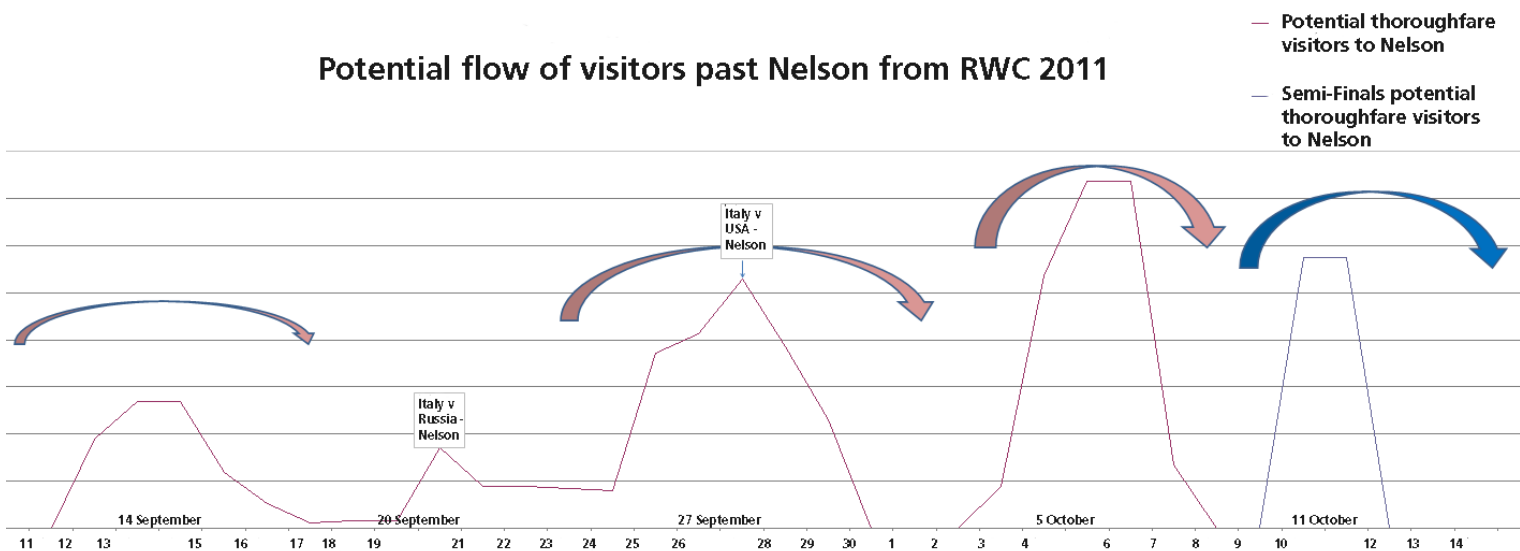
With this in mind, it is important to understand how visitors are moving around the country and when is the best time to catch them between regions.

Analysis of RWC 2011 pool matches shows that there are key times (see chart below) when fans are moving between islands - when the region can lure them to Nelson Tasman. In addition, Nelson has been awarded a third match, Australia v Russia on 1 October, that will increase the number of potential visitors to the region. Smart planners can take advantage of these opportunities.

One point to note is that fans are likely to be committed to pre-arranged activities on weekends when there are big matches. It looks like the best chance to snare visitors is during weekdays.



Potential flow of visitors past Nelson from RWC 2011



Data analysis and charts provided by Nelson City Council and Nelson Regional Economic Development Association.

Community celebration

Although there will be many visitors in town from around New Zealand and the world, the Tournament is a good opportunity for our own community to celebrate its Rugby heritage and its unique Nelson Tasman lifestyle - the party's not just for visitors! One of the key goals is to create a festive community celebration around the Tournament.

How you can get involved

- Volunteer
- Promote the Game On Festival
- Use the Birthplace of NZ Rugby logo to emphasise Nelson's point of difference
- Adopt a second team
- Education programme

Volunteer

The RWC 2011 Volunteer Programme was launched in June 2010, with applications for some positions still open. Go to www.rugbyworldcup.com/volunteer for information on the available positions and how to apply to volunteer.

Nelson City Council may have other local volunteer opportunities; keep your eye out throughout 2011.

The Game On Festival

Nelson City Council is hosting a two-month festival, the Game On Festival. It takes place between 1 September 2011 and 31 October 2011.

A list of the events taking place during the Game On Festival can be found at www.nelsoncitycouncil.co.nz/game-on-festival.



Birthplace of NZ Rugby logo

Nelson's unique position as the birthplace of Rugby in New Zealand is a special point of difference that any Nelsonian can be part of. Created by the former RWC 2011 Nelson Steering Group, Council is very eager to see Nelsonians celebrate their Rugby heritage by using the mark on posters, letterhead, shop windows - however you wish - to show your pride in Nelson's place in Rugby history.

The logo is available to individuals, organisations, or businesses. It is licenced, so you would need to apply to use it, but it is free and available from the Council website,

www.nelsoncitycouncil.co.nz/birthplace-of-nz-rugby-logo.

Please note that the logo cannot be used for merchandising opportunities.

Adopt a second team

New Zealand 2011 (NZ2011) is the central government organisation working with RNZ to make RWC 2011 a success in New Zealand. Both organisations want to encourage communities to support visiting teams competing in RWC 2011.

There are many ways communities can get behind any of the teams, welcome them to New Zealand and support them while they're here. Learn phrases in that country's language, dress up in the adopted team's colours or decorate your business or school.

Here are some ideas to explore:

Community Groups

- Hold themed market days including food and music from the adopted country
- Offer free country-themed face painting at local events
- Invite speakers from your adopted country to present to your group
- Involve local ex-pat community groups from your adopted country

Schools

- Use the KidZone programme to learn more about your adopted country (see page 6)
- Take part in a regional Rippa Rugby Tournament or organise one of your own
- Create a competition against another local school or join forces
- Host a special themed day with food, costumes etc.
- Dress your school or classroom with the flag bunting from your adopted team
- Invite speakers from your adopted country to present to your school/class
- Create an Opening Ceremony event with all countries represented
- Contact a school from your adopted country –send letters, emails or pictures



Education programme

The RWC 2011 education programme presents RWC 2011 as a context for engaging students in learning activities relevant to their everyday lives. It aims to provide teachers and students with tools to embrace the Tournament and get involved in the celebration of this special milestone in our country's history.

The education programme is a collaboration between RNZ 2011, Rugby World Cup Ltd, the New Zealand Rugby Union's (NZRU), NZ2011, Te Puni Kokiri, SPARC and the Ministry of Education.

The programme has three key components:

RWC 2011 Activity Book

The Government, through NZ2011, is providing every primary school student with a book of learning activities based on the Tournament. There are three curriculum levels to choose from, all of which are strongly aligned to the social sciences curriculum, Effective Pedagogy in Social Sciences best evidence synthesis. Each learning experience incorporates focus questions and opportunities to explore the key competencies.

Ruggerland website

The programme also expands on the NZRU Ruggerland education programme which has been running for over eight years in schools throughout the country. Teachers and students can download activity sheets created by the NZRU and aligned to The New Zealand Curriculum and Te Marautanga o Aotearoa for students to explore numeracy, language and the social sciences using RWC 2011 as a context for teaching and learning. Visit the Ruggerland website at www.ruggerland.co.nz

KidZone website

Teachers and students can download activity sheets created by RNZ 2011 for students to learn about one of the 20 countries competing in RWC 2011 through a social science-based unit. Visit the Kidzone website at www.rugbyworldcup.com/kidzone

The KidZone and Ruggerland websites will also provide access to videos, games and other free resources to assist with classroom teaching and learning programmes.



Use of the RWC 2011 name and brand

The Rugby World Cup 2011 name, Event Mark, the Host City Logo, and other intellectual property are the exclusive property of and licensed by RWCL and are protected by national and international laws and conventions on Trade Marks and Copyright. RWCL's intellectual property is not available for general use.

Major Events Management Act

The Major Events Management Act (MEMA) prohibits suggesting an association with RWC 2011 where no such association exists. It has been put into place to protect the exclusive rights of association granted to RWC 2011's Worldwide Partners.

Rugby World Cup Limited (RWCL) and NZ 2011 have produced *Rugby World Cup 2011 in New Zealand: A Guide to the Major Events Management Act 2007* to provide general guidance on MEMA. Find it at www.nelsoncitycouncil.co.nz/business-opportunities-for-rwc-2011.

Funding for other events

Nelson City Council is not able to provide funding for any event, but other available funding includes:

Nelson Events Marketing and Development Programme

The underlying objective of the Nelson Events Strategy is to stimulate Nelson City's economy by bringing new spending through visitors coming to Nelson for distinct events in the shoulder and off season. Funding is available for qualified events within Nelson City Council boundaries to assist them with marketing and development expenses. Find out more at www.itson.co.nz.

Community Assistance

Funding is available for community organisations that provide services aligned with Nelson's community outcomes. Find out more at www.nelsoncitycouncil.co.nz/community-assistance-funding.

FundView

FundView is New Zealand's primary source of information about funding for voluntary organisations. It contains over 600 different funding schemes. Find out more at www.fis.org.nz.



Contact information

Festival contact

Contact for Game On Festival can be made to:
Sophie Kelly, Festival Producer
Nelson City Council
+64 3 546 0212 and sophie.kelly@ncc.govt.nz

Branding contact

Contact for Nelson regional branding, Game On Festival branding, or RWC 2011 branding can be made to:
RWC 2011 Nelson Central Media Office
Angela Ricker, RWC 2011 Nelson Communications Manager
Nelson City Council
+64 3 546 0343 and angela.ricker@ncc.govt.nz

Major Events Management Act

For queries related to MEMA, download the MEMA guide referred to on page 5 which should answer most questions.

Further queries should be directed to the Ministry of Economic Development, the government department responsible for administration of MEMA:

PO Box 1473
Wellington 6140
New Zealand

www.med.govt.nz

Email: mema@med.govt.nz

Phone: +64 (0)4 472 0030



Find us on
Facebook

www.facebook.com/rwc2011nelson

If you are a business owner and are interested in the business opportunities around RWC 2011, please see our companion guide for business, the 'Business Opportunities Guide' that can be downloaded at

www.nelsoncitycouncil.co.nz/business-opportunities-for-rwc-2011

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v. May 2011 - this brochure may be updated leading up to RWC 2011 and can be found at

www.nelsoncitycouncil.co.nz/councils-commitment-to-rwc-2011