

TO: Finance, Strategy and Development Committee

FROM: Events - Special Projects

MEETING DATE: 14 March 2012

SUBJECT: **RUGBY WORLD CUP 2011**

SUMMARY

This report summarises the Dunedin City Council expenditure relating to the city's hosting of Rugby World Cup 2011 and outlines some of the economic and social benefits to the community. The allocated budget for RWC 2011 was \$200,000 over two years, with many of the costs met from existing departmental budgets.

The total spend by Dunedin City Council on Rugby World Cup 2011 was \$764,671 over two years. This amounts to \$191,167 per match – which it is predicted will compare favourably with spending by other councils. Most of them are currently finalising their RWC 2011 and indications are that Dunedin City Council will have one of the lowest spends, particularly given Dunedin hosted four matches.

The event delivered significant benefits for the city in terms of increased visitor numbers and increased expenditure. Paymark data showed that spending on hospitality in Otago in the first three days of the Tournament (compared with the same period last year) was increased by 16.6% (\$353,809) with general spending increased by 26.1% (\$195,034). There is no Economic Impact Report specific to Dunedin, but the Ministry of Economic Development is preparing an EIR of the event from a national perspective and this is expected to be available this month.

Reports from most quarters were that this was a highly successful event in Dunedin, with positive news coverage of our city both nationally and internationally, high attendance and minimal problems.

IMPLICATIONS FOR:

- | | |
|--|---|
| (i) Policy: | No |
| (ii) Approved Annual Budget: | Yes - \$100,000 allocated in 2010/11,
\$100,000 allocated in 2011/12, City Marketing
budget |
| (iii) LTP/Funding Policy: | No |
| (iv) Activity Management Plans: | No |
| (v) Community Boards: | No |
| (vi) Sustainability: | No |

RECOMMENDATIONS

That this report be noted.

INTRODUCTION

This report summarises costs and outcomes of Dunedin hosting Rugby World Cup 2011.

The Council allocated an additional \$200,000 in the 2010/11 and 2011/12 Annual Plans to cover some of the costs of Rugby World Cup 2011.

The total cost to the Council of hosting the world's third largest sporting event was \$764,671 across all departments. The total expenditure for Dunedin equates to \$191,167 per match. This compares favourably with expenditure in other host cities on the basis of informal advice received to date. Expenditure figures from other councils have not been finalised at this point but our understanding is other councils' spends are typically noticeably higher than ours.

Council departments met additional RWC 2011 costs from existing budgets over two years. All marketing was from the existing marketing budget (\$317,690). All traffic management planning and transport related costs were paid from the existing traffic and transportation budget given for traffic purposes (\$256,146). Other associated costs amounting to approximately \$190,000 were met by the appropriate departments eg EDU, Parks and Reserves, Civic, Events and Water and Waste.

BACKGROUND

When the allocation of matches was first announced in December 2009, Dunedin was awarded three matches:

Wednesday	14 September	Scotland v Georgia
Sunday	18 September	England v Georgia
Sunday	2 October	Ireland v Italy

Following the February 2011 earthquake in Christchurch, Dunedin's allocation of matches was increased, allocating the city three matches involving England including the top pool match of Argentina v England, as well as the previously allocated Ireland v Italy match.

Dunedin matches for Rugby World Cup 2011 were very well supported, with two of the matches selling out.

Saturday	10 September	Argentina v England	8:30pm	27,477 attendees
Sunday	18 September	England v Georgia	6:00pm	20,117 attendees
Saturday	24 September	England v Romania	6:00pm	25,687 attendees
Saturday	2 October	Ireland v Italy	8:30pm	<u>27,800 attendees</u>
				Total 101,081 attendees

The earthquake in Christchurch required an intensification of Dunedin's planning including the hospitality sector which was eager to welcome the increased number of visitors, especially the England and Ireland supporters. The city also increased its downtown entertainment programme for match days to provide for the influx of fans. This also encouraged a more extensive festival programme which created a positive "party" atmosphere all over the city.

DISCUSSION

Budget and Costs

The Council initially allocated an additional \$200,000 in the 2010/11 and 2011/12 Annual Plans to cover some of the costs of Rugby World Cup 2011. It was determined that Council departments would meet any additional costs which fell in their areas from existing budgets. This meant that the total additional cost to ratepayers of the Rugby World Cup hosting was limited to \$200,000.

The final cost to the Council of hosting the world's third largest sporting event was \$764,671 across all departments of Council, over two years.

Comparison with other Councils' Spend

Our cost per match equates to \$191,167. Palmerston North City Council has released figures of it's spend for RWC 2011 being \$520,467 (\$260,233.50 per match) which includes the Rugby New Zealand 2011 Limited contribution. One or two smaller unions received subsidies for the

Tournament or training to take place in their regions but many host cities of similar size or larger than Dunedin were required to harness larger shares of the Tournament costs. Early indications suggest that the other councils' spend will tend to be upwards of Dunedin's costs although, as stated, many of those councils are not in a position to publicly release final details.

Breakdown of Costs

A breakdown of the costs over two years is provided below with transportation, match day entertainment and visitor promotion being the biggest costs. Further detail is provided in Attachment One.

RWC 2011 Costs Over Two years	
Expenditure	\$
Advertising/Marketing	96,823
Banners	41,726
Liquor ban Signage	2,320
Spin it Wide	115,843
Schools Booklet	7,915
Haka Peep Show	50,000
Business Engagement	6,048
Civic Welcomes	5,160
Events Management	86,045
Events Amenities	48,142
Matchday Entertainment	127,745
Public Transport	56,146
Traffic Management	200,000
RWC 2011 Total Costs	843,913
Less Revenue	-79,242
Nett RWC 2011 Costs Over Two Years	764,671

These costs were met from the following budgets.

RWC 2011 Costs Over Two Years	
Department	\$
City Marketing	317,690
Transportation Planning	256,146
EDU	6,048
Visitors Centre	9,620
Civic	4,719
CARS	13,316
Town Hall	8,535
City Property	2,195
Liquor Licensing	2,320
Events	223,324
Total Costs Over Two Years	843,913
Less Revenue	-79,242
Nett RWC 2011 Costs Over Two Years	764,671

OUTCOMES FOR THE CITY

Visitor Numbers

Teams based in Dunedin spent the following number of nights in the city:

England	16
Argentina	14
Georgia	4
Romania	7
Ireland	7
Italy	5
Total Nights	53

The city experienced significantly increased visitor numbers between July and September 2011 as highlighted in Tourism Dunedin's Annual report:

"Statistics New Zealand figures show that 74,355 of September arrivals were visiting New Zealand for the Rugby World Cup 2011, more than a third of all arrivals for the month. The total number of international Rugby World Cup 2011 visitors from July to the end of September now stands around 80,000. The final total won't be known until data for October has been collected. Forecasts previously indicated a total of 95,000 visitors to the event. The biggest month-on-month change in September came from traditional rugby nations including France, Ireland, South Africa, the United Kingdom and Argentina".

Extract From Tourism Dunedin's Annual Report released in February 2012

As noted by the NZ Police (extract below), the behaviour was outstanding, due in large part to the careful planning and organisation of the event.

"The behaviour of the public across the city was outstanding with fewer problems experienced during RWC 2011 match periods than we would normally experience, particularly Friday and Saturday nights. Our staff really enjoyed the experience as very rarely did they come across aggression as in the main a very happy and festive atmosphere. Overall very well behaved and happy. The Stadium saw a small number overall evicted for intoxication and disorder but given crowd sizes very well behaved and compliant. In terms of anticipated problems our concerns were unfounded and it was a very successful and enjoyable experience in terms of Dunedin overall".

Feedback from NZ Police Inspector Alistair Dickie

Economic Impact

No assessment of the national economic impact of the RWC event was commissioned by the IRB or by NZRFU at the time of the event. A local Economic Impact Report (EIR) was considered, but not commissioned, due to budget constraints and because the event was a "one-off". It is understood that the Auckland City Council, NZ's largest host city, will report on the economic impact in April 2012.

Market Economics Limited has been contracted by MED to undertake an economic modelling of the impact of RWC 2011 on the national economy. This is scheduled for completion in early March. Part of the model relies on information produced by Statistics New Zealand on international visitors and this will be available within the next two months. Certain information provided with the study will remain confidential and commercially sensitive and expenditure information will be aggregated across the whole country and reported at the sector level only.

The following estimates of Rugby World Cup 2011 related spending in September/October 2011 are based on data from Paymark which processes more than 75% of all electronic transactions in the NZ retail market.

Rugby World Cup Spending September/October 2011 (Paymark Data)

Spending in first three days of Tournament (compared with same period last year)
(9 -11 September with first Dunedin match on 10 September)

Otago

- Hospitality spend increase 16.6% (\$353,809)
- General spend increase 26.1% (\$195,034)

Spending in first ten days of Tournament (compared with same period last year)

- Otago increase 15.6%
- Southland increase 23.4%
- Auckland/Northland increase 13.3%

Nationally overseas credit card spending increase 32.5%

Spending week ending 25 September during Tournament (compared with same period last year)

- Otago increase 6.7%
- Wanganui increase 7.5%
- Southland increase 7.2%
- Nationally increase 2.7%

Data for the period of RWC showed the largest year-on-year percentage increase in spending for the Otago region was 8.2% (3 October) the day after the final Dunedin match at the stadium followed by an 8% increase the day after the opening match.

Other Benefits

Other benefits/outcomes of Dunedin hosting the world's third biggest sporting event include the following:

Publicity

- The city received a significant amount of positive media coverage that not only focussed on the Tournament, but also the city. Journalists from Rugby News Service were based in the city for five weeks and were astounded at how much there was to do in the city.
- The city has received accolades from all international teams and the International Rugby Board (IRB) as an outstanding Host City with quality sporting infrastructure.

Infrastructure

- Banner arms were upgraded around the city and lighting improved along Anzac Avenue.
- As Dunedin was a host city, Dunedin City Council was able to apply for funds, through the LoveNZ project, towards providing public places recycling infrastructure and resources. Sufficient funding was sought and obtained to enable the purchase of 56 permanent LoveNZ public places recycling bins and event resources, 150 mixed recycling and 25 glass recycling wheelie bin lids and 50 LoveNZ promotional flags, which remain in the city as a legacy.

Partnership and relationship building

- The Tournament brought different DCC departments together who would not usually have contact to work with external services which gave a greater understanding of cross-council functions.
- Various sectors worked together in a cohesive way to deliver the event.
- The regional initiative 'Spin It Wide' was a successful partnership of all regions 'from the Waitaki south' working together to encourage visitors to stay longer in the southern region.

Capacity building for future events

- A volunteer network of 400 completed an extensive training programme and it is likely that members of this group can be engaged for future events.
- A detailed Traffic Management Plan was developed and can be adapted for other major events at the stadium.

Community engagement and civic pride

- The engagement of the community to show support for a major event who were encouraged to 'Adopt a Second Team'.
- Civic Pride – the positive feeling of the city while hosting the event and the warm welcome given to visitors.

A summary of the feedback from stakeholders is provided in Attachment Two.

CONCLUSION

The costs to the city of hosting RWC 2011 were significant but at \$191,167 per match, Dunedin City Council's costs compare well with early indications of spends from other councils. In addition, the event also delivered significant benefits including confirming Dunedin's reputation as a host city for major events. To quote Rugby New Zealand 2011 Limited CEO, Martin Snedden:

"Together with you, Rugby NZ 2011 worked to successfully host four matches and six teams in Dunedin. Further to that, not only did Dunedin play a part in the hosting of the Tournament but it also activated the region with festival activity to support the RealNZ festival and our concepts of a Stadium of Four Million and a festival of Rugby."

Dunedin now has a framework across all areas required for any major events that the city hosts in the future. The communication and infrastructure networks established are a legacy of Rugby World Cup 2011 that can be developed and enhanced for future major events.

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Date report prepared: 22 February 2012

Attachments:

- 1 A summary of the functional activity relating to the Rugby World Cup 2011
- 2 Selected RWC 2011 related feedback from stakeholder agencies and communities

SUMMARY OF FUNCTIONAL ACTIVITY RELATING TO THE RUGBY WORLD CUP 2011

The following is a summary of the functional areas of activity associated with hosting Rugby World Cup 2011.

Team Services

- Team Services involved Dunedin City Council, Otago Stadium, training venues, hotels, Otago Rugby Football Union, Dunedin International Airport Limited, Lion Foundation Arena, Academy of Sport, Moana Pool and Gym and Les Mills World of Fitness. Other stakeholders included Dunedin DHL freight and logistics, Police liaison and other community groups.
- A key objective for Team Services was to deliver a high performance environment in which teams can excel. Dunedin achieved this with much success. There were several thank you notes received from teams and Rugby New Zealand 2011 Limited to commend Dunedin on its performance.
- All visiting teams engaged with the community by way of school visits and open training sessions. The access allowed by teams encouraged local attendance at the matches.

Match Venue

- The Dunedin Match Management Group was set up in 2010, and originally consisted of staff of Dunedin Venues Ltd, Otago Rugby Football Union, and Dunedin City Council. As the Tournament progressed, management of the group was moved to Rugby New Zealand 2011 Limited and the stakeholder group increased to include Emergency Services and other relevant parties.

Rights Protection

- Rights Protection related to the way that the rights of RWC 2011 sponsors, accredited partners and licensees would be protected from non-sponsor advertising.
- A 500m precinct was required as part of the provision of a clean venue. The 500m radius from the centre of the ground was made available exclusively for two days prior and one day after the match day. DCC staff worked with Ministry of Economic Development (MED) staff to ensure that the clean precinct had minimal effect on regular and ordinary business or residential activity within the clean zone.
- Council rights protection staff worked with local businesses to ensure clear understanding of the Major Events Management Act rules and worked to facilitate solutions to any issues in advance of the tournament. This approach meant that during the clean periods, there were no problems.
- On match days, teams of warranted Council officers worked alongside MED staff to monitor the clean zone and to ensure protection of sponsors' rights. There were no incidents of either ambush or intrusion marketing at any of the four games and both MED and RWC 2011 provided positive feedback on the performance of Council staff in this area.

Transport Planning and Traffic Management

- The Transport Plan was developed by Dunedin City Council, New Zealand Transport Agency, Dunedin Venues Limited, Rugby New Zealand 2011 Limited, Emergency Services and Otago Rugby Football Union.
- The Transport Plan positioned the Stadium as a walking stadium and while the Plan allowed for traffic to flow through State Highways, this was controlled by NZ Police as well as programmed management of traffic lights for VIP traffic, teams and media.
- Communication via radio, print, local guides and i-Site provided information and maps showed the walking routes from the Octagon, George Street and the Railway Station, parking and the availability of public transport.
- Shuttles did not run from the Octagon to the Stadium as it was considered an acceptable walking distance (1.7km). There was some anecdotal feedback of a need for this service but the service would not have been able to get fans any closer than the regular public drop off location.
- Taieri Gorge Railway operated suburban trains from Mosgiel and Waitati to the Railway Station and return after the match. One service (Georgia match) from Waitati was cancelled due to lack of numbers and a coach was used as a replacement for the small number of people who had booked the service. The cost was \$10 per journey.

- Public transport routes and timetables were negotiated with the Otago Regional Council and Dunedin coach operators that enabled people to utilise public transport before and after the match to reduce traffic levels. These services had some degree of success but the locations of bus stops need reviewing for future major events - but in essence the service worked.

Walking Routes

- Walking routes were identified with banners, signage, volunteers, street entertainment and installations, portaloos and recycling stations. Lighting was improved along Anzac Avenue presenting a good image and safe route at night for large numbers of pedestrians.
- Walking Routes were: Octagon down Lower Stuart Street along Anzac Avenue & Octagon along George Street down Albany Street.

Volunteer Programme

- Dunedin had approximately 400 volunteers involved in city and stadium operations from a welcome at Dunedin Airport to giving directions to thousands via a loud-hailer at the Stadium
- Dunedin City Council, Otago Rugby Football Union and Sport Otago worked together to recruit and train volunteers.
- Volunteer recruitment was a very time-consuming and arduous task with high expectations from Rugby New Zealand 2011 Limited of Host City staff in the lead up to the Tournament.
- Most volunteers had a very positive experience and some have subsequently volunteered at New Zealand Masters Games 2012.
- All volunteers underwent training which has provided a higher calibre volunteer pool available in the city for future events.
- Dunedin City Council is now looking at how this training and enthusiasm can be enhanced and expanded for a Volunteer Programme to produce Dunedin Ambassadors.

Visitor Information

- i-Sites were accredited RWC 2011 information and visitor centres throughout New Zealand.
- The main source for tourist information was the i Site at Princes Street, however there were 2 remote sites at the Railway Station in the old restaurant area and the Wanaka mobile i-Site was placed in the Octagon for the duration of RWC 2011 in Dunedin.
- The i-Sites operated extended opening hours on the days surrounding match days.
- RWC 2011 volunteers were also visible throughout the central city area. It was felt there was a need for these volunteers on match days only and not on the day prior. Rosters were adjusted to reflect the demands of the city's locals and visitors.
- With the RWC 2011 matches being some of the first events at the Stadium, the local population needed as much information about accessing the Stadium as the visitors.
- Maps have been developed that can be adapted for other major events at the Stadium.

Tourism Sector

- Tourism Dunedin worked with tourism businesses, in the same way Otago Chamber of Commerce did with the retail sector, to ensure a quality visitor experience.
- The information provided to the retail sector was also provided to the tourism sector.

Accommodation

- Additional supporters as a result of the increased number of England matches posed problems in relation to Dunedin's ability to accommodate visitors and supporters.
- Capacity was reached in the city for the nights around matches and groups were accommodated as far afield as Middlemarch, Waikouaiti and Milton.
- Motorhome and campervan overflow at Tahuna Park was managed by Dunedin Holiday Park. Rugby clubs in the vicinity provided bar and meal services also.
- Freedom camping did not appear to have created any major problems.
- Holiday park operators provided coach transport to and from the Stadium.

Regional initiatives: Otago and Southland - Spin It Wide

- A regional festivals and events guide under the regional banner 'Spin It Wide' was produced.
- 120,000 copies were distributed south of the Waitaki River.

- Festival, event and all other information was also provided online through 'Spin it Wide' and local authority websites plus the REALNZ Festival website and Dunedinnz.com.

City Entertainment

- Entertainment hubs were set up in the Upper Octagon, Railway Station precinct, Anzac Avenue and George Street (New Edinburgh Way). Local musicians and community entertainment groups performed at the various locations.
- Main walking routes were along George Street to Albany and Frederick Streets and down Lower Stuart Street and along Anzac Avenue. Volunteers were clearly visible along all routes.

Community Promotion

- The Otago Daily Times dedicated editorial space to RWC 2011 leading up to and during the Tournament and worked with Dunedin City Council on the content and look. 'Spin It Wide' branding was used for the daily events programme banner.
- All radio stations and print media were used to publicise the public events related to our visiting teams eg Civic welcomes and public training sessions.

Schools Programme

- Dunedin produced a school booklet for every primary school pupil in the Dunedin area. The booklet featured information about the Tournament, teams visiting Dunedin and information about their countries of origin.
- The booklet encouraged pupils, classes and schools to adopt a second team, engage in community activities during RWC 2011 and encourage pupils and their families to get active.
- The programme was developed by Dunedin City Council, Otago Rugby Football Union, Sport Otago and Dunedin Venues Limited.
- ANZ sponsored the Dunedin Schools Booklet providing funding for the printing of the booklet.

Waste Management

- As Dunedin was a host city, Dunedin City Council was able to apply for funds, through the LoveNZ project, towards providing public places recycling infrastructure and resources. Sufficient funding was sought and obtained to enable the purchase of 56 permanent LoveNZ public places recycling bins and event resources; 150 mixed recycling and 25 glass recycling wheelie bin lids and 50 LoveNZ promotional flags.
- Throughout RWC 2011 frequent comments were received from visitors and locals alike on the event bins, congratulating the city on an active approach to recycling.

Street Cleaning (including footpaths and rubbish bins)

- Rubbish bag collections through the CBD were rescheduled for match nights. Businesses and residents in the area were requested to hold back their refuse bags for late collection by the contractor. People complied with this request, which meant that streets were left clear of business and household waste during peak periods of the event and the potential for street litter was minimised.

Street Cleaning (including footpaths and rubbish bins) contd

- Additional 'cleans' were incorporated into contracts which allowed for additional street sweeping on the night before the match and on match day during the match (after the walk up) and then post match before 6am.
- Rubbish bin emptying throughout the central city was continuous on match day and days prior and after.

Street Banners

- There were 245 RWC 2011 street banners displayed all around the city for the duration of the Tournament. Rugby New Zealand 2011 Limited subsidised the production of the banners.
- Banners were installed throughout the city.
- New additional banner arms were installed on poles around the Stadium.

City Presentation

- Bedding displays were planted out in 'Spin It Wide' colours (gold, maroon and blue) and looked exceptional.

- The floral Rugby Ball suffered from the snow falls experienced during winter which drastically slowed growth so it did not have the intended visual impact of being completely white during the Tournament.
- A moratorium on road works and other construction around match and training venues, hotel and team accommodation and central city was in place during September and October 2011.

Emergency Services

- NZ Police, St John Ambulance Service, NZ Fire Service and Public Health South were the leaders in a wider emergency services group along with Dunedin City Council.
- From a Tournament perspective, NZ Police were responsible for International Protected Persons security and transport/traffic management. Rugby New Zealand 2011 Limited were responsible for in-venue security.
- Each team was accompanied by a Police Liaison Officer and there were no major incidents in the city.

Business Engagement and Legacy

- 3,393 national businesses joined the Ministry of Economic Development driven, NZ 2011 Business Club.
- 567 joined from Otago (Otago has 4.7% of NZ population, but had 16.7% of the Business Club members).
- 445 Business Hosting Events were held across NZ; Otago hosted 42 (9.4% of business hosting events). Auckland and Wellington regions hosted approx 200 events.
- Even though some of the events had to be cancelled due to lack of patronage from overseas business (this has occurred across other regions in New Zealand also), Otago did exceptionally well in supporting the business hosting part of RWC 2011.
- Anecdotally, people were here to enjoy the hospitality and rugby rather than to mix business with pleasure.

New Zealand Welcome Ceremonies

- Dunedin hosted the official New Zealand welcomes for England and Argentina. These events were the only official engagement that all team members were required to attend during the Tournament. Teams were welcomed in to the Town Hall by representatives from Otakou and Puketeraki Marae. The ceremonies also included entertainment reflecting the city's Scottish and Chinese heritage. All players were presented with their RWC 2011 'cap'. Dunedin was fortunate to have the International Rugby Board Chairman, Bernard Lapasset and Vice Chairman, Bill Beaumont, of the, officiating at the ceremonies.
- Dunedin also provided a welcome for Argentina at Dunedin International Airport as Dunedin was the team's first night stop on arrival in to New Zealand. This was a small mihi whakatau to welcome Team Argentina to the city as they had been travelling for more than 36 hours and were understandably eager to get to their hotel. Mayor Cull formally welcomed them to the city and the Argentina captain, Felipe Comtepomi replied on behalf of the team.

Media Hosting

- Tourism Dunedin hosted a significant number of international media, including a large contingent from the United Kingdom.
- All media during the Tournament were expected to be part of the RWC 2011 Accredited Media Programme. However, there was a large contingent who arrived in New Zealand without accreditation. Accredited media were hosted by Rugby New Zealand 2011 Limited staff in-venue whilst Tourism Dunedin hosted travel related media but also included accredited media at times.
- Dunedin City Council also provided media liaison, utilised at public team events including Team Welcomes, public training sessions and community engagement activities.
- Dunedin received enormous coverage on top of the Rugby reporting including Sky filming vignettes with Councillor Syd Brown and Acting CEO Athol Stephens as well as around the city as part of its broadcasts.
- It is very difficult to quantify the dollar value of the coverage the city received and more information on this can be provided by Tourism Dunedin.

Retail Sector

- Dunedin City Council worked with the Otago Chamber of Commerce to access the retail sector, presenting to groups to encourage them to adopt the visiting teams, decorate their

businesses and to join the NZ 2011 Business Club to leverage any opportunities from visitors to the city.

- Extended retail opening hours to accommodate additional visitors on match days were not overly successful as those in town later in the day were heading to the match and not focussed on shopping.
- With all Dunedin matches having evening kick off times, retailers and businesses agreed to leave shop lights on to add to the ambience in the main streets.
- A Retailers/Business Guide was produced and distributed to all central city retailers and businesses. The guide included information regarding match dates and times, visiting teams' cultures and languages, window dressing collateral, along with some tips to ensure visitors and locals had an enjoyable retail experience in the city.
- The Otago Chamber of Commerce, in conjunction with the retail sector, produced a map highlighting central city shopping.

Hospitality Sector

- With the rescheduled Christchurch matches post 22 February earthquake, Dunedin hosted three England matches plus the final match Ireland v Italy. Central city licensed establishments voiced concerns over capacity for the England supporters. To help combat this Dunedin Venues Limited set up a Fanzone in the Town Hall providing an additional licensed venue (2100 pax) with a massive screen (9m x 5m) to show all matches provided by Sky Television. This was hugely successful whilst there were fans and matches in Dunedin, but this was not the case once Dunedin's matches were finished. The Fanzone remained open for the first weekend post Dunedin's matches, for the New Zealand and other significant matches but patronage was very low and it was decided to close the Fanzone and not to reopen for the rest of the Tournament. There were no reports of overcrowding in central city establishments during the rest of the Tournament.
- Central city food and beverage hubs including the Octagon and George Street (New Edinburgh Way) were encouraged to operate longer opening hours with visitors wanting to dine post match with some matches not finishing until 10pm. Most were happy to cater to this for the first (Argentina v England) and last (Ireland v Italy) matches when there was more significant fan numbers.
- Suburban hubs including St Clair, Shiel Hill/Andersons Bay, Maori Hill, Roslyn and North Road were encouraged to attract some of the anticipated crowds from the already-stretched central city bars. This appeared to have some level of success with St Clair and Roslyn areas only.
- Funding of \$135,000 was allocated by REALNZ (Lotteries Funding) to The International Science Festival which developed and managed the Celebrate Hidden Dunedin festival. This festival included a variety of events highlighting some of Dunedin's best known local specialities not often shown to visitors, along with culinary based events.

FEEDBACK FROM STAKEHOLDERS RE RUGBY WORLD CUP

To follow is a selection of feedback from stakeholder agencies and communities.

Regarding 'A Kid's Guide: Rugby World Cup 2011 in Dunedin':

"..... it's fabulous! I love the Fun Facts section! "

Clare Wolfensohn, Online Editor, Rugby New Zealand 2011 Ltd

"My son received a copy of the excellent A Kid's Guide: Rugby World Cup 2011 in Dunedin... We are interested in getting copies for our Kindergarten children as we are planning some activities around RWC 2011."

Claire Wood, Grants Braes Kindergarten

"It was fantastic to be a part of the welcome. And thank you for the chance to make Dunedin the amazing Hosts that we have become. I heard this morning from friends who own a business in town, that they had a number of Argentineans in their store telling them that they have enjoyed their time here so much they are changing their plans to stay here for the next game. Just thought you might like to know that one."

Leeann Barnett – Dunedin RWC 2011 Volunteer after the Argentina Team Welcome

"On behalf of the Team Services team I would just like to say a huge thank you to you all for the effort that went into planning for teams and the tournament time delivery of services to teams by your regions."

"It was such an exceptional event and we can all be so proud of how all the planning came together and the experience that teams had within each of your regions."

"We received a large volume of praise from teams in regard to the very high standard that the training grounds were presented in and I would like to ask you to please pass on a huge thank you to your expert grounds men who worked tirelessly to deliver the venues to a standard suitable for Rugby World Cup. The presentation of training grounds was a huge source of pride for us all and who do we thank for the weather throughout September?"

"Not to mention the Team Welcome Ceremonies, Airport Acknowledgements, community engagement and tourism activities that brought the tournament to life and provided entertainment and unique experiences for everyone involved."

"I thoroughly believe that we achieved so much more than just the delivery of a successful Rugby World Cup, we showed the world New Zealand can deliver Major International sporting events to a very high standard, so watch this space, I am sure we will see many more in the country in the future."

Michelle Hooper, Team Services Manager, Rugby NZ 2011 Ltd.

"I would like to personally thank you and the team in Dunedin for your amazing efforts in hosting the teams and making the team's time in Dunedin most memorable. We have had some great feedback from the teams and having been at all the matches, I know what an amazing job the region did as team hosts. The training venues, hotels, gyms and pools were all of a very high standard and that made the team's stay an enjoyable one."

"I hope you can sit back and enjoy the festivities as they continue (and finish) across the country. Please pass on our thanks to all the team..(including) those who did a fantastic job with preparing the training fields and being so flexible with certain teams. ..."

Richard Newsome, Team Services Co-ordinator – Southern, Rugby NZ 2011 Ltd.

"I wanted to thank you all for the contribution that each of you made to make our stay in Dunedin so memorable. It is always nice to win, and that provides a positive vibe, however the support, friendship and assistance that we had from each of you was most appreciated."

"I hope that you enjoyed the significant part that you played in our journey – it was certainly fun and exciting while it lasted."

Peter White JP, Team Liaison Officer, Ireland

"I didn't get a chance to say thank you for everything you did for the team in Dunedin. Not least keep us in supply of Yorkshire Tea! Thanks for everything. I hope Dunedin is not missing us too much?! Everyone made us feel so welcome and was so friendly, that good old Otago spirit! I hope you and the city enjoy the rest of the tournament and keep cheering us on. Maybe an England vs. AB final! Best wishes and thanks again."

Tom Stokes, England Team Operations Manager