



Rugby World Cup 2011

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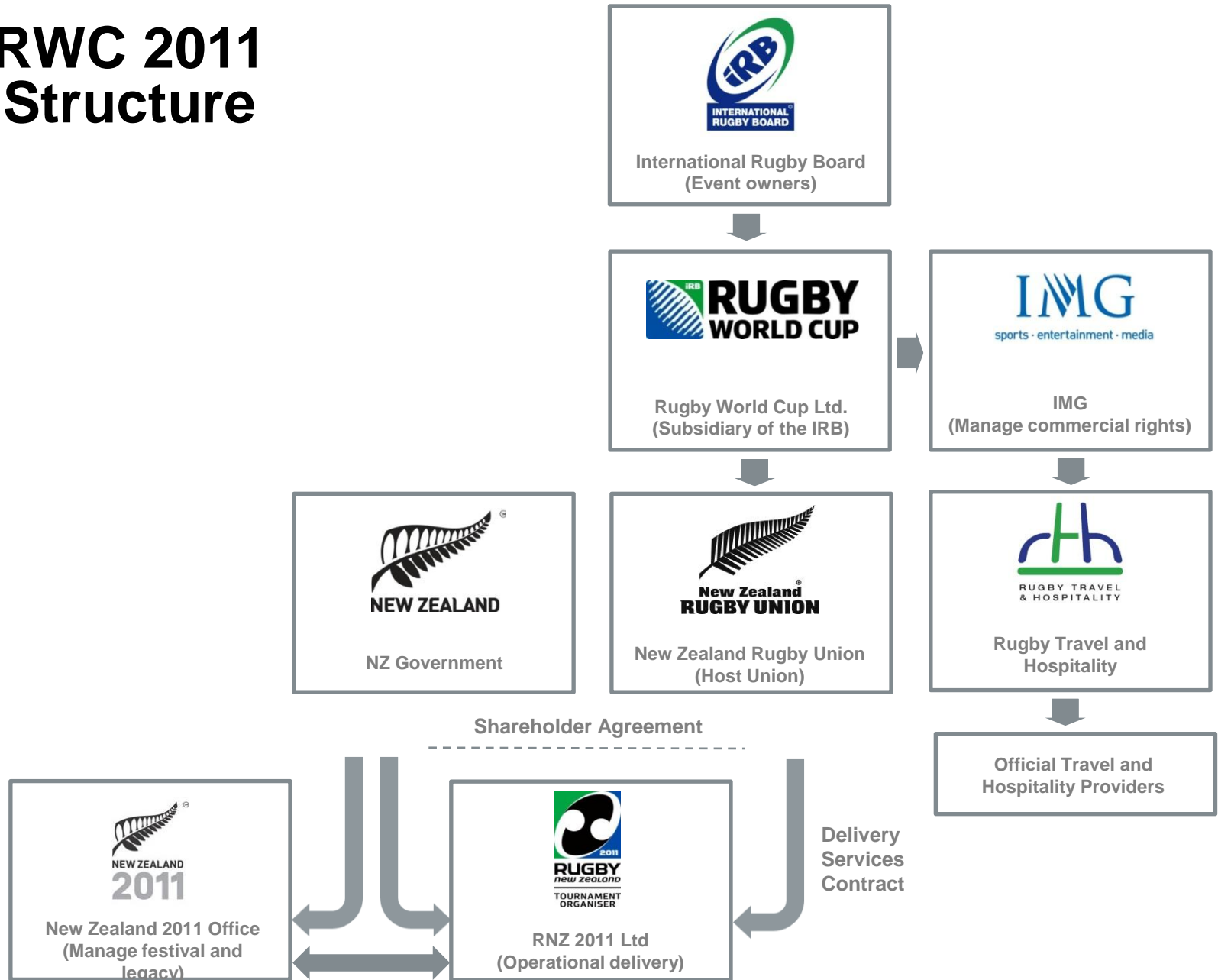
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Coming ready or not

- 543 days as at today
- 77 Mondays

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RWC 2011 Structure



RNZ 2011 Vision

RWC 2011 will be an outstanding tournament and festival creating enduring benefits for Rugby and for New Zealand as well as great memories for everyone involved.

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RNZ 2011 Strategic Goals

- **Goal One:** Delivering an operationally excellent tournament
- **Goal Two:** Achieving capacity crowds and achieving the RNZ 2011 budgeted financial result or better
- **Goal Three:** Inspiring a nationwide Rugby World Cup festival
- **Goal Four:** Creating enduring benefits

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Match Venues

- 13 Match Venues



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Team Bases

- 23 Team Bases
- 18 Teams have qualified



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RWC 2011 Transportation

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The Challenge

- High numbers of international visitors
- High expectations
- Short intense peaks in demand
- Match / Fan zones / Travel to/from and within New Zealand

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Intense Scrutiny

- Media articles highlighting concerns:
“Rugby World Cup Fans face transport chaos”
- Media travel arrangements at Tournament time are critical

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Approach

- National / Regional Coordination
 - NZTA / Local Authorities
 - Coordination of major upgrades
- Direct engagement with key providers
 - Airlines
 - Auckland and Christchurch Airport
 - Bus and Coach
 - ARTA
 - Interisland Ferry

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Approach

- School holidays
- Development of detailed transport management plans
 - Lead by Venues / TLAs / Police
 - Testing is critical

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Approach

- Clear Contingency Plans and Communication Protocols
 - Match / Team / Fan movement around New Zealand

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Opportunity

- Catalyst to complete major redevelopment work
- Highlight benefits of using public transport
- Integrated match tickets for event transport
- Improved approach relating to temporary road closure and parking restrictions

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Spin it Wide

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