



Inquiry into maximising New Zealand's economic benefits and our green credentials for the Rugby World Cup in 2011

Recommendation

The Local Government and Environment Committee recommends to the Government that:

- it increase youth involvement in the decision-making process with Rugby World Cup 2011 planning.
- that Government policies accurately reflect the 100% Pure New Zealand campaign, and that these policies should be aligned to be sincere with international branding. However, we are conscious that policies that relate to Rugby World Cup 2011 should not negatively affect our long-term economic growth.
- it work with local authorities to ensure they follow suitable environmental practices under national guidelines.
- it ensure that all regions are provided with the necessary resources for the development of infrastructure, such as transportation.
- green issues are taken into account when developing new infrastructure, such as stadiums.
- it ensure that the Rugby World Cup websites includes information on transport timetables and availability, ticketing prices, accommodation, and tourism options.
- the Rugby World Cup Volunteer Programme has a focus on making it more attractive for young people to volunteer, and that it ensure that there is feedback sought on the Rugby World Cup Volunteer Programme and that it keeps a database of those who are interested in future volunteer work.

- it continue to develop infrastructure and promote tourism once the Rugby World Cup tournament has ended.
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Introduction

The Rugby World Cup (RWC) 2011 will run in September and October 2011. Matches will be held at 13 venues in 12 regions around New Zealand. It is estimated that more than 85,000 visitors will come to New Zealand. A cumulative global television audience of more than four billion will watch the tournament. RWC 2011 provides an excellent opportunity to showcase New Zealand to the world and promote economic growth and environmental standards. It is estimated that RWC 2011 will contribute more than \$500 million to the gross domestic product, with almost half of this going into Auckland. However, we understand that all regions, not just those hosting matches, will benefit from RWC 2011.

Maximising the economic potential of Rugby World Cup 2011

To maximise the economic potential of RWC 2011 it is important to get all regions involved. We consider that it is important that the Government works with the regions and local authorities to ensure this is happening. However, regions will need to ensure that not only do they maximise economic benefits, but that they also showcase their green credentials and minimise waste. We recommend that the Government work with local authorities to ensure they follow suitable environmental practices under national guidelines. We were told that RWC organisers are focused on putting in place infrastructure and systems that will benefit New Zealand in the long term.

We were also informed that there is a need to ensure responsible tourism that minimises negative economic and environmental impacts. This will generate greater economic benefits for local people and enhance the well-being of host communities, improve working conditions, and access to the tourism industry. We encourage the Government to keep the public informed on the costs of hosting RWC 2011.

Maximising green credentials for Rugby World Cup 2011

We were interested in how tourists will know that New Zealand is making an effort to reduce the impact of RWC 2011 on the environment. We were informed that Tourism New Zealand has a long-running campaign that showcases New Zealand's environmental credentials. We encourage marketing promotions of RWC 2011 to ensure that New Zealand's "clean, green image" is protected. We heard from a submitter that as the 100% Pure New Zealand campaign has been very effective, it is important that visitors' experience during RWC 2011 matches the promises in the campaign. We consider that the clean and green image that New Zealand portrays should reflect the current state of our environment and environmental practices. We are concerned that Government policies may not accurately reflect the 100% Pure New Zealand campaign, and that policies should be aligned to be sincere with international branding. However, we are conscious that policies that relate to RWC 2011 should not negatively affect our long-term economic growth.

Marketing

We were told that one of the marketing tools employed for promoting RWC 2011 is using high-profile rugby players who have international recognition, for instance, Andrew Mehrtens, Andy Haden, Sean Fitzpatrick, and Jonah Lomu. These people are available to liaise with media and meet with VIP guests, while promoting RWC 2011 in general to people overseas. One of the ways to provide high-quality visitor experiences is to ensure tourists visiting New Zealand for RWC 2011 are delighted with every aspect of their visit. We suggest that Rugby New Zealand 2011 should consider using current international rugby players to raise the profile of RWC 2011, similar to what has been done with the 2010 FIFA World Cup.

Local authorities

We were informed that local authorities are working hard to prepare their cities and regions for RWC 2011 in what is normally not a high peak season. Local authorities are putting in place systems, processes, and infrastructure that will be sustainable and beneficial in the future. We asked Local Government New Zealand how it was taking into account maximising the benefits and tourism for areas that are not hosting any games. We were told that regions like Taranaki are well advanced in their preparations and have local steering groups and committees, as well as excellent leadership. Consequently, this region is being promoted as a whole and the district councils are working together collaboratively. Similar arrangements are in place for other regions in New Zealand. We were assured that local authorities have well-established procedures for waste minimisation. We recommend the Government provides resources to help with minimising the waste from RWC 2011. We encourage local authorities to keep the public informed on preparations for RWC 2011.

We encourage the Government to ensure that all local authorities receive resources so that they can develop their infrastructure and promote their region. We suggest that the Government monitor and assist local regions where necessary to ensure quality and consistency.

Youth involvement in the decision-making process

We were interested in youth involvement in the decision-making processes for RWC 2011. We were informed that each region has a RWC 2011 coordination group, which could allow for the possibility of youth representation, or local youth councils to be involved. We heard that young people who are aged 17 or older can register for the RWC 2011 Volunteer Programme. They are also being encouraged to get involved with their local clubs and sporting organisations. We were informed that as regions will make decisions differently, it is difficult to generalise how young people will be involved. We encourage the Government to ensure that young people are involved at some level regionally or throughout organisations in the decision-making process for RWC 2011. We recommend the setting up of a national youth advisory group for RWC 2011, to provide input to the Government and the international rugby board before and after the tournament.

Rugby World Cup 2011 Volunteer Programme

We consider that it is important for young people to contribute to this programme. We were interested if this programme would continue to be promoted after RWC 2011. We

were told that the programme had been designed in such a way that the principles behind the programme could be used again for future events.

After Rugby World Cup 2011

We were interested in how the revenue generated from RWC 2011 could be used to promote further environmentally friendly programmes and attract more tourists to New Zealand. We heard that the attractions that are unique to New Zealand should be one particular area for focus. We consider it is important to continue to promote New Zealand as a clean, green tourist destination after RWC 2011. We suggest that the infrastructure for RWC 2011 is maintained for future sporting and community events.

Appendix

Committee procedure

The committee met on 6 and 7 July 2010 to consider the inquiry. The committee received and heard three submissions. Evidence was heard from New Zealand 2011 (part of the Ministry of Economic Development), Local Government New Zealand with Economic Development Agencies of New Zealand, and Kapiti Island Alive.

Committee members

Rory McCourt (Chairperson)
Jill Campbell
Mark Currie
Tessa Farley
Harry Lusk
Gareth Power-Gordon
Joel Walshman
Julia Zhou