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MATCH SCHEDULE AND VENUES ANNOUNCEMENT

In the shadow of the reconstruction work being undertaken at Eden Park in Auckland, the full Match Schedule and venues announcement for Rugby World Cup 2011 on March 12 was greeted with almost universal acclaim.

As was to be expected there was some debate around the opening match, the venues chosen and the kick off times, however the public appear fully behind the vital decision around thirteen venues and spreading those matches across the country from Whangarei in the north to Invercargill in the south.

Auckland (Eden Park), Wellington and Christchurch have been allocated five pool matches each while North Shore, Hamilton, New Plymouth, Rotorua and Dunedin will each host three matches. Whangarei, Nelson, Palmerston North, Napier and Invercargill will host two matches. >

The Tournament will kick off with a match between New Zealand and Tonga at Eden Park on the evening of September 9, 2011.

CEO UPDATE



Martin Snedden, RNZ 2011 CEO

The overwhelmingly positive nationwide reaction to the RWC 2011 Match Schedule announcement was incredibly heartwarming for all of us at RNZ 2011.

The process of creating that schedule was gruelling. It was not just a matter of sorting out a sensible logistical flow for the 20 teams and 40 pool matches. Some of the other pieces of this particular jigsaw puzzle, which needed to be given full consideration, included:

- ▶ Giving due regard to the needs and desires of the 11 regions who had tabled match hosting proposals
- ▶ Doing likewise for our “boss”, RWCL, and their key commercial stakeholders
- ▶ Understanding and meeting the needs of our two shareholders, the Government and the NZRU
- ▶ Making sure that, from a technical point of view, it could work for a host broadcast production team
- ▶ Making judgment calls on placement, order and timing of matches
- ▶ Trying to judge how to get a reasonable financial return; and
- ▶ Genuinely bringing our “stadium of four million” philosophy to life.

In the end, it is all about “balance”. No schedule will ever be perfect, something which the people of Tauranga and Queenstown have been quick to remind me of.

In terms of teams and matches, we now move on to sorting out where the teams will be based during the pool phase of the Tournament. Since November last year, we have been communicating with representatives from the twelve teams that

have already qualified. Now that the Match Schedule is out and each team knows its draw, we and they can now work together to sort out bases.

The “team base” model will not be a “one size fits all” scenario. We are expecting that some teams might be happy to have one base for the whole of the pool phase, whereas some might want to divide their time between two and others might want to keep moving on a regular basis. Those are the sorts of conversations we are now starting to have with teams. If all goes according to plan, the outcomes of this exercise will be announced by us before the end of 2009.

Of course, now that the regions have certainty about the matches they will be hosting, their preparations will intensify. There is a huge amount to be done within the 900 days left until kickoff. Some regions are well advanced but some who were uncertain as to whether they would make the Match Schedule “cut” have a lot of catching up to do.

We all know that the world is currently experiencing a massive recession and that people everywhere are having to quickly adjust to the new order. We don’t know yet what the full impact on New Zealand will be. Regardless of whether New Zealand is still in the grips of a recession in 2011 or whether the economic recovery is underway, RWC 2011 will be something massive for us to celebrate. Together, we will all make sure that this is so.

MATCH SCHEDULE AND VENUES ANNOUNCEMENT CONTINUED...

“Our philosophy all along has been a Stadium of Four Million. We believe this announcement, building on the knock-out decisions announced last year, takes us further towards the fulfillment of that promise” said Martin Snedden, CEO of Rugby New Zealand 2011.

“RNZ has worked very closely with Rugby World Cup Limited (RWCL) over the past few months to bring this to a reality. Our collective view is that the Match Schedule represents the best balance between ensuring a successful Tournament in New Zealand while also recognising its global standing”.

The quarter-final match-ups were also confirmed, with the top two teams in Pool A (featuring currently qualified teams New Zealand, France and Tonga) and Pool B (featuring Argentina, England and Scotland) playing off in Christchurch. Wellington will host quarter-finals featuring the winners and runners-up from Pool C (featuring Australia, Ireland and Italy) and Pool D (featuring South Africa, Wales and Fiji).

In addition, the dates for the final weekend, which coincides with Labour Day, were also confirmed with the Bronze Final to take place on Friday October 21 at Eden Park, followed by the Final on Sunday October 23 at the same venue.

The schedule features a blockbuster opening weekend which will see pool heavyweights Argentina take on England in Christchurch, and South Africa play Wales in Wellington as well as communities in Invercargill, New Plymouth, Rotorua and North Shore getting their first taste of Rugby World Cup action. The second and third weekends will feature the Australia v Ireland clash and New Zealand v France respectively. The pool stage wraps up with deciders taking place across all 4 pools.

“We are pleased that all 11 regions will have the opportunity to host matches. Given that a total of 16 venues were proposed, we do appreciate that there will be disappointment among those who have missed out.

“In many respects, this is a special day for the successful regions, and they deserve to be congratulated for the time and effort and unprecedented level of co-operation that has been evident throughout this process”.

TALK ABOUT ENTHUSIASM IN TARANAKI

They are an enthusiastic bunch in the 'Naki' and led by their number one fan, Mayor Peter Tennent, the three matches heading for Stadium Taranaki in 2011 cannot help but be a success.



Taranaki Rugby Union CEO Mark Robinson,
New Plymouth Mayor Peter Tennent and
New Plymouth District Council's Paul Nisbet.

Mayor Tennent said the news that New Plymouth would host three matches in the Tournament, including games involving Six Nations heavyweights Ireland and Wales, was fantastic and a tremendous reward for all the hard work that had been done by his team.

"105,000 folk have been very keen to see this happen and let's be frank we've been judged

"...the world too. They'll know how passionate we are about Taranaki, how passionate we are about Rugby and how thrilled we are to be hosting, it's fantastic."

the best place in the world by the United Nations last year to live."

"We love the opportunity to show off our region, love the opportunity to show off New Zealand and Rugby World Cup 2011's going to give us that chance.

New Plymouth will host two matches in Pool C between Ireland and the Americas 2 qualifier and Europe 2 and Americas 2, which throws up a possible mouth watering encounter between

Russia and the United States. Taranaki also has the Pool D match between Wales and Africa 1.

"We're looking forward to the three matches and we appreciate the faith Rugby New Zealand 2011 have put in us and by gosh we're going to deliver," said Mayor Tennent.

Taranaki region turned on a terrific show last year when the All Blacks played Samoa and it

allowed organizers a glimpse of how this region will embrace the Tournament in 2011.

Those sentiments were echoed by Mayor Tennent.

"The enthusiasm of the region of Taranaki has always been there. It will be the highlight for the visitors that come through and those that watch all around the world too. They'll know how passionate we are about Taranaki, how passionate we are about Rugby and how thrilled we are to be hosting, it's fantastic."

THE ITALIANS ARE COMING

The Italians are coming to Nelson and don't the locals just love it.

With the announcement of the Rugby World Cup's full Match Schedule and venues on March 12 at Eden Park it was confirmed that Nelson's Trafalgar Park would host two pool matches and both would involve Italy.

Nelson Mayor Kerry Marshall says it is the perfect combination.

"We're absolutely delighted, elated in fact, it's just the best news we could possibly have."

Mayor Marshall was also keen to reinforce a short history lesson and the dual significance of the Rugby World Cup coming to Nelson.

"The first game of Rugby was played in Nelson and we also have a very strong Italian community and for those reasons alone it was worth doing."

"I'm absolutely 100% sure we're going to put on a stunning environment for both those games and hopeful hosting a team.

Nelson City Council require more than \$5 million to revamp Trafalgar Park and the Mayor says it's all on schedule.

"We've anticipated this actually. Trafalgar Park needs some work, it's quite a major upgrade and this announcement will be the catalyst that it will actually be done on time. It's great!"

HEINEKEN AND MASTERCARD ANNOUNCED AS RUGBY WORLD CUP 2011 WORLDWIDE PARTNERS

Heineken and MasterCard have joined Emirates Airline as Worldwide Partners for Rugby World Cup 2011.

Newlyweds Brendan and Monica Bartlett were the lucky winners of two tickets to the Rugby World Cup 2011 Final at an event in Wellington on March 18 to launch the announcement of Heineken's sponsorship of the Tournament.

Around 1000 fans were seated inside the Wellington Regional Stadium by midday on the day. They were given a number and then all went in the draw to win the tickets. The on-sale date of public tickets will be early next year.

Brian Blake, managing director Heineken New Zealand, said on the day that Heineken dreamed up the competition as a way to ensure a couple of Kiwis were the first to get ringside seats.

"We are absolutely delighted to be able to present the two tickets to the Final to New Zealanders. And we promise that over the next 905 days until the Trophy is presented,

Heineken will be providing lots more opportunities for Kiwis to get to the games. Heineken has been the official beer of the Rugby World Cup for 1995, 2003, 2007 and now 2011.

In February, MasterCard became the second Worldwide Partner of Rugby World Cup 2011.

"Sponsorships represent a critical component of MasterCard's global marketing approach and we are proud to add Rugby World Cup 2011 to our roster of world-class alliances. The International Rugby Board has done a commendable job of furthering the development of rugby and we are pleased to be working with them as a Worldwide Partner, Preferred Card and Official Payment System of Rugby World Cup 2011," said Andre Sekulic, President, Asia/Pacific, Middle East and Africa, MasterCard Worldwide.

MasterCard will be the Preferred Card and the Official Payment System for Rugby World Cup 2011.



New Zealand Prime Minister John Key at the announcement of Heineken's sponsorship of RWC 2011



Huw Morgan, IRB; All Blacks captain Richie McCaw, Prime Minister, John Key, Andre Sekulic, MasterCard

RUGBY MUSEUM TO PLAY PART IN MANAWATU'S RUGBY WORLD CUP PLANS

Rugby World Cup 2011 will also act as a catalyst for a major refurbishment of the internationally acclaimed Rugby Museum in Palmerston North.

Palmerston North Mayor Jono Naylor says this is the perfect opportunity to bring some focus on the Museum and tap into the many international Rugby tourists that will be in the country.

"We think a lot of the visitors are going to come and want to see a lot of the exhibitions and we're in the process of relocating that (Rugby museum) to a better facility and by 2011 we think that's going to be a big attraction for people to want to come to Palmerston North."

Palmerston North's Arena Manawatu will host two matches, one involving South

American powerhouses Argentina against the top European qualifier. The other match will also feature the top European qualifier against the international play off winner.

"Argentina I think are a wonderful proposition because they're so unpredictable. I think people will want to turn up and think there could be an upset because they're playing Europe 1. So I think that's going to get a good following."

"With having that last Play Off Winner playing as well, they often become the darling of the Tournament and create a cult following of their own, so we're pleased

with the exposure Palmerston North will get from this event," Mayor Naylor said.

Mayor Naylor says it was a nervous time waiting for the final announcement of schedules and venues but he remained confident.

"We're excited. We always liked to think we'd be in the running to host a couple of games, so a couple's good for us."

"The fact they're spaced five days apart I think that's great for us because it means we can really develop a week long event around the World Cup games. So very excited, it's going to be great."



INSIDE NEW ZEALAND'S RUGBY MUSEUM

New Zealand 2011

TOURNAMENT LOOK AND FEEL ANNOUNCED

Rugby World Cup Limited (RWCL) unveiled the unique and stunning 'Look and Feel' component of the Tournament's brand at the Match Schedule and venue announcement at Eden Park on March 12. This follows the launch of a new Event Mark and the New Zealand country designation Script in 2008.

"The Look for this Tournament is a stylistic interpretation of the Hammerhead Shark (Mangopare) and the Fern shoot (Koru) that are synonymous with Maori culture."

RWCL Managing Director Mike Miller outlined the significance of the Tournament's colourful look and feel.

"It is very important that the host nation has the ability to stamp its mark on the Tournament. The Look and Feel of each Rugby World Cup sets it apart from its predecessors and creates a colourful atmosphere both in the host nation and internationally through the broadcasting of the event."

"The look and feel is a major component recognisable across all the match venues, training venues, cities and merchandising products. We were particularly keen to ensure

that the Look and Feel complemented the country's unique Maori cultural background."

"Therefore the RWC 2011 Look and Feel design was developed as a collaboration between the Tournament and local Maori artists. The principal aim was to capture the meaning of the event using the language of

Maori art and we worked in partnership with the artists to achieve this.

"The Look for this Tournament is a stylistic interpretation of the Hammerhead Shark (Mangopare) and the Fern shoot (Koru) that are synonymous with Maori culture. There is no doubt the artists have cleverly interpreted the relationship between Rugby, the event, the country and their culture. RWCL is delighted with the outcome and believes it will create a striking back drop to Rugby World Cup 2011," added Mr Miller.

RWCL's design and brand agency, WiteKite, in consultation with New Zealand writer and

director Libby Hakaraia brought local artists Te Tahī Takao from Otaki and Rangimarie Aroha Mareikura Johnson from Ohakune on board to provide inspiration and artwork guidance from which the final designs were created.

The Mangopare is considered by Maori as the greatest of sharks because of its tenacious nature; a quality needed in the heat of battle. It symbolises strength, determination, strategy and team play. The Mangopare forms the central design element with the interlocking hammerhead shapes representing unity and engagement. In the design, the Mangopare is not just about coming head to head but also about the coming together of players and teams.

The Koru shapes unfurl around the Mangopare to become stylised fern fronds. As the Koru reaches towards the light it is striving for perfection encouraging new and positive beginnings. The Koru is central to Maori symbolism with its spiral form representing the cycle of life, family and creation.

In the RWC 2011 Look and Feel design, the combination of these powerful symbols conveys the idea of the world coming together in union for Rugby's ultimate contest.



OPENING MATCH NEW ZEALAND V TONGA

Prior to the Match Schedule and venues announcement there had been much debate on talkback radio stations and in the bars and living rooms of average Kiwis as to which match should open the Tournament in 2011.

There was a lot of support to have New Zealand play France in a replay of the Rugby World Cup 1987 Final on the same ground and a rematch of the gut wrenching (for New Zealand fans anyway) quarter final in Cardiff in 2007.

Other options included a FIFA World Cup football model of using the carry over champions in the opening game and that would have pitted South Africa against one of their Pool D opponents. In the end organisers went with a New Zealand v Tonga encounter and from all accounts that decision has gone down well.

RNZ 2011 CEO Martin Snedden says all options were canvassed widely.

“But in the end we came back to something that is really dear to our heart, and that is the

stadium of four million philosophy,” he said.

“Our view is that in lots of ways the decision we’ve made is very consistent with that and also represents a little bit of an extension to that.

“We have a cultural diversity that is gradually becoming a real strength of this nation. We

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want to build off that. The Pacific nations people are going to play an important part in this Tournament.

“There are a large number of people from those nations that reside in New Zealand and

have a very strong affinity with New Zealand. We want them to be part of what we’re doing.”

There are an estimated 40,000 Tongans who live in Auckland and Mr Snedden said that also played a part in the match selection. “They’ve got a pretty good inbuilt supporter system already in place,” he said.

“I’m sure they’ll look at this opportunity to open the Tournament against the All Blacks and treat it as a privilege and rise to the occasion.”

New Zealand will play France in week three of the Tournament.

IRB OPINION ON THE DRAW



Kit McConnell,
RWCL's RWC 2011
Tournament Director

Kit McConnell, Head of Rugby World Cup Limited (RWCL) gave this assessment on the Match Schedule and venue announcement.

The IRB and RWCL are delighted with the announcement of the RWC 2011 Match Schedule. The schedule is one of the key building blocks for all areas of Tournament planning and the schedule for this Tournament is the most balanced ever for a RWC.

Constructing a RWC schedule is not a simple exercise. The needs of a number

of RWC 2007 (12), however RWCL fully supports RNZ's "Stadium of Four Million" concept and looks forward to extending it to a global festival of four billion viewers. We are looking forward to the venue tours over the coming months to develop more detailed planning.

Reaching agreement on the evening kickoff times meant striking a balance between

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of Tournament stakeholders must be considered – the New Zealand population and Rugby community, the global Rugby audience, the commercial partners who generate the funds for Rugby's global development and of course the teams and players. Feedback from these stakeholders has been universally positive with teams in particular providing positive comment.

Constructing the schedule took over three months of intense discussion between RWCL, RNZ and our respective stakeholders. This process underlined the benefits of RWCL having three full-time staff based in Wellington and working with RNZ 2011 on a daily basis. This teamwork and sense of common purpose has been evident in all key projects to date and was highlighted in the Match Schedule development. We collectively share the goal of delivering the best RWC ever in 2011.

One of the main areas of discussion was the number of venues. The selection of 13 venues is more than for RWC 2003 (11)

New Zealanders attending matches and maximising the global coverage of the Tournament. RWC offers Rugby a unique opportunity every four years to reach new audiences. This global broadcast audience is critical for the ongoing growth of Rugby and the promotion of New Zealand as proud hosts of one of the world's major events.

Now the daily schedule has been finalised we can move ahead with a number of resulting projects including team logistics, match official plans, detailed ticketing categorisation and the venue tours.

On March 12 we also launched the Tournament Look and Feel. This branding creates a real connection between the RWC brand and New Zealand as a host country, using the Mangopare (hammerhead shark) and Koru as central themes. We are very excited about this connection and look forward to rolling it out over the next two and a half years.

KICK OFF TIMES

New Zealand Rugby fans are coming to the realisation that they will be playing host to a major international sporting event and that will be reinforced when kick off times for some matches at RWC 2011 are finally confirmed.

The semi finals and final will kick off at 9pm local time to help attract a bigger television audience in Europe and other international markets.

Major Pool games and the quarter finals will kick off no later than 8.30pm (NZ time) while games played between Monday and Thursday will start no later than 7.30pm (NZ time).

While these matches may be later than usual for New Zealand Rugby fans, RWC 2011 organisers are quick to emphasise that with 48 games in the Tournament, many will be played earlier in the day.

No matches will kick off simultaneously and many matches will be played in afternoon and early evening time slots.

All Blacks manager Darren Shand was comfortable with the kick off times when asked at the Match Schedule and venues announcement.

"We've done it before, and to be honest we were probably expecting it. It's just something you've got to adapt to."





RUGBY WORLD CUP 2011 – A MARAE OF FOUR MILLION

“For 2011 New Zealand will be a marae of 4 million’ – says Te Puni Kokiri CEO, Leith Comer.

RNZ 2011 and Te Puni Kokiri – the Ministry of Maori Development – have been working together to ensure that Maori are fully engaged in the planning and hosting of Rugby World Cup 2011.

“For all New Zealanders, the ‘welcoming the world to our marae’ concept is a good way of thinking about our hosting of this event,” says Comer.

“When you go to a marae as a guest you get welcomed with dignity, you really get to be part of that community for the time you are there, and hosts gain mana through the warmth of their hosting. But most importantly you make whakapapa (genealogy & heritage) connections that last well beyond the time of your stay on the marae.”

Comer says, “New Zealand stands out as a Rugby nation whose communities have heritage connections to the whole world. This could be a key part of celebrating our nation and securing ongoing social and economic opportunities well beyond the Rugby.”

Rugby World Cup 2011, Maori Project Manager, Paora Ammunson, says Maori people will be involved, directly or indirectly, in most Rugby World Cup related activities.

“There will also be many activities that are specific to Maori and Kiwi in regions. For government it is important that Maori are part of capturing the wider and long lasting benefits that will accrue from hosting the Tournament.”

“Rugby World Cup 2011 will be an accelerator for realising Maori potential and a chance for Maori to celebrate their part in a world-class event.”

A Rugby World Cup Maori engagement strategy is being developed that has five key areas:

- **Celebrating Te Reo Maori & Maori Culture on the World Stage;**
- **Growing Maori Tourism;**
- **Showcasing Maori Business to the World;**
- **Maori Leadership in the hosting programme; and**
- **Maori Community Pride.**

There are many projects being developed in these five areas – these range from promoting te reo Maori to the world through signage and communications, to promoting the best of Maori tourism, to opportunities for retail of Maori product. Getting local marae and Maori communities involved and proud of our hosting is also important.

Ammunson says that a great example of Maori engaging in, and benefiting from our hosting, was the recent launch of the Tournament look and feel and Script.

“The images and script are a significant departure from previous Tournament imagery. They have been developed through a collaborative process that involved the International Rugby Board, IMG, Rugby World Cup Limited's commercial agents, Witekite, IMG's design specialists, Maori design company Blue Bach Productions, the NZ Maori Rugby Board – and the creative inspiration of two young Maori students from Te Wananga o Raukawa (the Maori tertiary learning institution) in Otaki.”

Ammunson says this illustrates how Maori can play a crucial role through working with international partners, providing expert advice and showcasing the talent of our young people. The next major part of the programme will be to ensure Maori are fully engaged in the Regional Coordination Groups that will host events.

RNZ 2011 CEO Martin Snedden says Maori engagement is critical to successfully showcasing the country to the world.