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Japanese Rugby Fans (Getty Images)

FUTURE RWC HOSTS ANNOUNCED

KIT MCCONNELL, RWCL

While Rugby World Cup 2011 (RWC 2011) remains the primary focus for Rugby World Cup Limited (RWCL), over the last year we have also worked on a number of other RWC Tournaments – RWC Sevens 2009 in Dubai, the tender and allocation of Women's RWC 2010 to England (where the New Zealand women's team will defend its title in London), the qualifiers for RWC 2011 and critically also the tender process for both RWC 2015 and RWC 2019.

On July 28, the IRB Council appointed England as hosts for RWC 2015 and Japan for RWC 2019. This decision followed an in-depth tender process which began on May 8 when England (for RWC 2015), Italy, Japan and South Africa (all for RWC 2015 and RWC 2019) submitted tenders to the IRB. On May 13, all made presentations to the IRB Council and on June 30 RWCL announced its recommendations to the IRB Council. >

CEO MESSAGE

MARTIN SNEDDEN

In June, my wife and I visited Dunedin to catch up with our two daughters who are there at Otago University and also to take in the New Zealand v France test at Carisbrook. What a terrific Rugby experience and reminder of how attractive the south of New Zealand can be.

At a time when there are many in New Zealand who are critical of the game, and the team, this small city was abuzz from Friday through until Sunday. The people of Dunedin were their usual welcoming selves, the city's main street was dressed up for the occasion, the weather was beautiful, the ground was a 30,000 sellout and the match itself was the edgy and intense sort of battle that keeps spectators fully focused from start to finish.

Afterwards, whilst naturally disappointed to see New Zealand lose, thousands poured into the city centre to enjoy the evening. You could tell that the city knew that its reputation was on the line and it responded with great pride and enthusiasm.

I read somewhere that there were in excess of 10,000 visitors who travelled to Dunedin to enjoy the event, spending more than \$10 million over the weekend. All accommodation was fully booked months in advance. Restaurants and pubs looked like they were doing very well. Retailers also looked to be doing brisk business. There was plenty else to do. Long walks along St Clair and St Kilda beaches and in the hills behind the city were bracing but relaxing experiences. Watching the students annual "nude Rugby" match was another, slightly unique, experience. Dunedin must be the only place in the world where people play Rugby nude and streak fully clothed!

Work on the \$188 million fully-roofed Dunedin Stadium is now getting underway with the site being cleared and prepared for initial foundation work. There is no doubt that getting this stadium built and ready in time for Rugby World Cup 2011 (RWC 2011) is a massive challenge but, then again, the people behind this project have been addressing and overcoming huge challenges throughout this project to date. They will get there and the end result will be a centerpiece showcase for the Tournament and for the city of Dunedin and Otago region.

The Otago and Southland regions are rugged but beautiful slices of New Zealand. Both regions are fully committed and I couldn't help but think what great hosts both regions will prove to be when, between them, they host five matches during RWC 2011.

All of the above typifies why RWC 2011 will be such a worthwhile opportunity for New Zealand.

Tremendous care is being taken right across the country to make sure that our core facilities will be in good shape and that our regional communities will be ready and willing to be fantastic hosts for our international visitors.



Kit McConnell,
Head of Rugby World Cup

FUTURE RWC HOSTS ANNOUNCED CONTINUED...

This is the first time that the IRB has tendered for two RWCs at the same time. It reflects a trend among major events (football, cricket and athletics have all done the same with their world cups or world championships). It allows a strategic balance between hosts, longer term financial and commercial certainty and a longer period of preparation for hosting the Tournament in developing Rugby markets.

The IRB Council requested that RWCL recommend hosts for the first time and it was not an easy task. Both Italy and South Africa submitted excellent tenders with strong government support. If selected both could have hosted an outstanding Tournament. Both must be thanked and congratulated on the quality of their tenders.

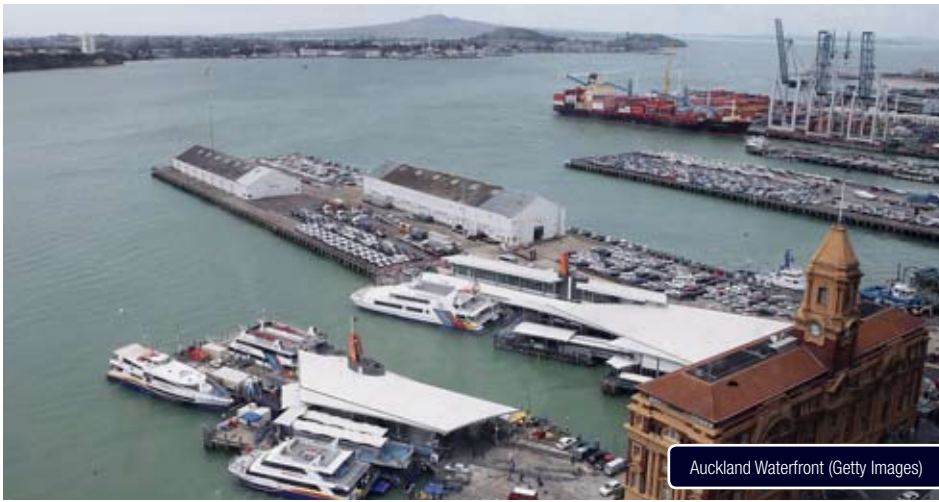
However with four tenders and only two Tournaments available a choice had to be made. Following the detailed analysis the RWCL Board decided that England and Japan would provide the best balanced combination of hosts for the continued worldwide development of the Game.

RWC provides both the revenue and showcase to grow global Rugby and this was reflected in the recommended hosts. A Tournament in England will allow the IRB to maximise funding available for investment in the Game and the RWCL Board believes that a RWC in Japan will allow further development and expansion of Rugby in Asia.

The new hosts will work closely with RWCL and Rugby New Zealand (RNZ) 2011 on learning the key lessons of RWC 2011 and starting planning for their own Tournaments.



Artist's impression of new Dunedin
Stadium (Carisbrook Stadium Trust)



AUCKLAND WATERFRONT REDEVELOPMENT

Rugby World Cup 2011 (RWC 2011) is proving to be the catalyst for major city upgrades and transformations.

Dunedin has started work on its new stadium; Napier's McLean Park is well advanced (more later in the newsletter); Whangarei has great plans for ground development and the latest announcement involves the presently under utilised Auckland waterfront.

Ports of Auckland has agreed to loan the Queen's Wharf area, mainly used for importing cars, for the duration of the Tournament.

It is proposed that the area will become a "Fan Zone" - an open air space for up to 15,000 people and will attract people who cannot be at the matches.

Negotiations on buying the site are continuing. New Zealand Prime Minister John Keys says that if those negotiations are successful the area would be turned into an international cruise ship terminal by 2011.

Ports of Auckland Managing Director Jens Madsen said he was delighted the wharf would be open to the public for RWC 2011 festivities.

"Like many Auckland businesses Ports of Auckland has a lot to gain from the Rugby World Cup. Freeing up Queens Wharf is a significant contribution to the success of the event," said Madsen.

He said Ports of Auckland was a "willing seller" of Queen's Wharf. It would continue to work constructively with the Government, the Auckland Regional Council and Auckland City Council to achieve an agreement, he added.

Mr Key said Queen's Wharf would be well utilised during the Tournament. "It should be a place of celebration, excitement, and fun for generations to come."

Queen's Wharf was a development opportunity waiting to happen, Mr Key said.

"I see Queen's Wharf as the cornerstone of this RWC 2011 phase of the waterfront development."

Other projects include the redevelopment of the Jellicoe St and North Wharf area, planning for a Marine Events Centre and the Halsey St extension wharf at Viaduct Harbour.

The developments will leave a "legacy of infrastructure that will enhance the visitor experience long after the cheers have faded and the scores are forgotten".

"RWC 2011 will be a party on a scale never seen in this country before - but it will require Auckland to come to the party first."

BRIEF SNIPPETS

- ▶ RWCL has appointed New Zealand's biggest Law Firm Russell McVeagh as the Official Law Firm of RWC 2011. Russell McVeagh will provide the full range of legal services for the Tournament.
- ▶ RWC 2011 fans in Auckland may be able to pedal their way to Eden Park in a new council transport initiative that will see a fleet of bikes available for transport around the city. The model is popular in several European cities and was well utilised in Paris during RWC 2007 in France.
- ▶ On July 2, around 35 local business owners in Nelson gathered to share their ideas on how the region can leverage its involvement in RWC 2011. The attendees represented a range of industries including tourism, hospitality and other business services. The Nelson Tasman Chamber of Commerce will now form a focus group to coordinate activities through the region.
- ▶ RWC 2011 has already provided a boost to the New Zealand economy. Figures in May 2009 showed that consents for non-residential building rose 35%, driven by the development work for Auckland's Eden Park and the new Dunedin stadium.
- ▶ The Dunedin City Council received a \$15 million grant from the New Zealand Government for the construction of the new Dunedin Stadium. A condition of the funding agreement is for the stadium to be available for RWC 2011 in September 2011.
- ▶ RNZ 2011 Match Services staff have been visiting regions throughout New Zealand to access their potential as team bases for RWC 2011. Extensive facility tours have been conducted with each applicant city and a decision will be made later in 2009.

RUGBY WORLD CUP QUALIFICATION



Things are heating up around the world as countries scramble to secure the final qualifying berths at Rugby World Cup 2011 (RWC 2011).

After the Match Schedule and Venues draw at Eden Park in March eight positions at RWC 2011 remained vacant. These are to be filled by two qualifiers from the Americas, two from Europe, one each from Asia, Oceania and Africa and a final Play-Off spot involving the next best teams from all the continents.

Canada and Samoa have taken the honours of becoming the first countries to qualify for Rugby World Cup 2011 (RWC 2011) in New Zealand from the worldwide qualifying process.

Americas

Canada secured the vacant Americas 1 qualifying spot in Group A alongside New Zealand, France, Tonga and, a yet to be decided Asian qualifier.

Canada beat the United States 47-30 on aggregate over two legs to capture the top spot from the Americas. The USA beat Canada 12-6 in the first leg but the Canadians bounced back to convincingly win the second leg 41-18.

The United States still have the opportunity to qualify when they play Uruguay, the top team from South America.

Uruguay saw off the challenge from Brazil and Chile, comfortably beating Brazil 71-3 and following that with a 46-9 win over Chile.

The winner of the Uruguay and United States match will qualify for Pool C alongside Australia, Ireland, Italy and the second European qualifier. The loser is given yet another chance to qualify when it progresses to Play-Off in the second half of 2010.

Oceania

Samoa followed closely behind the Canadians in securing their spot for RWC 2011.

Samoa easily beat Papua New Guinea over two legs 115-7 and 73-12 to win 188-19 on aggregate.

They will line up in Group D at RWC 2011 alongside South Africa, Wales, Fiji and the top African qualifier.

Europe

European qualifying is advancing well with Lithuania having progressed from European Division 3A to play Ukraine, the winner of European Division 2A in the 4th qualifying round in May 2010. The winner of that match will then play the third placed team from the European Nations Cup.

At the halfway stage of the European Nations Cup, Georgia, Russia and Portugal seem the favoured teams, with the top two qualifying directly to RWC 2011.

Africa

Namibia and Tunisia will face off in the final African qualifying match in November for the right to qualify for RWC 2011. The winner of that match will be placed in Pool D with South Africa, Wales, Fiji and Samoa.

The loser will go into the worldwide play-offs for the final RWC 2011 spot.

Namibia overcame Ivory Coast home and away while Tunisia proved too strong for Uganda.

Asia

The Asian qualifying matches have now reached the final stages. In 2010 five teams - Arabian Gulf, Japan, Korea, Kazakhstan and Hong Kong - will contest the 2010 Asian Five Nations Tournament and battle for the Asia 1 qualification spot for RWC 2011.

The winner will qualify for Pool A alongside New Zealand, France, Tonga and Canada, while the runner-up will move into the Play-Offs.



Tewanee Joseph
(Dominion Host)



Maori Welcome
(Manakau City Council)

NATIVE CANADIAN'S VISIT INSPIRES MĀORI PLANNING FOR RWC

A recent visit by the head of the Native Canadian Secretariat involved in planning and preparations for next year's Olympic and Paralympic Winter Games has stoked the home fires as Maori prepare to host Rugby World Cup 2011 (RWC 2011).

Tewanee Joseph is Chief Executive and Executive Director of the Four Host First Nations Society advising the Vancouver Organising Committee for the Vancouver 2010 Olympic and Paralympic Winter Games.

In the country to present at a meeting of the New Zealand Olympic Committee, Tewanee extended his stay to visit with other agencies and groups. Te Puni Kōkiri RWC 2011 Project Manager, Paora Ammunson accompanied Tewanee during the Wellington-leg of his trip.

"It was an honour to host Tewanee during his visit to Wellington," said Paora. "We talked, a lot, and it was great to have time with him to hear about the experiences of our Native brothers and sisters in preparing for one of the world's largest sporting events. Tewanee was very generous in

sharing learnings and achievements that we can take inspiration from.

The Four Host First Nations Society represents the Lil'wat, Musqueam, Squamish and Tsleil-Waututh First Nations. The role of the four Nations, on whose shared traditional territories the Games will be held, is to ensure the Nations' traditions and protocols are recognised and respected in the planning and hosting of the Games.

The Four Host First Nations' involvement includes economic development opportunities, cultural and arts opportunities, cultural advice and involvement in the planning and staging of the Games.

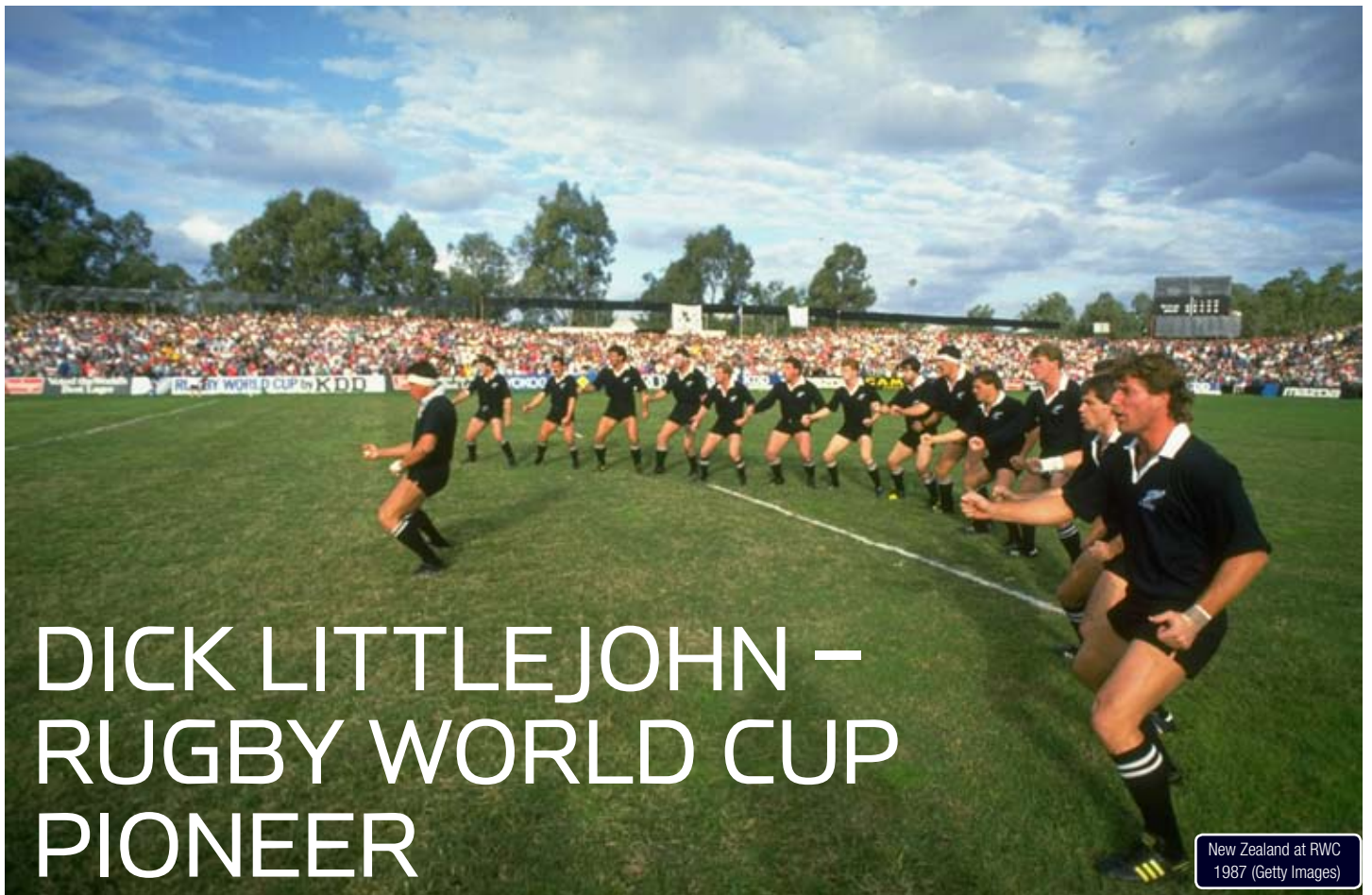
Tewanee is a member of the Squamish Nation, and served eight years on the Squamish Nation Council. He also owns and runs Tewanee Consulting Group, advising on a broad range of initiatives including First Nations federal

legislation, land management, strategic communications and governance.

He has worked extensively with First Nations in the area of community consensus building, as well as providing advisory services to the private sector, and local, provincial and federal governments.

"The involvement of First Nations in world-renown events will set massive precedents,"

said Paora. "These will have long-reaching impacts on how future events are planned and delivered. I'm very excited about the contributions that Maori will make to RWC 2011; those contributions will help to create a very unique event which all New Zealanders will be proud of."



DICK LITTLEJOHN – RUGBY WORLD CUP PIONEER

New Zealand at RWC
1987 (Getty Images)

You know the organisation of Rugby World Cup 2011 (RWC 2011) is in good hands when you see the name Dick Littlejohn associated with the arrangements in the Bay of Plenty.



Dick Littlejohn

Littlejohn is currently the Patron of the Bay of Plenty Rugby Union after a lifetime of involvement in the game he loves. Littlejohn's done everything. He was a player, New Zealand Rugby Union (NZRU) Board Member, Chairman of the RWC 1987 NZRU Committee, All Blacks Manager but perhaps his most significant contribution to the sport was as a "Founder" of RWC.

Twenty two years ago Littlejohn was able to sit back in his Eden Park seat and contemplate a job well done. He had just watched his beloved All Blacks beat France 29-9 in the first RWC final on June 20, 1987 to claim the Webb Ellis Cup for the first and so far only time.

He had also overseen the birth of the Tournament as a major international sporting event.

Littlejohn was one of the key people in conceiving and delivering that first RWC in 1987. His role in it can at times be overlooked as the Tournament has grown into one of world sports' premier events.

"At that time I had a young family, a growing business, I was Chairman of Bay of Plenty and Manager of the All Blacks."

"It was the night before the All Blacks played France in June 1984 and I was sitting in a Rugby Union meeting in Auckland when it was moved that we should run a World Cup in New Zealand.

'I was sitting there thinking that's a great idea especially after the problems associated with the '81 Springboks tour and then I found my name was put forward to work on a feasibility study. I had about 10 seconds to make up my mind but because I thought it was such a great idea I just didn't say anything and the motion was passed."

"I've never accomplished so much by keeping my mouth shut," said Littlejohn.

With the feasibility study written, Littlejohn joined Sir Nicholas Shehadie from the Australian Rugby Union and former England captain John Kendall-Carpenter to organise the inaugural RWC.

There was a degree of resistance to any Rugby World Cup Tournament being formed. Many Unions believed that such an event wasn't necessary and that it would be to the detriment of the game.

For people like Dick Littlejohn and his associates it was their job to convince these unions otherwise.

“The northern hemisphere just didn't want it, excluding France,”
said Littlejohn.

“I went round the world five times talking to people and we didn't know we would be successful until we met with the Welsh.”

“We outlined the bid to them on a miserable cold winter's night at Cardiff Arms Park and then there was dead silence. We didn't know what to expect until their treasurer, Ken Harris, stood up and said he'd support it 100%. After that we were on our way.”

Once that hurdle was cleared the next big issue facing the organising committee for the first RWC was accessing sponsorship. With the large degree of scepticism that the event would get off the ground, let alone be a success, corporate dollars were hard to find. Japanese company KDD eventually agreed to support the event and were installed as the major sponsor with the Tournament eventually turning a small profit of \$US 2.5 million.

Unlike today the pioneers of RWC organisation had no guidelines to follow.

“We had to create our own,” said Littlejohn.

“There were no past experiences or mistakes to guide us and we sure had our critics. Some mistakes were made but we had laid the guidelines and foundations for future World Cups.”

Since those days in the late 80s there has been another five Rugby World Cups hosted by the major Rugby playing nations and Littlejohn has seen the benefits the event has provided world Rugby.

“Andorra now has a national team and plays against the likes of Malta and Slovenia.”

“RWC, and the money it generates, has enabled Andorra to develop as a Rugby nation. This wouldn't have happened without the World Cup as prior to its inception the IRB had no money.”



David Kirk, NZL (Getty Images)



Matt Burke, AUS (Getty Images)



Ireland v Wales (Getty Images)



New Zealand v France (Getty Images)



PROGRESS REPORT HAWKE'S BAY

McLean Park (Hawke's Bay Incorporated)

They don't let the grass grow under their feet in Hawke's Bay.

After confirmation at the Match Schedule and Venues announcement for Rugby World Cup 2011 (RWC 2011) in March that Napier's McLean Park would host three pool matches, moves were immediately put in place to take advantage of that opportunity.

Redevelopment work on McLean Park is nearing completion and the appointment of Peter Mooney to the role of Event Manager 2011 for Venture Hawke's Bay helped take preparations to another level.

Peter's worked at the heart of the Hawke's Bay community all his life and is well qualified to promote the area. For more than 20 years he worked in radio as Programme Director, breakfast presenter, promotions manager and technician.

For the past ten years he has run his own event management company which has controlled a variety of mostly community events within Hawke's Bay, including the internationally acclaimed Art Deco weekend.

Peter's new role is to maximize the activity surrounding RWC 2011 and he says there are three main aspects to his job.

"Firstly and most importantly my role is to keep the efforts of a wide variety of people from a number of organisations all moving in the same direction. There's a lot of local enthusiasm for RWC 2011 and this energy must all be focused in the same direction."

"The second aspect is to turn the detail of the bid document into reality in conjunction with the requirements of RNZ 2011 and finally to have an outrageously successful celebration both from a local community and visitor perspective," says Peter.

Peter will work as part of the team at Venture Hawke's Bay which is the Regional Development Agency focusing on visitor and business activities.

"The regional perspective that this organisation provides is vital as we pull together the efforts of the local authorities in the region and the wide variety of organisations that are enthusiastically involved in RWC 2011 activity."

"It's clear that many visitors that come to our region during RWC 2011 will be in tourist mode, as opposed to match mode, so working with the organisation that is tasked with drawing tourists to the region makes a lot of sense."

Peter and his team are quite clear that RWC 2011 will not be simply about two rugby matches and that a lasting legacy will be left in the region.

"There are plans to lengthen the runway at Hawke's Bay airport to allow larger aircraft to land and subsequent international flights will hopefully look to use the airport as a gateway to the region."

"In the last two months we have launched the STAR sustainability programme. This is a business

environmental sustainability accreditation programme that is targeted to have 300 tourism companies accredited by 2011."

"We also have the KEA Hawke's Bay project. KEA stands for Kiwi Ex-pats Association and is the first KEA project that connects directly to a province in New Zealand. We want to use RWC 2011 as one of the first lines of communication with ex-pat Hawke's Bay people all over the world."

"And there is of course the more tangible aspects of the Tournament coming to Napier and that is the new Graeme Lowe stand replacing the old McKenzie Stand," said Peter.

Peter was keen to add that while the people of Hawke's Bay would act as superb hosts to the nations coming to their province, there was only one possible winner of RWC 2011.

For more information, please visit www.hawkesbaynz.com.

BEHIND THE SCENES AT RUGBY NEW ZEALAND 2011



Steve Dunbar

Rugby New Zealand (RNZ) 2011, the company set up to organise Rugby World Cup 2011 (RWC 2011) in New Zealand, continues to grow in size as the Tournament draws nearer.

This newsletter begins a new section that will take a close look at a particular staff member at RNZ 2011 and just what their role is in the organisation of this major international event.

In this newsletter we chat with Steve Dunbar and discover what he is doing in his role as Manager, Match Services.

RNZ: What does your role entail Steve?

SD: The role has two primary focuses. The first is to work with each match venue in preparation for the Tournament, in particular to establish how the Tournaments key delivery stakeholders will operate within the venue. A lot of the venues will need temporary alterations to meet the demands of a major international sporting event of this type. The second focus is to engage and work with provincial Rugby unions to plan for the delivery of each of the 48 games in the Tournament. Coordination of many different parties operating within each venue will be critical to the overall success of the Tournament delivery phase.

RNZ: What are the biggest personal assets to handle a role such as this?

SD: The ability to manage multiple projects at one time in a timely, financially sensible manner without compromising the high level outcomes we all require. People management skills, both internally and externally and flexibility helps with this. An awareness and appreciation of the local environments is needed to establish the best nationwide solutions. I also need to appreciate the big picture and understand how all the key functional areas relate to one another and recognition of the implications any decisions may have on other areas. Attention to detail also helps during the final planning stages.

RNZ: What is your background?

SD: My recent history has focused on planning for, delivering and measuring the success of sporting events. A stint with the Wellington Rugby Football Union involved managing (from a provincial union

perspective) All Black test matches, Super Rugby and NPC fixtures. While I was at Wellington Rugby I was Chief Executive Officer of the New Zealand International Sevens for five years. From there I moved to Auckland to be Operations Director of the FIFA Under 17 Women's Football World Cup last year.

RNZ: What value did you get from running the FIFA Under 17 Women's World Cup?

SD: I was working very closely with FIFA, arguably the biggest and one of the most successful sporting organisations in the world. This was a major influence in me relocating from Wellington to North Shore City for the Operations Director role.

Seeing how they plan for global events was extremely valuable. It enabled me to witness the process and procedures they follow during this critical stage. Their World Cup events have been to all corners of the globe and all have been extremely successful. Meeting key FIFA staff members was good, in particular to see the level of professionalism they work at. I also got to understand their delivery structures and detailed considerations they made to the New Zealand environment will help a lot in my current role.

RNZ: How can you compare a junior soccer event with the largest Rugby event in the world?

SD: There are a lot of similarities right across the board and processes and procedures for one event can be replicated into another. Planning techniques are very similar, understanding expectations from an event owner's perspective is comparable and the

way in which the Tournaments are delivered have a lot of similarities.

Running events in multiple venues and cities has its own set of challenges, despite the sporting code involved. The biggest difference between the two Tournaments is obviously the way the two sports are positioned within New Zealand and the direct correlation this has in terms of spectator attendance at match venues. While the attendance numbers are currently unknown for RWC 2011, we would expect all 13 match venues to be near capacity which will put additional pressure on planning, preparation and delivery stages of the Tournament.

RNZ: What are the major challenges two years out from the event?

SD: Within the "Match Services" functional area, the most difficult thing will be to formulate a consistent level of delivery, for all stakeholders, across all venues.

The requirements that come with a Tournament of this type will create unique challenges to all parts of the Tournament, and that is what appeals to me. A lot of events both nationally and globally are repeat events so you can deliver, learn from and deliver again the following year. With RWC 2011 we will get one chance to get it right, first time, we do not get a second chance.

RNZ: Is this a one person job or do you require input from others?

SD: This is not a one person role and has a lot of support structures around it. The pending engagement with provincial unions will provide us with the much needed manpower in the host cities and numerous functional area managers will help prepare for this Tournament. The local support networks will also play a big role in the delivery of the Tournament come 2011.

RNZ: What support do/will you have?

SD: I can of course call on the Senior Management Team of RNZ 2011. This group has a lot of business acumen, large scale event expertise and strategic support. These support structures focus on finance, legal, HR, administration, accreditation, media operations,

match management, competitions, referees, venue logistics, computer aided design and medical. These areas will be complemented by the work of provincial unions and a volunteer structure within each host city.

RNZ: When RWC 2011 is on what will your job entail?

SD: Management of a small team of Match Managers who will be RNZ 2011's representatives at each game.

I will also continue planning with venues and provincial unions as some will be delivering match days while others will still be in the planning phases.

Trouble shooting should any issues arise and continuing to work with the event owners regarding any match related requirements.

I will step into the action should any resourcing issues arise and continue to provide support to all other RNZ 2011 staff members as required.

RNZ: When the Tournament is over how do you assess whether you've done a good job?

SD: The majority of work within the Match Services area links into RNZ 2011's strategic goal of –

“delivering an operationally excellent Tournament”

The success or otherwise of Match Services will be determined from the following:

- Meeting Rugby World Cup Limited (RWCL) event owners expectation
- Key RWCL stakeholders expectations met – Sky TV, IMG, RTH and thus their customers
- All operational areas involved with match day delivery have all performed in a well organised, timely and professional manner, as expected by RNZ 2011.
- Any disruption that arises has been planned for, is dealt with according to the developed risk management procedures and any impact on the event or the event owner minimised.
- All members of the Match Services team enjoy their working experience as part of RWC 2011.



RUGBY TRAVEL AND HOSPITALITY

Rugby World Cup Ltd (RWCL) has appointed Rugby Travel & Hospitality (NZ) Ltd (RTH NZ) to create, manage and implement the Official Travel & Hospitality Programme for Rugby World Cup 2011 (RWC 2011), New Zealand.

RTH is a joint venture company formed by Sodexo and the Mike Burton Group. Sodexo and Mike Burton together have unrivalled knowledge and vast operational experience at major sporting events, including the provision of catering, ticketing and travel services.

In France for RWC 2007, RTH delivered the most successful Official Travel & Hospitality Programme of any RWC to date with record numbers of supporters travelling to the Tournament and corporate consumers enjoying superb hospitality at all of the 48 matches.

RTH NZ 'raised the bar' in terms of the sheer quality of the hospitality provided for RWC 2007. The objective was to make the Tournament an unforgettable experience for both hosts and guests and to set a new standard for people who enjoy hospitality at major international sporting events. This was achieved by bringing a high degree of innovation and an experiential element to the hospitality venue designs.

A network of worldwide Official Corporate Hospitality Agents (OCHAs) will be appointed at the beginning of 2010 to sell a range of

ticket inclusive hospitality packages for the RWC 2011, New Zealand. The packages will be designed to offer a variety of choice in terms of both content and price to the consumer.

For Rugby fans wishing to travel to New Zealand for the Tournament, a range of exciting match ticket inclusive travel programmes will be made available via a network of globally appointed Official Travel Agents (OTAs). Travel programmes will encourage fans to follow the Tournament around the country, building in both time and opportunity to take in the highlights of New Zealand on their way.

The Travel and Hospitality program will have access to the Official Accommodation Bank that has been set up to support the accommodation needs of supporter groups, sponsors and teams, in terms of location and quality.

The application stage for prospective OCHAs and OTAs has now closed. Official Travel Agents will be appointed in late October 2009 and Rugby fans will be able to buy Travel Packages from January 1, 2010. Official Hospitality Agents will be appointed early in 2010, with Hospitality Packages being made available for sale later in the year

Details of Official Travel and Hospitality Agents, and Official Hospitality Packages will be available at www.rth2011.com.