



2011 – New Zealand's Year

2011 will be a milestone year for New Zealand, as we host one of the world's biggest sports events, the Rugby World Cup.

For six weeks New Zealand will be in the international spotlight, with over 60,000 visitors expected to come to our country, and billions more watching the event on television and online.

It will be an unprecedented opportunity to raise our international profile, boost our economy and make lasting gains in trade and tourism.

The New Zealand Government is proud to be a key partner with Rugby World Cup Ltd in staging RWC 2011 here in our Stadium of Four Million.

We recognise the scale of the opportunity and we are committed to ensuring that New Zealand pulls out all the stops to make RWC 2011 a success.

That's why we have made a significant investment in the assets and infrastructure required to stage an excellent event, and why we have invested, alongside the New Zealand Rugby Union, in our joint venture company Rugby New Zealand 2011.

And it's why we have today launched a programme of initiatives that encourage New Zealanders to be great **hosts**, to **showcase** the best New Zealand has to offer to the world, and to have a great **celebration** along the way.

To ensure we can make the most of the opportunities RWC 2011 presents, we have put in place the necessary machinery – from staff resources through to a great new website and access to talented New Zealanders to provide strategic advice and act as special ambassadors and influencers.

We have developed a programme to get our unique country identifier – the silver fern – recognised across the globe, and we're going to call all New Zealanders to action with our "Give it 100%" challenge, building on the 100% Pure campaign that Tourism New Zealand has been using so effectively around the world.

There are two years to go. There is much more we need to do – and we're ready for the challenge.

We look forward to welcoming the world to New Zealand in 2011. It will be our year.

Hon John Key
Prime Minister

Hon Murray McCully
Rugby World Cup Minister



2011 – New Zealand’s Year to Celebrate

New Zealand’s Rugby World Cup festival will make 2011 a year to remember.

The celebrations will run throughout 2011, with events that showcase the best of New Zealand arts, culture and entertainment.

Driving the national festival will be a festival manager in the New Zealand 2011 Office.

The festival manager will draw together the energy, resources and initiatives already underway in the regions, and develop national programmes to support them, creating an unforgettable visitor experience for Rugby World Cup 2011.



The breadth of the regional festival ideas is impressive already, from fireworks and parades to family concerts, and wine and food festivals.

Many major events are looking at scheduling special activities to coincide with RWC 2011. For example, the NZ Winegrowers are considering tying together special festival events in key wine regions like Hawkes Bay, Martinborough, Marlborough and Central Otago. This will encourage New Zealanders and visitors to explore and discover the special qualities of each region.

The festival calendar will bring together a range of iconic Kiwi events and new events to make 2011 a year long celebration of New Zealand.

Once the festival programme is launched, the www.nz2011.govt.nz website will carry the details of events, creating an information “one stop shop” for New Zealanders and visitors wanting to know what’s happening and how to get involved.

GIVE IT 100%



A Nation of Four Million Hosts

In 2011 New Zealand will welcome the world as a nation of four million hosts.

The newly established New Zealand 2011 Office is developing a hosting programme that will encourage all Kiwis to engage in RWC 2011 in some way.

We want to ensure that every visitor has a warm and uniquely New Zealand experience wherever they go – from Cape Reinga to Stewart Island.

Communities who are hosting teams will be encouraged to adopt them as their own and give them a real taste of Kiwi hospitality.

It's just one of the ways we'll 'Give it 100%'.

Volunteers

RWC 2011 will also give thousands of Kiwis the chance of a lifetime to be part of a team of volunteers who will help make it a truly special event.

There will be many roles to fill – from making sure things run smoothly at the grounds on game days to supporting festival events, Fan Zones and business showcase events.

RWC will put the spotlight on volunteers and the contribution they make to our communities. It has the potential to create a resurgence of volunteering throughout New Zealand, especially among our young people.

We'll announce more details of the volunteer and host programme later this year. If you want to be kept in the loop you can register at www.nz2011.govt.nz



GIVE IT 100%



Showcasing the Best of New Zealand Business

RWC 2011 is the biggest event ever held in this country and will bring more than 60,000 international visitors to our shores. Many of them will be business people from around the globe.

New Zealand businesses and business and industry organisations from around the country are preparing themselves to make the most of this opportunity. And so is the Government.

The New Zealand 2011 Office will work closely with business and industry groups, such as Business NZ, the Chambers of Commerce, EDANZ, the KEA network, the Tourism Industry Association, and key Government agencies such as New Zealand Trade and Enterprise (NZTE) to:



- showcase the best New Zealand has to offer to the world: including food and wine, fashion design, film making, IT and science capabilities and marine technologies, to name a few
- align those business showcasing events around the country with the festival programme to deliver a completely unique New Zealand experience
- launch a business club to match New Zealand business people with others from around the world who will attend Rugby World Cup 2011, and who will provide future trade and investment opportunities
- develop a programme to support special ambassadors to help spread the word, especially to rugby followers, in every corner of the world

In addition, key Government agencies are developing programmes to promote New Zealand to influential international business audiences. Targeted business networking events organised by NZTE in the lead up to All Black test matches (over the next six months in Milan, London and Marseille) will be an opportunity for businesses to build relationships with trade partners in key international markets. They will also be used to encourage business people to visit New Zealand during the tournament and to find out more about our industry sectors and investment opportunities.

GIVE IT 100%



Linking Business with Opportunities

The Government has established a website to make procurement opportunities related to RWC 2011 easily accessible to New Zealand businesses.

Business opportunities around event supply and infrastructure will be listed on :

<https://tenderlink.com/businessopportunities2011>.

Businesses can link through to the site direct or via:

www.nz2011.govt.nz

Business Opportunities 2011
Tenders, Quotes & EoIs

Home | All Open Tenders | Search Tenders | Industry Categories | Registration | Support | Help

Welcome to the E-Tendering portal for Rugby World Cup 2011 and related events

"Calling all Suppliers"

Rugby World Cup 2011 is expected to bring around 60,000 visitors and up to 2000 media to New Zealand for the tournament. Another four billion people will watch from around the world. With games being played throughout New Zealand, and festival activity to support the games, there are plenty of commercial requirements to be filled – most of which will be advertised through this portal. It is an excellent opportunity for your business to get connected with Rugby World Cup.

If you are interested in becoming a supplier to RWC 2011 or supporting activity, please register in this system using the Registration link above. Registration is free.

Once you are a registered supplier, you can participate in the tenders called. You will receive email notification of any new tenders we publish and you can download and view the documentation electronically, participate in forums to seek clarification or to ask questions, and (where available) submit your bids through the secure e-tender box facility.

Tenders will become available over the next month.

New Zealand Trade and Enterprise (NZTE) is working with regional and national partners involved in delivering the tournament (and supporting activity) to provide this procurement resource for RWC 2011.

This e-tendering system has been developed by TenderLink.com - www.tenderlink.com

New Zealand TRADE & ENTERPRISE

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Email :

Password :

[Forgot Your Password?](#)

Tender Statistics

- * Open Tenders : 6
- * Closed Tenders : 0

Upcoming TenderLink Workshops

This Portal is Powered By **TENDERLINK**

Businesses interested in tendering for commercial opportunities around RWC 2011 can register their business details on the site now. Regional and national partners involved in delivering the tournament (and supporting activity) will load tenders on the site, with opportunities ranging from signage to hospitality and promotional events for the national festival.

Registration is free to prospective suppliers. There will be a small charge to organisations loading tenders on the site.

Tender sites around major events – such as the 2010 Winter Games in British Columbia, the London Olympics 2012 and the Glasgow Commonwealth Games 2014 – are now regarded as best practice, helping to create transparency around the opportunities and information relating to tenders.

Once suppliers are registered on the site, they will be sent automatic notification when new tenders are loaded (which can be aligned to their profiles). Other advantages of the site for businesses and organisations seeking suppliers include automatic evaluation of supplier bids against established criteria, easy attachment of electronic documentation, the ability to set up preferred supplier lists and to run closed tenders (requests for proposals) where appropriate.

GIVE IT 100%



New Zealand 2011 Office and 2011 Group

The New Zealand 2011 Office has been created to implement the Government's leverage and legacy plans around RWC 2011.

The work of the New Zealand 2011 office will include co ordinating a national festival, developing and implementing a host and volunteer programme, and developing a business engagement programme to showcase the best of New Zealand businesses.

The New Zealand 2011 Office will work closely with Martin Snedden and his team at Rugby New Zealand 2011 over the next two years, including being co located with them at PSIS House in Wellington. A director, Leon Grice, has been appointed and is bringing together a small team of professionals with trade and events expertise.

Leon and the team can be contacted at leon.grice@nz2011.govt.nz

The 2011 Group

The Government has also established the 2011 Group a body of eminent and energetic New Zealanders who will advise and work with RWC Ministers and the New Zealand 2011 Office.

This group will be led by Christchurch Mayor Bob Parker and includes Sharon Hunter, Michael Hill, Wally Stone, Bob Harvey, John Hart and Sir David Gascoigne.

The 2011 Group will help identify opportunities, provide advice and act as a sounding board for the New Zealand 2011 Office, as well as providing a vital link to the regions they come from.

Rugby World Cup Minister Murray McCully welcomed the expertise of the 2011 Group.

"Through this group we'll be able to call on the experience of some of New Zealand's most innovative and creative thinkers. They've all had success in their own right, and now they'll be helping to make RWC 2011 a huge success for New Zealand".

GIVE IT 100%



2011 website launched

The Government's new 2011 website is a one stop shop for all 2011 initiatives.

It will be used to recruit New Zealanders to the hosting, showcasing and festival programmes, and will provide easy access to information for visitors around the globe.

www.nz2011.govt.nz will be where New Zealand's 2011 stories are told, bringing together news from around the regions and across government agencies. It will give both Kiwis and international visitors a way to find out what's happening and how to get involved.

www.nz2011.govt.nz will be the home of the festival calendar, and will profile events and projects going on around the country in the lead up to, and during, RWC 2011. It will also be the on line home of the business club and will link to the volunteer recruitment website.

www.nz2011.govt.nz will provide a link to all Government agencies working on 2011 initiatives including Tourism New Zealand and its Front Row Rugby Club, New Zealand Trade and Enterprise and its Tenderlink site, SPARC, the Ministry of Culture and Heritage, Te Puni Kokiri, and Ministry for the Environment.

www.nz2011.govt.nz is the first step in what will be a fully inter active strategy for 2011, including new media. Tools like Facebook and Twitter will be used to make it easy for people to keep up with everything that's going on including the host and volunteer programme, the festival and the business club.



GIVE IT 100%



Government Investment

Since the hosting rights to RWC 2011 were secured, the Government has committed considerable time and resources to ensuring New Zealand has the assets and infrastructure required to host such an event.

That started with the Government's joint ownership of RNZ 2011 Ltd with the New Zealand Rugby Union. The Government's investment includes underwriting two thirds of the anticipated deficit involved in delivering a successful Tournament.

Stadium upgrade: Eden Park

A significant upgrade of Eden Park was a key requirement of the RWC 2011 bid, and the Government has invested \$190 million to redevelop it into a world class venue.

Eden Park's capacity will be increased from 48,000 to 60,000 and the upgrade will ensure spectators enjoy a world class experience in 2011.

Improvements are also being made to road and rail connections around the park. A comprehensive transport management plan is being developed to ensure both Kiwi fans and visitors have an exceptional experience.



Key stadia developments

The Government has also invested \$35 million in other stadia around the country – in Christchurch, Dunedin, Nelson and Whangarei. This will not only ensure New Zealand puts its best foot forward in 2011, but will leave a legacy of valuable infrastructure both for each region and for the country.



Queens Wharf – a RWC legacy

Auckland's Queens Wharf will be one of the jewels in New Zealand's crown during RWC 2011, and along with a redeveloped Eden Park will be one of the event's greatest legacies.

Prime Minister John Key recently announced a \$20 million investment by the Government to secure public access to Queens Wharf, for RWC 2011 and into the future.

Working together, the Government, Auckland City Council and Auckland Regional Council are now co coordinating efforts to ensure Queens Wharf is developed appropriately to meet both short term and long term objectives.



During RWC 2011 Queens Wharf will be a focal point for celebrations for locals and visitors alike. It will also provide a world class cruise ship terminal for Auckland generating benefits for the cruise industry and tourism sector throughout New Zealand.

More importantly, the Government's long term vision is to create an open public space that presents an impressive urban image of Auckland and New Zealand for everyone's benefit and enjoyment.

A competition is currently being run to find the best designs for the development of Queens Wharf, with the winning design due to be unveiled in November.

On Sunday, September 13 there will be a 'public access day' so people can begin to experience the excitement around the planned development of the wharf, and see for themselves the extraordinary position it commands on the Waitemata Harbour and on the edge of the city.

More information is available on www.nz2011.govt.nz

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