

## **Observer programme puts event professionals in pole position**

On: 28 May 2013

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The return of the V8 Supercars Championship to Pukekohe on 12-14 April 2013 proved an outstanding success both on and off the track, drawing more than 117,000 fans to Pukekohe Park Raceway and contributing to the delivery of an important part of the Ministry's Major Events Strategy.

One of the key objectives of the Major Events Strategy is to boost New Zealand's event sector capability, and event organisers are therefore encouraged to develop programmes that will assist the industry to build expertise.

V8 Supercars' highly informative and educational observer programme provided a rare opportunity for event professionals to study the delivery of an international event live and on-site. The programme began with a look at Auckland Tourism, Events and Economic Development's operations outside the venue, including the Fan Trail and on-site operations centre. The programme then moved inside Pukekohe Park Raceway, where participants were treated to a full rundown on event operations, including ticketing, accreditation, sponsor management, corporate hospitality management, support categories, on-track entertainment activities and race control.

New Zealand Major Events Manager, Kylie Archer said "The observer programme provided a valuable insight into the inner workings of a Major Event. Event professionals who attended will be able to directly apply lessons learnt from the programme to the planning and delivery of future events."

The Government, through the Major Events Development Fund, invested \$2.2 million on a one-off basis to support infrastructure upgrades at Pukekohe Park Raceway and secure an annual V8 Supercar event in Auckland for at least five years.