



Audi quattro
Wintergames^{NZ}



2013
REPORT



Chairman's Report

Hosting the Audi quattro Winter Games NZ had special significance this year as it was just six months before the 2014 Winter Olympics in Sochi, Russia. To capitalise on this we increased the status of many of the events, resulting in the hosting of four FIS World Cups, two IPC World Cups, three Continental Cups and an international fours and mixed pairs curling competition. This meant that the Games, in 2013, was an important Olympic qualifying event for many snow sports disciplines. As a result, we had the pleasure of seeing many of the world's best competing and training in Otago.

Importantly, the feedback from the international officials, the competitors and team management has been very complimentary. FIS Race Director, Roberto Moresi of Italy, said this year's event delivered the best World Cup events in the world, saying it was the best organised event overall, delivered by "totally competent and friendly local officials who work as an amazing team" and with excellent facilities. He also added that Winter Games NZ chief executive, Arthur Klap, "does an incredibly good job". My additional praise goes to the 400 volunteers that filled the 1300 volunteer positions over the 12 days of the Games. Though their task is not an easy one, often in tough mountain conditions, the volunteers rated their experience highly and 93% would recommend volunteering at the Games to someone else.

We did have some very difficult snow and weather challenges at the start that demanded venue management of the highest international standard. We are blessed with event teams at Cardrona Alpine Resort and Coronet Peak that worked tirelessly and expertly to deliver world class competition venues. This was recognised by the competitors and team management.

The new partnerships with Audi quattro, Mediaworks and IMG had a considerable impact on the profile and professionalism of the Games and we look forward to growing those relationships further. In addition we had excellent support from central and local Government, our sponsors, the Community and Gaming Trusts and patrons. They are all individually acknowledged within this report.

A big but successful risk was taken with the introduction of the Games Villages in Wanaka and Queenstown. They gave the Games a downtown presence and provided that critical link with the local communities. We can already see numerous ways to make these downtown hubs really hum for future Games.

Now we look forward to 2015 and 2017. With the 2018 Winter Olympics to be held in Korea, the focus of winter sports will be on Asia for the next four years and this provides New Zealand with a rare opportunity. We cannot let it just pass by. The Winter Games Board has already commenced its planning through to 2018 and has reaffirmed that the Games is first and foremost an elite, international winter sports event with a strong downtown presence. We can all be very proud of what we have achieved in 2013 and our collective task is to build on that and lift the Audi quattro Winter Games to new levels in 2015 and 2017.

Finally, my personal thanks go to Board members Rick Pettit, Ron Anderson, Jane Huria, Paul Allison and Peter Wardell who have been generous in the giving of time, energy and expertise for the benefit of the Games.



Sir Eion Edgar
Chairman Winter Games
New Zealand Trust



“flawless”

Peter Krogoll
FIS Technical Delegate
(Germany)



Event Vision

*To be
recognised
internationally
as one of the
world's premier
snow sports
events.*

Objectives for Winter Games NZ

In 2007 a long term vision was established by the Board of the Winter Games NZ Trust. It was recognised that it would take up to twenty years for the Games to be firmly established on the world stage. The Trust determined that by 2029 the Winter Games NZ will be:

- ▶ Recognised internationally as one of the world's premier snow sports events attracting 6 of the world's top 10 ranked athletes in each sport.
- ▶ Recognised within New Zealand as the country's premier sports event.
- ▶ Have full community (and New Zealand) buy in with 75% of NZ'ers interested in attending.
- ▶ Financially successful and able to provide grants to assist NZ athletes.
- ▶ Internationally recognised for its showcasing of the southern lakes region.
- ▶ Assist New Zealand athletes to regularly win medals in winter sports on world stage.

- ▶ Attract significant international media exposure and perceived as a 'must attend' event.
- ▶ World leaders in having adaptive athletes competing alongside able body athletes.

2013

In 2013 the Winter Games NZ ran from 15 to 25 August in Queenstown, Wanaka and Naseby.

The events included 4 FIS World Cups, 2 IPC World Cups, 3 Continental Cups and an International Fours and Pairs Curling Competition.

An extensive downtown festival in Queenstown and Wanaka complemented the sports competitions.

2012

In 2012 the Winter Games NZ ran two FIS World Cups in August at Cardrona Alpine Resort, Wanaka.

An Adventure Film Festival was held in conjunction with the two World Cups

Competition Overview

As in previous Winter Games NZ, the competitors and team management were surveyed to gauge satisfaction across eleven aspects of the Games. Of the competitors, 83% rated overall satisfaction with the event with 7 or more out of 10 with 34% giving a 10 out of 10. Of the team managers, 72% rated overall satisfaction with 7 or more.

Generally there was increased satisfaction with all aspects of the Games and less spread between the most and least supported aspects. Once again, the venues and facilities came out with the highest rating (8.42 average) but the biggest movers were the medal ceremonies and registration process. The downtown medal ceremonies have obviously been well received.

The access to the mountains is seen as a negative and it is clear that we can improve our on field communication with athletes and management. This was highlighted this year because of the difficulties caused by the weather. No aspect of the Games rated less than 7.36 by competitors but team managers rated communication at the event venues at 6.89. Overall a very satisfactory result.

The Swedish coach, Patrick Nyberg, declared Winter Games NZ “the best World Cup the team has ever been to”.

There are many learnings for the management team and some of the recommendations from competitors for future Games were:

- ▶ Hold closer to spring then teams are more likely to stay and train.
- ▶ Set time for weather announcements to minimise waiting around thinking you might have to go out at any moment.
- ▶ Get more athletes involved in ceremonies.
- ▶ Include snowboard cross again.
- ▶ Have midweek cross country distance races.
- ▶ Cheaper lift passes for training before event.
- ▶ To get more spectators could make partnerships with bus companies and combo deals with other tourism attractions.
- ▶ Share some events with Mt Hutt.
- ▶ Send Games staff to other IPC events to help upskill them.



Competitors & Team Management

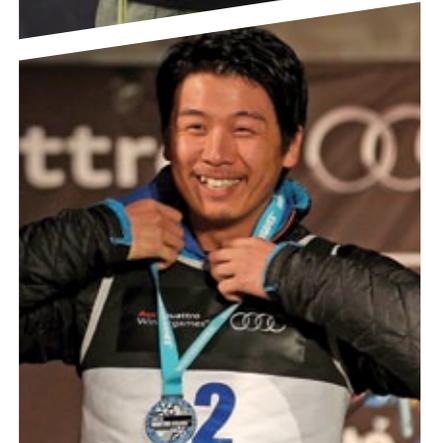
TOTAL STARTS : 889 athletes

Figures as per start lists with some athletes counted twice if competing across more than one competition.

	Competitors	Ladies/Men	Ladies:Men (%)	Team Management
Alpine:	409	166/243	41%:59%	198
Cross Country:	26	10/16	38%:62%	12
Curling:	42	7/35	17%:83%	12
Freeski:	174	48/126	28%:72%	76
Snowboard:	238	93/145	39%:61%	89
TOTAL:	889	324/565	36%:64%	387

TOTAL INDIVIDUAL COMPETITORS : 699

	Number	Ladies/Men	Ladies : Men (%)
Alpine Overall	242	89/153	37%: 63%
Alpine IPC:	43	13/30	30%:70%
Alpine FIS:	199	76/123	38%:62%
Cross Country:	26	10/16	38%:62%
Curling:	38	7/ 31	18%:82%
Freeski:	169	47/122	28%:72%
Snowboard:	224	89/135	40%:60%
TOTAL:	699	242/457	35%:65%



RESULTS: Alpine Skiing



FIS AUSTRALIAN NEW ZEALAND CUP

GIANT SLALOM

GS Starts 161 athletes (88 men/ 73 ladies)

Giant Slalom Men

19 August 2013 Coronet Peak

- | | | |
|---|---------------|-----|
| 1 | Adam Zampa | SVK |
| 2 | Mark Engel | USA |
| 3 | Andreas Zampa | SVK |

13 racers ranked in top 100

Giant Slalom Ladies

20 August 2013 Coronet Peak

- | | | |
|---|--------------------|-----|
| 1 | Wendy Holdener | SUI |
| 2 | Anastasia Romanova | RUS |
| 3 | Christine Scheyer | AUT |

9 racers ranked in top 100

SLALOM

Slalom starts 164 athletes (97 men / 67 ladies)

Slalom Men

21 August 2013 Coronet Peak

- | | | |
|---|------------------|-----|
| 1 | David Chodounsky | USA |
| 2 | Akira Sasaki | JPN |
| 3 | Adam Zampa | SVK |

19 racers ranked in top 100



Slalom Ladies

21 August 2013 Coronet Peak

- 1 Paula Moltzan USA
- 2 Michelle Gisin SUI
- 3 Megan McJames USA

10 racers ranked in top 100

IPC ALPINE SLALOM WORLD CUPS

86 starts (26 ladies / 60 men)

10 NPC

IPC WORLD CUP 1

22 August 2013 Coronet Peak

43 starts (13 ladies/ 30 men)

IPC Slalom Visually Impaired Ladies

- 1 Staci Manella USA
Guide: Kim Seevers
 - 2 Danelle Umstead USA
Guide: Robert Umstead
 - 3 Jade Etherington GBR
Guide: Caroline Powell
- 5 racers ranked in top 20

IPC Slalom Standing Ladies

- 1 Melanie Schwartz USA
 - 2 Heather Mills GBR
- 4 racers ranked in top 20

IPC Slalom Sitting Ladies

- 1 Stephani Victor USA
 - 2 Laurie Stephens USA
- 3 racers ranked in top 20

IPC Slalom Visually Impaired Men

- 1 Juan Gabriel Gorce Yepes ESP
Guide: Ja Ventura Ferrer
 - 2 Alessandro Daldoss ITA
Guide: Davide Riva
- 4 racers ranked in top 20

IPC Slalom Standing Men

- 1 Adam Hall NZL
 - 2 Matt Hallat CAN
 - 3 Mitchell Gourley AUS
- 5 racers ranked in top 20

IPC Slalom Sitting Men

- 1 Josh Dueck CAN
 - 2 Corey Peters NZL
 - 3 Kurt Oatway CAN
- 4 racers ranked in top 20

IPC WORLD CUP 2

43 starts (13 ladies/ 30 men)

23 August 2013 Coronet Peak

IPC Slalom Visually Impaired Ladies

- 1 Danelle Umstead USA
Guide: Robert Umstead
- 2 Jade Etherington GBR
Guide: Caroline Powell
- 3 Rim Jae Yang KOR
Guide: Youl Ji Lee

IPC Slalom Standing Ladies

- 1 Alexandra Starker CAN
- 2 Ursula Marimon Pueyo ESP
- 3 Melanie Schwartz USA

IPC Slalom Sitting Ladies

- 1 Stephani Victor USA
- 2 Laurie Stephens USA

IPC Slalom Visually Impaired Men

- 1 Yan Maiztegui Sanctacana ESP
Guide: M Garces Galindo
- 2 Alessandro Daldoss I TA
Guide: Davide Riva

IPC Slalom Standing Men

- 1 Adam Hall NZL
- 2 Mitchell Gourley AUS
- 3 James Stanton USA

IPC Slalom Sitting Men

- 1 Tyler Walker USA
- 2 Heath Calhoun USA
- 3 Jasmin Bambur USA

RESULTS:
Freestyle Skiing
& Snowboard



FIS Freestyle Skiing World Cup Slopestyle & AFP Platinum Free Ski Slopestyle

Starts 126 athletes (84 Men/ 22 ladies)

23 & 25 August Cardrona Alpine Resort

Men

- | | | |
|---|-----------------|-----|
| 1 | Nick Goepper | USA |
| 2 | James Woods | GBR |
| 3 | Russell Henshaw | AUS |
- 9 skiers ranked in the top 11

Ladies

- | | | |
|---|-----------------------------|-----|
| 1 | Tiril Sjaastad Christiansen | NOR |
| 2 | Dara Howell | CAN |
| 3 | Lisa Zimmermann | GER |
- 6 skiers ranked in the top 10

FIS Freestyle Skiing World Cup Half Pipe & AFP Platinum Free Ski Half Pipe

Starts 68 athletes (42 men and 26 ladies)

16 & 17 August Cardrona Alpine Resort

Men

- | | | |
|---|------------------------|-----|
| 1 | Antti-Jussi Kemppainen | FIN |
| 2 | Aaron Blunck | USA |
| 3 | Taylor Seaton | USA |
- 6 skiers ranked in the top 10

Ladies

- | | | |
|---|------------------|-----|
| 1 | Devin Logan | USA |
| 2 | Angeli Vanlaanen | USA |
| 3 | Mirjam Jaeger | SUI |
- 6 skiers ranked in the top 10

FIS Snowboard World Cup Slopestyle

Starts 130 athletes (82 men/ 48 Ladies)

19 & 20 August Cardrona Alpine Resort

Men

Event cancelled due to bad weather
5 snowboarders ranked in the top 10

Ladies:

- | | | |
|---|----------------|-----|
| 1 | Jamie Anderson | USA |
| 2 | Jenny Jones | GBR |
| 3 | Cheryl Maas | NED |
- 7 snowboarders ranked in the top 10

FIS Snowboard World Cup Half Pipe

Starts 108 athletes (63 men/ 45 Ladies)

22 & 24 August Cardrona Alpine Resort

Men:

- | | | |
|---|------------------|-----|
| 1 | Ayumu Hirano | JPN |
| 2 | Taku Hiraoka | JPN |
| 3 | Christian Haller | SUI |
- 9 snowboarders ranked in the top 10

Ladies:

- | | | |
|---|------------------|-----|
| 1 | Kelly Clark | USA |
| 2 | Xuetong Cai | CHN |
| 3 | Gretchen Bleiler | USA |
- 9 snowboarders ranked in the top 10



RESULTS: Cross Country Skiing



FIS Australian New Zealand Cup

Starts 26 athletes (10 Ladies / 16 Men)
15 August 2013 Snow Farm

Sprint Men

- | | | |
|---|-----------------|-----|
| 1 | Andrew Newell | USA |
| 2 | Alexey Petuhkov | RUS |
| 3 | Devon Kershaw | CAN |
- 4 racers ranked in top 30

Sprint Ladies

- | | | |
|---|-------------------|-----|
| 1 | Justyna Kowalczyk | POL |
| 2 | Daria Gaiazova | CAN |
| 3 | Anastazia Kuzmina | SVK |
- 3 racers ranked in top 40

RESULTS: Curling

Starts 42 competitors
(35 men/ 7 ladies).
18 to 23 August Naseby

Mens Fours:

22 Athletes / 6 Teams

- 1 Japan
 - 2 New Zealand
 - 3 Korea
- 6 Men Four's teams: Australia, China, Japan, Korea, New Zealand, New Zealand A

Mixed Doubles

- 1 Australia
 - 2 New Zealand "A"
 - 3 China
- 7 Mixed doubles teams: Australia, Australia A, China, England, Japan, New Zealand, New Zealand A.



Team Trophy

Made of pounamu, the Audi quattro Winter Games NZ Team Trophy was awarded to the United States as the top nation.

	Gold	Silver	Bronze	Total
USA	15	5	6	61 points
Canada	2	3	2	14 points
New Zealand	2	3		12 points
Japan	2	2		10 points
Great Britain		4	1	9 points
Spain	2	1		8 points
Australia	1	1	2	7 points
Switzerland	1	1	2	7 points
Slovakia	1		3	6 points
Italy		2		4 points
Russia		2		4 points
China		1	1	3 points
Finland		1	1	3 points
Norway	1			3 points
Poland	1			3 points
Korea			2	2 points
Austria			1	1 point
Netherlands			1	1 point
Total	28	26	22	



Australia, Austria, Azerbaijan, Bahamas, Belgium, Brazil, British Virgin Islands, Canada, China, Czech Republic, Denmark, Dominica, Estonia, Finland, France, Great Britain, Hong Kong, Hungary, India, Iceland, Ireland, Italy, Japan, Korea, Latvia, Mexico, Montenegro, Netherlands, New Zealand, Norway, Poland, Russia, Slovakia, Slovenia, Spain, Sweden, Chinese Taipei, United States, Uzbekistan, Venezuela

2012 World Cups

In 2012 the Winter Games NZ hosted, in conjunction with Snow Sports NZ, the FIS Snowboard and Freestyle Ski Halfpipe World Cups at Cardrona Alpine Resort from 22 to 26 August.

The World Cup events were the first qualifying events in the world for Sochi 2014 and attracted 167 international competitors from 26 countries. The two World Cups helped the Games management team prepare for the 2013 Winter Games by testing new systems and processes. They also helped consolidate important relationships with international bodies; the International Ski Federation (FIS), the Association of Freeski Professionals (AFP) and Ticket to Ride (TTR). The Freestyle Ski Halfpipe was Gold sanctioned by the AFP and the Snowboard World Cup was 5 Star sanctioned by the TTR.

Off mountain the Winter Games Adventure Film Festival returned to Queenstown from 24 to 26 August.



RESULTS

FIS Freestyle Ski Halfpipe World Cup - Ladies

- 1 Devin Logan USA
- 2 Manami Mitsuboshi JPN
- 3 Ayana Onozuka JPN

FIS Freestyle Ski Halfpipe World Cup - Men

- 1 Torin Yater-Wallace USA
- 2 Thomas Krief FRA
- 3 Benoit Valentin FRA

(Janina Kuzma NZL 4th and Jossi Wells NZL 7th)

FIS Snowboard World Cup Halfpipe - Ladies:

- 1 Kelly Clark USA
- 2 Sophie Rodriguez FRA
- 3 Queralt Castellet ESP

FIS Snowboard World Cup Halfpipe - Men:

- 1 Ryo Aono JPN
- 2 Shuhei Sato JPN
- 3 Yiwei Zhang CHN

TOTAL STARTS : 167 athletes

	Competitors	Ladies/Men	Ladies:Men (%)	Team Mgmt
Freeski	63	27/36	43 / 57	31
Snowboard	104	73/31	30 / 70	53
TOTAL	167	100/ 67	40 / 60	84

Television Coverage 2012

In Front distributes the World Cup coverage, on behalf of the FIS, to broadcasters as delayed highlights, news or in a 25 minute magazine format. The In Front World Cup magazine programmes commence with the Cardrona World Cups at the end of November and run through to mid-April. A total of 14 hours 56 minutes 55 seconds of the Freestyle Ski World Cup and 29 hours 4 minutes 21 seconds of the Snowboard World Cup were broadcast internationally.



Freestyle Ski Halfpipe:

	Kind of Broadcast	Duration	Reach per country	No. of Viewers
Europe	News Access	4h12m40s	NA	NA
Canada	Magazine	3h45m00s	552,112	33,500
Denmark	Magazine	26m02s	5,514	1,960
Hungary	News Access	12m38s	NA	NA
Norway	News Access	12m38s	2,202,000	NA
Poland	Magazine	26m14s	5,742	1,740
Portugal	Magazine	38m33s	605,000	NA
Sweden	Magazine	9m40s	337,500	125,000
United Kingdom/Ireland	Magazine	14m00s	13,770	5,100
United States	Magazine	1h30m00s	38,500,000HH	NA
World	News Access	3h09m30	NA	NA
Total		14h56m55s		

Snowboard Halfpipe:

		Reach per country	Duration	Reach per country	No. of Viewers
Asia/Pacific	Delayed	1h00m00s	8,000,000HH	NA	NA
Europe	Delayed	1h00m00s	547,368	NA	NA
Europe	News Access	16m02s	NA	NA	NA
Andorra	Magazine	1h15m00s	31,218HH	NA	NA
Canada	Magazine	1h33m032s	123,030	33,500	33,500
Denmark	Magazine	1h45m58s	74,263	23,617	23,617
Finland	Magazine	1h16m00s	3,817,000HH	NA	NA
France	Delayed	1h00m00s	1,000,000HH	NA	NA
Hungary	News Access	16m02s	NA	NA	NA
Italy	Magazine	3h11m10s	162,232	55,269	55,269
Poland	Magazine	1h40m26s	65,502	20,061	20,061
Portugal	Magazine	1h17m36s	605,000	NA	NA
South Korea	Delayed	3h08m15s	63,447	21,384	21,384
Sweden	Magazine	14m40s	151,800	60,000	60,000
United Kingdom	Magazine	1h23m16s	2,090	700	700
United States	Magazine	4h45m54s	38,500,000HH	NA	NA
World	News Access	4h00m30	NA	NA	NA
Total		29h04m21s			

Games Festival

In 2013 the Winter Games Festival was expanded to include two Games Villages, supported by Lotto NZ and the Central Lakes Trust, in central locations in Queenstown and Wanaka. The Villages provided focal points where athletes and spectators could eat, drink, relax, catch some live music, watch the action on big screen TVs and access free Telecom Wifi. All medal ceremonies took place in the Villages giving fans the chance to meet their winter sports heroes and get their autographs on Games posters.



Festival Objectives

- ▶ To complement the reputation of the Winter Games NZ as a world leading premier snow sports event by creating a high energy events calendar of extreme sports, adventure and music in downtown Queenstown and Wanaka.
- ▶ Provide quality entertainment and activities for visitors and locals in order to attract a broader range of participation in the Winter Games NZ.
- ▶ Develop a unique environment for athletes and encourage their interaction with spectators and locals.
- ▶ Provide additional income for the Games through ticket sales and sponsorship.



The Festival Featured

- ▶ Opening Ceremony in Queenstown with an athletes welcome, mihi whakatau and karakia from Ngai Tahu Kaumatua, Michael Skerrett, and speeches by Winter Games NZ Chairman, Sir Eion Edgar, and Deputy Prime Minister, Bill English, who officially opened the Games.
- ▶ Three cyclocross races in Wanaka and Queenstown.
- ▶ A seven-day Adventure Film Festival, presented by Auckland Airport, bringing together more than twenty adrenalin-pumping international movies.
- ▶ Two music concerts with the Phoenix Foundation and Tahuna Breaks.
- ▶ Public launch of the Winter Olympics team uniform for Sochi 2014 and the new official Olympic song.
- ▶ NZSki's Parklife Invitational Rail Jam in Queenstown.
- ▶ The New Zealand Olympic Committee dinner
- ▶ Closing Ceremony in Wanaka with live music, fire dancers, fireworks and the national anthem sung by Mount Aspiring College students.



Media & Marketing

For 2013 the Audi quattro Winter Games NZ greatly increased its domestic and international marketing and media profile. To achieve this, two new partnerships were established:

IMG: IMG was contracted to increase the Games' international television and on line visibility.

Mediaworks: The Mediaworks partnership enabled the Games to secure a stronger domestic television presence. This partnership included a pre-Games television promotional campaign and daily highlights packages on TV3 and FOUR.

Accredited Media

The Audi Quattro Winter Games NZ attracted media from all over the world, with a total of 195 accredited for the event. These included eight media from key Asian publications in China, Japan and Korea, hosted in conjunction with Tourism New Zealand plus representatives from UK, USA, Australia, France, Canada, Brazil, Switzerland, Norway and Hong Kong, as well as domestic New Zealand media. These included photographers and reporters for specialist winter sports publications, as well as photo agencies, news agencies, mainstream sports reporters and photographers, TV news crews and documentary makers, charting

the road to the Olympics for their respective athletes and videographers providing online content.

TELEVISION

Domestic Television

TV3 was the exclusive television broadcast partner, airing a daily 3 Sport highlights package, providing significant additional 3 News editorial support, an airtime and digital schedule to promote the event and broadcast, and other activity across the network.

- ▶ A cumulative audience of 1,486,000 New Zealanders saw the 3 Sport highlight broadcasts and event billboards.
- ▶ A cumulative audience of 2,046,00 New Zealanders saw the event and broadcast promotions across the Mediaworks network across 208 airtime spots.
- ▶ More than fifty 3 News stories occurred in the lead up, during and post the event – including live crosses across all major news shows, 3 News Sport on-site broadcast, extensive news prime-time coverage, Firstline, Midday and Nightline stories and comprehensive online coverage.
- ▶ More than 1,655,000 impressions were delivered from digital adverts across the MediaWorks network of websites.

Additional television:

- ▶ News coverage on TVOne News on 6 out of the 11 days based on a mix of video news releases and on-ground coverage.
- ▶ The daily video news releases were also accessed by the Crowd Goes Wild (Sky Sport, Prime).
- ▶ ESPN, on SkyTV, broadcast all the highlights packages after the TV3 broadcasts.

INTERNATIONAL TELEVISION

IMG

IMG distributed the 10x22min and 1x52min highlights packages, produced by Kinetic Media, to a reach of 258 million homes in 77 individual territories resulting in a total of 591 hours of international coverage.

The daily video news releases from each event day were distributed via SNTV, the world's largest sports news agency, to broadcasters with a household reach of over 400 million.

The Games also featured on the EdgeSport Channel throughout Asia-Pacific in October and November and on Transworld Sport, with 5 to 10 minute packages to an additional 260 million homes

Territory	Broadcaster	Household Reach	Coverage	Total Hrs
AFRICA				
Sub-Sahara (34 territories)	MCS Extreme	250,000	1x52min	1
Setanta Africa	Setanta Action	14,000,000	1x52min	3
ASIA PACIFIC				
Asia Pacific (17 territories)	Eurosport Asia	75,000,000	10x22min	10.5
Australia and New Zealand	ESPN	2,300,000	10x22min	6
Australia	IINET	500,000	10x22min	34
Australia	Telstra – Sportsfan	1,300,000	10x22min	14.5
Cambodia	PPCTV	10,000	10x22min	34
China	PPTV	50,000,000	10x22min	34
Fiji	Fiji One	300,000	10x22min	5
Hong Kong	PCCW	850,000	10x22min	34
Korea	Spo TV	6,000,000	10x22min	tbc
Malaysia	Astro	1,900,000	10x22min	40
Mongolia	SKY C&C	350,000	10x22min	34
Myanmar	SKYNET	80,000	10x22min	34
Pacific Islands (10 islands)	Fiji TV	850,000	10x22min	5
Singapore	Starhub	544,000	10x22min	15
Taiwan	Megastone	1,500,000	10x22min	34
Thailand	TOT	150,000	10x22min	34
Thailand	Grammy	1,500,000	10x22min	34
Thailand	True Vision	1,500,000	10x22min	34
Vietnam	K+	500,000	10x22min	tbc
Vietnam	HTV	2,500,000	1x52min	tbc
EUROPE				
Belgium	Sport 10	3,300,000	10x22min	5
Belgium	VRT	8,000,000	10x22min	tbc
Cyprus	Cyprus Sports	50,000	10x22min	12
Denmark	Viasat		10x22min	21.5
France, Belgium, Luxemburg and Switzerland	MCS (French language)	10,000,000	1x52min	12
Ireland	Setanta Ireland	100,000	1x52min	2
Finland	Viasat	tbc	10x22min	21.5
Georgia	GMG Sports	150,000	10x22min	tbc
Greece	Sport TV	5,500,000	10x22min	15
Norway	Viasat	tbc	10x22min	21.5
Israel	EGO	150,000	10x22min	tbc
Germany, Austria and Switzerland	Sport 1+	1,500,000	10x22min	5
Sweden	Viasat	tbc	10x22min	21.5
United Kingdom	Premier Sports	4,500,000	1x52min	3
AMERICA				
USA	Universal Sports	63,000,000	10x22min	11.5

FIS Distribution through In Front

In Front also distributes coverage of the four freestyle ski and snowboard World Cups on behalf of the FIS. This is primarily in 25 minute magazine formats for each World Cup. The In Front World Cup magazine programmes commence with the Cardrona World Cups at the end of November and the full broadcast report will be received in early 2014.





Print Media

Domestic Print Media

A total of 130,411 sq cm of coverage over 350 articles was received from New Zealand media with a total circulation of 12,442,009 generating an approximate 31,105,022 print impressions.

The total amount of print coverage was down slightly on 2011, however the share of national media vs South Island media increased from 14% to 24% and the quality of coverage was also up.

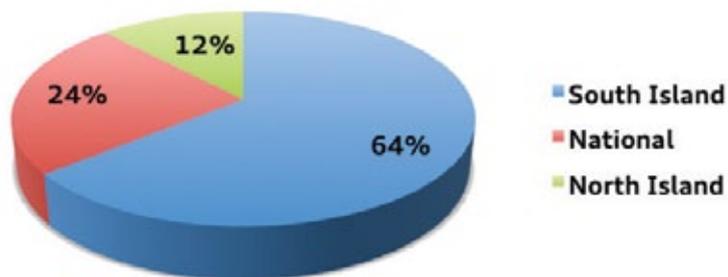


IMAGE DOWNLOADS

Once again the partnership with Getty Images proved fruitful and allowed us to gain coverage in publications outside our expected reach, e.g. USA Today, Hello Magazine, CNN, The Age, The Daily Mail.

The report provided by Getty Images shows that 4,284 images were downloaded over the course of the Games by 151 publications in 27 countries. This is just the number of active downloads from gettyimages.com and does not include the 822 media houses in 112 countries that received the official images via Getty's live feed.

Total images filed	1,136
Total downloads from www.gettyimages.com, .co.nz, .com.au. , .jp, .co.uk, etc	4,284
Unique images downloaded	2,274
Total countries that have downloaded	27
Total publications	151

Downloads per country (key countries only)

New Zealand	2,671
United States	1,245
United Kingdom	185
Australia	28
Russia	25
Poland	19
Germany	18
Canada	10
China	9
Japan	9
Austria	8
Switzerland	8

Getty Images Feed

Number of images distributed	1,036
Number of events covered	14
Number of Countries Downloaded Images Distributed to via live feed:	112
Number of Media Houses receiving images via the Feed:	822
Number of Media Titles with access to the Feed:	7,652
Number of media titles that subscribe (receive Winter Games images free)	4,685

On Line Coverage

Internet Media

The event received extensive online media coverage – more than 36 million listings on a Google search for ‘Winter Games New Zealand’.

As in previous years it was the big news and information sites producing the greatest return by sheer weight of hits. Coverage on specialist sites remains an important barometer of worldwide interest in the Games and winter sports generally, especially amongst the passionate and growing number of freestyle fans in key international markets.

Social Media

- ▶ From 1 July to 31 August Winter Games NZ made 4.5 million impressions through 17,000 interactions.
- ▶ Of these 3.5 million impressions were seen by 1.5 million unique users.
- ▶ Facebook likes rose from 3,347 to 11,157
- ▶ 49% of Facebook fans come from New Zealand. The next largest region is the USA with 12%, Australia with 10% and the UK with 8%.
- ▶ Of the New Zealand fans, Auckland has the largest number of fans with 17%, followed by Christchurch with 13%, Queenstown with

11% and Wanaka with 7%.

- ▶ Twitter followers rose by 51% to 1,000.

Interactions = number of Twitter mentions, retweets and Facebook stories created for Winter Games NZ.

Impressions = Combined number of potential users that saw any content associated with Twitter and Facebook profiles connected to Winter Games NZ.

Unique Users = numbers of users who saw any content relating to Winter Games NZ.

YouTube

IMG managed the Winter Games NZ YouTube site with the following results.

Month	Views	Unique Users
June	203	152
July	336	238
August	5,553	4,347
September	1,024	685
Total	7,116	5,422

Web Site

During the month of August the web site attracted 196,000 page views from 52,000 visitors. 48% of these came from New Zealand, 14% from the USA, 7% from Australia, 5%

from Canada and Japan and 4% from the UK.

The web site statistics highlighted the importance of having a mobile-friendly site with 23% of users accessing the WGNZ site from their mobile phone, and 11% from a tablet. The remaining 66% access from their regular desktop computer.

The synergy between social media and the web site was also proven by the number of referrals. Facebook provided 46% of referrals to the site with the next largest referrer being the FIS with 7%. The most visited page was the home page at 20% of pages views with the next being the live stream and results pages, both at 8%. The web site was a significant step-up from 2011 in terms of look, feel and user-friendliness.

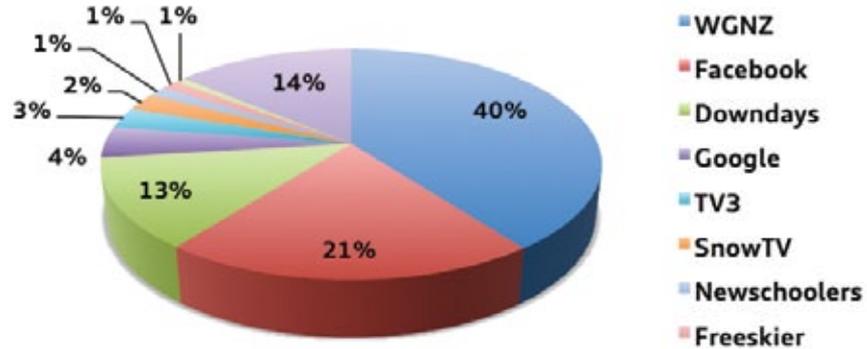


Web Broadcast

The live web broadcast attracted 27,722 visits by 16,651 unique visitors from fifty countries. The top ten countries were:

Country	Visits
New Zealand	5,348
United States	4,879
Japan	2,198
Canada	1,639
Germany	1,113
Norway	1,111
Switzerland	1,002
Australia	968
Finland	951
United Kingdom	906

The WGNZ web site was the largest generator of these visits with 11,200 coming direct from the site. However, Facebook proved an important driver with 5,700 referrals and freeskiing showed its strength with downdays.eu acting as the other major referrer with 3,500.



Radio

MediaWorks was again the radio partner for the Audi quattro Winter Games NZ. The Edge, The Rock, More FM, George FM, LiveSport and RadioLive promoted the Games on a national basis through July followed by promotions in local stations in Queenstown, Wanaka, Dunedin and Central Otago in August.

Each station ran extensive on air and online promotional coverage of the Games, including trailers and announcer liners, as well as communicating key messages and event information. Listeners were encouraged to check out the Winter Games website, head down to Queenstown and Wanaka for first hand action, or alternatively watch the coverage on TV3. A feature was that each station ran its own competition to win trips to the Winter Games NZ.

The Edge – The Edge are very much youth focussed and deliver the biggest audience in New Zealand of 10 - 34 year olds. In the weeks leading up to the Games a nationwide competition was promoted, where two listeners could win flights, accommodation and tickets to the Games. The Edge Fat 40 was broadcast live from Wanaka's Games Village on the first weekend.

The Rock – Irreverent and funny, The Rock knows how to have a good time and is enormously popular. This year the station ran a hugely successful competition across a five day period, in which listeners were offered the chance to win a trip to the Audi quattro Winter Games. Hundreds rang in to try and win. The award winning breakfast show, The Morning Rumble, announced the winner live on air.

MORE FM – The ever-popular MORE FM ran a nationwide, one week competition in the first week of July, with a massive prize, including return flights to Queenstown, two night's accommodation, car rental, and VIP passes, as well as Adventure Film Festival and Jucy Meltdown concert tickets. Online articles were also included in the National MORE FM e-letter, sent to nearly 50,000 listeners.

A local promotional campaign ran in Queenstown, Wanaka, Dunedin and Central Otago in August that included announcer liners, promotional trailers and ticket giveaways.

George FM – Beats and electronica, trend-setting George FM ran an original and extremely popular promotion to find the most

'get amongst' listener to be crowned George FM's roving reporter at the Audi quattro Winter Games. Listeners went in the draw to win tickets and flights for two and get the Games' VIP experience. George FM's campaign went from 8th July to 23rd August.

RadioLIVE – RadioLIVE, known for their entertaining talk and up-to-date news coverage, gave listeners the opportunity to win VIP Winter Games access for three nights, with the winner drawn and called live on air. Extensive news coverage, including stories and interviews, leading up to and during the event were also posted to RadioLIVE's website.

SportLIVE – SportLIVE's Breakfast of Champions morning show ran a promotion in the first two weeks of July to win a long weekend at the Games. This was followed by a Games promotional campaign from mid-July through to 25th August.

Media Partnership



Opportunities were developed with Tourism NZ, Destination Queenstown and Lake Wanaka Tourism to actively engage the International media while they were present in New Zealand. These ranged from a photo opportunity, involving the US ski team, including Ted Ligety, through to a press trip with six key travel media from China, Hong Kong and Japan. The Winter Games provided the a great platform to showcase the world's best athletes

competing at top class facilities for media to base a story on, while experiencing a wide range of activities that a non-snow sports visitor can enjoy in the winter season such as snowmobile riding at Snow Farm, snow shoeing, sky diving etc. As a result of the USA team training at Cardrona on the back of the Winter Games, New York Times journalist Joe Drake produced a compelling video and article on the athletes' experiences of Wanaka in particular. This is both a great destination showpiece and highlights the quality of New Zealand's training facilities for snow sports athletes.

Tourism NZ's ski marketing activity and the 'more magic everyday' campaign in Australia saw a huge increase by 27% on the previous year for traffic and referrals to partners selling ski holidays on newzealand.com. Winter Games

content on newzealand.com was tagged as must read article and featured on the main ski hub landing page. Key wholesalers in Australia promoted the Winter Games and this augmented their normal ski product offering.

According to New Zealand Hotel Council data, hotel occupancy was up 4.1% over the August period compared to previous years. Comments in the report suggest Winter Games certainly contributed to this positive figure.



Tourism Marketing

The prime domestic marketing was through the television and radio partnership with Mediaworks.

- ▶ The television and radio campaign commenced in June 2013 and ran through to September 2013.
- ▶ The television advertisement was also shown in Reading Cinemas nationally through July.
- ▶ A total of seven competitions were held for trips to the Winter Games.

An exciting initiative was the partnerships formed with Auckland, Wellington, Christchurch and Queenstown Airports to promote the Games. The marketing included promotions to the various databases, high profile presence on airport websites, billboards and posters at the airports and competitions to go to the Games.

Audi also had a billboard inside Auckland Airport.

The result was that between 1,200 and 2,000 domestic visitors came to the Southern Lakes District especially for the Games. The median number of nights was seven.

Audi quattro Wintergames™

Queenstown & Wanaka 15 to 25 August

See the world's best skiers & snowboarders here in New Zealand

Book NOW!

Flight Search

Enter flight number

International Domestic

ARRIVING **DEPARTING**

FLIGHT	ORIGIN	STA	STATUS
TK4563	Hong Kong	10:00	
NZ80	Hong Kong	10:00	Processing
TK8722	Hong Kong	10:00	Processing
LH7158	Hong Kong	10:00	Processing
TG4863	Hong Kong	10:00	Processing

[View all arrivals »](#)



International Marketing

The international marketing campaign aimed to attract 1,500 visitors to the Winter Games 2013. The prime target market was Australia with longer term being China, Japan, Korea, Canada and the United States.

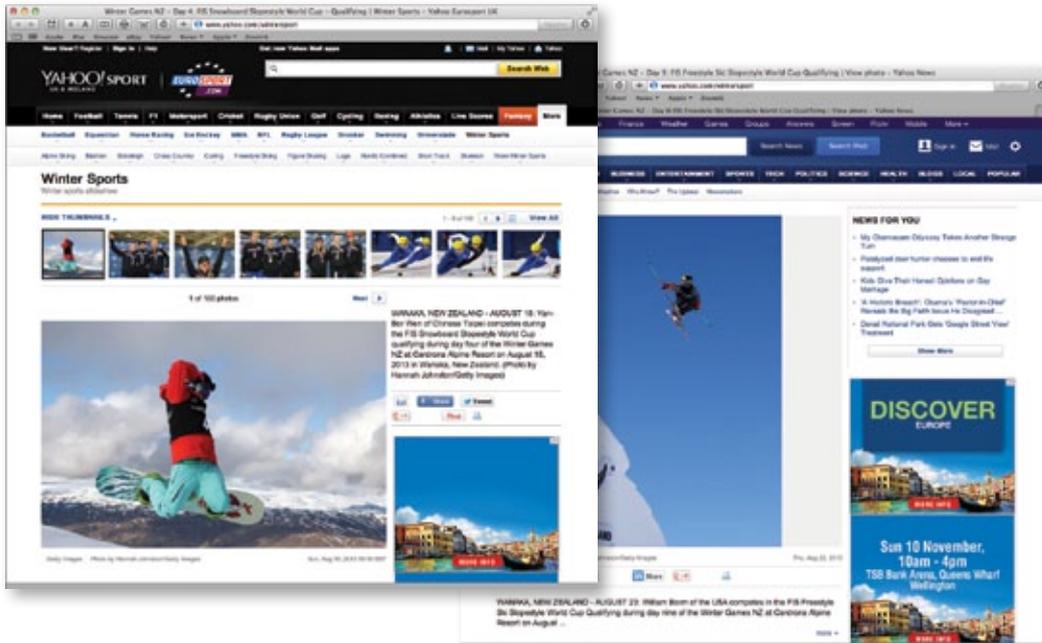
Active considerers in the snow sports environment were reached primarily through social media channels. In addition, the Winter Games placed advertisements in the travel

brochures of the Australian wholesalers who also had website links to the Games website- ANZCRO, Ski Express, Skimax, Sno'nSki. Together with Jucy, the Games attended the Brisbane Snow Show that attracted 11,500 visitors across the two days 11,500.

As a result, in addition to all the competitors and team management, between 1% and 3% of international visitors to Queenstown

specifically came for the Games i.e. between 300 and 900.

We also know that visitor numbers were up through August and that international visitor numbers through Queenstown Airport increased 19.8% from August 2012. Some of that increase will be the result of the Winter Games.

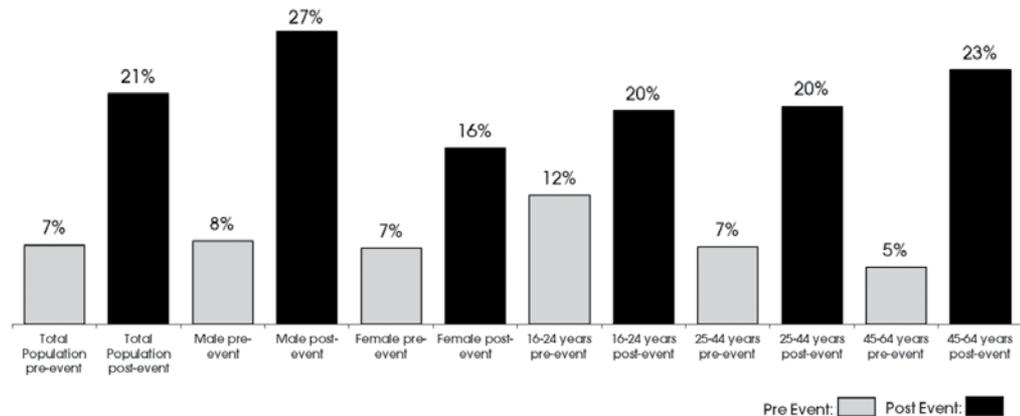


National Awareness & Support

From 18 July to 30 September, Gemba Group undertook a nationwide sports market survey of 1,606 New Zealanders from 16 to 64 years old. Key insights from the report:

- ▶ Around one in seven (14%) people were aware of the Games. Awareness increased to 21% during and following the event (27% for men).
- ▶ Almost a third of people expressed an interest in the snow sports spectacle. This increased to two-thirds for snow sports fans and fanatics. This was higher than in 2011.
- ▶ Views about the Games remain positive:
 - 52% thought the Games would have a very positive impact on NZ in general.
 - 59% thought the Games would have a very positive impact on NZ internationally.
 - 52% thought the Games would definitely increase Kiwis' sense of pride in NZ.
 - 53% thought the Games would definitely inspire young people to play sport.
 - 61% thought the Games would definitely create opportunities for local business
- ▶ Without prompting, 7% were able to mention Audi as a sponsor of the Games.

Awareness of the Audi quattro WintergamesNZ in 2013



LOCAL COMMUNITY SUPPORT

Wanaka and Queenstown businesses and local residents were surveyed post the Winter Games. The survey numbers were relatively low, however the quality of the feedback comments were high showing a strong support for the downtown festivals, hubs and festival music. The survey also showed a strong support for the Southern Lakes hosting the Winter Games NZ and that it has a positive effect on the region by creating opportunities for local businesses and increasing the sense of pride in the region. Just under 100% of respondents were aware that the Games were being held.

Highlights:

- ▶ More International people aware of the Queenstown Lakes area. The region promoted on a global basis.
- ▶ The downtown hubs were a huge improvement.
- ▶ Having world class athletes in town. Quality of athletes that come to participate.
- ▶ Extra bed nights for the town and the economic impact.
- ▶ The live streaming and television coverage

Areas for improvement:

- ▶ More events at the Games Villages.
- ▶ Better promotion of the Villages and more advertising around town.
- ▶ The athletes could be recognised more. Make more of a deal about them.
- ▶ Free spectator buses from downtown to the mountain events. Better access to ski fields for locals and parking in town.





Audi ice experience

Finances



	2013	2011	2009
Revenue			
Sponsorship, patrons, grants and sales	\$4,364,157	\$3,741,244	\$3,231,578
Expenditure			
Sports	\$546,784	\$388,648	\$869,149
Venues	\$292,805	\$246,547	
Travel & Accommodation	\$224,205	\$439,165	\$36,800
Media (with webcast)	\$334,257	\$193,414	\$135,615
Television	\$617,985	\$338,970	\$316,300
Marketing	\$764,563	\$595,471	\$140,523
Festivals & Games Villages	\$303,368	\$146,565	
Ceremonies & VIPs	\$61,048	\$173,982	\$169,226
Management & Administration	\$973,769	\$768,775	\$597,859
Volunteers	\$413,812	\$372,218	\$372,621
Other	\$89,967	\$24,120	\$7,909
Total Expenditure	\$4,620,685	\$3,687,368	\$3,212,241
Surplus/ (deficit)	(\$256,528)	\$53,368	\$19,337

Note: The financial report covers the two financial year of 2012 and 2013 and includes the hosting of the Snowboard and Freestyle Ski Half Pipe World Cups held in 2012.



Economic Benefits



The economic benefit to New Zealand directly attributable to the Winter Games NZ grew significantly in 2013. The Ministry of Business, Innovation & Employment (MBIE) ran the Games data through the Ministry's Cost Benefit Analysis model and the result is an Investment Ratio of 1:7.8 compared with the MEDF investment ratio benchmark of 1:4.5.

Key statistics:

International bed nights	37,786
Domestic visitor nights	11,200

i.e. The Winter Games NZ delivered an additional 48,986 bed nights to Central Otago.

The Winter Games NZ delivered the following returns for New Zealand:

	2013	2011
Net national benefit	\$7,804,146	\$2,955,286
Investment Ratio	1:7.8	1:3.9

In addition, the 2012 World Cups delivered the following economic benefits to Central Otago:

International competitors and team management	230
Estimated international bed nights	2,300
Estimated international net spend	\$625,600

Also, not included in the economic impact calculations is the value of the considerable international television and print profile generated in 2013.

Leverage & Legacy

EDUCATION

The Games provided opportunities and support for New Zealand event managers, snow sports officials, coaches and technicians to up skill and gain international experience.

Event Organisers Observer Programme:

The Winter Games NZ hosted, in conjunction with Major Events NZ, an observer programme where 21 New Zealand event managers could visit the Games for behind-the-scenes training and experience. Key objectives of the programme was knowledge and information sharing, going behind the scenes of a major event and learning about its delivery, challenges and opportunities, event governance and best practice. The workshop included presentations by Winter Games NZ Chairman Sir Eion Edgar, Chief Executive Arthur Klap and the Senior Management team. The event managers were also able to observe the Games live at the FIS Snowboard World Cup Halfpipe at Cardrona Alpine Resort.

Tertiary Internship Programme:

Students from Weltech (2), Victoria University (1), CPIT (1) and AUT (1) were able to gain valuable event management experience as interns at the Games.

Ambassador Programme:

The majority of the Games staff attended the Ambassador Programme run by Queenstown Resort College to help the team provide the best possible visitor experience.

Schools Programme:

The schools programme created opportunities for schools and students in the Southern Lakes District to engage with the Winter Games. The students were able to learn about the sports, employment options in snow sports and the nations competing. They could also meet the stars, take on practicum opportunities (secondary school students) and be actively involved in delivering some of the events.

A total of seven schools from Queenstown, Wanaka, Ranfurly, Makarora and Arrowtown were involved in the Games. An estimated 250 students assisted with awards and medal ceremonies, were flag bearers for the opening ceremony, were bag pipers for the curling closing ceremony, provided kapa haka performances on and off the snow, sang the national anthem at the opening and closing ceremonies, designed posters for 2015, ran a media conference or volunteered at the Games.

The schools programme was a very successful initiative and has great potential for incorporating more schools and students in future Games.



Sport Development

New Zealand Athlete Performances

Snow Sports NZ used the Winter Games NZ to test its own systems as well as enabling New Zealand athletes to test various aspects of their own preparation and performance for Sochi and other major events.

Snow Sports NZ achieved the majority of its high performance goals at the Winter Games:

Alpine

- ▶ Adam Hall won two gold medals in the IPC Alpine Slalom World Cups and cemented his overall ranking as world number one.
- ▶ Cory Peters won his first silver medal at an IPC Alpine Slalom World Cup.
- ▶ In the Alpine Giant Slalom Ben Griffin was 5th and Nick Prebble, Adam Barwood and Willis Feasey all gained valuable FIS points.
- ▶ Adam Barwood also gained FIS points in the Alpine Slalom with his 21st placing.

Park & Pipe

- ▶ The snowboard slopestyle women were able to increase New Zealand's Olympic quota to four. New Zealand currently has four women in the top-24 with Christy Prior, in her first World Cup final, finishing in 7th place at the Winter Games NZ.

- ▶ In the Snowboard Halfpipe Bex Sinclair secured an Olympic quota with her 14th moving her from 32nd to 30th on the Olympic world ranking list (30 spots in Sochi).
- ▶ New Zealand currently have 11 athletes in snowboard and freeski holding Sochi quota spots and 12 starts with Beau-James Wells holding a spot in both Half Pipe and Slopestyle.
- ▶ Lyndon Sheehan with a personal best run and result with a 4th in the FIS Freestyle Ski World Cup Half Pipe.
- ▶ Strong performances and results in the Freeski Halfpipe World Cup cementing Olympic qualifying positions with Beau-James Wells now the highest ranked kiwi on the Olympic World Ranking List: 12th in halfpipe and 16th in slopestyle.

Curling

- ▶ The Curling Men's Four won a silver medal and gained valuable momentum heading in to their Olympic qualifying competitions. Key rivals for the final Olympic spot, China and Korea, were both beaten by New Zealand.

Talent Development Camp

Sport New Zealand, in partnership with Snow Sports New Zealand and the Winter Games, offered the Talent Development camp in order

to grow participation and achievement in snow sports. The overall objective was to identify up and coming ski and snowboard talent and to provide a solid step in skill development, as well as offer the participants an insight into top-level competition with the Winter Games experience. The programme sought submissions from both ski and snowboard park and pipe athletes aged between 13 and 16 to participate in the four day development camp

Places were awarded to six skiers and eight snowboarders from around the country.

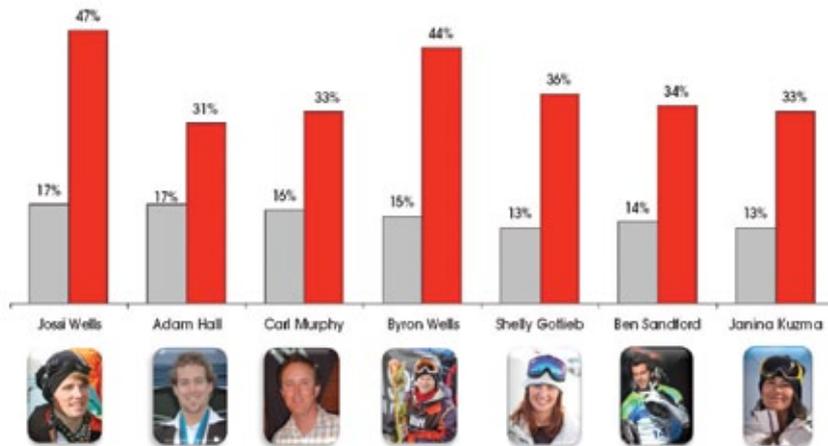
Snowboarders: Tiarn Collins (13), Lyon Farrell (14), Seb Judge (15), Jordan Rayward (16), Sam Christy (13), Kristal Roberts (16), Georgia Ferris (16), Carlos Garcia-Knight (16).

Skiers: Finn Bilous (13), Olivia Jones (14), Miguel Porteous (14), Jacob Tapper-Norris (15), Dane Kirk (15), Hugo Cameron (13).

This three-day camp was focused entirely on what it takes to be a elite professional skier or snowboarder on and off snow. With limited access to the Slopestyle course due to the Winter Games events the on snow focus was on fundamental skills and rail features. Off snow the 'Master Classes' focused on mental, nutritional and physical needs of an elite athlete which was well received by the young athletes.

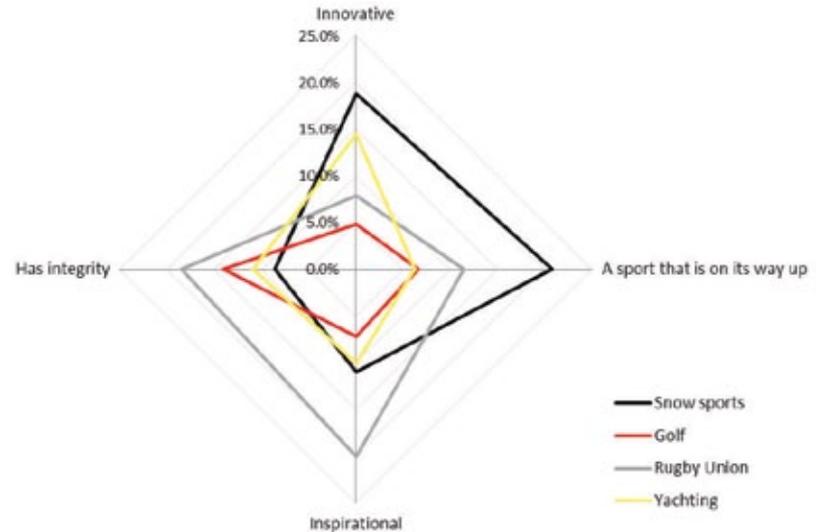
TEAMS TRAINING

A joint initiative between Winter Games NZ and Cardrona Alpine Resort resulted in the world's best snowboard and ski cross athletes training on a purpose-built gravity cross course in September 2012 and 2013. The course was built and shaped by Anders Forsell, from Sweden, who is also involved with the Sochi 2014 Olympic courses. The camp provided two weeks of valuable training time for 52 elite athletes from New Zealand, Australia, Germany, the United States, Switzerland, France, Canada and Bulgaria.



SNOW SPORTS AWARENESS

A key objective of the Games is to raise the profile of snow sports and its star athletes. Since 2011 there has been a considerable increase in awareness of snow sports leading athletes. It is reasonable to consider that the Winter Games NZ has had a major influence in the increased awareness of these skiers and snowboarders. The Gemba table below shows the general population awareness as compared with that of snowsports fanatics.

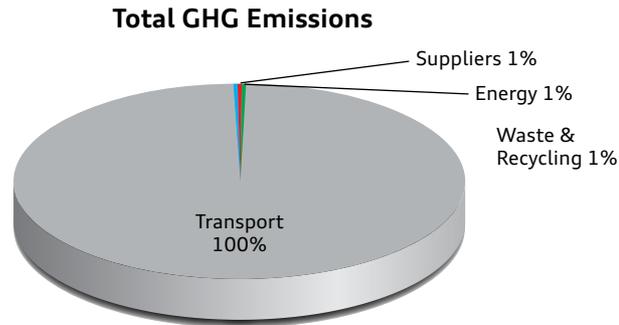


The Gemba research also show that snow sports is perceived by survey respondents as being notably more innovative and on its way up when compared with golf, rugby union and yachting.

Environmental Responsibility

This year the Winter Games NZ management successfully implemented the International Standard 20131 Event sustainability management systems 2012. Compliance against this standard was assessed by independent company Instep. This was part of a commitment to improve the overall environmental sustainability of the Winter Games. The information gathered in this first year will act as a benchmark from which to implement reduction recommendations and track progress in future events.

As part of the programme a greenhouse gas (GHG) profile was calculated using internationally recognised methods. Winter Games NZ 2013 total profile is 1,047 tonne CO₂e or 29 tonne CO₂e per team. Just under 100% of emissions are from transport, primarily international air travel. This is not an unusual result for an event, where transport always has a significant impact.



Waste and Recycling

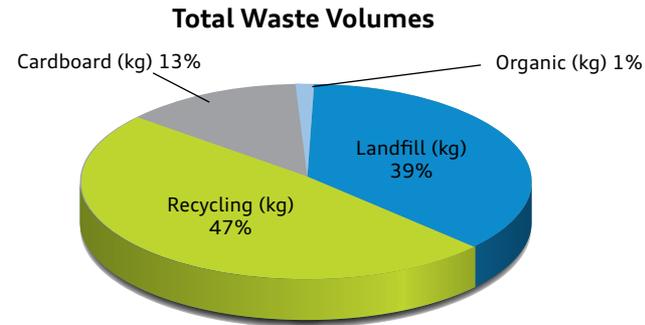
1,050.9 kg total waste

0.11 tonne CO₂e

61% diversion

The treatment of waste from the venues and downtown villages were provided by Smart Environmental in Queenstown and Wanaka Wastebusters in Wanaka which provided options of landfill, recycling and organic waste.

Overall, the Winter Games achieved a commendable diversion rate of 61%. This means that only 39% of all waste generated was sent to landfill. The vast majority was general recycling (47%), as well as cardboard recycling (13%). 1% of all waste collected was sorted into organic waste, which can be composted.



The Team

The Board

Chair: Sir Eion Edgar

Rick Pettit, Jane Huria, Ron Anderson,
Paul Allison, Peter Wardell

Management Team

Senior Management:

Arthur Klap Chief Executive, Mags Helles Experiences Manager, Jane Todd Services and Logistics Manager, Iona Sanders Sports Manager, Malcolm Blakey Festival Manager, Anna Hiatt Volunteer Manager, Victoria Murray-Orr Media Manager, Kyla Davies VIP & Hospitality Manager



Staff:

Wayne Cafe Alpine Manager, Hamish Allen Freeski and Snowboard Manager, Anna McConville Cross Country Manager, Sam Inder Curling Manager, Sam White Assistant Media Manager, Jenny McLeod Cross Country and Alpine Media Manager, Ian Ford Curling Media Manager, Lynne Klap Ceremonies Manager, Jo Guest School Programme Coordinator, Nicole Fairweather Queenstown Administration Manager, Amanda Keefe Wanaka Administration Manager, Jo Badham Airport Coordinator, Lucy Blackmore Assistant Volunteer Manager, Mel Simmons Cardrona Venue Volunteer Manager, Brittany Pannett Cardrona Venue Volunteer Assistant, Paul Gill Coronet Peak Venue Volunteer Manager, Jodi Gill and Jens Espenhahn Coronet Peak Volunteer Assistant Managers, Christian Riefenberg Signage Master, Grant Martin, Ryan Taft, Daniel Green, Sam Cooper and Nikhil Reddy Signage Coordinators; Jochen Wauters Queenstown Village Manager, Miranda Elder Queenstown Events Manager, James Mulcahy Film Festival Manager, Anna Duncan Wanaka Village Manager, Justin Farrell Wanaka Bar Manager, Vicky Zoers – Queenstown Bar Manager, Ruby Wallen Village Assistant, Barbara Calas Village Assistant, Mitch Murcott Village Assistant, Dave Bamford VIP Host, Tequila Parker and Ruby Griffin VIP & Hospitality Assistants.

Kinetic Media - TV production: Ingrid Larsen and Richard Sutcliff

Volunteers

The volunteer programme was highly successful as a result of the considerable time given to developing the Games own volunteer recruitment and management system. This included, with the support of the Four Winds Trust, the development of a volunteer online system that improved the efficiency of the volunteer recruitment process. This proved to be crucial with the challenges of the high volunteer numbers required on multiple locations over multiple days.

- ▶ 1300 volunteer roles were required over a 15 day period.
- ▶ 395 volunteers registered on the Games system as available for 2013.
- ▶ 48.5% volunteers registered were from the Southern Lakes area.
- ▶ 36.1% were international from 19 nations.
- ▶ 118 volunteers filled the average 65 roles required per day over the six days at Coronet Peak
- ▶ 137 volunteers filled the roles required at Cardrona Alpine Resort over the 12 days
- ▶ 42 volunteers filled the roles required for Cross Country events, including the two days run in association with Winter Games on 11 and 12 August.
- ▶ 70 volunteers assisted with the curling in Naseby.

Considerable attention was also given to the volunteer communication plan to help lower the incidence of volunteer “no shows” and to ensure volunteer retention. The success of the volunteer programme was also assisted by an outstanding response from volunteers keen to be involved. Significantly, 93% of volunteer survey respondents would recommend volunteering at the Games to someone else, with the average rating of their volunteer experience being 8.1 out of 10.



We thank the following who gave their time, energy and enthusiasm voluntarily to deliver the Audi quattro Winter Games NZ in 2013:

Adrian Jackson	Anne-Marie Noble	Bruce Horrell	Danny Benyamine	Geoff Key	Jason Harvey
Adrienne Langford	Anthony Rodgers	Bryan McSkimming	Dave Scofield	George Adams	Jay Burgess
Agustin Meinero	Anya Kruszewski	Bryony Motture	Dave Sutherland	George Dundass	Jen Middleton
Aimee Smith	Arianna Lopez	Cacey Deavoll	David Finlayson	Gerald Byrne	Jena Gatto
Akiko Nakajima	Arjun Thakkar	Calum Newell	David Greer	Gerald Dowling	Jenni McDougall
Alan Cutler	Ash Cowper	Cam Pearce	David Russell	Glen Richards	Jenny Hickson
Alastair Smaill	Ashley Kipara	Cameron McDonnell	Dawn Gamble	Glenn Thompson	Jenny Welwert Gil
Alejandra Catania	Augustine Dillard	Carina Albuero	Derek Paterson	Grainne Brennan	Jens Espenhahn
Alejandra Gonzalez	Austin Bragg	Carina Rozijn	Devon Christensen	Grant Bean	Jeremy Lyttle
Alex Abrahams	Ayako Sato	Carla Romay	Diana Da Rugna	Greg Sligo	Jessa Yap
Alex Hughes	Ayano Tamaki	Carmen Geraldina Ram-	Diana Rugna	Gwendal Prono	Jessica Smith
Alex Larson	Barbara Calas	Irez Labraza	Diane Jamieson	Haillee Litousky	Jo Haines
Alex Mitcheson	Barbara Hosie	Caroline Holland	Dineke Minten	Hana Vojtechovska	Joanna Carroll
Ali Smith	Barbara Simpson	Casey Ripper	Dominic Bunney	Hannah May	Joanne Tickner
Amanda Carswell	Barry Becker	Chanelle Kirker	Eddie Gapper	Hannah Tindle	Jock Scott
Amanda Haynes	Bea Moss	Charlie Martin	Edith Campe	Harriet Byrne	Jodie Gill
Amanda Lamoureux	Ben Mills	Charlotte Louiset	Eldon Laird	Heather Clay	Joe Carlisle
Amanda Owen	Ben Anthony	Cherie McKenzie	Eleri Williams	Heather Mackay	Joe Donald
Amanda Tipton	Ben Mills	Chris Dickenson	Eli Kuntsman	Helen Borg	Johanna Ryynanen
Amy Puz	Ben Phillipson	Chris Grocott	Elisha Buffone	Henri Rummo	John Dowling
Amy Sierpina	Ben Radler	Chris Perrin	Elizabeth Horrell	Holly Thomson	John Hosie
Amy Wu	Ben Wilde	Christine Diack	Ella Maluschng	Humberto Sandoval	John Levido
Anastasia Shibaeva	Benjamin Kien	Clelia Bonnet	Emily Moore	Ioannis Zacharnas	John Lobb
Andre Mowat	Bernardo Frayssinet	Cody Saxe	Emma Booker	Jack Butcher	John Sanders
Andre Rondel	Bill Gaze	Conrad Sharp	Eric Cupillard	Jack Osmond	Jon Wardrop
Andrew Penniket	Bill McIntyre	Craig Haskins	Eric Swinbourn	Jack Wellington	Jono Rose
Andrew Reid	Bill Norman	Craig Simmonds	Errol Millar	Jackie McGraw	Josh Whyte
Andrew Robertson	Bob Whitehead	Cynthia Johnson	Esther Wagman	Jade Noble	Joshua Tozer-Brown
Andy Smith	Bonnie Mackenney	Cyril Lelong	Eugenio Molinatti	Jaime Ferrer	Jossie Pekus
Angela Martin	Bonny Teat	Dagmaras Strzelczyk	Evie Lackerbauer	James Armstrong	Julia Thrift
Ann Barwood	Brad Bailey	Damian Spring	Felix Pope	James Brewer	Julia Tosello
Ann Buchanan	Brad Taylor	Dan Hill	Flora Andrino	James Heasman	Juliam Perrone
Ann Buchanan	Brandon Furney	Dani Connelly	Fred Newman	James Helmore	Julian Brown
Anna Bradley-Myjer	Brett Cassimatis	Daniel Hawker	Frederick Michael	Jan Wood	Julien Facci
Anna Wang	Brittany Mumford	Daniel Spicer	Frederique Myers	Jan Ziemba	Julienne Gilet
Anne Barwood	Brittany Rose	Daniel Thomas	G Scott Zeller	Jana McCall	Junko Amamiya
Anne Kern	Brittney Sharman	Daniela Libra	Gaynor Webb	Jane Sinclair	Justine Billot
Anne van Zweeden	Bruce French	Danielle Beh	Gemma Cunliffe	Jaromir Lapcik	Justine Mulliez

Justine Stewart
Kalie Christian
Karan Dhawan
Karel Beijer
Karen Dennis
Karen-Louise Lawlor
Karli Robertson
Kate Davies
Kate Wood
Kathryn Morris
Kathy Deacon
Katie Carlson
Ken Weir
Kerry Harper
Kieran Ford
Kieran Hallgate
Kirsty Henderson
Kristen Scott
Kristy Johnson
Kurt Coe
Kylie Shaw
Larry Nichnolodov
Laura Journault
Lauren Whale
Lauritz Kuntscher
Lavinia Riley
Lee Hart
Lesley Paterson
Lexie Nelson
Libby Woodard
Lindsay Stevens
Lindsey Schofield
Linzi Ebbage-Thomas
Liz Malushnig
Logan Penniket
Iola Chaize
Lorenzo Minguzzi
Loreto Ortega
Lucas Lopez Grandela

Luciano Ghysels
Lucie Vratnikova
Lucinda Sutherland
Luke Purcell
Lynda Best
Lynette McDougal
Mack James
Maddison Frazer
Mael Kergunteuil
Maksim Blagojvic
Malene Vedel
Marc Harrish Cang
Margie SlatterySmith
Maria Guerra
Mariano Farias
Marie Beugnot
Marie Smith
Marilyn Swinbourn
Mark Waldock
Mark Nickolls
Mark Taylor
Mark Waldock
Marketa Jelinkova
Marketa Polachova
Martin Cicha
Mary Deirdre Kinsella
Mathew Johnson
Matt Arbon
Matt Hill
Matt Rawlins
Megan Maxwell
Megan Petherick
Meghan Hill
Melanie Cairns
Merv Jamieson
Michael Blakie
Michal Kapic
Michi Auer
Miguel Ambriz

Mike Dowling
Mike Robb
Mike Simpson
Mike Turner
Mitchel Flynn
Morrie Pringle
Nana Hao
Natasha Lewis-Oliver
Neil Simpson
Nicholas Boyer
Nick Arnell
Nicky Fletcher
Nigel Hurst
Nigel Quaid
Nigel Randall
Nigel Zega
Nikki Holmes
Norma Francis
Oliver Webley
Olivia Connell
Ollie Jackson
Oriol von Pentz
Pat Dowling
Patrick Frake
Paul Hart
Paul Littlejohn
Paul Wilson
Paula Bonforte
Paula Duffy
Pedro Da Silva
Pedro Mercado
Penelope McIntyre
Peter Fletcher
Peter Ingham
Phil Dowling
Phil Parent
Phoebe Georg
Polly Lambert
Puyang Yang

Queenie Chung
Rachel Wilson
Rachel Silk
Rachel Wilson
Raylene Rawcliffe
Rebecca Dooley
Rebecca Mcmillan
Rebecca Reymann
Reece Aitken
Regina Loza
Renate Enthoven
Renaud Gonnin
Ria Knasiak
Richard Morgan
Richard Park
Rick Maxwell
Robbie Dobson
Robert McSkimming
Robert Rutherford
Robin More
Rod Macleod
Roger Mortimer
Romie Luquias
Rosa Borg
Ross Miller
Ross Wilton
Roxy Carlin
Roy Andrews
Ruby Griffin
Ruby Wallen
Sal Soper
Sam Frankland
Sam McSkimming
Sam Miller
Sam Sinclair
Sam Zander
SanaeE Noguchi
Sandra Watson
Sandrine Lagae

Santiago Liska
Sara Larcombe
Sarah Cairns
Sarah Morton
Sarah Pierantoni
Saxon Taylor
Scott Gimour
Sebastian Thomas
Shahzad Shahzad
Sharyn Mitchell
Shawna Madigan
Sherry Weyer
Shirley Rinkov
Shunsuke Mochizuki
Sichan Kim
Silvia Malek
Simon Neilson
Sinchan Haria
Siobhan O'Connor
Sonja Corbett
Sophia Fitzgerald
Sophia Jamieson
Sophie Heath
Sophie Schollum
St. Johns School
Stacey Valentik
Stephanie Gimenez
Ribeiro
Stephen Royds
Steve Carry
Steve Robertson
Steve Skelton
Stuart Simpson
Sue Harper
Sue Penniket
Susan Shangle
Susan Turnbull
Suzy Gendall
Tamsin Gorman

Tash Whyte
Teahituroa Pui
Terry Buchanan
Thomas Deverson
Thomas Leveque
Tim Hill
Tim Stewart
Ting Yu Chen
Tom Elder
Tom Wright
Tracey Swirski
Tracy Lim
Trudy Weinberg
Uli Knobloch
Val Burke
Valentina Smelova
Vedant Sharma
Victor Zhu
Victoria Weaver
Vicky Wills
Vince Boelema
Viv Smith
Vivienne Fitzgerald
Wai Chuen Sarah Liu
Wanju Tseng
Warren Dobson
Wendy Guan
Weng Lee
William Reakes
William Fisher
William Norman
Willie Dowling
Wilson Wahrlich
Zach Pong
Zack Thomas



Patrons

The Winter Games New Zealand Trust is indebted to the many individuals and businesses that supported the Games in 2013 by becoming patrons. This support was once again critical in enabling the Audi quattro Winter Games to be so successful.

FOUNDATION PATRON

Sir Eion & Lady Edgar

SPECIAL PATRON

David Levene Foundation

BUSINESS PATRON

Bayleys Queenstown

PATRONS

Ron & Liz Anderson
Stewart & Jocelyn Barnett
Bryan Collie
Derek & Chris Daniell
Jonty & Amber Edgar
Eric Faesen Kloet
Bill & Doris Fello
Brian & Hilaire Field
Stephen & Virginia Fisher
Kent & Gaye Gardner
Lee & Paul Garlington
Warwick Goldsmith
Alan & Kaye Gray
Tony Hall

Martin Hawes & Joan Baker
Peter Hazledine
John & Maureen Hodge
John & Merrill Holdsworth
Hanlin & Kate Johnstone
Deannie Johnstone
David and Brigit Kirk
Doug Kirkpatrick
Boyd Klap
Joran Laird
Roger and Sue Macassey
Chris and Dayle Mace
John and Suzanne Mahaffie
Anatole and Melissa Masfen
Alan and Ces McKenzie
Jenny McMahon
Tony McNaught
Chris Meehan
Richard and Josephine Neale
Alistair Nicholson and Alison Gerry
Kaye and Michael Parker
Dr Neki Patel
Rick and Gayle Pettit
George Pinckney
Arvid and Karen Petersen
Brigie and Alan Pollock
Jolyon and Georgina Ralston
Philip and Jocelyn Sanford
Michael and Kate Sidey
David Skeggs
Mark Stewart and Ainsley Walter
Tony and Kaye Sycamore

Philippa Lady Tait
Mark and Jane Taylor
Greg and Jill Tomlinson
Henry and Caroline Van Asch
Mark and Sally Verbiest
Vivian Espie
David Wale
Sir Tim and Prue Lady Wallis
Pete and Jane Wardell
Graham Wilkinson
Aotea Electric Queenstown
Breen Construction Limited
Broken Shed
Commodore Copthorne Christchurch
Crombie Lockwood
Direct Capital
Fergburger
Ferryhead Mitre10 Mega
Foot Science International Ltd
Hillend Station
ICMS (International College of Management, Sydney)
Knox Investments
Kopuwait Investments
Malloch McClean
MedRecruit
MillbrookResort
Mortgage Link Queenstown
Mt Cook Alpine Salmon
Over The Top Helicopters
Oyster Capital
Pack n Send Queenstown

Paper Plus Queenstown Airport
Pinewood Lodge
Pioneer Capital
Pure South Venison from Alliance
Rata
Real Journeys
Shand Thomson Ltd
Snowvision
Southern Beaver Limited
Unichem Wilkinsons Pharmacy
Vero Insurance New Zealand
Wakatipu New World
Whitestone Cheese
Wanaka Wyndham Resort

WINE PATRONS

Northburn Station
Mt Difficulty Wines
Greylands Ridge Wines Quartz Reef
Northburn Station
Peregrine Wines
Tora Bay Wines
Two Degrees Wines
Valli Vineyards
Wild Earth Wines

FRIENDS

Cardrona Merino Lamb
Pacific Linen
Silver Fern Famers
Acton and Dinah Smith

“The recent Winter Games definitely had a higher profile than previous years with the changes to both the programme and the events. I see it going from strength to strength with the business community being both positive supporters and receiving benefits associated with such a large-scale event. You do an amazing job and congratulate you on the ongoing success of what has fast developed into an iconic event, not only for the local area but for New Zealand.”

Ann Lockhart

Chief Executive Officer

Queenstown Chamber of Commerce





ARC
QUEENSTOWN RESORT COLLEGE
NEW ZEALAND
Tourism & Hospitality Management Education

**HIGH PERFORMANCE
SPORT NEW ZEALAND**

**KOOLAH
PREMIER**

**ALPINE
COUNCIL**

ALPINE COUNCIL

Games Sponsors

The Board and the Winter Games NZ staff would like to thank our sponsors and partners- whether being commercial or not-for-profit for being highly engaged, for showing us fantastic support and for the faith they have shown in us. Without their support and commitment the Winter Games NZ would not be possible

Commercial Sponsors

PRINCIPLE SPONSOR



Audi quattro

PREMIER SPONSORS



ASSOCIATE SPONSORS



Report Photography by:

- ▶ Getty Images
- ▶ Neville Porter



Partners



This Report was printed by Pakworld, Christchurch, New Zealand. Official Print Partner of the Audi Quattro Winter Games.

Audi quattro
Wintergames^{NZ}



Contact:

Audi quattro Winter Games NZ,

PO Box 389, Wanaka.

Ph +64 3 443 2258

www.wintergamesnz.com