



The city under full sail - Auckland's Volvo Ocean Race Stopover Legacy Plan

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2011 - 2012
AUCKLAND - NEW ZEALAND

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The city under full sail



For ten days in March 2012, the elite of ocean sailing will come to Auckland. From our special relationship with the sea to our specialised marine industry, this is our time to shine.



Four goals, like four sails, driving us forward

The Volvo Ocean Race 2011-2012, Auckland Stopover (VORAS) offers more than a one-off boost to Auckland. Achieving the right goals can leave the whole nation a valuable legacy.

Auckland has already succeeded in securing its place as one of the ten stopovers on the Volvo Ocean Race. As the world's pre-eminent round-the-world sailing contest, the Volvo has a special allure. Auckland has a special bond with this race, dating back to its early days as the Whitbread Round the World.

In the 21st Century, securing major events like this is as keenly contested as the racing itself. At one level, the reasons are obvious - such as an increase in influential and wealthy visitors and media coverage. The direct expenditure benefits alone are estimated at over \$12.5 million for New Zealand.

But the real opportunities go beyond the weeks surrounding and during the event. Auckland will realise the legacy benefits for Auckland through a focus on four significant goals.



Legacy Goal

Grow the reputation of the New Zealand marine sector to be the most respected in the world, including marine design and innovation, marine build and refit, hosting marine events, competition and performance as well as yachting and marine education.

Auckland plans to turn this into a legacy that will benefit our entire marine sector, with a series of actions:

- Engage with key influencers and business figures connected to, and especially attending, the Volvo Ocean Race
- Promote and showcase the Auckland and wider New Zealand marine sector to international audiences
- Use VORAS as a blueprint for future events, enhancing Auckland's status as a major events destination
- Leverage VORAS to build education capability and uptake in the New Zealand marine sector.



Legacy Goal

Make the most of Auckland's waterfront.

Aucklanders have a natural affinity with the waterfront and the sea - it's part of the fabric of Auckland and a favourite experience for visitors. Successive stages of regeneration are seeing the transformation of Auckland's waterfront, most recently with the addition of the Viaduct Events Centre, redevelopment of the Wynyard Quarter and acquisition of Queens Wharf. The waterfront is an asset for all Aucklanders, and the aim is to spread its appeal widely.

As it stands, the waterfront still has tremendous potential for further regeneration. VORAS represents an unrivaled opportunity to unlock it. Strong promotion of the event, the staging of additional events on and by the harbour, and effective communication and engagement are all part of the action plan:

- *Build awareness of the event and surrounding activities*
- *Support a super yacht regatta*
- *Engage marine businesses to share their stories*
- *Build visitation and thereby increase awareness of the waterfront's regeneration and what it offers*



Legacy Goal



Position Auckland as the world's premier sailing destination.

Known as the 'City of Sails', Auckland is said to have the highest boat ownership per capita in the world.

Global lifestyle studies regularly show Auckland to be one of the top five places in the world to live. And is it any wonder, with a world-class city adjacent to pristine natural environments like the Hauraki Gulf Marine Park. Fishing, diving, safe anchorages, on-shore attractions - Auckland has it all. Even the wind, weather and tides conspire to make sailing here as easy and benign or as challenging as you could wish.

Auckland's sailing and boating environment is a treasure. Factor in the infrastructure available - from chandlery and provisioning to a world-class marine industry - and the region's claim to be the world's premier sailing destination is a strong one.

VORAS represents the perfect opportunity to get the word out on just how great Auckland's sailing is with the following actions:

- *Facilitating global media exposure associated with VORAS, including TV, specialist press and internet*
- *Develop innovative ways of spreading the word; engaging VORAS visitors to act as 'brand agents' via word of mouth and social media.*





Legacy Goal

Reinforce Auckland and New Zealand's emergence as a major events destination.

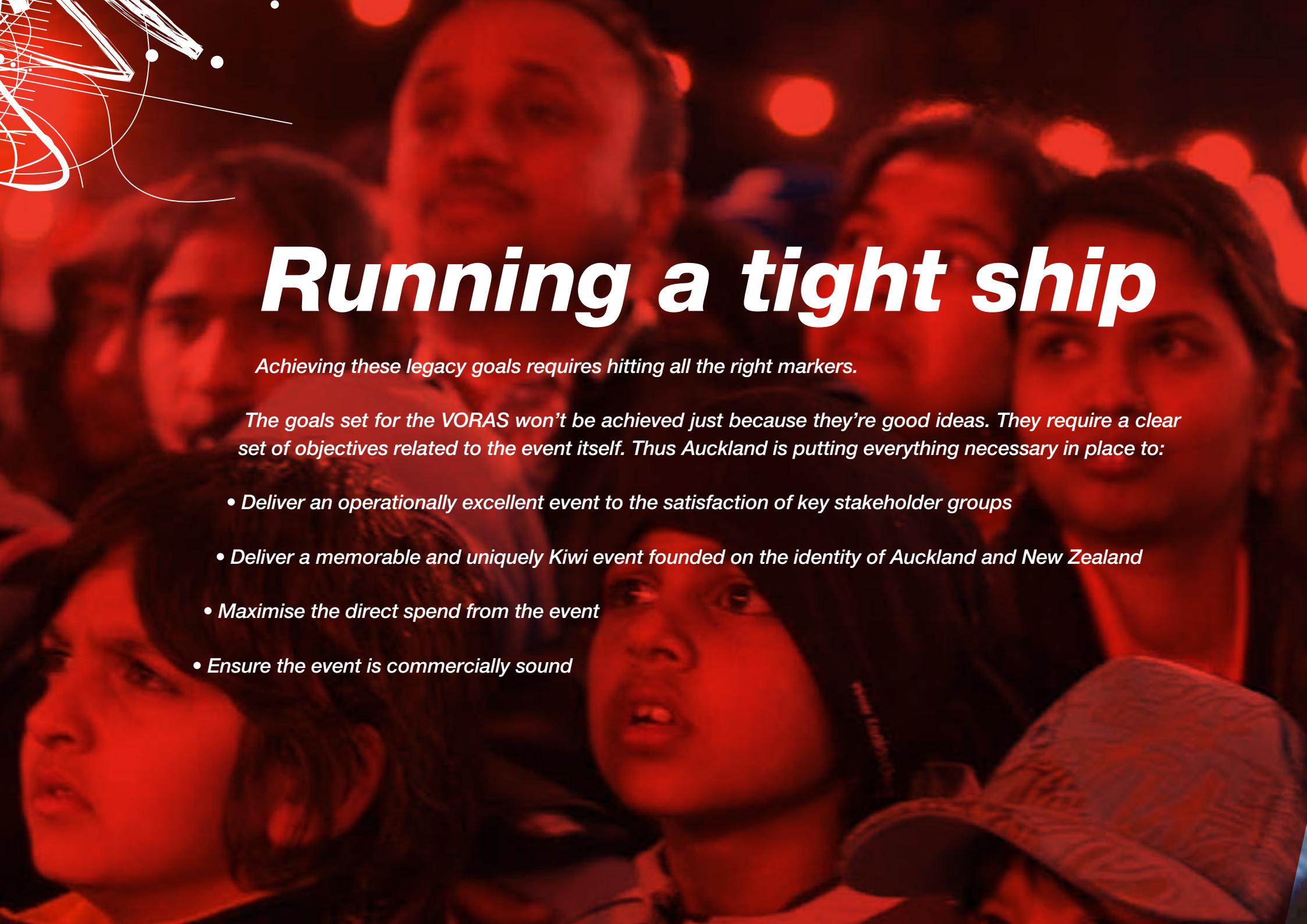
Auckland has successfully staged many major events. It has a track record of reliability and innovation, and is able to work with a variety of industries, sectors and stakeholders to deliver world-class results. Rugby World Cup 2011 is one demonstration of Auckland and New Zealand's ability to deliver on events of global scale.

A successful VORAS is exactly what Auckland and New Zealand need to maintain momentum as a credible host destination for major global events. It is also the perfect showcase for Auckland's enhanced event environment, such as the Viaduct Events Centre, positioning Auckland as the premier choice for marine events.

With the right actions, we can achieve all this, including stopover status in forthcoming VOR events:

- *Use the VORAS network to build relationships with stakeholders in other international events*
- *Ensure New Zealanders see the benefit of hosting major events*
- *Build a programme of complementary events to boost involvement, participation and interest
- locally and internationally*



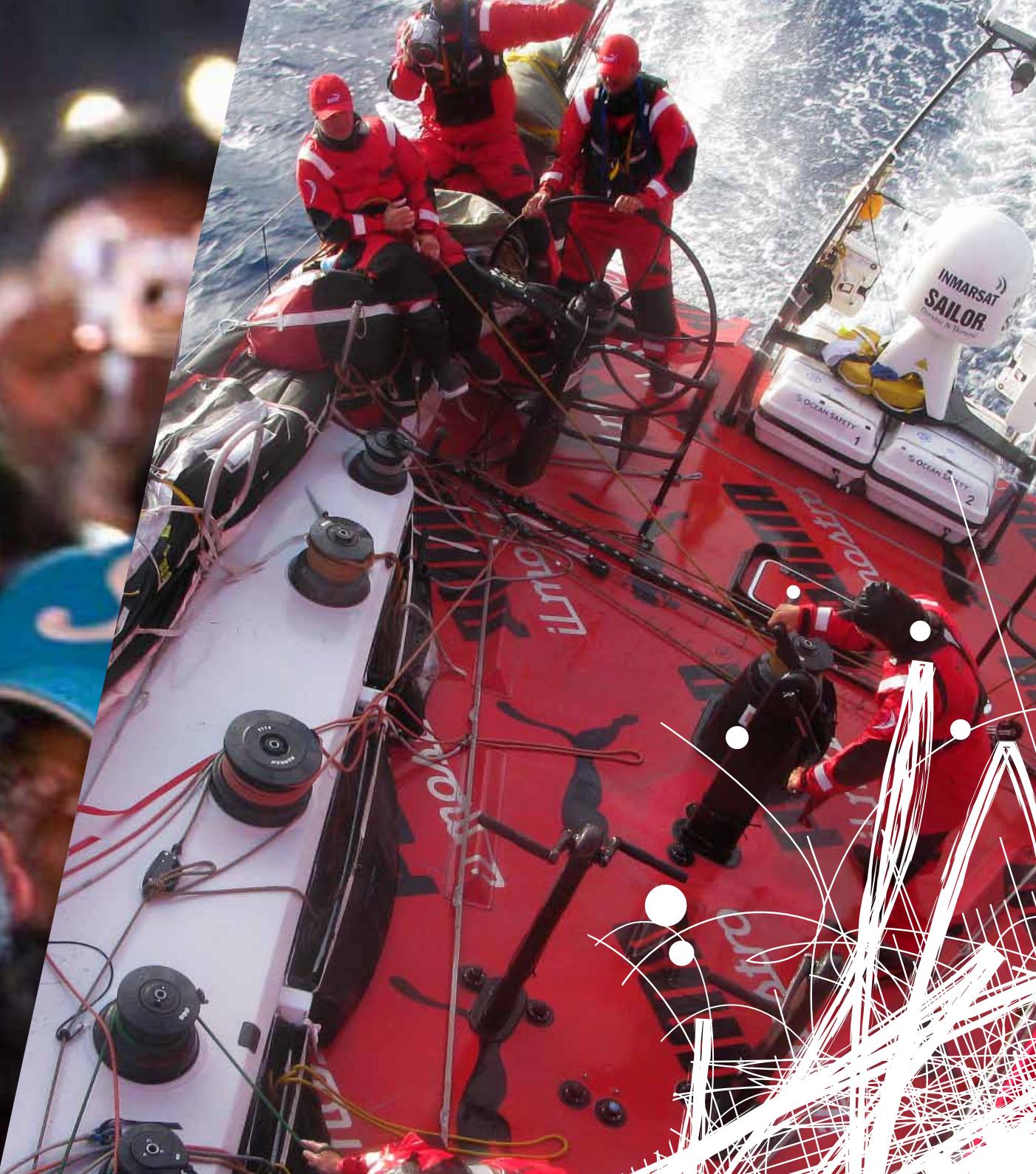


Running a tight ship

Achieving these legacy goals requires hitting all the right markers.

The goals set for the VORAS won't be achieved just because they're good ideas. They require a clear set of objectives related to the event itself. Thus Auckland is putting everything necessary in place to:

- *Deliver an operationally excellent event to the satisfaction of key stakeholder groups*
- *Deliver a memorable and uniquely Kiwi event founded on the identity of Auckland and New Zealand*
- *Maximise the direct spend from the event*
- *Ensure the event is commercially sound*



Auckland's VORAS crew

Auckland Tourism, Events and Economic Development Limited (ATEED) own the rights to stage VORAS and are the primary funder of the event.

Government support for the event has been confirmed, including a grant from the Major Events Development Fund.

ATEED has appointed Auckland major events company Mayo& to deliver the stopover on their behalf with governance managed through a Local Organising Committee comprising of Sir John Wells, Andrew McKenzie, Ian Maxwell, Paul Bayly and Richard Wingfield.

For more information on the VORAS please visit www.volvoceanraceauckland.com

