

IPC ATHLETICS WORLD CHAMPIONSHIPS
CHRISTCHURCH 2011



2011 IPC ATHLETICS WORLD CHAMPIONSHIPS LEGACY PLAN

The 2011 IPC Athletics World Championships LOC, Paralympics New Zealand and stakeholders are excited about the opportunity that the 2011 IPC Athletics World Championships has to create a variety of ongoing legacies.

Through these World Championships, a greater knowledge and understanding of disability sport can be achieved in the general community and pathways for participation by disabled people in sport can be fully understood. The legacy of the world championships will support the recruitment and retention of disabled athletes participation in sport.

This will be achieved by:

- Increasing the profile of disabled sport in New Zealand,
- Researching the potential numbers of disabled people available to participate in disability sport to assess the current numbers actually engaging in disability sport and increase the numbers participating in sport. Developing and promoting a talent development process and creating sporting pathways linking participation in sport with progression through to elite performance.
- Increasing the number of registered disabled athletes by at least 50%
- Strengthening New Zealand and Christchurch's international reputation for hosting successful world-class sports events and promoting the city as an accessible city.
- Providing a catalyst to further advance the public profile and interest in current issues for disabled sports and disabled athletes.

This will occur through advertising and promoting of the event, developing and promotion of role models, connection between the event and the school curriculum and a tiered entry fee to ensure access is provided to all at the Championships.

Who are the stakeholders in "legacy"?

- Paralympics New Zealand
- Athletics New Zealand
- Regional ParaFeds
- Halberg Trust
- Special Olympics New Zealand
- Sport and Recreation New Zealand (SPARC)
- New Zealand Major Events
- Christchurch City Council
- International Paralympic Committee (IPC)

What are the desired legacy objectives?

There are 8 key legacy objectives to be met in the lead up to, during and post the 2011 IPC Athletics World Championships. These are as follows:

- Enhance the profile of disabled sport in New Zealand
- Increase participation of disabled people in sport
- Increase accessibility for Christchurch City to position and promote itself as an 'accessible city'
- Upskill personnel – volunteers, officials and classifiers
- Increase awareness through media coverage of disabled sport
- Further increase and promote the profile of organisational brands
- Increase opportunities to attract and engage visitors
- Environmentally friendly

Background

1 in 5 people in New Zealand has a disability of some degree. 14% will have a disability of the nature that the athletes competing in these games will have – approximately 240,000 people nationally. These World Championships will have special significance for these people in particular.

Christchurch has hosted 6 international events for disabled athletes.

LEGACY OPERATIONAL PLAN

Objective 1 - To enhance the profile of disabled sport in New Zealand

Legacy	Objectives	Activities	Responsibility	Outcome	By Whom	To be completed by	Key Performance Indicator (KPI)	Evaluation of KPI's
Disabled Sport – Paralympics NZ / Special Olympics NZ	Increase the profile of disabled sport in New Zealand.	Paralympian Ambassadors Programme established and promoted to schools, clubs and corporate.	PNZ /SO	Athletes actively promoting objectives.	Ben Cullen (Marketing & Promotions Manager)	Aug 2010 - Jan 2011	Paralympic Ambassadors Programme developed and implemented.	Schools visits and volunteer evenings provided information to the public on Paralympic Sport and raise awareness of the upcoming event.
		Special Olympian Ambassadors Programme established.		Greater recognition of disability sport from the New Zealand public.	Lindsay Davidson (Sponsorship Manager)		Increase in number of disability y related stories in national and local media.	Yes –over \$250,000 VIK expenditure between local media partners The Radio Network and The Press including advertising and some days up to three stories in one edition of The Press.
		Effectively engage national and local media and increase output of disability related stories.		Many children and adults are exposed to elite disabled succeeding on the world stage – inspiring the spectators.	John Durning (Media Manager)		Ticket sales targets met.	Yes -Target = 10,000 tickets. Event and Season Sales were 6389, complimentary tickets totalled 4172 = 10,561 Target sales changed to \$40,000 which was achieved.
		Marketing strategy that increases awareness of disabled sport to the general community.					Increase in participation numbers of disabled sport.	Yes -There has been a lot of information distributed to people interested in pathways of getting involved in disability sport. -18 new participants into disability sport who are likely to participate in the

								2011 PNZ Nationals.
	Communicate the message of High Performance Sport	Use the performance standards of the event to establish an ongoing legacy of high performance. Promote the athlete pathway from participation to High Performance sport for disabled athletes.	PNZ	Increase in disabled people within all areas of pathway.	Hadleigh	During 2011	PNZ Athlete Pathway communicated to new and developing athletes. Use results from the event as a reference point during talent search and athletics testing days in 2011.	Yes – As a direct result of the event, the PNZ Athlete Development Manager has so far been able to provide information on the Paralympic Pathway to: 9 athletes 3 organisations 6 schools teachers Yes - The event allowed for the use of results, classification and equipment examples to be used in conjunction to the Paralympic Pathway information.
	Facilitate activities associated with delivering government programmes such as No Exceptions	“Have a go” events in the lead up to the event for disabled people. Engage participation disability sport providers to leverage off events and provide avenues for ongoing participation.	PNZ	Increased number of Disabled people engaged with their community. Increased number of events. Increased number of disabled people indicating continued interest in sport in the longer term.	Ben Cullen (Marketing & Promotions Manager)	Oct 2010 – Jan 2011	“Have a go” events developed and implemented.	Yes - School visits were conducted in the lead up to the event which gave students a chance to have a go on the equipment such as the racing chairs to develop their understanding of Paralympic Sport.
	Develop Paralympic School Day (PSD) Education Material and related resources for delivery in schools The aim of the PSD is to	Promote in schools in the lead up to and post event. Facilitate sessions at schools.	PNZ	Significant number of schools participating. Increased understanding of	Ben Cullen (Marketing & Promotions Manager)	Oct – Dec 2010	Schools Programme developed and implemented in Christchurch region.	Yes -All school holiday programmes in the Christchurch region communicated with, a number of which signed up to bring groups to the event.

	<p>educate youth about Paralympic sport, individual differences and disability issues in a fun and playful environment.</p> <p>Linking the Championships to the school sessions is an ideal way for school children to learn and then experience first hand impact that Paralympic sport has on individuals.</p>	Engage participation disability sport providers to leverage off events achieve access to schools to develop ongoing relationships.		<p>disabled sport.</p> <p>Ongoing disability sport education within schools.</p>			Schools booked and visits completed.	Yes -Schools programme was set up, the schools which were visited were extremely happy with what was provided through the visit.
	<p>Develop website portal for:</p> <p>Classification information and what sports are available for athletes with various impairments</p>	Develop website.	PNZ	<p>Disabled people know what sports are available for them to participate at a representative level.</p> <p>Classification system is communicated and understood by all.</p> <p>Enquiries from schools for support in assisting</p>	Fiona	<p>Dec 2011</p> <p>Dec 2011</p> <p>Dec 2011</p>	<p>Interactive website to show people with a disability their opportunities for participating in sport or competing at a higher level.</p> <p>Clear descriptions and interactive links on website to explain the classification system</p> <p>Enquires from schools regarding</p>	<p>Yes - PNZ Website had, and still has, information on opportunities for people with a disability to participate in disability sport such as the Xcellerate 2 Xcellence programme and through Local Parafed's</p> <p>Yes - Classification system available on PNZ Website</p> <p>Classification information contained within Event Programme to educate spectators</p> <p>Information communicated by commentators at the event to educate spectators</p> <p>Yes - Inquiries from 6 school teachers in regards to getting children with</p>

				students with a disability. Large number of website hits.		Dec 2011	assistance with getting students with a disability into sport 1000 website hits in the first month	disabilities into sport/ develop disability sport in schools. Website Stats from 2008 onwards Total hits 6,817,010, with 240,479 visits and 78,377 unique IP's.
Accessible future events in NZ	Develop accessible events manual and results calculation templates for hosting NZ events that are inclusive of disabled people	Make available to all National Sports organisations, and regional Organisations.	PNZ	NSO's and RSO's have a better understanding of 'how to' include AWD events within their programmes. Increase in number of NZ inclusive events.	Deb	Dec 2010	Accessible Events Manual created and distributed to all NSO's and RSO's	
	Maintain NZ Calendar of Events of all identified disabled and/or inclusive events	Communicate to all stakeholders on PNZ website.		Disabled people have increased opportunities for participation in sport and recognition along with their able bodied peers.		Sept 2010	PNZ Website continually updated with Events Calendar and Results	Yes - The PNZ website is continually being updated within the Events Calendar as well as Results. These were updated throughout the IPC AWC in regards to competing PNZ athletes.
				Disabled athletes and ParaFed organisations are aware of events that are available for participation.		Sept 2010	PNZ Quarterly Newsletter continually updated with Events Calendar and Results and distributed to all stakeholders including Athletes and ParaFed organisations.	Yes- Quarterly newsletter is continually sent out to stakeholders with the Events Calendar and Results. This included specific news on the IPC AWC leading up to and following the event.
	Maximise the long-term relationship with IPC and IPC sponsors for	Develop new relationships and offer opportunities for longer term sponsorship	LOC / PNZ	Increased commercial benefits for disabled sport.	Lindsay	August 2010	PNZ "Family of Sponsors" group created to: -Increase collective	Yes - Huge family of sponsors created/developed through involvement in the event; -Allinaz, Pub Charity,

	future leverage	arrangements.					<p>commitment to Paralympic sport - Provide increased value to PNZ "Family" via scheduled networking opportunities between sponsors and into broader PNZ networks. •Leverage London 2012 opportunities to actively encourage overt promotion of link between sponsors' Brands and PNZ.</p> <p>Personal contacts developed with local offices of IPC's "The Olympic Partner Programme" sponsors</p> <p>-Develop closer contact with Corporates unable to participate in IPCAWC with a view to involvement to London 2012</p>	<p>Nestle, Foodstuffs. -Value in Kind (VIK) with Mitsubishi, Blue Star Group, Logistics, The Press, TRN, Telecom, Otto Bock, Pak'n'Save, Noel Leeming, Les Mills, Academy of Sport.</p> <p>Appropriate leverage at event, involvement and value they expected.</p> <p>An opportunity for sponsors to attend the event, be part of VIP area, have one-on-one time with Prime Minister, network.</p> <p>Sponsors positive about event, their brand exposure etc (formed good future partner relationships)</p> <p>Yes - Register of contacts retained on all IPC Olympic Partner Programme Sponsors</p> <p>Yes - Revenue Working Party established within PNZ to approach Corporate organisations regarding PNZ opportunities.</p>
				Increased profile achieved through sponsors marketing activities.		July 2010		

Objective 2 - To increase participation of disabled people in sport

Legacy	Objectives	Activities	Responsibility	Outcome	By whom	To be completed	Key Performance Indicators	Evaluation of KPI's
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						by	(KPI's)	
PARTICIPATION	To increase the participation of disabled athletes in NZ	<p>Create baseline data around the number of disabled people participating in NZ and to what degree. Distribute survey pre and post event. Identify barriers for participation.</p> <p>Increase participation in Parafeds - The Parafed revitalisation would be further supported. PNZ to support Parafeds in meeting demand through capability support.</p> <p>Promote SportAccess - Prepare NSO's Clubs etc re opportunities for participation.</p>	PNZ	<p>% increase in enquiries for participation in sport, by disabled people.</p> <p>Increased disability membership of Parafed Canterbury and other regional ParaFeds.</p> <p>Increase in both child and adult participation</p> <p>Increase in enquiries regarding Sport Access qualification.</p>	Hadleigh	<p>Dec 2012</p> <p>Dec 2012</p>	<p>200 new athletes are identified during 2011-2012.</p> <p>15% of athletes progress from the Talent Identification Programme to the High Performance Programme – on track to medal in Rio 2016.</p>	<p>Yes - 18 new requests to the PNZ Athlete Development Manager.</p> <p>4 of these athletes competed at the NZ Track & Field Nationals for the first time in March 2011.</p> <p>Expectation is that most of the 18 requests will have some involvement in the PNZ National Championships in November 2011.</p>
	<p>To inspire the participation of disabled athletes in NZ</p> <p>To expose disabled athletes to international high performance sport through a world class event</p>	<p>Paralympic Speakers Group – Ambassadors talking to the community and commercial organisations.</p> <p>Promote to attend through marketing and ticketing strategy.</p>	PNZ	<p>Paralympic speakers presenting in the community and to commercial organisations</p> <p>Increased income for individual athletes.</p> <p>Potential for increased sponsorship opportunities.</p> <p>Greater awareness of the elite aspect of disability sport.</p>	Dave	<p>Oct 10</p> <p>Oct 10</p> <p>Oct - Nov</p>	<p>A team of 6 effective communicators is assembled</p> <p>Promotional material for speakers completed</p> <p>Speaking engagements booked, 2x per week per speaker</p>	<p>Yes - Speakers including athletes from Parafed Canterbury and past Paralympians attended school visits and volunteer evenings to inform the community about Paralympic Sport.</p> <p>Schools were informed about the opportunity for visits in the 2nd week of term 4 and given options to book visits.</p> <p>Informative and interactive material was presented to schools including equipment which was borrowed from Parafed Canterbury to be used in the programme alongside speakers, giving students</p>

						Dec - Jan	Speaking engagements booked , 3x per week	the chance to have a turn using the equipment. Schools reported back that they were very happy with what they got out of the visits.
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Objective 3 - To increase accessibility in New Zealand.

2.1 Infrastructure – Equipment and Facilities

Legacy	Objectives	Activities	Responsibility	Outcome	By whom	To be completed by	Key Performance Indicators	Evaluation of KPI's
EQUIPMENT	Ensure NZ retains accessible equipment purchased	<p>Purchase of IAAF Compliance sports equipment.</p> <p>Distribution post the World Championships to Athletics Centres throughout NZ to ensure accessible equipment is available for disabled people and athletics community.</p> <p>Sports equipment distributed to special schools throughout New Zealand.</p>	LOC	Distribution and use of equipment to regional centres / schools.	Fiona/ Grant	June 2011	Equipment distributed and used by regional centres and schools.	Yes - All equipment purchased was IAAF compliant and is being distributed by PNZ to appropriate Athletics Centres throughout New Zealand. This will ensure accessible equipment is available for disabled people to participate in sport.
FACILITIES-SPORT	To develop QEII as an IPC Paralympic "Centre of Excellence"	<p>A Warm up Track at QEII will allow Christchurch the ability to host bigger and more events such as ANZ Nationals, PNZ Nationals, Special Olympics Nationals, College Sports events.</p> <p>QEII Facility improvements – accessibility in and</p>	LOC and CCC	An international accredited facility.	Fiona	Jan 2011	An Internationally accredited "Paralympic facility"	<p>Yes - The QEII was an internationally accredited facility.</p> <p>A Warm-Up track was made especially for the event at the QEII.</p> <p>The facility was fully accessible including wheelchair seating available in the stadium.</p>

		around venue accessible wheelchair seating – ground level and grandstand. Improved / more capable Lift access for disabled people within facility.						
FACILITIES-OTHER	To develop accessible facilities in Christchurch and NZ Easier for disabled people, parents with prams, elderly people etc.	Ensure that Auckland and Christchurch Airport Entry Points are fully accessible and set the standard for other NZ airports. Public lift access at Christchurch Airport. Ensure hotels are accessible. Create Accessibility register of hotels. Improvements to Public Areas – medical facilities, shops, restaurants and footpaths.	ChCh and Auckland Airport Companies Southern World/ Christchurch City Council	Accessible facilities for all New Zealanders and visitors. Accessible facilities and accommodation.	LOC- Oct 2010 Auckland	Jan 2011 Jan 2011	Improved accessibility for all New Zealanders and visitors. Assist Christchurch City Council in providing accessible facilities/accommodation guide	Yes - Both the Auckland and ChCh airports were and are still fully accessible for all visitors. Yes - 13 Red buses transformed into accessible buses through removing seats. Education provided to hotels on how to treat people with a disability Formal presentations conducted to hoteliers by ParaFed Canterbury on things to expect in rooms eg catheters in rooms etc
	Opportunity for research on 'access tourism' market	Research Project administered to undertake research in "Access Tourism"	Access Tourism NZ/ NZ Tourism Research Institute/ AUT	Research project administered and used for future strategies.		June 2011	Research project completed and information used for future strategy	No – research project not initiated. Being initiated for Rugby World Cup.

Objective 4 – To upskill personnel – volunteers, officials and classifiers

Legacy	Objectives	Activities	Responsibility	Outcome	By whom	Date to be	Key
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						completed by	Performance Indicator (KPI)	Evaluation of KPI's
Volunteer Programme	Develop the volunteer programme to stimulate a stronger ongoing volunteer culture.	Ensure key messages are conveyed to volunteers. Event vision included in all communications to volunteers. Best practice implemented. Best practice systems and processes used for recruitment and training.	LOC	Number of new volunteers recruited. Number of existing volunteers retrained. Quality of training. Ability to select from a pool.	Neil/Kat	15 th Dec 2010 15 th Dec 2010 March 2011 15 th Dec 2010	80% of new volunteers recruited. 20% of existing volunteers retained 80% of volunteers satisfied with the training they received Recruited over 500 volunteers to select from	Yes - Of the 800+ volunteers to register their names in database 80% were recruited (over 600) Of the 800+ volunteers to register there were over 20% who had volunteered at events in the past Yes – A volunteer satisfaction questionnaire of a sample of the volunteers indicated that on the whole they rated their overall experience 4/5 which included the training they received. Yes - Over 800 volunteers listed to be chosen from
	Enhance volunteer engagement systems and databases for future events and community activity.	Capture, refine and customise the volunteer training material.	LOC	Volunteer information captured and included on a single database. Organisational IP captured	Neil	March 2011 March 2011	All volunteer information collated onto one single database All IP processes captured on one information document to be used for future events.	Yes - All volunteer information was collated in a single database, including filters for easy sorting of the data. Yes - All information was obtained in one database with filters to assist in easily accessing information; this is a good template to be used in the future.
	Social and volunteer legacy.	In partnership with NZ Volunteering (not-for-profit) identify groups for volunteer training who could be selected to work on the event.	LOC	Group identified and participating in volunteer training.	Neil	15 Dec 2011	Identified group participate in volunteer training	Yes - Over 800 Volunteers attended one of three information evenings. Following the presentation they chose which area they were interested in and submitted volunteer form.

				Number completed training with volunteer certification.		15 Dec 2011	50% complete training and receive volunteer certification	Yes - Specialised training was provided to all volunteers prior to commencement in role.
				Number accepted to work on IPC World Championships.		15 Dec 2011	75% volunteers working at the IPC World Championships	Yes – 600 of the 800 volunteers worked at the IPCAWC.
Doping Control programme	Work with IPC to establish opportunities for NZers to be trained in specific areas around working with athletes in paralympic sport.	Education programme for doping control staff to work with disabled athletes.	LOC / PNZ / DFSNZ	Increased number of doping officials that understand testing of disabled athletes.	Kat	Jan 2011	40% increase in the number of DFSNZ Drug testing officials who have tested at a Paralympic Sport	Yes - Drug Free Sport NZ provided a team of 17 testing officials to work at the event. Of this group 60% had worked with Paralympic Athletes in the past, for the remaining 40% is was their first time testing at a Paralympic Sporting event.
Officials Programme	To increase the number of officials and enhance NZ officials to an international level.	Official development programme.	LOC	Increased number officials that understand rules for disabled athletes.	Neil	March 2011	20% increase in officials with a competent understanding of the rules for disabled athletes	Yes - 75% increase in officials with a competent understanding of the rules for disabled athletes
Classification Programme	To increase the number of classifiers and upskill classifiers to an international level.	Classification programme and education programme in place.	LOC / PNZ	Increased number of classifiers in NZ and education for international classifiers.	Marguerite	March 2011	Number of classifiers in NZ and education for international classifiers	Yes – There were 14 International Classifiers in NZ for the event including an educational seminar for International Classifiers in the final days of the event. 2 NZ classifiers attended a classification workshop

Objective 5 To Increase media of disabled sport

Legacy	Objectives	Activities	Responsibility	Outcome	By whom	Date to be completed by	Key Performance Indicator	Evaluation of KPI
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Media Engagement	To increase the number of New Zealand media actively publishing stories on disability sport.	<p>Education of the Media personnel about the classification system.</p> <p>Active engagement between athletes and media.</p> <p>Relationships created between media organisations and disability sport organisations.</p>	LOC / PNZ	<p>Increased profile, awareness and understanding of disability sport.</p> <p>Increased recognition of the equitable status of athletes with and without disability.</p> <p>Ongoing increased recognition and media interest in disability sport.</p>	Dave	<p>Nov 2010</p> <p>Nov 2010</p> <p>Dec 2010</p> <p>Jan 2010</p>	<p>Educational material completed – Should be of a format that can be expanded to provide information around additional sports.</p> <p>Identify key media personnel from across media groups to target</p> <p>Planning around influence of key media decision makers</p> <p>Media personnel invited to specific function target at promoting understanding of the Hp nature of Paralympic sport and ongoing relationships. Disability sport providers invited.</p>	<p>Yes -The Press Newspaper and The Radio Network signed a sponsorship agreement with the event. They provided over \$250,000 VIK in advertising leading up to and during the event as well as up to 3 news stories a day throughout the event.</p> <p>Yes - The paper carried significant event promotion in contra advertising as well as numerous event stories. Many of these stories focussed specifically on the profile of individual athletes and elite level in which they perform.</p> <p>Yes - Contract with Sky TV giving them the broad casting rights for the event. Key partners were happy with the contra deal including the publicity and brand value obtained through the event.</p>
Television Coverage	To ensure ongoing television	Engage host broadcaster with long term approach to	LOC / PNZ	Extensive media coverage in New Zealand.	Dave/ Fiona		As above	Yes – there was media coverage for 1hr a day of highlights provided by

	coverage of disabled sports events in New Zealand	Paralympic Games coverage etc. Increase NZ Broadcasters understanding of disability sport, classification etc.		Large number of viewers.				Sky TV as well as news bulletins on Free to Air channels. Local media providers The Press and The Radio Network, in particular, also had extensive coverage and advertising. Anecdotes of the Sky coverage making 'good television' viewing, while also making standing on the top TV ratings.
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Objective 6 To further increase and promote the profile of organisational brands

Legacy	Objectives	Activities	Responsibility	Outcome	By whom	Date to be completed by	Key Performance Indicators (KPI's)	Evaluation of KPI's
Paralympics New Zealand	Implement a highly valued, recognised and understood PNZ brand throughout all communications and touch points of Championships.	To negotiate and agree event collateral, configurations, and allocations.	LOC / PNZ	Level of consistency in identity and brand execution across different sectors.	Dave	As required	PNZ to have strong branding associated with all LOC collateral Informative collateral contain brief outline of PNZ Business - PNZ corporate logo used PNZ sign off on all major collateral items	Yes - The PNZ logo was displayed prominently on all event collateral. Yes -The souvenir event programme contained a background and outline of PNZ Yes - The PNZ logo use guidelines were adhered to in all brand use
SPARC and NZME	Link NZ national brand campaigns where possible and Build awareness of the PNZ Brand	Identify and develop the key messages about Christchurch and New Zealand <ul style="list-style-type: none"> • Web • Tourism 	LOC / SPARC and NZME	International media / TV coverage (utilising TNZ media monitor). Local Media Coverage obtained.	Kat/ Fiona	15 Dec 2011	Secure contracts with International TV and media coverage companies to broadcast the event.	Yes - Over 110 media accreditations (international and national) Sky Network TV

	and the Government Brand.	destination information				15 Dec 2011	Secure contracts with local media coverage to get maximum broadcasting of the event.	<p>contract as Host Broadcaster Event partnership with The Radio Network and The Press (advertising and news stories)</p> <p>Yes - Contract with SKY TV as Host Broadcaster secured.</p> <p>The event also made additional news bulletins on Free to Air channels TV One, TV 3 and Prime. The Press articles, TRN radio coverage/ads.</p> <p>Documentary coverage from NZ, UK and France on specific athletes.</p>
Christchurch City Council	<p>Enhance the positioning of Christchurch in targeted international markets as a preferred:</p> <ul style="list-style-type: none"> - business and investment location - specialised tourism destination - leader in special events - welcoming, accessible and diverse community. 	<p>Develop and activate a plan to engage effectively with domestic and international media with a focus on Christchurch.</p> <p>Christchurch media staff act as guides/conduits to international media. Media function to include screening of CHC information.</p> <p>Plan/provide opportunities for understanding how to cater for disabled people.</p>	LOC / CCC	<p>Quality/ frequency of domestic and international coverage of the event.</p> <p>IPC and NPC feedback</p>	Kat/ Neil	<p>15 Dec 2010</p> <p>June 2011</p>	<p>Secure coverage for domestic and international coverage of the event</p> <p>Positive feedback from IPC and NPC around the hosting of the event</p>	<p>Yes - Domestic TV coverage by SKY TV – one hour daily highlights.</p> <p>Coverage internationally in Australia, Spain, UK, France, Germany, South Africa, Brasil, Finland, Belgium & Greece.</p> <p>Yes - Great feedback in the Paralympian Magazine around the hosting of the event. NPC very pleased with the events</p>

	<p>Enhance the confidence of the Christchurch community in their city and national identity and in engaging with international disabled people.</p> <p>Build confidence in Christchurch and NZ as a staging environment for major events.</p>	Christchurch's hosting of the event supports a highly successful well organised World Championship event.		<p>IPC acknowledges NZ as a potential return venue.</p> <p>Positive international coverage.</p>			<p>Acknowledgement from IPC as a potential future sporting venue</p> <p>Positive feedback on the international coverage of the event</p>	<p>success.</p> <p>The QEII was an accredited Athletics event and had the potential to host future events however there has been extensive damage to the venue since the event due to the large earthquake following the event</p> <p>Yes - Anecdotes of Sky Highlights providing "good television" and achieving a rating in NZ's top TV viewing.</p> <p>Multiple overseas viewings and requests for highlights packages to overseas broadcasters.</p>
PNZ/ Parafeds/ Halberg Trust / RSTs / Special Olympics	Increase understanding what each organisation does	<p>Promote the roles of each organisation on websites, printed material etc</p> <p>Engage and promote the relevant organisations throughout event promotions</p>	PNZ	<p>Resources distributed to key agencies working with disabled people</p> <p>Greater collaboration between organisations</p> <p>Opportunity for each organisation to</p>	Dave	<p>Sept 10</p> <p>Dec 10</p> <p>Feb 10</p>	<p>Working group established to determine roles and responsibilities</p> <p>MOU signed between PNZ, ParaFeds, Halberg Trust, RST's, Special Olympics agreeing on the roles and responsibilities of each group</p> <p>Disability sport promotional manual</p>	<p>Yes - A MOU has been signed between Paralympics New Zealand, The ParaFed Network in New Zealand and each individual ParaFed Organisation</p> <p>Yes - The Halberg trust is working</p>

				achieve greater recognition of their roles and increase their activity through greater understanding.		Dec 10	created Short organisational descriptions to be added to event promotional material.	directly with ParaFeds on a regional level. The scope of this relationship is region dependant Yes - The souvenir event programme contained a background and outline of PNZ with ParaFed mentioned as a sport supplier

Objective 7 – Increase opportunities to attract and engage visitors

Legacy	Objectives	Activities	Responsibility	Outcome	Evaluation of Outcome
Improving Christchurch's and NZ's Hosting Capabilities	Develop corporate hosting packages and engage with the business community to drive increased ticket sales	Develop a corporate hosting proposition and engage local business community	LOC	Number of corporate hosting packages purchased	Yes - Successful VIP area to host the Mayor, Prime Minister, Major Sponsors, IPC staff, NPC Presidents. This offered a great networking opportunity for networking and engaging stakeholders in Paralympic Sport.
	Enhance the Christchurch experience for athletes, officials, dignitaries, media and international visitors.	Provide information briefing for volunteers on Christchurch and its attractions	LOC	Survey feedback from participating teams, officials, media and visitors.	Yes - Questionnaires conducted by CCC with spectators at the event. IPC feedback from participating teams and officials. Participant satisfaction questionnaires conducted
The Border Major Events Border Steering Group (MEBSG)	An exceptional border experience for competitors, officials and visitors, while	Identify entry requirements and specifications to develop customised border facilitation and testing of services in preparation for RWC.	MEBSG	LOC Feedback	Yes - Comprehensive LOC feedbacks from all the different areas of operation

	ensuring the integrity of the border.			Survey feedback from participating teams, officials, media and visitors.	as well as an overall debrief. Yes - Event feedback collected from participating officials, volunteers, coaches and athletes.
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Objective 8 – To be environmentally friendly

Legacy	Objectives	Activities	Responsibility	Outcome	Evaluation of KPI's
Trees planted in wetlands	Present native NZ trees to all medal winners rather than flowers. The trees are then planted by athletes in nearby wetlands	Tree planting strategy in place	LOC	Number of participants engaging in planting Community visitors to planting area	Native Grasses in Kite bags were presented to all medal winners rather than flowers. The trees were gifted to residents or officials from within Christchurch.