



LEVERAGE AND LEGACY PLAN

BARFOOT & THOMPSON
WORLD TRIATHLON
GRAND FINAL **AUCKLAND**



OVERVIEW

In October 2012 the Barfoot & Thompson World Triathlon Grand Final is coming to Auckland. This event is the most significant and high profile event on the global triathlon calendar.

The World Triathlon Grand Final is a week-long festival of triathlon and surrounding entertainment with something for all ages and abilities. The world's best elite triathletes will compete for the World Championship crown, over 2,500 international 'weekend warrior' athletes are coming to Auckland to battle it out for their age group world champs, and thousands will take part in a range of 'give it a go' triathlon events including a kid's and teams triathlon.

Expected to attract over 5,000 international visitors, and beam live to 25million global TV viewers, this event will also have a significant positive economic and tourism impact on NZ.

Triathlon is one of New Zealand's fastest growing sports and this event, being the biggest thing to hit the sport in 10 years, will continue to significantly push profile and participation of the sport. The event will showcase the enduring success of kiwi elite triathletes such as Bevan Docherty and Andrea Hewitt, and provide the inspiration for tens of thousands of Kiwis to take up the sport for the fun, social and health benefits it offers.

Based in the heart of the city, this event will be an amazing international spectacle not to be missed, that will showcase Auckland's stunning 'new' waterfront and capture what it means to be a kiwi, with plenty of drama, energy, elation and 'have a go' fun!





BENEFITS

- Community engagement
- Economic impact
- International Media coverage
- Reflecting Auckland as a leading international city and New Zealand as a great destination
- Great profile and participation in triathlon

VISION

To deliver an outstanding festival of triathlon & surrounding activities that:

engages all kiwis	=	a huge crowd
drives participation from around NZ and abroad	=	mass participation from beginners to elite, young and old
showcases NZ to the world	=	large live international TV audience
creates a lasting legacy for the sport and NZ	=	teams race every year

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THE EVENT BY NUMBERS

AUCKLAND TRIATHLON 2012

SCHEDULE & DATE	Week-long festival 14 - 23 Oct 2012
STATUS	Final race of 7 in the World Champ Series (WCS)
ELITE ATTENDANCE	360 athletes including all top 20
PARTICIPATION	2,300 international Age Group Athletes 3,800 'have a go' participants
TV DISTRIBUTION	Live international to ~25mil Live Domestic to 150k+
COURSE	Queens Wharf 2 courses: Elite & Age Group Athletes



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VENUE & COURSES

- Stunning Queens Wharf in Auckland CBD provides an ideal HUB venue
- The Elite course is a tight city centre multi-lap circuit featuring highlights of Auckland such as Albert Park, Sky Tower, Town Hall and Ferry Building. The technical and hilly course will give NZ athletes best chance of medalling
- Age Group bike course designed to take in highlights of Auckland waterfront and be as hilly as possible to minimise drafting. Stunning run course taking in Viaduct harbour, and new Wynard Quarter development.



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LEGACY

This event presents an opportunity to achieve additional benefits for Auckland, NZ and the sport not only around the event itself, but also beyond into future years – one of our key objectives is to leave a lasting positive legacy from this event.

We have broken this Leverage and Legacy plan down into 3 parts:

- 1. INTRINSIC BENEFITS**
- 2. LEVERAGE OPPORTUNITIES**
- 3. LEGACY OPPORTUNITIES**



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INTRINSIC BENEFITS

Benefits for the sport, Auckland and NZ that will happen simply by virtue of the event taking place, ie within the scope of the current plan for the event these benefits will be derived.

LEVERAGE OPPORTUNITIES

Additional benefits that can be accrued around the event itself – where additional action is required outside scope of current planning to maximise benefits for the sport, Auckland and NZ from this event.

LEGACY OPPORTUNITIES

Additional benefits that can be accrued beyond the event - where additional action is required to ensure that there is a lasting positive benefit for the sport, Auckland and New Zealand from this event.





1. INTRINSIC BENEFITS

Just by hosting this truly world class event in NZ in a way where we deliver an outstanding participant and spectator experience, we will derive the following benefits:

- i. Auckland and NZ will further strengthen its emergence as a major events destination
- ii. Auckland seen internationally as a great place to take part in a triathlon festival
- iii. We will feature and raise awareness of Auckland's waterfront, including the redeveloped Queens Wharf and the Wynyard Quarter.
- iv. Hosting world level events on NZ soil is beneficial for our high performance athletes from a sport perspective.
- v. The breadth of participation and volunteering opportunities will inspire some to get involved in the sport that hadn't previously – so increasing adult activity in sport.

2. LEVERAGE OPPORTUNITIES

We have identified the following outcomes required to maximise the opportunity for the sport, Auckland and New Zealand presented at or around this event as follows:

LEVERAGE OUTCOMES

- 1. VISITATION:** To increase the number of visitors coming to the event, increase their length of stay, maximise their daily spend whilst here and deliver them the best event experience possible
- 2. MEDIA:** To maximise the promotion of Auckland/NZ through the TV and other media coverage
- 3. YOUTH:** To maximise youth engagement with the event through social media and other channels
- 4. FAIR PLAY:** To promote the fair play message as part of the event to increase awareness and compliance
- 5. HIGH PERFORMANCE:** To provide a platform to promote the new High Performance New Zealand structure and brand
- 6. TRADE:** To facilitate the potential investment/trade with NZ of important international individuals attending the event



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3. LEGACY OPPORTUNITIES

We have identified the following outcomes required to maximise the opportunity presented for the sport, Auckland and New Zealand beyond this event for the long term as follows:

LEGACY OUTCOMES

- 1. TRIATHLON EVENT:** To host an annual world level triathlon event on the Auckland CBD waterfront from 2013 that drives participation in the sport, significant visitation & profile for Auckland / NZ
- 2. TOURISM ADVOCATES:** To deliver such an outstanding participant experience that the 2,000+ international athletes and ITU delegates become Auckland and NZ's advocates for future tourism
- 3. PARTICIPATION & PROFILE:** That the participation levels and the profile of triathlon increase as a result of this event



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