

TRI AUCKLAND 2011-2012



Triathlon World Champs Grand Final 2012 Leverage and Legacy Plan FINAL: Board Approved 11 August 2011

Overview:

In October 2012 the Dextro Energy Triathlon ITU World Championships Grand Final is coming to Auckland. This event is the most significant high profile event on the global triathlon calendar where the world best Olympic distance triathletes will battle it out for the World Championship crown, and multiple 'weekend warrior' and other participation opportunities abound.

The vision for this event is to deliver an outstanding festival of triathlon and surrounding activities that engage all kiwis, drives participation from around New Zealand and internationally, showcases NZ to the world, and creates a lasting legacy for the sport and New Zealand.

The week-long festival will involve over 6,000 participants (from kids to elite athletes), over 100,000 spectators and go live to a global TV audience of an estimated 25million.

The benefits to the sport, Auckland and New Zealand from this event will be significant. They will include a positive economic impact from the 2,000+ international competitors and their supporters coming to NZ (an economic impact assessment using latest industry methodology (RORI) estimates an economic impact of \$6.9million), significant international media coverage of the event, contributing to making Auckland the 'worlds most liveable city', and increasing the profile and participation of triathlon.

This event presents an opportunity to achieve additional benefits for Auckland, NZ and the sport both 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. This plan identifies those benefits and sets out the actions required to achieve them.

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

1. **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, so no additional action is required.
2. **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.
3. **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 NZ from this event.

Part 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 the most 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 done so – so increasing adult activity in sport.

These benefits will be realised without any additional actions than what is already within the planning for the event.

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Part 2: Leverage Opportunities:

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

Leverage Outcomes:	Actions:	Measure:	Responsibility:
<p>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</p>	<p>Promote the AG World Champs at key international triathlons and to international triathlon market, collecting database of interested individuals</p> <p>Create and promote ancillary travel packages for visitors once they are here (incl adventure sports, fishing, cultural, major walks, cycle trail)</p> <p>Create specific packages of activities targeted at the supporters travelling with international athletes</p> <p>Ensure information is easily obtained around both events to enable people of all ages and abilities (incl elderly and disabled) to access the event.</p> <p>Create an Ambassador programme to promote the event to participants and spectators globally, nationally and locally (including ex-All Blacks, now triathletes, to promote during RWC)</p>	<p>Attend 3 key international events</p> <p>Ancillary Packages created and available and the number of packages sold is tracked</p> <p>Supporters packages created and promoted and the number of packages sold is tracked</p> <p>Information published and promoted</p> <p>10 Ambassadors appointed and working effectively internationally, nationally and locally for 2012 event</p>	<p>TNZ ATEED Tri Auckland</p> <p>Tri Auckland ATEED TNZ</p> <p>Tri Auckland ATEED TNZ</p> <p>Tri Auckland</p> <p>Tri Auckland</p>
<p>2. Media: To maximise the promotion of Auckland/NZ through the TV and other media coverage</p>	<p>Ensure destination video footage, and print media, is embedded within international TV/print coverage of the event.</p>	<p>Footage included and its inclusion in the ITU international broadcast is measured</p>	<p>Tri Auckland ATEED/ TNZ</p>

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	<p>Create lead-in destination clip for international broadcasters to include in coverage</p> <p>Create human interest element to drive regional media coverage (like the 24 Ball RWC campaign) and in doing so recognise outstanding contributions to the event</p> <p>Identify and invite key international triathlon media, domestic general media, and NZ personalities to attend and compete in 2011 event (subject to budget)</p>	<p>Lead-in created and distributed</p> <p>One key idea identified and executed, and media coverage is tracked</p> <p>3 personalities identified, compete and are profiled At least 20 international media attend 2012 event</p>	<p>ATEED / TNZ</p> <p>Tri Auckland ATEED</p> <p>Tri Auckland ATEED TNZ</p>
<p>3. Youth: To maximise youth engagement with the event through social media and other channels</p>	<p>Run a schools programme throughout Auckland</p> <p>Offer youth engaged in the event the opportunity to meet and be inspired by the worlds best elite triathletes</p> <p>Incorporate youth based activities/ entertainment associated with the triathlon for 2012 event</p>	<p>Programme delivered to at least 30 schools</p> <p>All 2,000 kids participating in the opening event get the opportunity to meet the elite athletes</p> <p>Entertainment is included in planning and delivered</p>	<p>Tri Auckland</p> <p>Tri Auckland</p> <p>Tri Auckland</p>
<p>4. Fair Play: To promote the fair-play message as part of the event to increase awareness and compliance</p>	<p>Include Fair Play messaging through all communication channels to participants</p>	<p>Messaging included</p>	<p>Tri Auckland SPARC</p>
<p>5. High Performance: to provide a platform to promote the new High Performance New Zealand structure and brand</p>	<p>To include brand and explanation around new structure in event communications as appropriate</p> <p>HP athletes assigned as training mentors to</p>	<p>Branding included</p> <p>At least 5 athletes working with</p>	<p>SPARC Tri Auckland</p> <p>Tri Auckland</p>

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	<p>corporates / businesses to drive participation in corporate race</p> <p>Have an HP presence at the 2012 event, where aspiring youth can find out how to become an elite triathlete</p>	<p>corporates</p> <p>Tent is set up and appropriately manned</p>	<p>Tri NZ</p>
<p>6. Trade: To facilitate the potential investment/trade with NZ of important international individuals attending the event</p>	<p>Identify individuals of interest through ITU and other networks. Contact individuals and host as appropriate, including with government Ministers where appropriate.</p> <p>Expo to include attracting overseas distributors of NZ based triathlon/sports products such as Avanti, EMC, Icebreaker, Leppin, & Horleys.</p>	<p>At least 3 individuals identified and hosted and all hosted individuals followed up post-event</p> <p>5 NZ companies approached and given opportunity to show-case their products.</p>	<p>NZTE ATEED Tri Auckland</p> <p>Tri Auckland NZTE</p>

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Part 3: Legacy Opportunities:

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

Legacy Outcomes:	Actions:	Measure:	Responsibility:
<p>1. Triathlon Event: To host an annual world level triathlon event on the Auckland CBD waterfront from 2013 that drives participation in the sport, and significant visitation & profile for Auckland / NZ</p>	<p>Plan and prepare for this legacy event, including securing commitments from ITU, potential funders, city and other approvals required, etc. To consider hosting other triathlon/sport related conferences along-side the event</p>	<p>Event planning is complete and event secured by March 2012.</p>	<p>Tri NZ Tri Auckland ATEED</p>
<p>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</p>	<p>Develop an Age Group and ITU experience plan that includes a 'surprise & delight' philosophy and covers their end to end engagement from pre-communications to arrival, the event week, departure and follow-up. To include a kiwi 'participation memento' that they would keep to remind them of their great experience.</p>	<p>80% of Age Group competitors and ITU delegates rate the overall event experience as 4/5 or better.</p>	<p>Tri Auckland ATEED TNZ</p>
<p>3. Triathlon participation and profile: That the participation levels and the profile of triathlon increase as a result of this event</p>	<p>Capture contact details of as many spectators as possible through innovative competitions and engagement opportunities both broadcast and on-site, to include a booth for interested future participants to register interest</p> <p>Implement an elite profile marketing plan as part of the promotion of the event</p> <p>Promote participation opportunities to all spectators onsite and domestic TV audience</p>	<p>Increase in TRIBE database numbers by 10,000</p> <p>Recognition of NZ elite athletes as a household names significantly increases</p> <p>Participation messages are included in all comms</p>	<p>Tri NZ</p> <p>Tri Auckland</p> <p>Tri Auckland</p>

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	so that those inspired by watching the event are given the incentive and opportunity to give it a go in the future		
4. Event Sector: That the capability of the event sector increases to improve long term world-class event delivery	Run an observers programme that allows other event professionals to learn from this event	At least 3 individuals participate in programme and their feedback is sought and reported in terms of effectiveness of the programme	MED SPARC Tri Auckland
	Provide opportunities for students to work on the event	At least 2 students work on the event	Tri Auckland