



SEVENS WELLINGTON

7 – 8 FEBRUARY, 2014

WESTPAC STADIUM, WELLINGTON



New Zealand's leading sports event



- An iconic New Zealand event, attracting over 1 million fans since 2000.
- 5th leg of the HSBC Sevens World Series, with 16 nations competing from October - June each year.
- Home to the world champion All Blacks Sevens, the most successful team in the series.
- Televised to over 700 million viewers in 152 countries, including 1.4 million New Zealanders.
- Access to over 2.6 million followers through Sevens Wellington and our partners (online).



Tournament snapshot



- Two day event held at Westpac Stadium, Wellington.
- 16 international teams consisting of seven players a-side.
- Home tournament of the All Blacks Sevens world champions.
- 45 games with sevens minute halves.
- Over 200 volunteers.
- Over 100 entertainers performing over two days.
- Over 70,000 fans over the two days



Where are we going ...



- 2016 Sevens is an Olympic sport.
- 2016 Sevens Wellington Tournament is pre Olympic build up and qualifying round .
- Focus is on transforming the tournament to an Olympic style without losing the fun characteristic that Wellington has generated.
- Attractive to wider parts of the population building on our rugby and family zones.



Connection with Community



- Teams all train at community sport facilities.
- Future focus is on getting more community involvement.
- 2014 more active involvement around where training will take place .

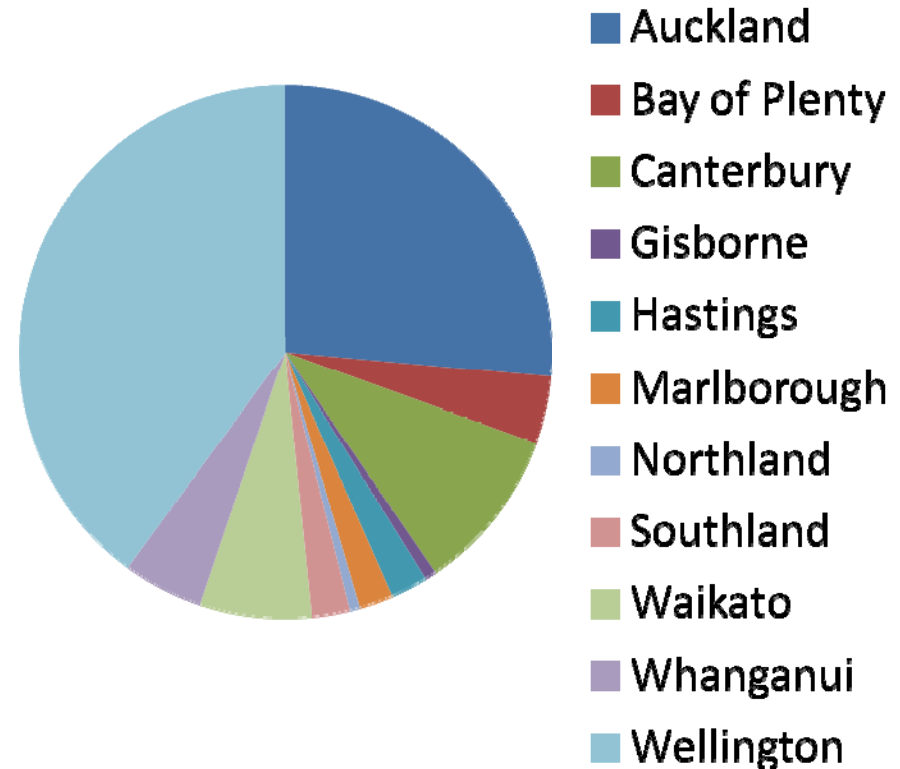


Who are our fans?



Tickets sold by region (2013)

- 64% are male.
- 42% are under the age of 34, with 25% under 24 years.
- 32% have incomes in excess of \$100,000 a year.
- 47% live in either Auckland or Wellington.
- The majority are working professionals who have families.



Challenges



- Perception of the tournament versus the active management we are undertaking with the Westpac Stadium, Police, Health Promotion Agency and Health providers.
- Transforming the tournament to be more inclusive of the Wellington communities and add more value to the City rather than just the two day event.
- Being successful in bidding for another Five years of Sevens from 2016 (process to start next year).