
Rugby World Cup 2011 village

1. The Proposal

It is proposed the Wharewaka (currently under construction) be used as the base for the World Rugby Village – which is part of Wellington’s festival of activity during Rugby World Cup 2011.

Use of the Wharewaka would provide a unique and popular base for Wellingtons hosting of Rugby World Cup. The combination of festival activity and an outstanding cultural dimension delivered by the Wharewaka would provide an unchallenged point of difference for Wellington.

Background

As part of our bid to host matches for the Rugby World Cup (RWC) 2011, Wellington committed to the construction of a World Rugby Village on the waterfront. The village will be the focal point for RWC 2011 activities – the place to soak up the atmosphere of the event, meet the players, meet friends, purchase memorabilia and find out what to do or where to go, and at the same time provide a uniquely New Zealand experience

The World Rugby Village will be a “must visit” point for visitors to Wellington during RWC 2011. Our plans include:

- The village will be themed with official RWC 2011 branding and with the flags of all participating countries.
- Subject to final confirmation from Tourism New Zealand, the large Rugby Ball exhibition that was in Paris for RWC 2007, London and Tokyo will be installed on the waterfront for several weeks around the time of the Quarter Finals.
- It will feature an information centre – a place for visiting fans to plan their day. Our Festival Ambassadors will be there to make visitors feel welcome and answer any questions.
- There will be interactive displays and event updates including large results and fixture signage.
- The Village will be place to go to see powhiri’s for visiting teams, autograph sessions and meet the player sessions.
- This will be place to buy RWC 2011 merchandise – officially licensed apparel and souvenirs.
- There will be opportunity for event sponsor promotions and giveaways and opportunities for involvement by counties participating in RWC 2011.
- It will be the base for a large outdoor screen which will feature all games in RWC 2011 live.
- It will be the base for key outdoor concerts linked to major matches held in Wellington.

- Links are being developed with Te Papa to feature entertainment each day.

Location

Wellington waterfront (Taranaki Wharf/Odlins Plaza) is seen as the ideal location for the Village.

Duration

The village is planned to be in operation from approximately 5 September to 17 October 2011.

Use of Wharewaka as base for Rugby Village

The Wharewaka (currently under construction) was identified as an ideal base for the Rugby Village. The Wharewaka would be able to host a range of village activity including:

Indoor

- large area for team powhiri's and functions
- area for information/visitor centre
- area for merchandising
- capacity for RWC 2011 theming, branding and flags of all competing nations
- space for installing interactive screens and large display boards featuring match schedule and results
- toilets
- commercial kitchen
- café.

Outdoor

In close proximity to the building will be a large outdoor screen and stage for concerts to be held in conjunction with major matches in Wellington.

Discussions have been held with the Port Nicholson Block Settlement Trust and they are supportive of the idea of basing the village at the Wharewaka.

2. Proposal Costs

Outline project costs per year										
Project Component	Operating expenses \$000									
	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20
Consents/Construction/operational costs	100	50								
Total	100	50								

3. Project Outline

The project would include provision for the following costs:

- design and project management of design features required for RWC 2011
- delivery of completed building ready for use for RWC 2011

- full access to Wharewaka in January February 2011 for test runs, media promotions, compliance with governing bodies, specialist fit-out, staff training and a 'count down' focus for RWC 2011.
- recruitment and training of staff
- securing of funding through external parties for training, enhancing village experience
- pre and post RWC 2011 promotion to schools, local community and visitors
- delivery of unique cultural experience, including powhiri's and Kapa Haka
- cultural performances, entertainers, development of an interactive displays.

4. Recommendation

It is recommended that the Wharewaka be used as a base for the World Rugby Village to provide a unique and popular focal point for Wellington's hosting of the Rugby World Cup. The combination of festival activity and an outstanding cultural dimension delivered by the Wharewaka would provide a strong point of difference for Wellington.

The use of the Wharewaka would also strengthen Council's relationship with the Port Nicholson Block Settlement Trust and the Wellington Tenth Trust and provide the opportunities for other use of the Wharewaka in the future.