

Module 2: RWC2011

Overview



RWC 2011 organisations

This module will cover:

- The organisations that are responsible for the Tournament
- How New Zealand won the rights to host the Tournament
- How countries get to participate
- And finally, some fun facts on Rugby World Cup.

IRB – International Rugby Board

The International Rugby Board (IRB) was founded in 1886. With its headquarters in Dublin, the IRB is the world governing and law-making body for the game of Rugby Union. For more information visit www.irb.com

RWCL – Rugby World Cup Limited

Rugby World Cup Limited (RWCL) is the financial engine which drives the development of the game worldwide. The revenues from RWC provide the IRB with funds that are distributed to the Member Unions to help them expand and develop the Game. Rugby World Cup Ltd, under the control and direction of the IRB, is the owner of all rights associated with the Tournament. For more information visit www.irb.com/aboutirb/organisation

NZRU – NZ Rugby Union

The NZRU is charged with fostering, developing, administering, promoting and representing the game of Rugby in New Zealand. In every aspect, the NZRU works in partnership with New Zealand's 26 Provincial Unions and many other Rugby organisations. For more information visit www.nzru.co.nz/about_us

RNZ 2011 – Rugby NZ 2011 Limited

Rugby New Zealand 2011 Limited (RNZ 2011) was established in June 2006. It's the organisation responsible for the planning and delivery of Rugby World Cup (RWC 2011) in New Zealand on behalf of its shareholders – the New Zealand Rugby Union and the New Zealand Government. For more information visit www.rugbyworldcup.com/destinationnewzealand/aboutrnz

Government

The bid to host Rugby World Cup 2011 was a joint partnership between the New Zealand Rugby Union and the Government, through Sport and Recreation New Zealand. Rugby New Zealand 2011 was established in June 2006 as a joint venture between Government and New Zealand Rugby Union. Government established the New Zealand 2011 office to leverage the opportunity New Zealand has as a RWC 2011 Host.

RWC Timeline

Key dates	Key Events
May-2005	NZRU and the New Zealand Government announced a bid would be lodged for the 2011 Tournament. Key themes of the bid would be: <ul style="list-style-type: none"> • Stadium of 4 million • All-Rugby experience
17-November-2005	Presentations were made to IRB by South Africa, Japan and New Zealand. The New Zealand presentation team: <ul style="list-style-type: none"> • New Zealand Prime Minister, the Rt Hon Helen Clark • New Zealand Rugby Union Chairman Jock Hobbs • New Zealand Rugby Union Chief Executive Chris Moller • All Blacks Captain Tana Umaga • All Blacks legend Colin Meads In Dublin, New Zealand was granted the rights to host Rugby World Cup 2011.
December 2005	NZRU and New Zealand Government announced the formation of the Establishment Board that would take over the initial planning for the Tournament.
30 June 2006	Rugby New Zealand 2011 Limited (RNZ 2011) was incorporated.
27 July 2006	Jock Hobbs (NZRU) and Trevor Mallard (Rugby World Cup Minister) finalised the formation of Rugby New Zealand 2011 Limited, the Tournament organisers, which replaced the Establishment Board.
Oct 2006	RNZ 2011 presented the Tournament Master Plan and Budget to RWCL, which endorsed both documents.
November 2006	RNZ 2011 and the IRB announced the window for the Tournament would be September–October 2011.
24 July 2007	The Rt Hon Helen Clark opened the RNZ 2011 offices in central Wellington.
September 2010	One Year to Go - The New Zealand 2011 Office and Rugby New Zealand 2011 led and co-ordinated regional activities around New Zealand to celebrate One Year To Go to the start of RWC 2011. Visit www.nz2011.govt.nz/one-year-to-go to view One Year to Go video Giant Rugby Ball promoting Rugby World Cup 2011 Opens To mark the one year countdown and to promote Rugby World Cup in New Zealand the Giant Rugby Ball was installed in Sydney.
9 September 2011	Tournament will kick off at Eden Park in Auckland. Real New Zealand Festival launch.
7,8,9 October 2011	Quarter-finals of Rugby World Cup 2011 will be played
22,23 October 2011	Semi-finals and Final of Rugby World Cup 2011 will be played.

If you want to know more facts about New Zealand's bid for Rugby World Cup 2011 you can go to www.rugbyworldcup.com and download the [Rugby New Zealand 2011 Fact Sheet](#)

Tournament format

Pool allocation draw

- 20 Tournament teams
- 12 automatic qualifiers (automatic qualification based on performance at last tournament)
- pool allocation draw – 1 December 2008

POOL A	POOL B	POOL C	POOL D
 ALL BLACKS NZL	 ARG	 AUS	 RSA
 FRA	 ENG	 IRE	 WAL
 TGA	 SCO	 ITA	 FJI
 CAN	 GEO	 RUS	 SAM
 JPN	 ROM	 USA	 NAM

Road to RWC 2011 Final

Quarter-final 1: Winner Pool B v Runner-up Pool A

Quarter-final 2: Winner Pool C v Runner-up Pool D

Quarter-final 3: Winner Pool A v Runner-up Pool B

Quarter-final 4: Winner Pool D v Runner-up Pool C

Semi-final 1: Winner QF1 v Winner QF2

Semi-final 2: Winner QF3 v Winner QF4

Bronze Final: Runner up SF1 v Runner up SF2

Final: Winner SF1 v Winner SF2



To summarise, the two top teams from each pool play in the quarter finals. The winner of each quarter final, play in the semi-final. The winner of the semi-finals play in the final

Sponsors

Supporting Rugby World Cup 2011 are several organisations. This topic will focus on the official sponsors, suppliers and worldwide partners.

Go to www.rugbyworldcup.com

Worldwide Partners

- Heineken
- ANZ
- DHL
- Emirates
- Master Card
- Societe Generale

Official Sponsors

- Toshiba
- Land Rover
- Brancott Estate

Tournament Suppliers

- Russell McVeagh (Official Law Firm)
- Canterbury (Official Sportswear Supplier)
- Gilbert (Official Ball Supplier)
- KPMG (Official Accounting & Tax Advisory Services)
- Coca Cola (Official Non-alcoholic beverages Supplier)

Regions and Hosts

Here is some research for you to do. Go to www.rugbyworldcup.com. The objective of this activity is to find out the closest match city to your home town and where teams will be hosted

Rugby New Zealand 2011 is committed to spreading Rugby World Cup 2011 around New Zealand, to give as many communities as is reasonably possible the chance to experience the excitement of the Tournament, and through this, to truly bring to life New Zealand's "Stadium of Four Million".

A **match location** is where spectators can go to see the games, such as Eden Park.

A **host city** is where international teams will be based.

RWC Quiz

Test your knowledge on the Rugby World Cup. Circle the correct answer for each question. Check how you went, the answers are found at the end of this module.

Questions	Answer options (Circle One)
1. What year was the first Rugby World Cup Tournament?	1979 1983 1987 1991
2. How old was the youngest player to play in a Rugby World Cup Match?	17 years 18 years 19 years 20 years
3. How old was the oldest player to play in a Rugby World Cup match?	34 years 35 years 36 years 37 years
4. Who scored the opening try of the Rugby World Cup 1987?	Michael Jones David Kirk Nick Farr-Jones Matt Burke
5. How many times has Georgia competed in a Rugby World Cup?	1 2 3 4
6. Which team has been involved in the most opening matches at Rugby World Cup?	New Zealand Argentina England Australia
7. Who has the most Rugby World Cup points?	Michael Lynagh Grant Fox Jonny Wilkinson Gavin Hastings
8. Who has scored the most Rugby World Cup tries?	Jonah Lomu Rory Underwood David Campese Brian Lima

**Summary of
Module**



Answers to Quiz

We covered:

- The structure of the organisations involved in delivering Rugby World Cup 2011
- The bid from New Zealand
- How the Tournament works
- The sponsors, who help make it all, happen.

1. 1987
2. 19 years
3. 36 years
4. Michael Jones
5. 2
6. Argentina
7. Gavin Hastings
8. Jonah Lomu