

Module 1: Welcome and Overview

Overview



Kia ora

It's choice to have you on board the Hosting team. Our team is known as the face of the Tournament and we play these vital roles:

- We support all host regional activity
- We provide vital information to visiting fans and spectators
- We are also known as the "Face of the Tournament" the power behind the scrum. We provide the welcoming, helpful and friendly face during Rugby World Cup 2011 Tournament.

Do you have what it takes to be a great host? Are you able to provide all our visitors an unforgettable experience that excites and entertains visitors while showcasing New Zealand's welcoming culture, spirit and passion?

He Ringa Manaaki Nau mai harere mai ki tou tatou tema – The expression of love and hospitality towards our visitors, welcome to our team.

Team roles



Regional City Operations Manager

There are six Regional City Liaison Managers (RCLM) roles working within the 18 Match Venue and Team Host regions in the lead up to and during the Tournament. The RCLM role covers six key areas of responsibility, these are:

- City Liaison and Stakeholder Relationships
- Fanzones
- City dressing
- Airport Coordination
- Host Volunteers
- City Operations

Regional Workforce Manager

The Regional Workforce Manager is responsible for the "Team 2011 experience". They are trained Rugby New Zealand 2011 Ltd staff who oversee and lead in-venue Workforce Squad while delivering Workforce activities. They ensure all services are delivered to a high standard and maintain workforce principles activities. They provide support and advice to the regional management team, monitor team morale, engage and inspire all of Team 2011 to ensure performance is optimised.

Team roles



Host Workforce Manager

The Host Workforce Manager is located in the Workforce Centre. They are responsible for the overall management of Workforce Centre within host cities & towns and the well being of Team 2011 representatives. They are an integral part of engaging with Team 2011 representatives who do not report to the venue. They also ensure that activities around the cities and towns are running smoothly.

Festival/Tourist Information Host Team Leader

Responsibilities include:

- ensuring the team supports the smooth running of activity within the site
- liaise with local i-SITE manager for daily information updates
- working through any escalated issues
- monitoring the general morale of the team
- ensuring staff support through effective and coordinated delivery
- being an effective and well organised leader
- setting an example of good customer service
- monitoring team attendance and service levels.

In some regions the Festival Host and Tourist Information Host role are interchangeable, while in other regions they may be very distinct. Both roles are critical to the success of the Tournament and great visitor experience.

Festival/Tourist Information Host

The Festival Hosts will be the 'Face' of the festival. Provide general operational support to ensure the successful delivery of activities outside of the stadia and ensuring each visitor has a positive experience by:

- answering general enquiries
- directing people to i-SITE and other key visitor information areas
- providing directional and venue safety support to visitors
- provide information on the festival programme and activity
- facilitating crowd movement
- provide information on Fanzones and festival programmes and activity
- Provide directional/wayfinding support to visitors.

Team roles continued



RWC 2011 Festival Host will be located in many different areas around the region. These could include:

1. festival and special event sites
2. official Fanzones
3. walking routes to the stadia
4. streets around the stadia
5. streets around the festival and Fanzones.

In some regions the Festival Host and Tourist Information Host role are interchangeable, while in other regions they may be very distinct. Both roles are critical to the success of the Tournament and great visitor experience.

Transport Hub Team Leader

Manage all Transport Hub Hosts within key areas. Responsibilities include:

- ensuring the team supports the smooth running of activity within the site
- working through any escalated issues
- monitoring general morale of the team
- setting an example of good customer service
- monitoring team attendance and service levels
- ensuring staff support through being an effective and well organised leader.

Transport Hub Host

Located at key transport hubs around the regions cities and towns to ensure that when people arrive or are moving around they are greeted by a friendly face, recognisable in the Team 2011 uniform, who can assist them. Providing transport and visitor information will be a key part of this role and will be achieved by:

- answering general enquiries
- providing regional information
- directing people to key activity areas
- provide information on transport options: bus, train, taxi, walking routes.
- facilitating crowd movement
- directing people to transport information points.

Located at a variety of places around the region. These could include:

- Train stations
- Bus terminals
- Ferry / port terminals.

Team roles continued



Airport Host Team Leader

The Airport Host Team Leader provides a welcoming face and RWC 2011 tourism advice and services to visitors travelling through airports across the country throughout the tournament.

This role needs to:

- answering general enquiries
- understand the role of the Airport Host and ensure they are armed with the tools and resources required to carry out their role
- ensure the team supports the smooth running of activity within the site
- ensure the team supports and works within the protocols and requirements of the airport
- ensure the team understand the appropriate safety & security information within the airport environment
- work through any escalated issues
- monitor general morale of the team
- monitor team attendance and service levels
- set an example of good customer service
- support staff through being an effective and well organised leader.

Airport Host

Provide a welcoming face and RWC 2011 visitor advice and services to visitors travelling through airports across the country throughout the Tournament. This will be covered by:

- answering general enquiries
- directing people to the airport i-SITES and other key visitor information areas
- provide information on the Fanzones and festival programme and activity
- providing airport specific directional/wayfinding support to visitors
- assist with Team Acknowledgements, crowd support, wayfinding and general assistance
- where required, assist the Team 2011 VIP Airport Host team and Transport teams.

The Airport Host will be required to understand some safety & security information within the airport environment.

Team roles continued



Workforce Squad Team Leader

The Workforce Squad (Out of Stadia) Team Leader is located in key Workforce Centres outside of stadia around the city and region. Their responsibilities include; scheduling management and ensure the team supports the smooth running of activity of the outside stadia site.

Workforce Squad

The Workforce Squad (Outside of Stadia) assist the Host Team Leader in ensuring that support is provided so that all functions can operate effectively and efficiently. Their responsibilities include; checking-in Team 2011 representatives, Tournament time scheduling support and assisting with meal voucher distribution.

Tourist Information

The Tourist Information Host role is very similar to the Festival Host role. The main emphasis is providing information to visiting fans, support host region activity and referring people onto i-SITES.

In some regions these roles are interchangeable, while in others they are very distinct. Both roles are critical to the success of the Tournament and a great visitor experience.