

## Leverage & Legacy – October 2014

Key Objective	Overall Measure	Status	Commentary
<b>Participation</b>	10% more U-20 NZ'ers playing Football by 2016  200,000 new fans by 2016		<p><b>Wins:</b> Concerted effort between the LOC, NZF and Federations to accelerate the College Futsal programme. This has been achieved by applying Sport New Zealand Leverage and Legacy funding of \$200k and the LOC successfully seeking \$150k funding from New Zealand Football Foundation. NZFF supported this project because it bridges the gap between the sport and secondary schools. The support of NZFF has also assisted in leveraging further regional funding, namely \$227k from Sport Auckland for Northern Football Federation and Auckland Football Federation.</p> <p><b>Challenges:</b> A challenge may be the ability of some federations to grow participation via their own strategies (eg Mainland) at a time when registrations have been declining in their region. Achieving a fan base of 200,000 may be a challenge – 6.2% of target achieved</p>
<b>Diversity</b>	Cultural fan activations which celebrate all 23 visiting countries  Support 3 ethnic based Football tournaments		<p><b>Wins:</b> The NZ Communities Cup (attended by men's and women's ethnic teams) will receive \$15k support from the LOC in November 2014. Hamilton City Council has increased its support of its ethnic tournament to assist profile for the FIFA U-20 WC 2015.</p> <p><b>Challenges:</b> Ensuring clubs take up the opportunity to adopt NZF guidelines on including ethnic groups</p>
<b>Capability</b>	7 new/improved fields  100 new administrators  200 new referees  500 new coaches		<p><b>Wins:</b></p> <p>Volunteer programme is underway and includes invitation to volunteers to offer themselves for future roles in Football administration, refereeing and coaching. The College Futsal programme will bring forward a new generation of administrators, referees and coaches, offering as it does NCEA credits. Infrastructure benefits are in place, including 4 new fields being built at Springs Flat in Whangarei, 2 sand carpets in Hamilton, and 3 sand carpets in Christchurch. Christchurch City Council has underwritten the \$1.65m cost of its 3 fields, and deducted from this will be the FIFA contribution of \$US200 and any funds it secures from other third parties. Whangarei District Council's costs for the 4 new fields is \$1.6m and it is building new ground</p>

			<p>facilities worth between \$500k and \$800k – brought forward because of the FIFA U-20 WC 2015.</p> <p><b>Challenges:</b></p> <p>Achieving target numbers in coaches and referees – we are working with NZF on programmes in 2015. Volunteer programme and College Futsal are good contributors</p>
<b>Tourism and Trade</b>	46 tourism, business and/or education-related events, activities or publications		<p><b>Wins:</b> Access achieved by LOC to FIFA.com for NZ Inc and host cities</p> <p><b>Challenges:</b> Ensuring we hit Key Measures for NZ Inc in the short time frame after teams qualify and the Official Draw</p>

## NATIONAL INITIATIVES ALIGNED TO OUR KEY OBJECTIVES

### Objective 1 Participation:

#### More U-20 New Zealanders playing and supporting Football

**Overall Measure:** 10% more U-20 New Zealanders playing Football and 200,000 new fans by 2016

Actions:	Measure:	Status	Commentary
<b>INITIATIVES</b>			
Deliver an accelerated NZF Futsal growth strategy focused on the College Futsal programme and host a Futsal Communities World Cup around FIFA U-20 World Cup New Zealand 2015	Futsal Communities World Cup programme grows participation in College Futsal from 11,218 in 2013 to at least 30,000 in 2016		L&L Funding in place from SNZ and NZFF. Auckland Sport funding of \$227k. NZF funding agreements in place with Federations.
Deliver promotional activity around Futsal and provide long-term Legacy for NZF/Federations	Source and import transportable Futsal Court for FIFA U-20 World Cup promotional purposes and leave as Legacy for NZF – paid for by LOC		Completed
Regional Federations grow Participation through implementation of next phases of Whole of Football Plan (including rollout of Junior Framework)	Growth of 6.47% in NZF-registered Player participation nationally (from 90,218 in 2013 to 96,061 in 2016), excluding the Futsal		Target may be challenging for some, with Mainland being a potential issue, having declined continually in recent years. However without any FIFA U-20 activity Auckland recorded a 1.8-2% increase in player numbers this year. Northern grew 8% last

	Communities World Cup programme		year and Waikato Bay of Plenty 4-5% last year.
	Total contribution from above actions will grow Player participation by more than 10%		Futsal initiatives on track to contribute strongly to achievement of Participation targets
Leverage U20 profile by co-ordinating with NZF development strategy to co-promote the Whole of Football Youth Framework rollout	2 local media releases in each host city publicising Youth Framework and linking it to the U20 pathway		NZF says Youth Framework will be ready but may not roll out next year. However NZF will have youth products to promote
Deliver a FIFA Grassroots Programme to youth around New Zealand, incorporating the FIFA 11+ (injury prevention) programme	Each city and region, plus agreed Oceania countries, hosts at least 1 training clinic where FIFA trainers deliver Grassroots programme material		Federations have advised NZF they wish to implement this programme in February and NZF will apply to FIFA
Compile a data base of fans and deliver it to NZF post-event in useable form for future NZF use	NZF receives a data base of 200,000 fans from LOC and has permission to send fans future marketing information		6.2% of target achieved. Challenging reaching clubs through NZF database. Fan numbers expected to rise around qualifying and draw.
<b>BUSINESS AS USUAL</b>			
Execute the Marketing Plan for the tournament. Specific initiatives which will help grow participation and fans include 'stunt' activations in each host city and:			
- Nationwide trophy tour	Trophy tour goes to at least 10 cities		Tour completed and measure exceeded – 61 towns and cities visited
- International Football stars visit NZ	2 Football stars visit NZ in the lead up to the tournament, subject to Tourism NZ support		Propositions in market – stars being sought
- Fan and activation zones in city centres	Each of the 7 host cities have a fan and activation zone in the city centre		Plans made clear to each city at NZ Inc Regional Forum
- U-20 team visits to schools, clubs and city centres	All teams conduct at least one visit during		LOC working with regions on plans

	their time at the tournament		
- Schools programme including studying the tournament in the curriculum	Agreement with Education Ministry for inclusion 2nd term 2015		LOC engaged with NZF on its curricula programme
- Legacy signatures	Memorabilia(e.g. balls, shirts) provided to each city for U20 player signatures		WIP
- 'Star' coaches visit schools	2 star coaches attend programmes at 30 schools, subject to FIFA support		WIP
Support NZ U-20 team build up to the tournament through assisting with facilitating warm up matches with host cities.	At least 3 warm up international matches for NZ U-20 team hosted in a cost effective manner		LOC and NZF working together on this – LOC liaised with cities on mooted Uzbekistan visit and identified financial support from one city. Visit did not proceed. Further opportunities being discussed for early 2015.

## Objective 2 Diversity:

### Celebrate multi-cultural New Zealand

**Overall Measure:** 23 cultural fan activations based around participating countries; and support 3 ethnic based football tournaments

Actions:	Measure:	Status	Commentary
<b>INITIATIVE</b>			
Refer NZF Futsal initiative above under Participation. This initiative will also target ethnic communities to participate in the programmes and tournament	College Futsal programmes increase participation, including by ethnic participants, from 11,218 in 2013 to in excess of 30,000 by 2016		Initiative well underway and LOC is supporting ethnic tournaments, including NZ Communities Cup and Ramadan Tournament involving embassies in Wellington
Deliver activations in the immediate lead up to the tournament based around celebrating each of the countries that has qualified, to be located where each country is hosted for the first round	Activations or festivals which celebrate the qualification of all 23 qualifying countries Each team is adopted by a club and community		WIP with cities
NZ Football introduces new formal guidelines for clubs	NZF formalises diversity strategy. 10		WIP with NZF



to assist them to welcome ethnic groups into clubs (Also see Objective 3 Capability)	pilot clubs agree guidelines with NZF welcoming ethnic groups		
Initiate, promote and assist ethnic Football tournaments	3 tournaments are held in conjunction with U-20 WC 2015, including College Futsal World Cup and NZ Communities Cup, and Hamilton City Council increases funding from \$10k for regional/national festival		All underway/achieved
As part of the Schools Programme, competitions (eg school dressing/poster/mural competition about visiting teams and link to Football) held in schools	At least 100 schools participate		WIP with NZF

## Objective 3 Capability:

### Grow Football capability

**Overall Measure:** 7 new fields, 100 new administrators, 200 new referees, 500 new coaches, Quality Mark – 50 clubs

Actions:	Measure:	Status	Commentary
<b>INITIATIVE</b>			
NZ Football introduces new formal guidelines for clubs to assist them to welcome ethnic groups into clubs (Also see Objective 2 Diversity)	NZF formalises diversity strategy. 10 pilot clubs agree guidelines with NZF welcoming ethnic groups		WIP with NZF – need to monitor to ensure pilot clubs achieved
Utilising successful execution of the tournament to build the case for future event hosting, e.g. Football's Women's World Cup - produce document outlining New Zealand's success in being awarded three FIFA events in 16 years	Case outlined in Post-Event Report, and broken out into separate report		WIP

Actions:	Measure:	Status	Commentary
Create a clear offering and pathway for tournament volunteers into future roles within Football – administrators, coaches, referees	<p>100 volunteers matched with opportunities in Football support roles</p> <p>200 new referees 2015-2016</p> <p>500 new coaches 2015-2016</p> <p>Clubs nominate 100 youth for leadership training</p> <p>Access research carried out by Rugby World Cup on ways to take volunteers onward into the sport</p> <p>(Accelerated College Futsal programme will grow referees, coaches and administrators through NCEA credits)</p>		<p>Underway – NZF identified best way to take Volunteers forward into sport was to include questions in the recruitment form and interviews to identify volunteers who wish to be involved in Football administration, refereeing, coaching</p> <p>Rugby World Cup material was accessed by the Volunteer Manager.</p> <p>Accelerated College Futsal programme is underway</p>
Deliver legacy infrastructure upgrades in stadia	Provision for additional 5,000 seats at North Harbour and improved VIP seats in at least one stadia.		Completed/underway
Deliver additional sports fields and improvements to quality of existing fields	At least 7 new or improved sports fields		Achieved or in completion phase (3 new sand carpets in Christchurch, 2 new sand carpets and one upgrade in Whangarei, 2 upgraded fields and equipment in Hamilton).
FIFA pitch management visits to stadia and national workshop for stadia & training grounds staff	<p>Trainers secured from FIFA and hold sessions in 10 NZ centres and 5 Oceania centres</p> <p>FIFA-funded tour of all stadia, training grounds and national workshop held</p>		FIFA has sent specialists in turf management for one inspection of New Zealand grounds to date
Initiate and run an Observer Programme at the event – for New Zealand and Oceania	Programme agreed with MBIE and run in May-June 2015 with attendees from 5 NZ sports organisations and 5 Oceania attendees		FIFA has agreed to include some additional attendees recommended by LOC in Observer Programme

Actions:	Measure:	Status	Commentary
Conduct international media experience training for NZ players	3 media training sessions for NZ players		To be discussed with NZF
<b>BUSINESS AS USUAL</b>			
Accelerate commercial opportunities for Football	Secure event partners which introduces 2 new commercial organisations to Football		WIP
Capture the increase in NZ event capability through the workforce engaged in delivering the tournament	Outline event capability in post-review report		WIP
Use VolunteerNet to capitalise on existing availability of volunteers	500 volunteers recruited from VolunteerNet database		VolunteerNet has been accessed and recruits are being sourced from there. A minimal number (10) to date.

#### Objective 4 Tourism and Trade:

More people become aware of New Zealand, and increase preference to visit, study or conduct business here

**Overall Measure:** LOC assists with delivery of at least 46 tourism, business and/or education-related events, activities or publications

Actions:	LOC Measure*:	Status	Commentary
<b>INITIATIVE</b>			
Identify tourism, business and/or education-related hosted opportunities for the international media attending the tournament from key markets, to ensure broader stories and coverage than just the tournament	At least 9 media hosted activities including opportunities surrounding the tournament draw, a tournament welcome and 7 regional events		WIP – Official Draw provides an initial opportunity and this is being progressed with NZ Inc by the Promotional Events Manager
Deliver business engagement opportunities for NZ businesses, host regions, industry sectors and commercial partners	Confirm VVIP/VIP profiles for U-20 events with FIFA Identify at least 14 senior business opportunities for NZTE to present to NZ companies Identify at least 5 pre-event hosting		WIP – Commercial Director working in liaison with NZTE on potential VIP and sponsor visits Education NZ introduced by LOC to Oceania Football Confederation to investigate international student opportunity. Opportunity at FIFA World Cup in Brazil not achieved. LOC will

Actions:	LOC Measure*:	Status	Commentary
	opportunities at or in association with NZ diplomatic posts aligning with NZ Inc priority markets, including an opportunity at the FIFA World Cup Brazil 2014		recommend other pre-event hosting opportunities as teams qualify
Build communities for NZ Inc agencies by access to audiences through FIFA.com, social media channels, media guide and some official tournament guides	Establishment of a New Zealand page on FIFA.com which, subject to FIFA agreement, the LOC will make best endeavours to expand with business and tourism information Access to the FIFA U-20 Facebook page		Win for LOC and NZ Inc plus host cities with FIFA agreeing to FIFA.com access and inviting submission of material
Provide opportunities for the NZ Inc media programme to distribute colour pieces about New Zealand (tourism/business/study destination)	Assist with the delivery of B-roll, 1 New Zealand and 7 regional vignettes and colour pieces produced for host broadcaster and rights holders		On track
<b>BUSINESS AS USUAL</b> Create an Ambassador programme including off-shore people who can raise the profile of the tournament and New Zealand	Identify and enlist 10 Ambassadors and execute Ambassador programme		Domestic ambassadors in place and international star ambassador(s) being sought
Ensure the messages within "The New Zealand Story" are incorporated within communications to all media	50% of all media releases reference NZ Story key messages Tourism NZ and NZ Trade and Enterprise provide material for regional marketing and this is incorporated in all host city materials Tourism NZ to have input on communications plan to international media		WIP – to be discussed further with NZ Inc



Actions:	LOC Measure*:	Status	Commentary
Assist NZ Inc. to engage with FIFA's & LOC's sponsors' broadcasting/marketing teams	LOC introduces Tourism NZ/NZTE to all sponsors LOC to present business opportunities for NZTE into sponsors itineraries		WIP – Commercial Director pursuing opportunities

\*The LOC will be responsible for delivering these measures. Specific quantities may be varied in consultation with NZ Inc Partners

\*\*NZ Inc Partners will be responsible for determining leveraging strategies and activities