



WORLD CLASS SEVENS RUGBY – BAY OF PLENTY SEVENS STRATEGY 2013

Our **Game.** Our **Advantage.** Our **Future.**

A product of the Bay of Connections Economic Strategy.

VISION *The Bay of Plenty is the world's leading Sevens Rugby service provider.*

GOAL *A Sevens Rugby programme that attracts the interest and commitment of the world's Sevens nations, delivering sporting and economic benefit to the Bay of Plenty through employment, investment and revenue.*

ACCELERATING GROWTH OF SEVENS RUGBY INTERNATIONALLY

The Opportunity

The inclusion of Sevens Rugby in the 2016 and 2020 Olympics, combined with the increasing growth in the worldwide Sevens competition, has raised the profile of the game to a whole new level on the international stage.

Sevens Rugby has experienced a substantial increase in participation, commercial growth and media coverage in the past five years. The sport is attracting new players, supporters, sponsors, commercial interests and funding.

New Zealand has set the international benchmark for Sevens Rugby performance, with a proven ability to deliver results year on year. With new and increased Olympic and International Rugby Union funding, the world is looking to New Zealand for the knowledge and training to enter the world Sevens arena.

The opportunity to train in New Zealand, to be coached by New Zealanders and to fully immerse in New Zealand's Sevens Rugby culture is a significant attraction for Sevens Rugby nations.

Sevens Rugby Bay of Plenty

The Bay of Plenty is the home of Sevens Rugby and is at the forefront of the game's knowledge and development in New Zealand. The region is home to the coaches of both the All Black Sevens Rugby team, internationally renowned Sevens expert Gordon Tietjens, and the New Zealand Women's Sevens team, Sean Horan. The Bay of Plenty is also the destination of choice for

national teams during their build up to key events, in addition the Bay of Plenty has secured the hosting rights for the National Sevens Tournament in Rotorua in 2014 and 2015, cementing its place as the New Zealand home of Sevens.

The region has three rugby stadiums – two are used at a Super 15 and international rugby level – along with numerous sports grounds and training facilities, including aquatic centres and schools. The Bay of Plenty Rugby Union also has a specialised High Performance coaching group, with a specific focus on Sevens Rugby.

The Bay of Plenty is located just a short drive from New Zealand's largest city and international airport, Auckland. The region itself has an international airport in Rotorua, along with two domestic airports in Tauranga and Whakatane, connecting it with every other city and town around the country. The area is renowned for its temperate climate, diverse geography, stunning scenery, beaches, lakes, rivers and native bush. It also has an attractive and sound infrastructure, including quality accommodation, attractions, restaurants, public transport, medical centres and education networks.

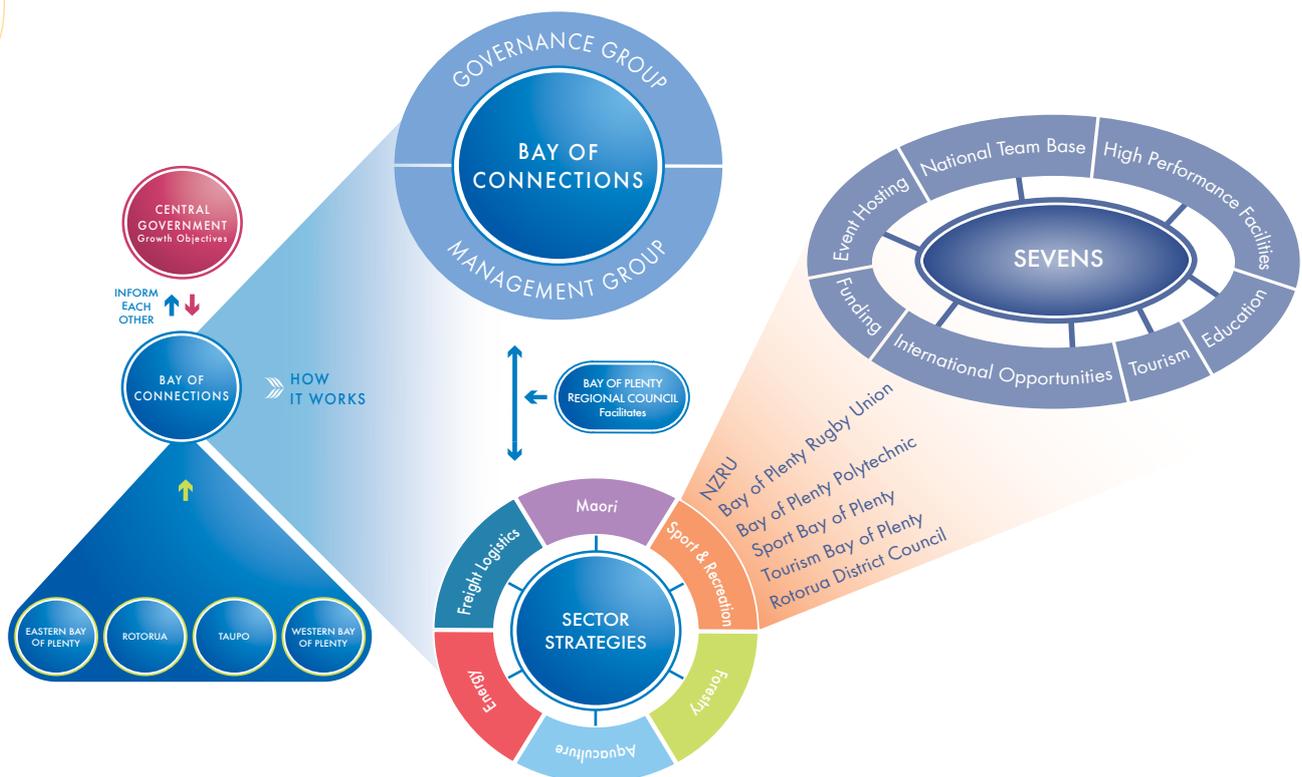
The Bay of Plenty has the people, skills, expertise, facilities and location to be the international Sevens Rugby service provider of choice for players, coaches, management and rugby organisations.

SEVENS STRATEGY

THE SEVEN FOCUS AREAS OF THE SEVENS STRATEGY

The Bay of Plenty Sevens Rugby Strategy has seven focus areas. These areas link local, regional and national groups and organisations to grow Sevens Rugby and leverage sustainable economic development opportunities for the Bay of Plenty region — through employment, investment and offshore revenue.

A critical success factor for the strategy is the continued support of the New Zealand Rugby Union (NZRU). The Union's understandable priority is the success of New Zealand teams in both Sevens and Fifteens Rugby. The Bay of Plenty continues to work closely with the NZRU around the development of the region's Sevens Rugby programme for the benefit of all involved.



1. EVENT HOSTING

The international Sevens Rugby market has a strong interest in New Zealand and its Sevens Rugby intellectual property, driven by a proven track record and ongoing success. Hosting quality, competitive tournaments in the Bay of Plenty provides opportunities to host international teams and further expose them to the region's Sevens Rugby environment. Ultimately this will generate interest and demand for the Bay of Plenty's coaching skills and expertise. The Bay of Plenty is off to a good start, winning the bid for the National Sevens Tournament in Rotorua in 2014 and 2015. International hosting opportunities will be explored around this tournament, which will be used as a basis for leveraging international events.

2. NATIONAL TEAM BASE

The Bay of Plenty is the destination of choice for the All Black Sevens team as their High Performance training base before and after IRB World Sevens Rugby Series tournaments. The team's coach, internationally renowned Sevens expert Gordon Tietjens, is based in the Bay of Plenty and is committed to remaining in the region. The coach of the New Zealand Women's Sevens Rugby team, Sean Horan, is also based in the Bay of Plenty.

These teams' regular presence in the Bay of Plenty offers a significant boost for hosting events and teams, combined with the facilities, knowledge, tourism and education options that the region offers.

There are also opportunities to leverage the growing women's game as the IRB Women's Sevens Rugby Series begins in 2012/2013.

The global value of 7s is expected to increase to more than NZ\$90 million per year over the next 10 years

3. HIGH PERFORMANCE FACILITIES AND TRAINING COURSES

The Bay of Plenty will build on its existing facilities and capabilities to establish quality, high performance infrastructure that will contribute to the maintenance and growth of its Sevens Rugby profile. The Bay of Plenty Rugby Union is working closely with the NZRU, along with local and regional councils and sporting organisations, to ensure Sevens Rugby opportunities feature in future planning, and that these plans meet the relevant international requirements.

4. EDUCATION

The education providers and sporting expertise based in the Bay of Plenty, combined with New Zealand's rugby intellectual property, provide the framework to deliver a sport and learning package that is sought after by international Sevens nations.

The Bay of Plenty Polytechnic (Tauranga) and Waiariki Polytechnic (Rotorua and Whakatane) are renowned tertiary institutions that are available to supply recognised courses and classes to international visitors and athletes. In particular, Waiariki has a successful Sports Academy that is already proving to be a winning formula for physical and education training, with several athletes competing on the international stage, including the Olympics. The training structures available in the Bay of Plenty will complement the Sevens Rugby programme and training, providing athletes not only with the technical and mental skills required for the physical game, but also learning and career development for the future.

Each area of the Bay of Plenty region has established relationships with 'sister cities' in Japan and China. These are countries that are high priority targets for both Sevens Rugby and education revenue, making this an exciting dual opportunity for the region.

5. TOURISM

The Bay of Plenty is surrounded by beautiful beaches, stunning lakes, offshore islands, native bush, distinctive towns, a rich history, unique Maori culture, warm sunny weather, and hundreds of different activities and attractions from adventure,

to fishing, hiking and relaxing. Rotorua, in particular, is the historical home of tourism in New Zealand, and the Bay of Plenty and its people have been welcoming visitors for more than 100 years.

The growth of Sevens Rugby in the Bay of Plenty provides significant potential opportunities for the tourism sector, with recreational and team-building activities a key part of any Sevens Rugby programme. Key relationships are being forged between the two sectors, with a focus on establishing clear communication channels to maximise the opportunities for both.

IRB
will invest
NZ\$270
million
on Sevens
development
programmes over
the next 4 years

6. INTERNATIONAL OPPORTUNITIES

The successes of past and present All Black Sevens teams have seen New Zealand secure its place as the most successful Sevens Rugby nation in the world. The New Zealand Women's Sevens Rugby team is shaping up to be an international force to be reckoned with, with good successes in recent years. These successes have put New Zealand on the map with demand from international teams, individual players and coaches all determined to up-skill in Sevens Rugby – and to learn from the best, here in New Zealand.

As the home of Sevens Rugby, the Bay of Plenty will utilise these resources to establish specific Sevens Rugby training and coaching programmes to attract domestic and international teams, individuals and coaches, in both the men's and the women's game. A key part of the future Sevens Rugby growth will come from women's sevens, with a commitment from the IRB to fast-track the sport's development for women. New Zealand

has traditionally been a dominant force in women's rugby, and this excellence flows through to the shorter version of the game.

The Bay of Plenty will be promoted as the hub for Sevens Rugby excellence, both domestically and internationally, and will be the world's leading service provider for all aspects of the game – both men's and women's.

This brings benefits not just to rugby in the region, but also to associated businesses, service providers, tourism operators and accommodators, education providers and local communities.

7. FUNDING/REVENUE

There are a variety of funding opportunities available to reinforce the Bay of Plenty as the world's leading Sevens Rugby service provider.

EVENTS

The establishment of world-class, quality events will drive significant economic benefit and new revenue to Sevens Rugby in the Bay of Plenty, as well as local communities. The revenue derived from hosting international Sevens nations will ensure the focus on international opportunities becomes self-funding, delivering greater growth to the region.

THE OLYMPICS AND NATIONAL/INTERNATIONAL PARTNERSHIPS

The inclusion of Sevens Rugby in the 2016 and 2020 Olympic Games has resulted in a greater level of High Performance Sport New Zealand funding for the development of the success of the game in New Zealand. In addition, International Olympic Committee and International Rugby Board funding is available for developing nations with an interest in fostering Sevens Rugby.

PROJECT SEED FUNDING

The Sevens Rugby Strategy requires initial project development funding. Partnerships established by the Bay of Plenty Rugby Union will provide the seed funding required.



**WATCHED
THE 2011
SEVENS
SERIES**

ACTION PLAN

FOCUS AREA	ACTION	WHO	WHEN
1. EVENT HOSTING	Bid for National Tournament Host Provincial Tournament Develop new tournaments targeting A Grade teams Develop concept for exhibition/festival Sevens Rugby events	Bay of Plenty Rugby Union (BOPRU) BOPRU BOPRU BOPRU & Partners	Achieved Ongoing Active Active
2. NATIONAL TEAM BASE	Strengthen ongoing communication channel with NZRU Understand NZRU requirements Work in partnership with local stakeholders to provide international standard facilities Establish partnerships to deliver additional requirements	BOPRU BOPRU BOPRU & Partners (Local Councils) BOPRU & Partners (Councils, Commercial entities)	Active Active Ongoing Active
3. HIGH PERFORMANCE FACILITIES & TRAINING COURSES	Establish international benchmark for high performance facilities Undertake an audit of regional facilities, including international benchmark Establish High Performance course framework Deliver coach/player development programme	BOPRU BOPRU BOPRU & Partners BOPRU	Active Active Active Active
4. EDUCATION	Develop learning and career development curriculum Connect with Sister Cities Establish Sevens education hub	BOPRU & Partners (Tertiary Institutions) BOPRU & Partners (Local Councils and Tertiary Institutions) BOPRU and Partners (Tertiary Institutions)	Active Active Active
5. TOURISM	Connect with Rotorua and Bay of Plenty Tourism authorities Develop team hosting programme	BOPRU BOPRU and Partners (Tourism Offices)	Active Active
6. INTERNATIONAL OPPORTUNITIES	Create team hosting product Establish and connect with target countries Work with local Sevens Rugby identities to gain support and develop international offering	BOPRU BOPRU BOPRU	Active Active Active
7. FUNDING	Leverage funding framework from key event hosting opportunities (see Event Hosting above) Target Olympic and IRB funding for developing nations Establish local, regional and commercial partnerships for initial seed funding	BOPRU BOPRU BOPRU	Active Active Active

CONCLUSION

The Bay of Plenty as the international home of Sevens Rugby is a realistic and achievable vision for the region. The Bay of Plenty's strengths in Sevens Rugby intellectual property, people, events, culture, infrastructure and key partnerships provide a solid framework and network for a Sevens Rugby sector to thrive in the region.

These aspects, combined with a proven track record, prime geographic location and physical infrastructure, means the Bay of Plenty has a competitive advantage in the international market, with the potential to drive economic benefit for Sevens Rugby and the region as a whole.



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