

**Date:** Tuesday 3 February 2015  
**Time:** 9.00am  
**Meeting Room:** Council Chamber  
**Venue:** Municipal Building, Garden Place, Hamilton

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**SUPPLEMENTARY AGENDA**  
**Council Meeting**  
**Reconvened from 9 and 10 December 2014**

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Jude Pani  
Democracy Manager

**28 January 2015**  
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**Committee:** Council

**Date:** 03 February 2015

**Report Name:** ICC Cricket World Cup 2015  
Update

**Author:** Chad Hooker

<b>Report Status</b>	<i>Open</i>
<b>Strategy, Policy or Plan context</b>	<i>N/A</i>
<b>Financial status</b>	<i>There is budget allocated Costs (and income) associated with ICC Cricket World Cup covered within existing venue operating budgets and events leverage fund.</i>
<b>Assessment of significance</b>	<i>Having regard to the decision making provisions in the LGA 2002 and Councils Significance Policy, a decision in accordance with the recommendations is not considered to have a high degree of significance</i>

1. **Purpose of the Report**

2. To update Council on the City's preparations for hosting three matches as part of the ICC Cricket World Cup in February and March 2015.

3. **Recommendation from Management**

4. That the report be received.

5. **Attachments**

6. There are no attachments for this report.

7. **Host City Planning**

8. This update follows previous updates to Council on [28 August 2014](#), [30 October 2014](#) and [11 December 2014](#).

9. **Host City Planning**

10. The last Major Events Regional Coordination Group meeting prior to our first ICC Cricket World Cup match was held on Tuesday 27 January with the next meetings due to be held on Monday 23 February. The Regional Coordination Group includes members from Council, both Local Organising Committees (LOC's), Northern Districts Cricket (NDC), WaiBOP Football, Hamilton Waikato Tourism (HWT), Waikato Chamber of Commerce (WCoC), Hamilton Central Business Association (HCBA), NZ Trade & Enterprise (NZTE), emergency services, transport agencies, WEL Networks and key venue contractors.

11. **ICC Cricket World Cup 2015**

12. Hamilton hosts three day/night fixtures at Seddon Park:

Date	Fixture
Sunday 15 February 2015	South Africa v Zimbabwe
Tuesday 10 March 2015	India v Ireland
Friday 13 March 2015	New Zealand v Bangladesh

13. **City Marketing and Communications**14. A consumer facing visitor website has been developed by Hamilton and Waikato Tourism (HWT) for visitors to the region – [www.hamiltonwaikato.com/cricketworldcup2015](http://www.hamiltonwaikato.com/cricketworldcup2015).15. HWT have provided a range of content (copy, images and video) to the ICC Cricket World Cup and TNZ on the host city and region for global pre and during tournament promotion. This is providing Hamilton with significant profile opportunities both domestically and internationally. As the tournament nears the region is already featuring in a range of media such as leading cricket website ESPNcricinfo.com – [www.espncricinfo.com/hamilton](http://www.espncricinfo.com/hamilton).16. A stakeholder website has been developed by Council as a key reference point for stakeholders – [www.hamilton.govt.nz/worldcup](http://www.hamilton.govt.nz/worldcup).

17. An email newsletter, 'On the Ball', has been developed to further inform stakeholders about the ICC Cricket World Cup in Hamilton.

18. Media interest in the tournament is high and sales for the Hamilton matches are strong with all three games expected to be at or near capacity. The crowd capacity of Seddon Park is 10,500.

19. City Dressing has been installed for ICC Cricket World Cup including:

- Billboard/banner sites (Council Chamber, Founders Theatre and Hood Street)
- Over 300 pole banner flags across the city
- Branding and graphics in the terminal and car park banners at Hamilton Airport
- Four city entry signs
- Poster installations at the Transport Centre and i-SITE
- ICC Cricket World Cup bunting in key locations including Hood Street and the Transport Centre

20. HCBA are working with key local businesses to decorate their premises appropriately to support the event.

21. A Family Fun Zone will operate in Garden Place on each match day from 10am to 2pm. This will include entertainment, cultural performances, activities and giveaways.

22. A Fan Trail walking route will run from Garden Place to Seddon Park (via Worley Place, Ward Street, Anglesea Street, the Transport Centre and Bryce Street). The route is only 800m long, is flat and easy to walk and will be marked with signage and decals that will be stuck on the footpath along the way. Entertainment will be provided at several points along the way; volunteers will be on hand to assist; and, traffic light phasing will be adjusted to ensure pedestrians are able to safely cross key intersections.

23. Instead of a Fanzone in Hood Street we are working with HCBA to engage with central city hospitality operators to ensure that visitors are well catered for in the city. This will include a number of establishments committing to theming and screening all ICC Cricket World Cup matches and a range of hospitality promotions.

24. An 'On Safari' African themed weekend will be promoted in Hamilton around the South Africa v Zimbabwe match. Key components of this weekend will include:
- The Soweto Gospel Choir performing as the opening act of the Hamilton Gardens Arts Festival on Friday 13 February. This event has received some government funding to help build a programme of events around the ICC Cricket World Cup.
  - An official Team Celebration to be held for the Zimbabwe team (one of two such celebrations allocated to Hamilton) at Te Parapara, Hamilton Gardens on the morning of Saturday 14 February. This will take the form of a whakatau (abbreviated powhiri) where the Zimbabwe team and management will be formally welcomed to Hamilton and given a small gift. Members of the local Zimbabwean community will be present.
  - Hamilton Zoo hosting an 'On Safari' day on Saturday 14 February where there will be entertainment, cultural performances, additional keeper talks, giveaways and a digital media campaign encouraging Zoo visitors to share photographs of themselves 'On Safari' using specially printed oversized Polaroid style photo 'frames'.
  - Hamilton Zoo offering a 50% discount to cricket world cup ticket holders from 9-22 February.
  - The South Africa v Zimbabwe match will be the final event as part of this weekend.
25. Waikato Museum has developed a cricket themed exhibition titled "The Perfect Pitch: A Waikato Cricket Story" that will open on Thursday 5 February and run throughout the tournament.
26. We are finalising arrangements for mini-live sites at Hamilton Airport, the Transport Centre and Wintec and there are three other locations we are still working with to have mini-live sites established.
27. Plans are well advanced for a Kids Mini World Cup to be held on Thursday 12 March in Hinemoa Park the day before the New Zealand v Bangladesh match. This will be a community event and run in conjunction with NDCA and their district associations throughout the region.
28. Plans are also underway for a community focused Ethnic Cricket Tournament to be held on Sunday 8 March at Innes Common.
29. Central city visitor maps are being printed that will help visitors find their way to Seddon Park and around the CBD. The maps will also include relevant visitor information and associated events and activities. These maps will primarily be distributed through i-SITE, accommodation and transport providers.
30. Welcome packs are being prepared for visiting teams, officials and media.
31. **Business Engagement Opportunities**
32. With support from NZTE, WCoC, HWT and HCBA our business engagement programme is tracking visitors to the region and linking them with hosting opportunities. We are also liaising at a national level with NZTE, the World Cups Office, Tourism New Zealand (TNZ), Ministry for Foreign Affairs and Trade (MFAT) and other regions.
33. We expect a number of high profile visitors to visit Hamilton as part of the Guest of Government programme being run by MFAT. High ranking government officials that attend on this programme are also expected to be accompanied by trade delegations.
34. We have identified a number of key business contacts within the region in key industries to assist us to host visiting business and media contacts.
35. A media and business engagement function called The Hobbiton Movie Set Cricket Cup will be held at Hobbiton Movie Set on Monday 9 March to capitalise upon Indian media and guests in the region for the India v Ireland match. This is our key business engagement event and is being supported by NZTE and TNZ. For this event we will be invited guests out to Hobbiton

Movie Set where they will get a tour of the set and the opportunity to play backyard cricket under the Party Tree before an after match function at The Green Dragon concludes the festivities.

36. Head of the ICC Cricket World Cup in New Zealand Therese Walsh and tournament ambassador Sir Richard Hadlee, along with TNZ ambassador Stephen Fleming, will be among the guests attending The Hobbiton Movie Set Cricket Cup. With large numbers of visiting media confirmed for the tournament we are expecting that this event will be well attended.
37. A group of approximately 40 Indian travel wholesalers is being hosted by TNZ during the ICC Cricket World Cup and they will start their visit in New Zealand being based in Hamilton for two nights and attending The Hobbiton Movie Set Cricket Cup. They will then meet with regional tourism representatives from throughout the country at Claudelands before they attend the India v Ireland game at Seddon Park. This is an annual event for TNZ, but the opportunity to host them in Hamilton has come about due to us hosting India as part of the ICC Cricket World Cup.
38. **City Operations**
39. Traffic Management Plans have been approved for ICC Cricket World Cup 2015. Roads that will be closed around Seddon Park on match days include Bryce Street (Tristram to Seddon); Seddon Road (Bryce to Norton although one way access northbound from Bryce to Somerset will be kept open); Norton Road (Seddon to Tristram) and Tristram Street (Bryce to Norton – only closed from 1pm to 3pm so it is still available during peak afternoon traffic).
40. Additional evening bus services (Night Rider service) have been booked after each match to ensure that patrons that may have travelled into town by bus during the day on regularly scheduled services are able to make their way home. All services will operate from the Transport Centre.
41. An extension to the CBD pedestrian signage installed last year has been completed and now connects the CBD to Seddon Park, Founders Theatre and Waikato Stadium. This follows the Fan Trail route from the Transport Centre down Bryce Street and along Tristram Street.
42. Parks and Open Spaces recently planted new gardens in the reinstated Norton Road roundabout using a cricket design theme (see photo below). This has received positive feedback from the ICC Cricket World Cup organisers.



43. Parks and Open Spaces and the Infrastructure Alliance are supporting the event by ensuring that public spaces around Seddon Park will be maintained to a high standard.
44. Volunteers have been recruited for the tournament and are attending training sessions on 29 January and 12 February in advance of the tournament. Volunteers will fill roles such as Team and Media Liaison Officers through to drivers and spectator services.
45. A volunteer thank you function has been scheduled for Tuesday 24 March to coincide with the ICC Cricket World Cup semi-final being held at Eden Park in Auckland.
46. A Major Events Operations Centre will operate in the Council building on all match days. This was trialled during the New Zealand v Sri Lanka One Day International (ODI) fixture held on Thursday 15 January 2015.
47. A 'Clean Zone' for ICC Cricket World Cup has been declared around Seddon Park in line with the Major Events Management Act (MEMA). A monitoring and enforcement plan has been developed by the City Safe Unit and a workshop for Council enforcement staff and site familiarisation exercise was conducted with ICC Cricket World Cup and Ministry for Business, Innovation and Employment (MBIE) staff on Thursday 15 January.
48. A letter has been distributed to all businesses and residents within the Clean Zone advising them of the tournament and providing relevant information regarding traffic management and MEMA. A MEMA business workshop is scheduled for the afternoon of Tuesday 3 February for local businesses to find out more about MEMA and what they can and can't do around the ICC Cricket World Cup.
49. **Venue Planning – Seddon Park**
50. New Zealand played Sri Lanka in an ODI on Thursday 15 January 2015. This was the last international match to be played at Seddon Park before the ICC Cricket World Cup and served as a test event heading into the tournament. There were no issues encountered and ICC Cricket World Cup officials are pleased with the preparedness of the venue.
51. The installation of a canopy to the front of the upgraded Players and Match Officials Facilities will be completed in time for the first ICC Cricket World Cup match.
52. The installation of television broadcast structures was completed prior to Christmas and used in full for the first time for the New Zealand v Sri Lanka ODI fixture held on Thursday 15 January 2015. These operated as expected and we received positive feedback from the broadcaster for these matches.
53. It has been confirmed that Spider Cam (a camera suspended over the field of play from wires attached to the light towers) will operate at Seddon Park for the first time ever during the tournament. This will be for the India v Ireland game only due to media interest in the Indian team.
54. Media accreditation has now closed and this has been fully subscribed with temporary overlay being installed in the Pavilion to accommodate over 100 media personnel. Media facilities will also include a regional tourism stand that will be operated by HWT in conjunction with TNZ.
55. A second small scoreboard is being installed at the ground by NDCA to fulfil ICC Cricket World Cup requirements for a second scoreboard instead of a big screen.
56. The exclusive use period for the tournament has now commenced and additional temporary infrastructure is being installed (including items such as temporary fencing, ticket booths, portable toilets, technology networks, marquees, media space fit-outs, hospitality requirements, back up power supplies and additional signage) to be ready for the first match of the tournament.
57. Increased security has been provided around the ground since mid January.

- 58. Maintenance has been conducted on the light towers at Seddon Park to ensure that they are in good condition in advance of the tournament.
- 59. Council’s City Safe Unit conducted food safety inspections at the ODI on Thursday 15 January.
- 60. **Training Sites**
- 61. Jansen Park is a back up training ground for ICC Cricket World Cup and ongoing maintenance continues to ensure that it will be ready if required.
- 62. **Budget Summary**
- 63. The Hamilton bid was achieved through provision of a venue and services agreement that did not require any special funding outside of core operating budgets or funding from Council’s event sponsorship fund. The details of the Agreement with ICC Cricket World Cup are subject to a confidentiality clause.
- 64. Council has allocated \$161,000 from the existing 2014/15 event leverage budget to provide host city support.
- 65. **Financial Summary:**

Description	Original Bid	Current Forecast	Expenditure to 31/12/2014
Host City Costs	\$161,000	\$161,000	\$16,682

- 66. **Host City cost summary:**

Description	Original Bid	Current Forecast	Expenditure to 31/12/2014
Marketing, Promotion & Events	\$101,500	\$115,000	\$15,844
Project Management Costs	\$45,000	\$31,500	\$838
Traffic Management	\$2,500	\$2,500	\$0
Economic Impact Study	\$7,000	\$7,000	\$0
Regulatory Resource	\$5,000	\$5,000	\$0
<b>Total Expenditure</b>	<b>\$161,000</b>	<b>\$161,000</b>	<b>\$16,682</b>

**Signatory**

Authoriser	Sean Murray, General Manager Events and Economic Development Group
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