



## Media Release

For Release: 20 April 2011

### A double take on RWC 2011 opportunities

ANZ is encouraging businesses to take a second look at opportunities arising from Rugby World Cup 2011, especially in sectors where the benefits may not be so obvious.

"To assist businesses to be ready for the Tournament, ANZ has produced a Viewpoint paper "2011 – The Year of the Rugby" with some tips for how to make the most out of the Tournament," ANZ Commercial & Agri Managing Director Graham Turley said today.

"Rugby World Cup 2011 is the biggest event to come to New Zealand. ANZ became a Worldwide Partner of RWC 2011 because we believe this is an unparalleled opportunity to showcase New Zealand and New Zealand businesses, to the world. We believe that the profile and business development opportunities offered will bring benefits to New Zealand for many years to come.

"For some businesses, such as those in the tourism, hospitality and retail industries the benefits are easy to identify. Outside those sectors the opportunities may be less obvious but none the less very real. It's also important to think about how you can incorporate a 45-day sporting event into your business' long-term growth strategy.

"If you're one of the businesses where the benefits aren't so obvious, we encourage you to have a second look at the possibilities.

"The Tournament may give you great opportunities to host and network around matches and also increased exposure to potential domestic or international customers," Graham Turley said.

"2011 – The Year of the Rugby" is at <http://anz.co.nz/commercial-institutional/banking-business/viewpoint-newsletter/>

#### Tips

- Know what's happening in your region. Visit <http://www.nz2011.govt.nz/>
- Think about your relationships – you may not be an international operator but your customers may be. How can you collaborate so you all achieve success.
- Plan for the longer term – Use RWC 2011 not just as a short term cash injection but as a long term sustainable growth opportunity.
- Make sure your marketing strategy works for international customers and adjust if not. Think about where the national team fans will congregate.
- Have a follow-up plan for the contacts you make to convert one-off sales into regular customers.
- Be prepared to adapt your plans according to economic developments that might affect visitor numbers and how much they spend.
- Know how you are going to fund short term opportunities while minimising the impact on the longer term cash cycles.

For media enquiries contact: Astrid Smeele (ANZ Senior External Relations Manager)  
Tel: 04 4366 754 or 027 4907336 Email: [astrid.smeele@anz.com](mailto:astrid.smeele@anz.com)