

Business Ready Kit

Your guide to making the most of the
2017/18 Volvo Ocean Race Auckland Stopover

24 February – 18 March 2018



**VOLVO
OCEAN
RACE**

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ROUND THE WORLD

AUCKLAND

How the Business Ready Kit works

The Kit contains details of the expected changes to the business environment during the Auckland Stopover of the Volvo Ocean Race. It highlights commercial opportunities and issues for which businesses should plan.

The Kit is divided into sections for easy access to the information you require.

The Kit is available electronically from the website www.volvooceanraceauckland.com

For questions about this Business Ready Kit, please contact the Commercial Marketing Manager, Hannah Lyle at Mayo&Calder Ltd, the delivery company for the Auckland Stopover.

Regular information updates will be issued by email via our e-newsletter Event HQ. If you do not already receive Event HQ, please register on our website www.volvooceanraceAuckland.com









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About the 2017/18 Volvo Ocean Race Auckland Stopover

What?

- The greatest test of sailing prowess and human endeavour: the world's fastest monohulls race a nine month marathon around the globe deep into the bleak latitudes of the Southern Ocean and through the world's most hostile seas.
- The last race that visited Auckland was three years ago.
- The 2014-15 Volvo Ocean Race started in Alicante (Spain) on 11 October and features nine Legs with Stopovers in Cape Town (South Africa), Abu Dhabi (United Arab Emirates), Sanya (China), Auckland (New Zealand), Itajai (Brazil), Newport (USA), Lisbon (Portugal), Lorient (France) with the finish in Gothenburg (Sweden) in June 2015.
- The 2017/18 Stopover is the thirteenth edition of the Race which was first held back in 1973/74.
- The 2017-18 Volvo Ocean Race feature eight boats including a number of New Zealanders as crew members.

When?

- The Auckland Stopover runs from the 24 February – 18 March 2018
- 27 February: The boats are expected to arrive for the finish of leg 4 from Hong Kong
- 10 March: In Port Race
- 16 March: Pro-Am Race Series
- 18 March: Start of Leg 5 to Itajai (Brazil).

Where?

- Auckland Viaduct will be transformed into a vibrant Race Village for the Stopover with the Viaduct Events Centre acting as Race HQ.
- Watch the engineers as they strip back the Volvo 65's and the Boatyard team carry out maintenance. The Boatyard is fully stocked with all the parts, equipment and knowledge required to get everyone back into perfect race condition.
- Te Wero Island will be the entertainment hub with a packed programme of events on the big stage, large screens, live music plus concept bars.
- Karanga Plaze will offer a range of quality stalls, public eateries and family activities.
- Visitors to Pit Lane, in front of the Viaduct Events Centre, can see the Volvo Open 65 fleet up close and watch the teams prepare for the next Leg.
- The interactive Race Village of the Volvo Ocean Race offers unique insight into life onboard during the Race with the VO65 Cross Section, Another Day at the Office Dome, Games for the kids and much more.
- And, best of all, it's FREE.

Who?

- Auckland Tourism, Events and Economic Development (ATEED) is the Auckland Council controlled organisation that won the bid to stage the Auckland Stopover.
- Event Management company Mayo&Calder has been appointed to deliver the event with Tom Mayo at the helm as Port Director.
- The Royal New Zealand Yacht Squadron is managing the on-water race facilities and services.
- 1,000+ Race VIPs and sponsors are expected to travel to New Zealand for the Auckland Stopover and 100+ shipping containers will arrive in the port with equipment for syndicates, race management and sponsors.

Maximising opportunities for your business

Maximising opportunities

The 2017/18 Volvo Ocean Race Auckland Stopover is an opportunity to showcase your business or organisation to the world.

The Race Village is expected to attract up to 500,000 spectators during the 23 days of the Auckland Stopover and to generate significant local, national and international media coverage. On top of this, the eight teams competing in the race each bring with them a small army of support staff plus family and friends.

It is worthwhile considering the following:

- In some cases, the sheer number of people may be a challenge for your business. This also, of course, creates opportunities for your business, so consider how you can maximise these opportunities
- If you are planning renovations or upgrades to your business, it would be timely to get these completed in time for the 2017/18 Volvo Ocean Race Auckland Stopover, as it will help present a professional business image
- Review your expected cash flow over the event

It may be worthwhile to look back at previous budgets to examine cash flow during other major events. This will at least give you a benchmark to work from and in turn help you plan your cash flow projections.

- A far more important question is how to make sure your business maintains:
 - good relationships with existing clients
 - good relationships with your suppliers
 - loyalty of your staff
 - continuity of supply and demand

An effective plan will help you maintain these factors and help ensure the survival and growth of your business well after the 2017/18 Volvo Ocean Race Auckland Stopover.

- With many local and international visitors expected to come to the area, tourism operators may want to consider:
 - is your product/service promoted on line?
 - is your product/service promoted through the tourism information centres?
 - do you know what visitors can do in the area?
 - are you prepared for visitors from other countries?
 - do you have access and facilities for people with disabilities?
 - are your staff aware of essential information about the event and do they know where to go to find further information?

Preparing your business

Dressing up your business

The Race Village and surrounding area will be dressed for the 2017/18 Volvo Ocean Race Auckland Stopover with marketing collateral such as street banners and displays.

Adopt a Team promotion

The objective is to create a greater Race Village in addition to the official Race Village by giving surrounding businesses the opportunity to Adopt a Team. Learn more about the participating teams here: <http://www.volvooceanrace.com/en/teams.html>

Consumer promotions will be developed to assist businesses. Consider being part of a combined group for promotional activities.

Permits for events and extended street trading

If you want to expand your operations to take advantage of the opportunities represented by the 2017/18 Volvo Ocean Race Auckland Stopover, you may require a council permit. Examples include special events, street parties, extended trading areas, mobile vending etc.

Transport planning

Public transport and traffic

The 2017/18 Volvo Ocean Race Auckland Stopover will bring public transport and traffic challenges and lengthened travel times, so your business will need to consider and assess how you will be affected. Consider developing an action plan to minimize disruption to your business which at the same time will assist in ensuring a successful event.

Be aware that:

- Many daily commuters will continue their normal routine
- Staff may face delays in commuting to and parking near the Race Village
- Security arrangements may cause some delays at times.

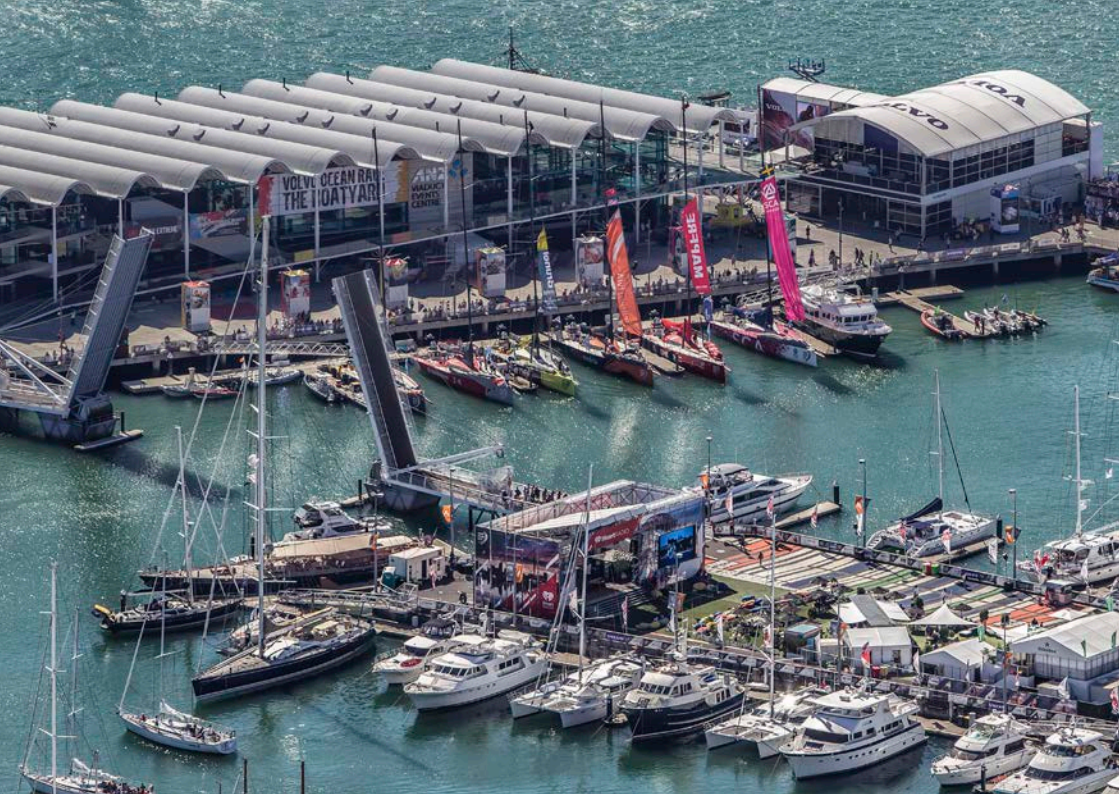
Suggestions and tips

Deliveries

Wherever possible, look to re-schedule delivery times and factor in additional time for travel around the Race Village. Plan deliveries to and from your business to avoid peak traffic periods. Early morning and late evenings should be considered. Ensure that your suppliers and freight contractors are aware of changes to traffic and access conditions.

Staff transport and parking

Make plans for your business and your workforce that will alleviate pressure on transport infrastructure.



Workforce planning

Planning how to manage your workforce is a key step in maintaining business operations during the event and ensuring your business has the ability to deliver products and/or services to your customers. Introducing temporary or modified working arrangements with your staff will go a long way to minimizing disruption to your business.

- Consult customers and your management team to identify whether there are increased / decreased requirements
- Consider the possibility that your business may need to extend its trading hours due to increased demand
- Identify expected staffing levels based on forecast business activity during the event
- Compile a list of employees who are considering taking leave or could take leave during the event
- Keep your staff informed during the planning process
- Review your legal obligations to your employees for any changes to working conditions during this time
- Assess the impact on employees during the event – from their transport arrangements to whether they are planning on being a volunteer during the event – and agree arrangements with them
- Staff and business events relating to the spirit and celebration of the event are a great way to create enthusiasm. Ideas include in-house competitions, workplace events and access to TV/radio for up-to-date results

Discuss with employees any relevant skills they may have e.g. fluency in other languages or experience in major events.

- Some business will require an increase in staff; to avoid placing undue pressure on existing employees, consider offering existing employees the opportunity to extend their hours should there be available capacity, or recruit additional non-permanent staff
- Make sure your key staff are rested and prepared for any peak periods



Other important considerations

Catering for existing customers

Once you have identified important impacts on your business, it is advised you communicate these to your existing customers.

Ambush marketing

Ambush marketing is the unauthorized marketing of a product or service in an Event Management Area (EMA). EMAs are areas of land declared under legislation to be under control of the Event organizers. More information about the precise boundaries of the EMAs will be provided closer to the Event. The official 2017 Volvo Ocean Race Auckland Stopover sponsors are partners in the operations and management of the Race Stopover.

If you are not one of these sponsors, there are strict regulations on product marketing for the period of the Event. Laws are in place to protect the sponsors who are assisting to put on the Event.

If you would like to become a sponsor of the event or have any queries on what you can and can't do in relation to marketing, contact Hannah Lyle, Commercial Marketing Manager, hannah@mayoandcalder.com.

2017/18 Volvo Ocean Race Auckland Stopover Intellectual Property

One of the most valuable assets of the 2017/18 Volvo Ocean Race Auckland Stopover is the intellectual property associated with its identity. The visual identity is an extremely important tool in differentiating from other sporting and cultural events, and provides positive associations for all those who come in contact with the brand.

The intellectual property associated with the Event's visual identity consist of two parts: "indicia" (words and references) and "images" (logos, designs and other artwork).

The “indicia” include the official words and references associated with the Event, such as the “2017/18 Volvo Ocean Race Auckland Stopover”. The “images” include the 2017/18 Volvo Ocean Race Auckland Stopover brand mark.

The indicia and images of the 2017/18 Volvo Ocean Race Auckland Stopover event are specifically protected under trade mark law, design law, copyright law and consumer protection law. In order to protect the value and integrity of the visual identity and the intellectual property of the 2015 Volvo Ocean Race Auckland Stopover, any person or organization wishing to reproduce Stopover indicia or images must obtain prior approval from Mayo&Calder.

Tourism information

The Auckland i-SITE Information Centre provides a wide range of brochures, maps and event guides and you can refer any requests for tourism information to them. The i-SITE can be contacted on 0800 AUCKLAND or by visiting the two central city locations:

Princess Wharf; 137 Quay Street, Princes Wharf, Auckland City Skycity; Atrium, Skycity, Cnr. Victoria & Federal Streets, Auckland City.

Exchange rates and currency

With travellers from all over the world visiting the Race Village and surrounding area during the Auckland Stopover, issues of exchange rates and foreign currencies are bound to arise.

If customers do not have New Zealand currency, suggest customers use a credit card, or direct them to the nearest currency exchange outlet, if they wish to exchange foreign currency.

Eftpos systems

Check that your EFTPOS technology is up-to-date. Overseas visitors may have credit cards using new chip technology, which may require an update to your EFTPOS system.

Non-English speaking visitors

During the Stopover there will be diverse audiences, with people from many countries. Not all visitors will speak English. You may have a staff member who is proficient in another language, and you may like to assign them to a special role during the event.

Food safety

For businesses handling food, consider the impacts on food safety, deliveries of food, your menus, rubbish and cleaning.

Keeping your business and the Race Village safe

- Emergency Procedures: Leading up to the 2017/18 Volvo Ocean Race Auckland Stopover is an ideal time to look at your internal emergency procedures.
- Security will be patrolling the Race Village throughout the event. In addition, organisers are working closely with Emergency Services.



Notes

