



SPIN IT WIDE®

February 2011 NEWSLETTER

Kia ora!

Welcome to the first edition of the **SPIN IT WIDE** newsletter.

You may be asking yourself, "What is **SPIN IT WIDE**?"... **SPIN IT WIDE** is a collaborative relationship that includes local authorities, regional tourism organisations and rugby unions in Otago and Southland. **SPIN IT WIDE** grew out of the Otago and Southland, 'South of the South' bid for Rugby World Cup 2011 matches and team hosting. This bid resulted in five RWC 2011 matches in the Southern Region and team hosting for Queenstown, Invercargill and Dunedin. A **SPIN IT WIDE** stakeholder group has continued to work together to maximise benefits for Otago and Southland through RWC 2011, specifically through community engagement, festivals and events and visitor promotion.

The countdown is on and with only 200 days to go... the people of Otago and Southland are gearing up for the biggest celebration New Zealand has ever seen – Rugby World Cup 2011.

Come and **SPIN IT WIDE** with us, read on and discover it for yourself.

MEET THE TEAM

Let us introduce you to our busy, efficient and ever smiling Regional Coordinators!



Debra Simes, RWC 2011 Regional Co-ordinator for Otago based at the DCC, Dunedin.

"Here at Otago's RWC 2011 offices we are getting very excited about Rugby World Cup 2011. As well as the Rugby itself, a huge variety of events are being planned around the region. For us Rugby World Cup 2011 is a chance for us to show off everything that is special to us in our own hospitable way".



Alexa Wood, RWC 2011 Operations Co-ordinator for Southland based at Rugby Southland, Invercargill.

"The passion that Southland has for Rugby mixed with our New Zealand famous southern hospitality mean that anyone who is involved in RWC 2011 down here is guaranteed to have a fantastic time. We are working hard to ensure that all is in place so that we can showcase our region at its very best".

FEBRUARY'S NEWSLETTER KICKS OFF WITH:

- Meet the Team
- SPIN IT WIDE Gazebo
- Romania land play-off victory
- Dates for your diary
- Match venue preparations are on track
- Half Time – Take the Long Way Round
- SPIN IT WIDE Ambassadors
- Be part of the Stadium of Four Million
- Extra Time...check out the up coming Highlanders Games
- SPIN IT WIDE for kids
- NZ Trophy Tour
- Rippa World Cup

COME TALK TO US AT THE SPIN IT WIDE GAZEBO!

Want to know more about volunteering? Or anything else related to RWC2011? We're a friendly bunch – come and visit us at our SPIN IT WIDE Gazebo.

Wed 19 Feb	Moonshine Trail	Gore
Fri 25 Feb	Highlanders v Chiefs	Carisbrook, Dunedin
Wed 5 March	A and P Show	Invercargill

ROMANIA LAND PLAY-OFF VICTORY

November 2010 saw Romania defeat Uruguay which confirmed them as the 20th and final team to qualify for Rugby World Cup 2011. Romanian team officials will visit Dunedin and Invercargill soon completing the team site inspections.

DATES FOR YOUR DIARY

Where will YOU be when the action kicks off?
Make sure you buy your tickets now at www.rugbyworldcup.com

10 Sep 2011	Scotland v Romania	1.00pm kick off	Invercargill
14 Sep 2011	Scotland v Georgia	7.30pm kick off	Dunedin
17 Sep 2011	Argentina v Romania	3.30pm kick off	Invercargill
24 Sep 2011	England v Romania	6.00pm kick off	Dunedin
2 Oct 2011	Ireland v Italy	8.30pm kick off	Dunedin

For all Rugby World Cup 2011 fixtures go to:
www.spinwide2011.co.nz/matches





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MATCH VENUE PREPARATIONS ARE ON TRACK

With sales on track and over 500,000 tickets sold in phase one, a national recruitment campaign for over 5,000 volunteers launched, stadium construction and upgrades well underway and match day procedures being tested throughout Investec Super Rugby and the ITM Cup, it's been busy! During the past six months we've had visits from our host teams' management as they make their final inspection of their accommodation, training venues and stadia.



August 2010

From left to right: Argentina Head Coach Santiago Phelan, Argentina Team Manager Rodrigo Jimenez Salice and Craig Morton at Rugby Park.

Photograph courtesy of The Southland Times



December 2010

From left to right: Assistant Coach for Georgia, Ilia Maisuradze and Dunedin Venues Ltd CEO, David Davies.



December 2010

From left to right: Italy Team Manager, Luigi Troiani with Dunedin City Council Rugby World Cup Co-ordinator, Kim Newman and RNZ 2011 Team Services Co-ordinator, Richard Newsome.



January 2011

From left to right: Craig Morton, Scotland Rugby Union High Performance Director Graham Lowe, Scotland Team Manager Douglas Potter, RWC 2011 Operations Co-ordinator Alexa Wood at Rugby Park.

Photograph courtesy of The Southland Times



January 2011

From left to right: Scotland Team Manager, Douglas Potter and Scotland Rugby Union High Performance Director, Graham Lowe in front of the new Otago Stadium.

Photograph courtesy of the Otago Daily Times.

HALF TIME - TAKE THE LONG WAY ROUND!

The REAL New Zealand Festival is New Zealand's biggest-ever festival that will run in conjunction with Rugby World Cup 2011. The REAL New Zealand Festival will highlight New Zealand's wealth of art, culture, food and wine, heritage, entertainment and lifestyle. The SPIN IT WIDE region will be buzzing with fantastic events as visitors and locals alike will be encouraged to 'take the long way round' as they travel through the country between venues.

We will provide a full schedule of events in a later edition of this newsletter or check out our website www.spinwide2011.co.nz or www.realnzfestival.com for updates.

Don't forget to let us know if you have an event planned - amanda@venturesouthland.co.nz



SIW AMBASSADORS

SPIN IT WIDE is thrilled to announce its 2011 SPIN IT WIDE Ambassadors. In Otago we have former All Black, Kees Meeuws and Scottish International and Otago legend, John Leslie and Southland is represented by Stags player, Pailate Filli and Iona Sipa. The lads will be helping us recruit our volunteers around the regions and there will be opportunities to meet up with them on their travels. Watch this space!



Kees Meeuws



Pailate Filli



John Leslie



Iona Sipa

Photos: Andrew Jack, MCK Design and Print

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BE PART OF THE STADIUM OF FOUR MILLION

In November the RWC 2011 Volunteer Team joined the regional teams in Queenstown, Invercargill and Dunedin to undertake the first stage of volunteer interviews. Much fun was had by all, and there were some very interesting and highly skilled potential volunteers.

Haven't signed up yet? Don't worry – we are still recruiting!

Sign up now online at www.rugbyworldcup.com/volunteer and you will be invited to the second round of interviews.

21 – 22 March	Dunedin	Edgar Centre
23 – 24 March	Invercargill	Sarah Ulmer Lounge, Stadium Southland
25 March	Queenstown	Queenstown Event Centre

Rugby World Cup 2011 is an exciting opportunity for the south to showcase ourselves to the world. Together we can ensure that whatever happens to their Rugby team, visitors will return home with fond memories and a desire to come back, and you'll know that you've done something special for your city and country.



WE WANT TO HEAR FROM YOU!

Please contact us if you would like to make a contribution to the next edition of this newsletter.

Email: alexa.wood@rugbysouthland.co.nz or

Phone: 03 216 8694

Visit www.spinitwide2011.co.nz for information and regular updates.

Superb mates, superb freedom, superb heritage, superb adventure, superb Rugby! See you in the south!

EXTRA TIME...

Check out the Highlanders Home Games In 2011

Things are being done differently at the Highlanders in readiness for this season. We've attracted 13 new players, with a great mix of emerging talent and some real experience. The team are looking forward to the 2011 season - you'll be pleased you came home to the Highlanders.

HIGHLANDERS @ HOME | 2011

Highlanders v Chiefs	Fri 25 Feb	7.35pm	Carisbrook, Dunedin
Highlanders v Crusaders	Sat 19 Mar	5.30pm	Carisbrook, Dunedin
Highlanders v Brumbies	Fri 1 Apr	7.35pm	Rugby Park, Invercargill
Highlanders v Cheetahs	Fri 8 Apr	7.35pm	Carisbrook, Dunedin
Highlanders v Blues	Fri 29 Apr	7.35pm	Carisbrook, Dunedin
Highlanders v Hurricanes	Fri 13 May	7.35pm	Rugby Park, Invercargill
Highlanders v Lions	Sat 28 May	7.35pm	Carisbrook, Dunedin
Highlanders v Force	Fri 3 June	7.35pm	Carisbrook, Dunedin

SPIN IT WIDE FOR KIDS

Go to www.spinitwide2011.co.nz/kids to download some fun quizzes and find out more about the teams we will be hosting – who will you support?

NZRU TROPHY TOUR IS COMING TO A TOWN NEAR YOU!

Come along and have your photo taken with New Zealand's Rugby silverware including the Bledisloe Cup and Tri Nations Trophy. There will be lots of fun games, skills and drills run by the Ruggiebee Mascots with prizes to be won. See you at:

Sun 20 Feb	10am – 4pm	Kensington Oval, Dunedin
Mon 21 Feb	to be supplied	Oamaru
Tues 22 Feb	to be supplied	Queenstown
Wed 23 Feb	4pm – 8pm	Rugby Park, Invercargill

RIPPA WORLD CUP

A nationwide Year 6 mixed Rippa World Cup tournament is being run through New Zealand's Primary Schools throughout April, May and June. The winning team from each Province will then travel to Auckland in August 2011 and represent a RWC2011 qualifying country in a Rippa World Cup.

Ask your school sports coordinator about this initiative and encourage your clubs to assist with coaching! More information will be coming from your Provincial Union soon!

