



POST EVENT REPORT

13th February 2014

The following report summarizes the 2013 World Rafting Championship which was held in New Zealand for the first time. The main governing body, NZ Rivers Association (NZRA), created an event committee to operate the event.

This committee was made up of key representatives from NZRA, Local Rafting industry, International Rafting Federation (IRF) delegates, Rotorua District Council (RDC), Kawerau District Council (KDC), Incept Marine and an event team to manage safety, teams, operations, marketing, media, commercial and financial aspects. RDC played a more active role as the event drew near to assist and oversee some of the key elements and guide this committee towards hosting a successful World Event.

The Venues

Within the Bay of Plenty we were able to secure the use of three amazing rivers in the Okere, Tarawera and the Rangitaiki. All rivers were within 45 minutes' drive from our headquarters at the Waiariki Institute of Technology, Rotorua. Waiariki provided the ideal hub for team administration, accommodation and catering whilst opening up partnerships with the students and event exposure. All three rivers opened up and created partnerships with our local iwi and neighbouring councils, and further enhanced the regions reputation as a rafting and tourism attraction globally.



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Quick Facts

76 teams registered
28 countries represented
429 competitors
83 additional overseas support staff
19 International judges
9 International media
20 domestic media
3 International Production management team
44 official touring groups
240 attended the closing ceremony for youth/juniors at Waiariki Institute
581 dining at closing ceremony for open/masters at Energy Event Centre
150 guests seated at closing ceremony for non-dining visitors at Energy Event Centre
11,000 meals

Budget

This area was a continuously moving item as funding, sponsors, team entries and estimates varied throughout the process. In summary, the key figures are below:

Total Expenditure

Technical, sporting, marketing, finance, services, operations	\$555,000
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Total Revenue

MED funding	\$120,000
NZCT	\$60,000
First Sovereign	\$25,000
Rotorua Energy Charitable Trust	\$25,000
Pub Charity	\$23,000
Bay Trust	\$15,000
Four Winds	\$12,000
Infinity Trust	\$10,000
Southern Trust	\$10,000
Lion Foundation	\$7,000
BOP Regional Council	\$20,000
Rotorua District Council	\$35,000



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Team entries	\$170,000
Additional revenues (merchandise, commissions, IRF fees)	\$32,000
Total Revenue	\$564,000

Other items to consider is the staffing contribution from Rotorua District Council to the value of \$24,000 in kind, plus an underwrite of \$50,000 which fortunately we did not need to call upon.

With some small items still outstanding, we anticipate a breakeven or small surplus result which will contribute to legacy projects.

Race and Safety Management

NZRA managed this function headed by Tim Marshall and Grant Southee. This crew was often first on the water and last to leave over the 2 week period. Key functions of this team was crew and teams management, communication, river management, river selection, course layout, river flow management, timing system management, emergency services, risk management, and general morale for the competitors. A contingency river was identified in the event that water flow became an issue. This was not required.

From a safety perspective, timing and budget to secure key personnel was a factor. An ideal team was secured and their presence on the water was apparent and visual. With the multiple races, athletes, days, and trainings, we recorded three incidents which is a credit to the safety teams planning and management. Each of the three patients experienced bruising related injuries but no breaks or long term effects.

Commercial and Sponsorship

The Society was fortunate to procure a partnership with Sport Bay of Plenty (Sport BOP) which included their commercial personnel. This was instrumental in sourcing a bulk of our funding via Trusts. This also enabled us to develop partnership and revenue streams with vehicle hire commissions, product, equipment sales commission, and through creating a merchandise line which added huge value to the event.

A shortfall in this area was time which is a common theme amongst the event team. New management only had four months to prepare and fund a World Event. This meant that all potential commercial partners had already allocated their resources for this period.



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Operational and Services

This team faced several challenges as the funding and event scope was continuously evolving. Key responsibilities included transport of athletes, catering, volunteer crew, accreditation, venue dressing and logistics, emergency services, bio security, communications, function and ceremony management, uniforms, contract suppliers and traffic management. This was a massive undertaking and perhaps the most under estimated area in terms of resource.

Marketing and Media

Coverage Domestic

TV3 (Five news items)
Crowd Goes Wild – Sky
TV1 (Four news items)
Sunday Star Times
Weekend Herald
Herald TV
Rotorua TV
Daily Post
Bay of Plenty Times



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Whakatane Beacon

RadioLive

RadioSport

1XX Whakatane

Taupo Times

With the major thrust of the media being targeted online – it was pleasing to note that most, if not all of the above also made their stories and videos available online and allowed the championship to share their links. This added considerably to the depth and quality of what we were able to offer our growing international audience. Some examples of TV3's work are available on the below links:

<http://www.3news.co.nz/Sutton-brothers-plan-big-rafting-splash/tabid/415/articleID/322142/Default.aspx>

<http://www.3news.co.nz/Smash-and-splash-action-at-rafting-champs/tabid/415/articleID/322493/Default.aspx>

<http://www.3news.co.nz/Rafting-Kiwis-within-reach-of-gold/tabid/415/articleID/322582/Default.aspx>

<http://www.3news.co.nz/Kiwis-claim-three-golds-at-rafting-champs/tabid/415/articleID/322647/Default.aspx>



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International Coverage

The easiest way to describe this is as a combination of international media who attended the events in their own right, team members of the individual teams who were responsible for their teams own marketing activities (which included liaising with their home press), and teams who took it upon themselves as a task when they arrived and found out what facilities and raw materials were available to them.

Active TV crews were in attendance from:

- Japan
- Belgium (Documentary)
- USA

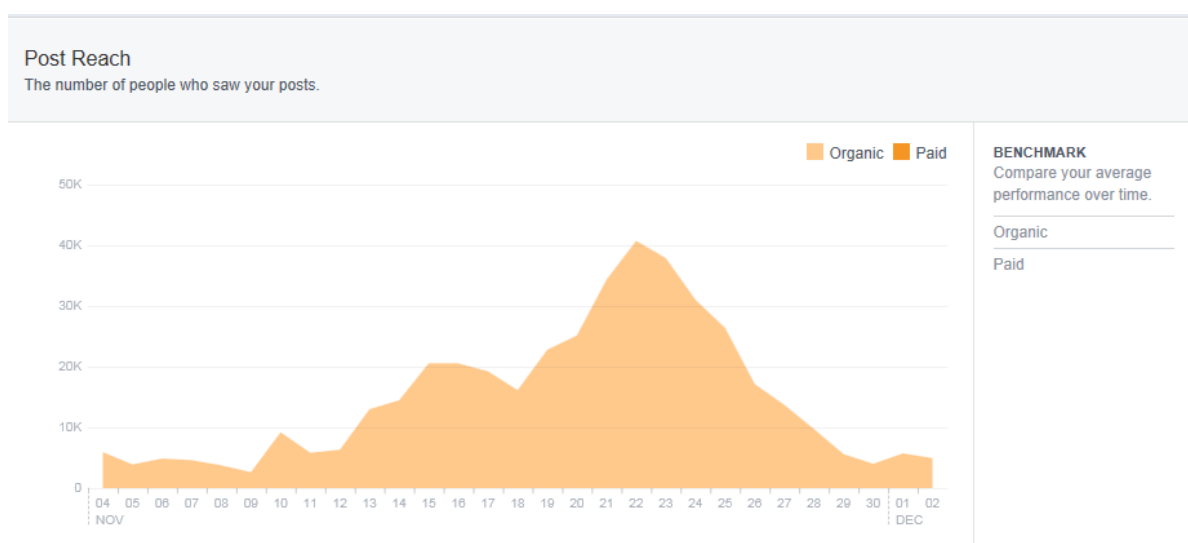
A total of 31 media accreditation forms/indemnities were also completed

Social Media

Facebook (<https://www.facebook.com/2013WhiteWaterRaftingWorldsNZ>) was a principal method of growing the awareness of the event and it was used as a showcase for news, images, and videos from Rotorua and the competition, as well as a vehicle for getting information out to the teams. It was also used as a marketing vehicle for potential revenue streams such as merchandise. The page still enjoys active traffic today.

Total Likes: 11,800

REACH



Total Reach during the championship month of November – 517,000+ (All organic)



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Total Reach in championship month *and* previous three months – 800,600+

Total Countries Reached – 43

Biggest Single Post – Image, Okere event – 13,000+

Viral Video Reach – 32,000

Web Site

Daily news reports from the competition were added to our website, as well as daily results, team information, and captain's reports. It very much became a depository for information that we could take links from to feed the social media side of the operation. This was largely due to the technical limitations of what is 'old internet architecture' but the site did its job.

Video – YouTube

A playlist of the championship's own video productions are available here (<http://www.youtube.com/playlist?list=PLKrsGON4HeGXPWwMCayMLf5mrqdhLLqdR>).

There were considerable individual views of these, and more importantly, tens of thousands of shares amongst the group following the event on Facebook once the videos had been posted there daily during the event itself.

A simple search of YouTube using the term 'World Rafting Championships 2013' will reveal the huge quantity of material with striking and spectacular NZ imagery that has now been added to the web courtesy of the Rafting World Championships. This stays pretty much in perpetuity and is still being added to as teams and individuals edit their own footage from inside and outside of their boats. This was powerful event in terms of the amount of video that made it to the web. A final highlights video was added and this can be viewed here: <http://www.youtube.com/watch?v=-DTDj-tRyDM>

Images

All images shot on and off the water were made available to the competitors and media on a daily basis and there was a much higher demand for these than even we had originally expected or hoped for. A dedicated laptop was not enough to meet demand here so in the end a number of cloud download facilities were set up and still remain accessible to this day. These are still being downloaded from so it is impossible to really say how many people have accessed these images; but it would be fair to say this number is in the thousands.



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All photo download links are available by following this link:

<http://www.2013raftingworldsnz.com/results.php?id=12>

Kawerau Festival

This was a real feature of the Rafting Championships where the Kawerau community embraced the event and athletes that attended. The planning here was well advanced and it was a huge relief from the organizing committee to have the confidence that KDC was managing the festival activity. There were three major competition days but the vision to create events around this period added value to the competition days based at Kawerau. This included movie nights on the big screen, a corporate rafting activity, and an inflatable city. The event had its own budget in excess of \$100,000 with several funding agencies assisting and partnering with the KDC. This was a welcome addition to the overall Championship programme.

A memorable project was the 'Adopt a Nation' programme. School classrooms were allocated countries to learn about, study, and celebrate upon their arrival. This was hugely successful adding ownership of the event to the community and also giving the athletes a fan base and status that they were not always used to.



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NZRA

A key challenge for this group was the team liaising and management. Late entries, payment delays, accommodation management and travel items all added to the difficulty of this role function. The appointment of Raewyn Larcombe in this capacity was invaluable. It was a key coordination role and link to all aspects of the event such as (but not limited too) judges, officials, race management, safety, financial, accommodation providers, and local authorities. The partnership with the Rotorua District Council was imperative here to ensure budget areas and event delivery was seamless. As a result, event reputations and championship production aspects were enhanced both domestically and internationally. In effect both groups had most at stake here and this was recognized and developed throughout the event.



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Championship Results - Seniors

	OPEN MEN				
	OVERALL	SPRINT	HEAD to HEAD	SLALOM	DOWNRIVER
1st	Brazil	New Zealand	Chile	Brazil	Brazil
2nd	Japan	Canada	Brazil	Japan	Japan
3rd	New Zealand	Japan	Slovenia	Czech Republic	New Zealand

	OPEN WOMEN				
	OVERALL	SPRINT	HEAD to HEAD	SLALOM	DOWNRIVER
1st	New Zealand	Great Britain	Slovakia	Slovakia	New Zealand
2nd	Slovakia	Japan	New Zealand	Czech Republic	Japan
3rd	Czech Republic	New Zealand	USA	New Zealand	Slovakia

	MASTERS MEN				
	OVERALL	SPRINT	HEAD to HEAD	SLALOM	DOWNRIVER
1st	New Zealand	New Zealand	New Zealand	Czech Republic	New Zealand
2nd	Czech Republic	Czech Republic	Czech Republic	New Zealand	Czech Republic
3rd	Japan	Japan	Costa Rica	Russia	Japan

	MASTERS WOMEN				
	OVERALL	SPRINT	HEAD to HEAD	SLALOM	DOWNRIVER
1st	New Zealand	New Zealand	New Zealand	New Zealand	New Zealand
2nd	Russia	Russia	Russia	Russia	Russia



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Championship Results - Juniors

	U23 MEN				
	OVERALL	SPRINT	HEAD to HEAD	SLALOM	DOWNRIVER
1st	Brazil	Russia	Russia	Czech Republic	Brazil
2nd	Czech Republic	Brazil	Italy	Brazil	Czech Republic
3rd	Russia	Japan	Japan	New Zealand	Italy

	U23 WOMEN				
	OVERALL	SPRINT	HEAD to HEAD	SLALOM	DOWNRIVER
1st	New Zealand	New Zealand	New Zealand	New Zealand	New Zealand
2nd	Czech Republic	Italy	Czech Republic	Czech Republic	Italy
3rd	Italy	Czech Republic	Italy	Italy	Czech Republic

	U19 MEN				
	OVERALL	SPRINT	HEAD to HEAD	SLALOM	DOWNRIVER
1st	Russia	Turkey	Turkey	Russia	Russia
2nd	New Zealand	Great Britain	Great Britain	New Zealand	New Zealand
3rd	Turkey	Russia	Russia	Turkey	Great Britain

	U19 WOMEN				
	OVERALL	SPRINT	HEAD to HEAD	SLALOM	DOWNRIVER
1st	New Zealand	Brazil	Brazil	New Zealand	New Zealand
2nd	Brazil	New Zealand	Russia	Brazil	Brazil
3rd	Russia	Russia	New Zealand	Russia	Russia



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Legacy Items

- **Bay of Plenty bodies collectively hosting a World Event** – similar to the RWC2011. This now reflects a track history of the region working together to host events on an international scale which will become a feature agenda item when similar opportunities arise.
- **Infrastructure Development**
The Kawerau river development projects has now left a world class facility for future events. The Okere river development reflects a more user friendly environment for recreational and commercial activities.
- **Iwi Relationships**
This was a feature for the overseas competitors to experience a part of our culture, but special mention must go to our iwi partners regarding the rivers and land use surrounding them. Relationships and protocols were developed which has enhanced everyone's awareness of the Maori culture.
- **Major Event Confidence**
There is now an air of confidence in hosting such an event. Future world bids will be sought and a positive track record and IRF endorsement will further the chances of New Zealand hosting another world rafting event in the near future. 2016 is the earliest possible opportunity for New Zealand to do so.
- **Cultural Awareness**
This cannot be more evident that the 'Adopt-A-Nation' programme in Kawerau, truly endorsing the spirit of community and cultural education and understanding.
- **Equipment**
30 world class rafts were created and are now in circulation within the industry.
- **Partnerships**
All levels (including but not limited to), funding agencies, contractors, district and regional councils, Sport BOP, NZRA, the local and national rafting industry, forestry, iwi, international media, MED, and Tourism NZ.
- **Industry Profile**
The professional nature of this event will give interested parties some confidence that this industry is serious about development.

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- **Media Statistics**

The media statistics reflect an awareness of rafting that only an international event could attract. The challenge is now NZRA's to develop this post event.

- **Social Media**

Three months after the event and the official Facebook page is still engaging nearly 500 people per week.

- **Internationally Qualified Judges**

NZRA now have an extend group of qualified judges making this destination more attractive for the IRF when allocating events.

- **National Events**

Initial discussions have developed in relation to hosting national events and the facilities this region has to offer. BOP enhanced its rivers and facilities reputation in this period and they will now be in the forefront when it comes to future venue selection.

- **Trans-Tasman Relationship**

Discussions have been initiated surrounding a potential partner to develop 'Down Under' rafting events.

- **Global Reach**

The imagery, media coverage and athlete experience will reflect positively in this area and will be a benefit to the rafting industry and New Zealand Tourism.



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