EVENT REPORT

100% PURE NEW ZEALAND
WINTER GAMES NZ
100% PURE NEW ZEALAND
Queenstown New Zealand
remarkables
FIS
SPARC ihi AOTEAROA
40

"The Games were 'several notches' above the expectations of FIS. There is no question this has been a huge, huge breakthrough for winter sports in New Zealand. The technical quality of the facilities and terrain had been high, which was a massive achievement given the difficult weather conditions".

Sarah Lewis, FIS secretary-general

EXECUTIVE SUMMARY

Right from the start, 100% Pure New Zealand Winter Games was highly ambitious. What we proposed was an event that has never existed anywhere in the world before, run by a country with no history in major winter sports events, by an organisation that had been formed less than two years ago.

This didn't deter us one bit. New Zealand has long track record of producing world class events, and from all perspectives the inaugural 100% Pure New Zealand Winter Games was a huge success.

The strong support we received from the international sports bodies, the Pacific Rim National Olympic Committees and national sports associations from around the world resulted in over 800 of the world's top snow and ice sports athletes attending from 41 countries. More significantly, the quality of competitors was outstanding and we were able to witness a very high level of competition in all sports

Importantly, the communities of Dunedin, Naseby, Queenstown and Wanaka all fully engaged in the Games to not only help deliver an international event of a high standard but also to welcome our visitors to the region.

We had expected a high level of international media interest in the event. In the end this far exceeded even our most optimistic expectations. A target was set of a potential worldwide television audience of 350 million but the final audience reach was estimated to be 756 million. As importantly, the international downloads of Games images were in excess of 2,000 with a further 1,000 within New Zealand. The high internet presence further added to this international profile.

By any standards this is a spectacular result. Not only as a confirmation of New Zealand's ability to initiate and conduct a world class winter sports event, but also to establish our credentials as the southern hemisphere's prime winter sports destination. The implications for future events and for tourism in general are truly exciting. We now have a strong base upon which to build future Winter Games NZ and our team is committed to lifting its Game even higher. Competitors, team management, international officials, volunteers, the public and our own staff have all contributed thoughts on how to improve the Games.

As a result, planning has already commenced on delivering the next 100% Pure New Zealand Winter Games and they will be even better.

My thanks, as chairman, go to all those who helped make the first Games so successful. This includes all our partners, the venues, the sports, patrons, staff, volunteers, the communities of Otago and, of course, the competitors and team management who were the stars.

Sir Eion Edgar
Chairman Winter Games New Zealand Trust

WINTER
GAMES

THE EVENT

The inaugural 100% Pure New Zealand Winter Games was held over a ten day period from 21 August - 30 August 2009. The disciplines included Alpine Skiing, Cross Country Skiing, Free Skiing, Snowboarding, Curling, Ice Hockey and Figure Skating.

RESULTS

Alpine Skiing

FIS Australia New Zealand Cup

Coronet Peak Super G men	1. Jake Zamansky	USA
	2. Felix Neurenther	GER
	3. Olivier Jenot	MON
Coronet Peak Super G ladies	1. Britt Janyk	CAN
	2. Maria Pietilae-Holmner	SWE
	3. Shona Rubens	CAN
Coronet Peak Giant Slalom men	1. Matts Olsson	SWE
	2. Hans Olsson	SWE
	3. Jimmy Cochran	USA
Coronet Peak Giant Slalom ladies	1. Maria-Michele Gagnon	CAN
	2. Agnieszka Gasienica Daniel	POL
	3. Maria Pietilae-Holmner	SWE
Coronet Peak Slalom men	1. Felix Neurenther	GER
	2. Mattias Hargin	SWE
	3. Nolan Kasper	USA
Coronet Peak Slalom ladies	1. Florine De Leymarie	FRA
	2. Marie-Michele Gagnon	CAN
	3. Hiromi Yumoto	JPN

IPC Alpine Skiing

Coronet Peak Adaptive Super G was cancelled due to weather

Coronet Peak Adaptive GS sitting men	1.Martin Braxenthaler	GER
	2. Thomas Nolte	GER
	3. Carl N. Burnett	USA
Coronet Peak Adaptive GS standing men	1. Gerd Schoenfelder	GER
	2. Thomas Pfyl	SUI
	3. Adam Hall	NZE
Coronet Peak Adaptive GS vis imp ladies	1. Kelly Gallagher	AUS
	2. Caitlin Sarubbi	USA
Coronet Peak Adaptive GS sitting ladies	1. Alana Nichols	USA
	2. Anna Turney	GBR
	3. Jane Sowerby	GBR
Coronet Peak Adaptive GS standing ladies	1. Andrea Rothfuss	GER
	2. Emily Jansen	AUS
	3. Anna Jochemsen	NED
Coronet Peak Slalom sitting men	1. Martin Braxenthaler	GER
	2. Erik Esat Bayindirli	USA
	3. Timothy Farr	GBR
Coronet Peak Slalom standing men	1. Toby Kane	AUS
	2. Adam Hall	NZE
	3. Mitchell Gourley	AUS
Coronet Peak Slalom vis imp ladies	1. Jessica Gallagher	AUS
	2. Caitlin Sarubbi	USA
Coronet Peak Slalom sitting ladies	1. Alana Nichols	USA
Coronet Peak Slalom standing ladies	1. Andrea Rothfuss	GER
	2. Emily Jansen	AUS

Cross Country Skiing

FIS Australia New Zealand Cup

KIA Motors 15km Classic men	1. Devon Kershaw	CAN
	2. Ivan Babikov	CAN
	3. Alex Harvey	CAN
KIA Motors 10km Classic ladies	1. Sara Renner	CAN
	2. Brittany Webster	CAN
	3. Chisa Obayashi	JPN
KIA Motors Sprint Freestyle men	1. Drew Goldsack	CAN
	2. Julien Nury	CAN
	3. Gaudenz Flury	SUI
KIA Motors Sprint Freestyle ladies	1. Perianne Jones	CAN
	2. Shayla Swanson	CAN
	3. Brittant Webster	CAN
KIA Motors 10km Freestyle men	1. Ivan Babikov	CAN
	2. Devon Kershaw	CAN
	3. George Grey	CAN
KIA Motors 5km Freestyle ladies	1. Sara Renner	CAN
	2. Perianne Jones	CAN
	3. Brittany Webster	CAN

IPC Cross Country Skiing

KIA Motors IPC 10km sitting men	1. Kozo Kubo	JPN
	2. Chris Klebl	USA
	3. Lou Gibson	CAN
KIA Motors IPC 10km standing men	1. Yoshihiro Nitta	JPN
	2. Mark Arendz	CAN
	3. Keiichi Sato	JPN
KIA Motors IPC 10km sitting ladies	1. Colette Bourgonje	CAN
KIA Motors IPC 10km standing ladies	1. Shoko Ota	JPN
	2. Jody Barber	CAN
	3. Momoko Dekijima	JPN
KIA Motors IPC Sprint Final sitting men	1.Kozo Kubo	JPN
	2. Lou Gibson	CAN
	3. Dominic Monypenny	AUS
KIA Motors IPC Sprint Final sitting ladies	1. Colette Bourgonje	CAN
	2. Joanna Dominick	NZE
KIA Motors IPC Skate standing men	1. James Millar	AUS
	2. Mark Arendz	CAN
	3. Yoshihiro Nitta	JPN
KIA Motors IPC Skate standing ladies	1. Shoko Ota	JPN
	2. Momoko Dekijima	JPN
	3. Jody Barber	CAN
KIA Motors IPC Final Classic standing men	1. Kenji Takigama	JPN
	2. Tyler Mosher	CAN

Free Skiing

AFP Sanctioned

The Remarkables Slopestyle men	1. Thomas Wallisch	USA
	2. Jossi Wells	NZE
	3. Bobby Brown	USA
The Remarkables Slopestyle ladies	1. Anna Segal	AUS
	2. Rosalind Groenewoud	CAN
	3. Dania Assaly	CAN
Cardrona FIS Ski Cross cancelled due to weather		
Cardrona Halfpipe men	1. Seaton Taylor	USA
	2.David Wise	USA
	3. Xavier Bertoni	FRA
Cardrona Halfpipe ladies	1. Mirjam Jaeger	SUI
	2. Rosaling Groenewoud	CAN
	3. Dania Assaly	CAN
Queenstown Resort College Big Air men	1. Bobby Brown	USA
	2. Kim Boberg	SWE
	3. Byron Wells	NZE

Snowboarding

FIS Continental Cup

The Remarkables Slopestyle men	1. Stef Zeestraten	NZE
	2. Nick Hyne	NZE
	3. Gjermund Braaten	NOR
The Remarkables Slopestyle ladies	1. Shelly Gotlieb	NZE
	2. Jamie Anderson	USA
	3. Aimee Fuller	GBR
Cardrona Snowboard Cross men	1. David Speiser	GER
	2. Alex Pullin	AUS
	3. Konstantin Schad	GER
Cardrona Snowboard Cross ladies	1. Natsuko Doi	JPN
	2. Ellie Richards	NZE
	3. Victoria Guinn	USA
Queenstown Resort College Big Air men	1. Stef Zeestraten	NZE
	2. Jan Necas	CZE
	3. Nick Hyne	NZE

Queenstown Resort College Big Air ladies cancelled due to weather

FIS LG Snowboard World Cup

LG Halfpipe men	1. Shaun White	USA
	2. Louri Podladtchikov	SUI
	3. Kazuhiro Kokubo	JPN
LG Halfpipe ladies	1. Liu Jiayu	CHN
	2. Kelly Clarke	USA
	3.Gretchen Bleiler	USA

Curling

Men's Final	1. Australia 2. China 3. Japan
Ladies Final	1. Japan 2. China 3. Korea

Ice Hockey

Australia v New Zealand test 1	Australia
Australia v New Zealand test 2	New Zealand
Shoot out decider	New Zealand

Figure Skating

Senior men	1. Kensuke Nakaniwa	JPN
	2. Min Seok	KOR
	3. Andrew Dodds	AUS
Senoir ladies	1. Akiko Suzuki	JPN
	2. Mari Suzuki	JPN
	3. Na Young Kim	KOR

DEMONSTRATION SPORTS

Winter Triathlon

TaxRefunds.co.nz Open men	1. Nat Anglem	Christchurch
	2. Ben Koons	Wanaka
	3. Andrew Pohl	Dunedin
TaxRefunds.co.nz Open ladies	1. Laetitia Roux	Queenstown
	2. Andrea Fancy	Wellington
	3. Yvonne Pfluger	Christchurch

Natural Luge

Junior men	1. Michael McCormack	Dunedin
	2. Andrew Balme	Christchurch
	3. Tyler Carson-Day	Timaru
Junior ladies	1. Tyla Toheriri-O'Neill	Ranfurly
	2. Cheyan Vowles	Ranfurly
	3. Tessa Jorgensen	Wedderburn

"The New Zealand Winter Games has brought the sport of curling to a new higher level for New Zealand and has given this sport a stage that international curling will have to notice."

Doug Wright, Chief Ice Master

COUNTRIES

The following countries attended 100% Pure New Zealand Winter Games 2009:

Andorra	Estonia	Korea	South Africa
Argentina	Finland	Monarco	Spain
Australia	France	Netherlands	Sweden
Austria	Great Britain	New Zealand	Switzerland
Bahamas	Germany	Norway	Ukraine
Belgium	Hungary	Peru	USA
Brazil	Iceland	Poland	Venezuela
Canada	India	Portugal	Mexico
Czech Republic	Italy	Russia	
China	Ireland	Serbia	
Chinese Taipei	Japan	Slovenia	

COMPETITORS AND TEAM MANAGEMENT

	Competitors	Management
Snowboard	185	60
Alpine Ski Racing	180	75
Adaptive Ski Racing	40	40
Cross Country Ski Racing	62	20
Adaptive Cross Country Ski racing	15	15
Free Skiing	125	30
Winter Triathlon	24	0
Curling	65	25
Natural Luge	30	0
Ice Hockey	40	10
Figure Skating	50	20
	816	**295**

TEAM TROPHY RESULTS

A total of 17 countries won medals at the Games. The Winter Games NZ Team Trophy was won by Canada from the United States and Japan. Points were accumulated according to medals won during the Games.

Team Trophy Standings:

1. Canada	62 points
2. USA	45 points
3. Japan	33 points
4. Germany	27 points
5. Australia	21 points
6. New Zealand	20 points
7. Sweden	12 points
8. Great Britain	8 points
9. Norway	8 points
10. China	7 points

MEDIA

TELEVISION

Sky TV NZ was media partner for 100% Pure New Zealand Winter Games. Our media office worked closely with Sky TV to ensure maximum coverage and global distribution. As a result the Games, and the venues, reached millions of viewers around the world.

Domestic coverage

SKY TV

Apart from the promotional build-up prior to the Games, daily television coverage commenced on Sunday 23 August and ran through to Monday 31 August. This was broadcast on Sky 1 and Sky 3.

Live: 34hrs 55mins

Highlights: 10hrs 30mins

Delayed: 2hrs 30mins

The Games also featured on Prime News and "Deaker on Sport" (interview with Jossi Wells and Juliane Bray).

TV3

TV3 News featured the Games on 8 evenings during the 6pm Bulletin with a total of 12mins 55secs of coverage. TV3's Sports Tonight also featured the Games on 4 evenings with interviews involving Josi Wells, Juliane Bray and Anja Pearson.

TVNZ

One News featured the Games on 4 evenings during the 6pm Bulletin with a total of 5mins 18secs. "Tonight" and "Breakfast" reused the images for stories screened. "Close Up" profiled Ben Griffin on Wednesday 19 August: 4mins 25secs. "Attitude" covered adaptive skiing on Sunday 11 October. The Games also featured on "The Crowd Goes Wild".

Global coverage

World Television was contracted by 100% Pure Winter Games to extend and monitor international television coverage of the event. Sky Television in New Zealand covered the games for their own broadcast purposes and also provided footage free-to-air for broadcasters.

All footage was available by satellite on request from Sky New Zealand or via an FTP server. The following broadcasters accessed footage via the Sky TV FTP server:

- Super Sport (South Africa) - Audience: 3,000,000
- ESPN STAR Sport (Asia) - Audience: 100,000,000
- Swedish TV - Audience: 300,000
- Gillette World of Sport (distributed to 220 broadcasters in 180 countries) - Audience 100,000,000
- Extreme International (40 countries) - Audience 40,000,000
- European Broadcasting Union (Eurovision - 74 members in 54 countries) - Audience: 440,000,000

In addition to the above World Television also distributed the final highlights package across APTN's global video newswires and supported this with a targeted media relations campaign across the following territories:

- Australia
- USA/Canada
- China (national and regional broadcasters)
- Hong Kong
- India
- UK
- Germany
- Singapore
- ESPN (Pan Asian)
- Eurosport / Euronews (Pan European)
- Channel News Asia (Pan Asian)
- ABC Asia pacific (Pan Pacific and Asian)
- Al Jazeera (worldwide)

"You and your team produced a truly great international event and should be immensely proud of what you were able to achieve. I was proud to be associated with the Games and to be part of this success."

Bruce Hamstead, ACA Race Quality Coordinator, Canada

Confirmed Television Broadcast Usage

Number of TV Stations that broadcast coverage of the 100% Pure Winter Games:
- 6 accessed footage from Sky FTP site
- 18 used b-roll footage distributed by World TV via APTN
- 1 broadcaster covered the event with their own crew
- 74 broadcasters were fed Sky coverage via the European Broadcasting Union (Eurovision).

TOTAL ESTIMATED GLOBAL AUDIENCE REACH: 765,740,394

Equivalent Value of Advertising

The EVA is used in the public relations / Advertising industry to 'measure' the benefit to a client from media coverage of a PR campaign.

EVAs measure the size or duration of the coverage gained, its placement and calculate what the equivalent amount of space / time would cost if paid for as advertising. A multiplier is used to allow for the credibility factor of news and programme coverage over advertising.

Equivalent Value of Advertising for the 100% Pure Winter Games is between NZ$20 - NZ$70million

World Television's Conclusion

The 100% Pure Winter Games has undoubtedly provided sponsors with an extensive international television audience, across several key markets. In terms of content, the images were exciting and presented New Zealand in a professional way through the well-executed delivery of a world class event.

It is reasonable to assume that from a tourism perspective the 100% Pure Winter Games have given a new angle on New Zealand for some international markets.

The inclusion of the 100% Pure Winter Games as a feature in the Australian Channel 9 "Getaway" programme has provided a great opportunity for tourism promotion in New Zealand's biggest market.

As the 100% Pure Winter Games grows and develops greater international profile it will provide an increasing number of opportunities for sponsors, corporates and government, to undertake their own media relations campaigns around the event to meet their own commercial and public diplomacy objectives.

RADIO

Mediaworks was the radio partner for Winter Games 2009. Mediaworks utilised five station brands on a network basis and two locally to deliver a comprehensive promotional and branding campaign in the lead up to and during Winter Games 09.

Brands Used - Network

Radio Live - Nationwide Audience of over 1.4 million New Zealanders tune into Radio Live News every week. Intelligent talk, controversial comment and up to the minute local national and international news. There was a guaranteed news element within the sports news for the duration of the Winter Games.

B Sport – New Zealand's first dedicated sport and racing network for the sport purist. B Sport host James McOnie spent a week on the ground in Queenstown broadcasting his show live from 5 different events and locations.

The Rock – New Zealand's most listened to music format radio station focused on the ice hockey and sent a crew to Dunedin to host the two night games during Winter Games. There were fun competitions and some fantastic giveaways!

The Edge – "Life's more fun on the Edge" The Edge are very much a youth focused brand delivering the biggest audience in New Zealand of 10 – 34 year olds. They focused very much on encouraging the youth of NZ to head to the Winter Games for a great fun time! In conjunction with this they gave away a series of Kiwi Experience bus trips taking them to Queenstown. They also had their night show hosts Brad and Sharyn come to Queenstown to host some events and report back live to The Edge from events.

George FM – "Beats Working" Mediaworks newest edition and undoubtedly the coolest, proudly providing host Clarke Gayford to provide beats for the closing ceremony!

Brands Used – Locally

More FM & Q92 The Breeze – Queenstown's only two live and local brands operating for over 25 years and still live and local seven days a week. They delivered daily reports, news, schedules and interviews to keep the community constantly up to date with what was happening on and off the slopes.

PRINT MEDIA

Domestic statistical analysis

A total of 195,857 sq cm of press coverage has so far been collated through clippings. This is an average of 345 sq cm per clipping. A total of 647 photos were used in this coverage, or 1.14 images per clipping.

Total clippings per month in 2009
- February 8
- March 10
- April 16
- May 12
- June 48
- July 40
- August 373
- September 42

Type of coverage

Analysis of clippings shows that the key messages of the Games were carried successfully, eg: world class venues, top international athletes competing, NZ talent on show, commitment from organising team, government support and economic benefits.

Otago / Southland press were more likely to focus on individual athletes and personalities behind the Games and they ran editorial evaluating the success of the Games in terms of economic impact and international interest in New Zealand.

Some regional titles ran stories on athletes from their local area, but in general North Island press concentrated more on the major events and results.

Regional v national

Media located closest to the Games venues committed more journalists to cover the various events and therefore produced a greater volume of coverage. While they used the official media releases as background they were more likely to also conduct their own interviews, competitor profiles and editorial opinions. Other print media were more likely to use the official media release as the single main source for their story.

North Island print media coverage was limited and this is one area that will be followed up on for the next Winter Games NZ.

Magazines

A number of monthly magazines ran preview coverage leading up to the Games. Their monthly frequency makes it difficult for editors to cover individual events as oppoesed to feature based stories.

Titles included: MiNDFOOD, M2, Wilderness, Kia Ora, North and South, Adventure, Next, NZ Business and NZ Snowboarder.

News agencies

A number of stories were generated via the NZPA Newswire, especially amongst NZ regional titles. International coverage was also generated from this channel.

ONLINE COVERAGE

The internet being such an expansive medium, definitive measurement of online coverage for 100% Pure New Zealand Winter Games is not as straightforward as measuring print or television coverage.

This report outlines a selection of top-line results that are designed to highlight the type and origin of stories appearing on the net as a result of media activity, and also to provide a platform on which to build coverage in the future.

Type of coverage

The majority of online coverage was taken directly from press releases issued by the Winter Games NZ media office. On some occassions information has been adapted to suit a specific purpose, eg: from a tourism / “visit NZ” angle or to suit a national readership.

As a result of this, online coverage is highly positive with no negative messages encountered. The key messages contained in the official press releases (inaugural Games, prelude to Winter Olympics, number and quality of entries, national successes, NZ as a world class venue, etc) have been carried successfully to an online audience.

The most prevalent online coverage relates to freeski and snowboard halfpipe events, curling, alpine skiing and the closing ceremony (including Canada as the most successful country). There is widespread use of photography from Getty Images, suggesting this service was easily accessible and well used. Some coverage is purely based on photography (eg: life.com). In addition a number of sites included video footage or are dedicated upload sites (eg: gawkk.com, vimoe.com, youtube.com, video.aol.co.uk).

Country of origin

In addition to the major winter sports competing nations, online coverage was generated in countries as varied as China, Greece, Argentina, India, Japan, Brazil, Russia and Thailand.

Counties most represented:

- Australia
- Canada
- New Zealand
- USA
- United Kingdom
- Switzerland
- Sweden
- Spain
- Greece

Whilst it is difficult to provide definitive analysis of the total volume of online coverage that has been generated for 100% Pure New Zealand Winter Games, it is possible to assess how effectively online media carried the key messages from the official press releases.

A key advantage of issuing stories via the web is the ability to reach audiences in countries other than those with a tradition of following winter sports. Stories on Winter Games NZ were carried across the world by aggregation news sites and blogs, as well as sports-specific sites, which will have raised the profile not only of the Games themselves but also winter sports in general and the ability of New Zealand to host a major international competition.

Video to web

Snowtv was contracted to provide online video coverage of nominated events, publishing them on Snowtv.co.nz and other selected sites as well as making them available for download.

Clips were shot and loaded to Snowtv each day with links made available for the media to download.
Video was distributed to:

www.nzskier.com
www.snowboard.com
www.nzski.com
www.cardrona.com
www.TVNZ.co.nz
www.TV3.co.nz
www.biglines.com
www.newschoolers.com
www.youtube.com
www.vimeo.com
www.snow.co.nz

In addition to supplying video to web, footage shot was also supplied to the TVNZ Breakfast show which broadcast a total of 3 minutes on consecutive Thursdays during the event.

"This is a great opportunity for New Zealand and the 100% Pure New Zealand brand to be seen around the world and we have been working to ensure that we make the most of leveraging this event."

George Hickton, Tourism NZ Chief Executive

IMAGE DOWNLOADS

100% Pure New Zealand Winter Games chose Gettyimages photo assignment and image.net distribution services to:

- Promote the event to gain global exposure.
- Publish the event to image.net's 90,000 global media users and to proactively reach out to more than 30,000 sports subscribers.
- Make Winter Games NZ images/press releases available immediately.
- Send out events highlights instantly.
- Maximise the event's international exposure at the lowest cost.

Getty photographers and field editor were on site to take photos and uploading them onto image.net straight after each day's events. All images were captioned and made available to users for immediate downloading.

There were 3311 downloads and 2875 hits on the site 21 August - 2 October

There were 3311 downloads and 2875 hits on the site 21 August - 2 October

An enhanced sports media list on image.net is now ready for the next 100% Pure New Zealand Winter Games event in 2011.

Australia	1,060 users
New Zealand	200 users
The rest of the world	32,170 users
TOTAL	33,430 users

"The field rivalled the Olympics in standard. All of the top 10 ranked women in the World Cup have travelled to this important event and 6 of the top men".

Marcel Looze, FIS snowboard race director

"The organisers of the 2009 Winter Games NZ have identified a gap in the market that is New Zealand's for the taking. An international winter sports event that is the forerunner to the Winter Olympic Games - and the perfect platform to promote New Zeland internationally."

Dr John Guthrie, University of Otago

"We're all configured differently and life depends on the person. People look at me and how I walk and they think "he can't ski, he's disabled". But put them on a pair of skis next to me and they'll soon find out they're the ones with a disability."

Adam Hall, NZ adaptive alpine skiier ranked No 2 in the world.

"This is a fantastic initiative. Full credit to New Zealand for actually making it happen. It's a real bonus for Southern Hemisphere sports."

Ian Chesterman, Australian Olympic Committee chef de mission 2010

ECONOMIC BENEFITS

Economically the Games has the potential to deliver benefits in four key areas:

- Direct spend by those who came to Otago specifically for the Games.
- International television coverage that helped promote Otago and New Zealand as a tourism destination.
- International print media coverage, especially photographic images, that helped promote Otago and New Zealand as a tourism destination.
- Internet visibility on as many websites as possible.

The last two are difficult to allocate a value to but we do know that the Games exceeded the international reach in both that we had targeted. Image downloads were especially significant.

The advertising value of the international television coverage has been independently set at between $20m and $70m.

To gauge the direct expenditure an on line survey was undertaken with competitors and team management that registered for the Games. No research was undertaken for these Games with the general public who might have come to see the Games.

The event attracted approximately 922 visitors to the Otago region, with an estimated 73.5% of these visitors indicating that they had travelled to the region primarily to attend the Winter Games. This equates to 555 visitors solely attributed to the event. The average length of stay for visitors in Otago during the event period was 6.6 days.

The direct expenditure from all visitors to the region is estimated at $4.25m, while the direct value added is estimated at $1.96m. The total economic impact of the event (taking into account the flow-on effects of direct expenditure) is estimated at $7.30m, with the total value added to the region being estimated at $3.57m. In addition, it is estimated that direct expenditure both before and after the event was $4.80m. Taking the event period expenditure into consideration, overall direct expenditure in Otago as a result of this event could be as much as $9.05m. Overall direct value added is estimated at $4.36m. Total expenditure, comprising economic activity before, during and after the event (and including the flow-on effects of this expenditure) could amount to $15.46m, while total value added could be as much as $7.90m.

The figure below summarises the key results of the 2009 Winter Games NZ survey.

100% PURE NEW ZEALAND WINTER GAMES 2009 21 - 30 AUGUST
922 PARTICIPANTS FROM OUTSIDE OTAGO (75.0%) 73.5%, OR 555, EXCLUSIVELY IN REGION FOR EVENT
AVERAGE EXPENDITURE OF VISITORS - $1,900 (RANGE OF EXPENDITURE - $1,482 - $2,319)
DIRECT EXPENDITURE - $4.25M DIRECT VALUE ADDED - $1.96M DIRECT EMPLOYMENT - 38 FTEs
TOTAL EXPENDITURE - $7.30M TOTAL VALUE ADDED - $$3.57M TOTAL EMPLOYMENT - 63 FTEs
WIDER ECONOMIC BENEFIT (INCLUDING IMPACT BEFORE AND AFTER EVENT)
DIRECT EXPENDITURE ESTIMATE - $9.05M DIRECT VALUE ADDED ESTIMATE - $4.36M
TOTAL EXPENDITURE ESTIMATE - $15.46M TOTAL VALUE ADDED ESTIMATE - $7.90M

"We are serious about attracting and developing world class events. This is a great example of a home-grown event with huge potential. The tourism spin-offs in terms of visitor numbers and spending will be significant. This event will showcase some of our most spectacular scenery and we believe the benefits will extend well beyond the Otago region"

John Key, NZ Prime Minister and Minister of Tourism.

"Im proud to win today. This is the heaviest event I've ever been in. That's saying a lot, as I've been in a lot of them"

Shaun White, Olympic champion and snowboard legend

FINANCES

Income:	Sponsorship, Patron's Club, grants and ticketing		$3,231,578.00
Expenditure:	Sports	$869,149.00	
	Transport & accommodation	$ 36,800.00	
	Media	$135,615.00	
	Television	$316,300.00	
	Marketing	$140,523.00	
	Ceremonies & special events	$169,226.00	
	Management & administration	$597,859.00	
	Volunteers	$372,621.00	
	Other	$ 7,909.00	
			$3,212,241.00
Net Operating Surplus:			**$ 19,337.00**

PATRONS

The Winter Games NZ Patron's Club was a huge success. By joining, the contribution individuals or companies made greatly assisted WGNZ to produce a world showcase event and a fantastic ongoing asset for the Otago Community and New Zealand as a whole. This support was greatly appreciated.

FOUNDING PATRON
Eion and Jan Edgar

SPECIAL PATRON
David Levene Foundation

BUSINESS PATRONS
Michael Hill – Michael Hill Watches
Steve Sanderson – Queenstown Airport Corp
Cameron Reed – Ray Whte Real Estate

PATRONS
A Womans Touch
Advantage QT
Amisfield Wine Company
Anderson Lloyd Lawyers
Will Anglin
Jennifer Anglin
Aotea Queenstown
Asset Management Ltd
AWS Legal
Ann Beattie
John Beattie
Pauline Beattie
Margaret Benseman
Mark Benseman
Boardwalk Restaurant
Brennan Wines
David & Elspeth Broomfield
Kathryn Burns
Cardrona Hotel
David Carter
Chard Farm
Christchurch Airport
Bryan Collie
Copthorne Hotel Commodore
Coronet PM
Creeksyde Holiday Park
Murray & Clare Doyle
Adam Edgar
Amber Edgar
Hamish Edgar
Jonty Edgar
Victoria Edgar
Elixir Travel New Zealand
T G Elworthy
Fergburger
Brian and Hilaire Field
Stephen and Virginia Fisher
Kent and Gaye Gardner
Anna Gartland
Warwick Goldsmith
Good Group Ltd
Greylands Ridge
Jonathan Gurnsey
John Guthrie
Tony Hall
Grant & Karen Hattaway
Tony Hill
Vickie Hill
Caroline Hutchison
Margo Hutchison
Jacks Hardware and Timber Ltd
Jillian & Dick Jardine
Deanie Johnstone
Haniin Johnstone
Rodney Jones
Sajini Jesudason
David and Brigit Kirk
Doug Kirkpatrick
Knox Investment Partners
Lane Neave Lawyers
Doug & Margie Lingard
Roger Macassey
Sue Macassey
Chris Mace
Dayle Mace
Alan MacKenzie
Ces MacKenzie
MacTodd
Leanne Malcolm
Mantra Restaurant
Graeme and Eunice Marsh
John Martin
John Matthews
Alexandra McKay
Eden McKay
Elizabeth McKay
Rob McKay
Lindsay McLean
Millbrook Resort
Nadene Milne Gallery
Alistair Nicholson
Mike Norris
Northburn Station
Over The Top
Paper Plus
Kaye Parker
Michael Parker
Rick Pettit
George Pinckney
Pinewood Lodge
Alan Pollock
Brigie Pollock
Alastair Porter
Margo Pryde
Tom Pryde
Queenstown Medical Centre
Jolyon & Georgina Ralston
Ann Salmond
The Skin Institute
Skyline Enterprises
Ant Smith
Philip Smith
Don and Jan Spary
Simon Stamers-Smith
Fiona Stevens
Susan Stevens
Terry Stevens
Swain Woodham Group
Philipa Lady Tait
Jenny Tapper
Jules Tapper
Mark Taylor
John Thompson
Mary Thompson
Jeff Turner
Sandy Turner
Unichem Wilkinsons Pharmacy
Henry Van Asch
Vero Insurance NZ Ltd
Tim and Prue Wallis
Whitestone Cheese
Barry Wilson
Noela Wilson
Winnies
Wyndham Vacation Resorts
Asia Pacific

FRIENDS OF WGNZ
Hotel Grand Chancellor
Geoff and Helen Thomas
Alan and Kay Gray
Jerry and Sally Stockdale
Vicky and Scott St John
Dr Patrick Frengley
Ornstein Yevrah
Anonymous
Sue Knowles
Dinah Smith
Richard and Rosemary McElrea

New Zealand Prime Minister John Key at the Big Air medal presentation at Coronet Peak. The Closing Ceremony followed immediately afterwrds.

"New Zealand has certainly signalled with this event that it is the skiing capital of the Southern Hemisphere."

Sarah Lewis, FIS secretary-general

It only gets better.

The 100% Pure New Zealand Winter Games 2009 was the first of what we plan to be many more. Our planning has been based on holding the Games every two years with every four years being a back-up option. Confirmation of timing and the event schedule will be made in February 2010 after the Winter Olympics in Canada.

What we can tell you is that the next Games will incorporate the following improvements as a result of feedback received:

- Competition programme to be over 14 days to allow for weather days and to reduce pressure on venues and the organisation.
- Free ski and snowboard programme all to be based out of Wanaka.
- Target short track speed skating as an addition to the ice programme
- Winter Triathlon to be a full games sport
- Increase the marketing and promotions domestically and internationally
- Build a strong entertainment schedule with concerts and downtown events.

SPONSORS

The Board and Staff of Winter Games NZ would like to thank the Sponsors and Partners listed below for their fantastic support and the faith they have show in us. Without this support the event would not be possible.

WINTERGAMES NZ

www.wintergamesnz.com

100% PURE
NEW ZEALAND