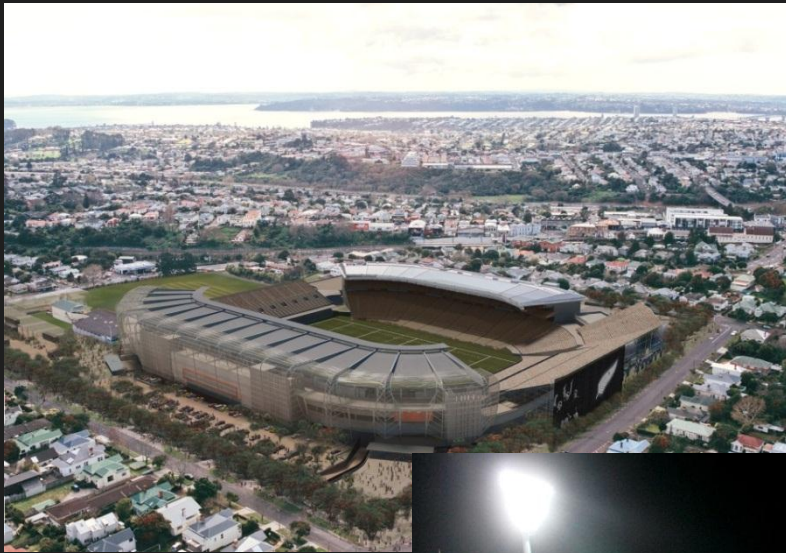


# Auckland Transport Board Rugby World Cup 2011 16 February 2011



**AUCKLAND 2011**  
COUNTDOWN TO RUGBY WORLD CUP



# Agenda

1. Eden Park
2. North Harbour Stadium
3. Testing
4. Fanzones
5. Training Venues
6. Business as Usual
7. Other Planning
8. Communications



**AUCKLAND 2011**  
COUNTDOWN TO RUGBY WORLD CUP





# 1. Eden Park



- **Parking**
  - Zone A
  - Zone B
- **Road Closures and Restricted Closures:** to facilitate public transport operations and ensure pedestrian safety.
- **FREE** travel on:
  - Rail – 3hrs pre and 3hrs post event
  - Special Event Bus – 3hrs pre and 1hr post



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# 1. Eden Park – Travel Modes

**Rail**  
 Kingsland - CBD (14,500)  
 Morningside – west (1,500)

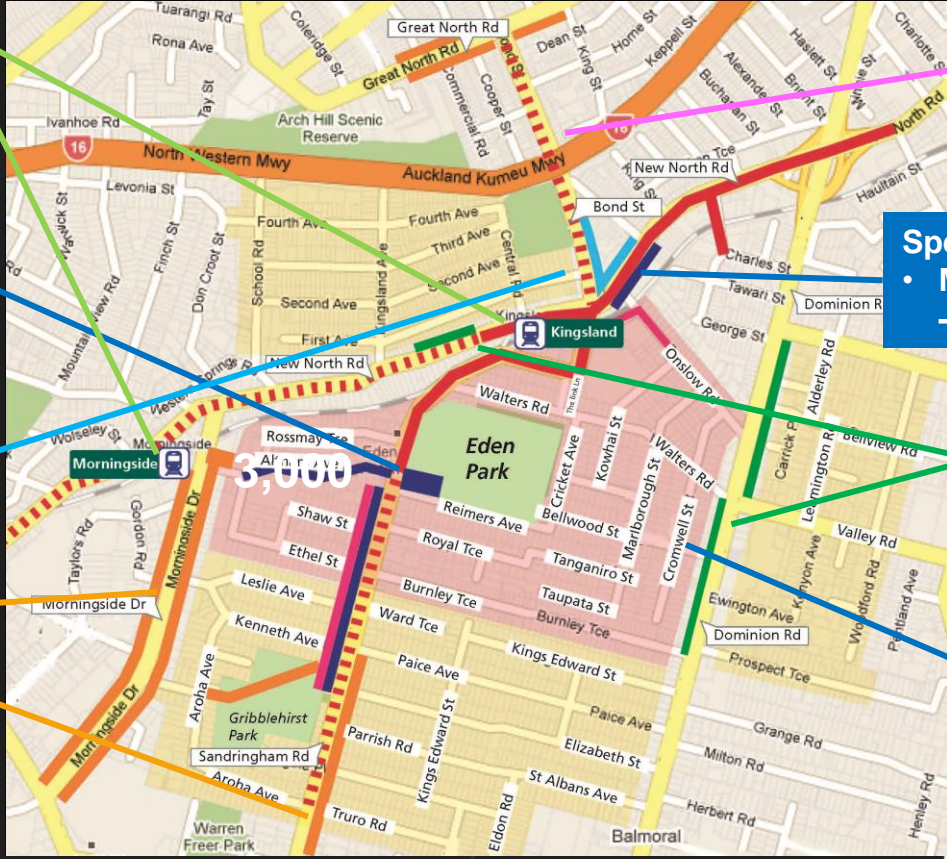
**Special Event Bus**

- North Shore (2,300 (40))
- Takapuna (600 (12))
- Manukau / Botany / Pakuranga (500 (12))
- Newmarket / Mt Eden (800 (11))

**Coach (12,000 – 220 Coaches)**  
 Drop off / pick up

**Parking**

**Cars (16,000 - 6400 vehicles)**



**Walking Route (3,000)**

**Special Event Bus – 44 buses**  
 • Midtown (4,800)

**Taxi (3,000)**



**Parking**

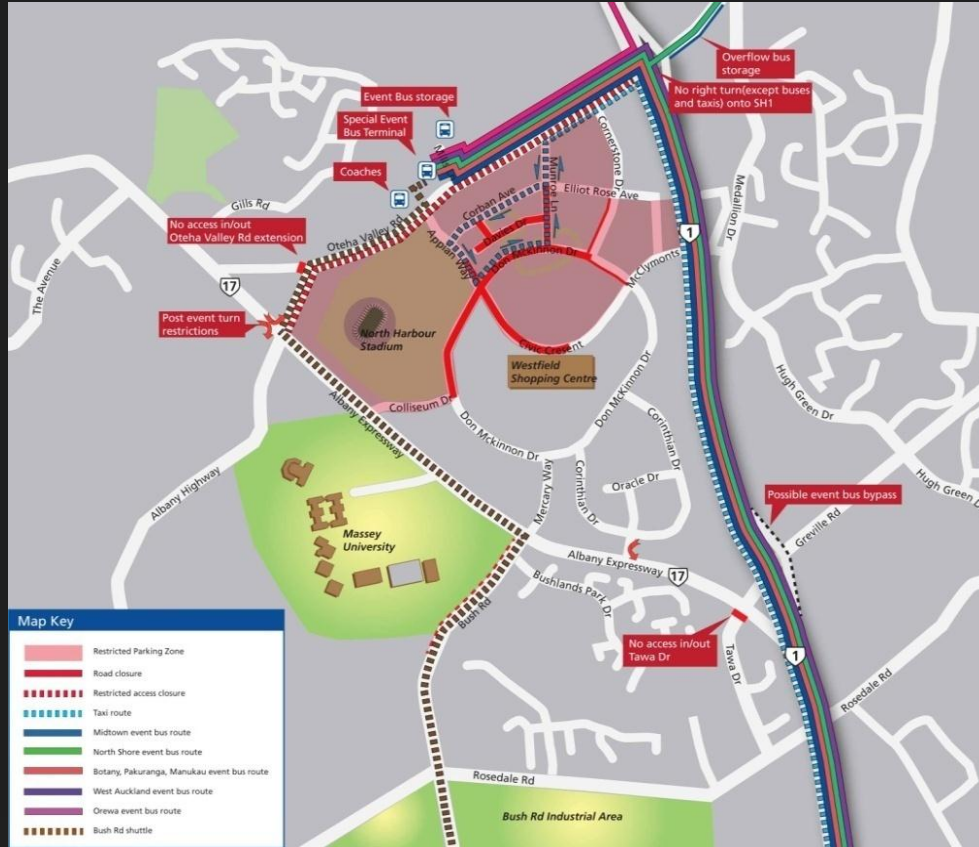


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## 2. North Harbour Stadium



- **Restricted Parking Zone**
- **Road Closures:** to facilitate traffic, public transport operations and ensure pedestrian safety.
- **FREE** travel: Special Event Bus 3hrs pre to 1 hr post



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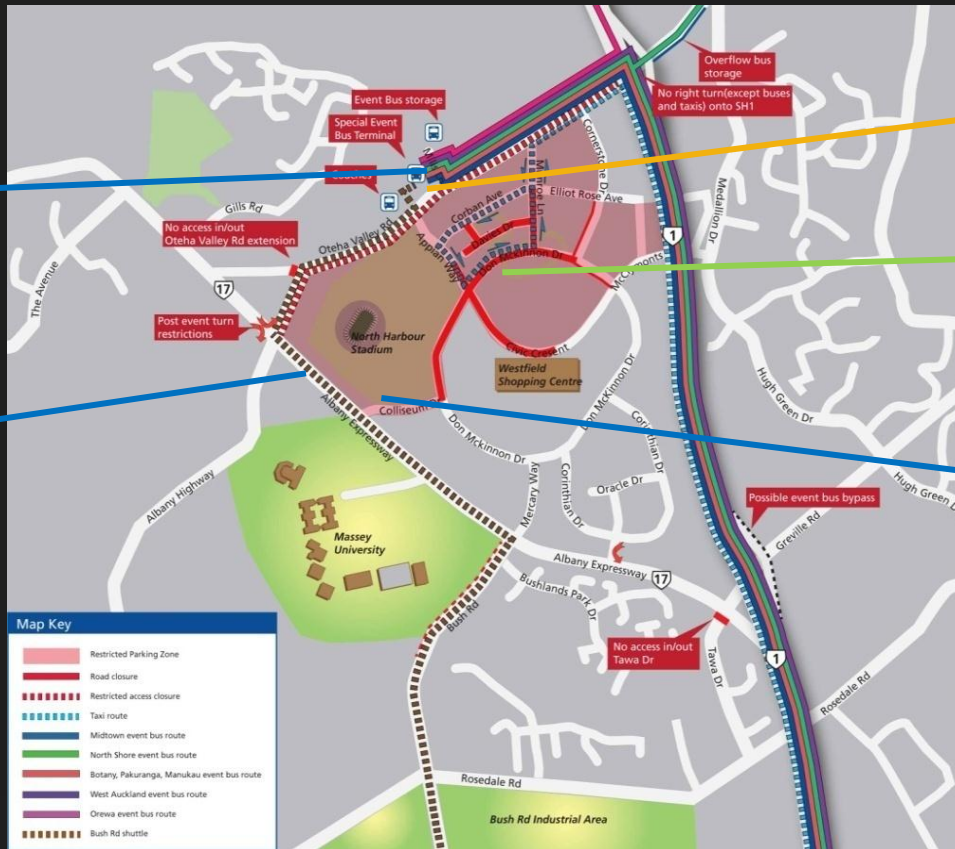
# 2. North Harbour – Travel Modes

## Special Event Bus

- Midtown / Downtown (6,200 - 11 buses)
- Takapuna / North Shore (4,400 – 54 buses)
- Manukau / Botany / Pakuranga (400 – 10 buses)
- Henderson (500 – 12 buses)
- Orewa (200 – 5 buses)

Bush Rd Shuttle (1,000 – 12 buses)

Cars (15,000 - 6000 vehicles)



Coach Parking (1,000)

Taxi (500)



Parking

Walking (150)



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# 3. Testing and TMP Review

- Tri Nations: 10 July 2010 – Full test
- Four Nations League Double Header - 6 November 2010 – Full Test
- Super 15 – Opening Match - Blues v Crusaders – 19 February 2011 - PT test only
- **NRL Pre Season NHS – Warriors v Manly – 26 February 2011 – Part test**
- NRL– Warriors V Eels – 12 March 2011 – PT test only (No free travel)
- Super 15 –2011 Season - PT test only
- Bledisloe Cup, 8 August 2011 – Full test
- Peer Review – Eden Park and North Harbour TMP – Feb / Mar 2011



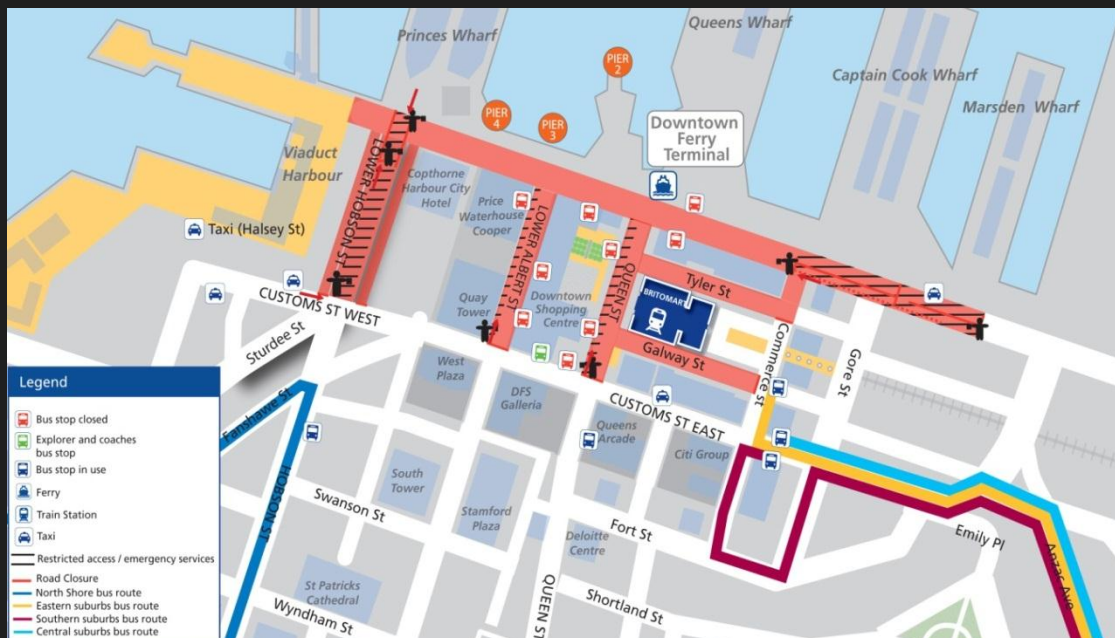
Bledisloe Cup – August 2011

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# 3. Fanzones - Queens Wharf



- **Planned time of operation**
  - Whole of tournament (46 days)
  - 12noon – 12 midnight
- **Road Closures**
  - Quay St closed
    - 10.00pm Thursday 8 Sept – 4.00am Saturday 10 Sept
  - Transport modes relocated



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## 4. Fanzones - Others



- **Trust Stadium,**
- **Civic Lakes, Albany**
- **Pacific Events Centre**

Dates: 8, 9, 15,16, 21 & 23 October  
TMP under review



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# 5. Training Venues

## Pools

- Trust Stadium
- Silverdale Rugby Club
- Western Springs
- Lloyd Elsmore Park
- Mt Smart – Oval No. 2
- Onewa Domain

## Finals

- North Harbour Stadium
- Mt Smart – Oval No. 1
- Onewa Stadium
- Western Springs

## Planning

- Teams training at each venue confirmed;
- Actual dates and times of training sessions to be confirmed;
- TMP and public transport requirements yet to be confirmed.



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# 6. Business as Usual

- Normal public transport services to operate on all non match days;
- Special public transport timetables on some services to operate on match days ie western rail
- Enhance public transport services ( high capacity routes) into early AM hours on match nights;
- Enhanced ferry services – weekends / nights on some routes;
- Diversions in place around venues due to changed traffic conditions;
- Communications and marketing around event to encourage changed travel times ie earlier peak.



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# 7. Other Planning

- Taxi Operations
- Airport to CBD Route
- Airport Operations
- Cruise Ship operations
- Sustainable Transport : Cycling & Walking
- Command and Control
- Infrastructure Improvements



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# 8. Communications

## Communications Strategy developed mid 2010

### – Objectives:

- Maximise use of public transport – leave legacy;
- Promote free travel;
- Information is simple and easy to read;
- Promote changed traffic conditions;
- Encourage businesses to be flexible;

### – Tools and tactics

- RWC2011 travel guide;
- Print: tourist brochures, How to get to guide (mailed with tickets) etc.;
- Print media: advertisements, editorials, same page/location each day;
- Websites; MAXX, Tourism Auckland, Auckland 2010, NZTA etc.
- Electronic Media – radio advertising;



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