

The Rugby World Cup (RWC) is significant to New Zealand as our number one national sport is rugby. Many of the early settlers in New Zealand came from Britain. When the British came to New Zealand the image of life here was very physically tough. It emphasised hard work and lots of athletic ability. In England rugby was a public school game and soon became a very big part of New Zealand culture and is now played in many schools. It was the sport of choice for the New Zealand men because it fitted in with the physical and social needs of a frontier life and could be passed down to the next generation. On the 8<sup>th</sup> November 1905, New Zealand travelled to Britain to play the Originals Tournament competing with all teams around the world. New Zealand won that tournament and that was the first moment that we were named the best rugby team in the world. It gave rise to the All Blacks name, one of the best known sporting names in the western world. Hence rugby and the All Blacks are a significant part of our NZ heritage.

The RWC means a lot to me because I am a real rugby fan. There is however some positive and negative impacts that affects me during the RWC. The school terms have changed with Term two and three having 11 weeks and term four only has around 6 days of school. I think this is very stressful and unfair for all students, not just me, because this means that mock exams are sooner than normal giving me less time to study and prepare. As much these changes have been made to supposedly 'ease traffic flow and public transport' around Auckland city, Julie Moor principle of Christchurch Girl's High School says, "It's not that I'm not a fan of rugby, but education is more important". Julie believes that the decision has been made without consultation. I agree with her on this as I for one would have rather traffic congestion on roads than jeopardise my national qualification. Another negative is...

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For me there is one main positive that I will get out of the RWC though, which is that I will be able to meet new people and socialize with my family members. There will be family events held throughout the RWC as a part of the REAL festival to bring us closer together as families and citizens of New Zealand. At the viaduct a fan zone has been created and while the Shed is a bar for adults to watch on big screens, I will be able to soak up the atmosphere at the Cloud. This is going to be a more family centred zone with chairs to sit on to watch in front of big screens, interactive games for kids and presentations. While I am here I can meet new and interesting people and will be able to have a fun and exciting time with my friends and family. The buzz I will feel of being a part of history's stadium of 4 million will be awesome.

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My friends and family will also be affected by the RWC because we can all bond over and share our different thoughts of how the All Blacks are playing that night. Family BBQ's are very important in our family and we try to have them as much as we can to bring people together and socialize over different opinions and also bond over shouting at the television screen when the All Blacks are about to score a try. How enduring would the memory of Richie McCaw scoring the World Cup winning try in our own nation be?!

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The significance to me and family and friends is also the opportunity to take part in the Fan Trail that is being held at least three hours before each game kick off at Eden Park. It takes less than an hour to walk, but heap's longer if you enjoy the activities and scenery as you go. The walk starts from Queen Street and ends up at the stadium in Kingsland/Mt Eden. This 4.5km walk is

family friendly and allows us to appreciate our local environment and the hype surrounding this international event.

However a very real possibility will be the heavy flow of traffic throughout Auckland and around Eden Park. This is a disadvantage for the tourists and local Aucklanders not being able to make the rugby games on time because they are stuck in traffic.

Another positive for others during the hosting of the RWC will be the acknowledgement of our multicultural society. In Auckland alone there are pockets in suburbs which are concentrated with people who have emigrated to NZ. For example in Browns Bay there are lots of South Africans and English, in Northcote, Grey Lynn and South Auckland there are lots of Tongans and Samoan families. The atmosphere in these areas when their teams are in town and the RWC starts will be electric and pride, patriotism and acknowledgement for other cultures will grow. I know that my cousins in Northcote are planning on painting their fence and putting up Tongan flags.

The RWC will also be a showcase for sports manufacturers through the jerseys the players are wearing and associated team apparel that will be available from fans and sports stores.

Manufacturers stand to make good profit from these sales so will be hoping the teams wearing the jerseys really captivate their audience and entice them to purchase merchandise in support. For example Canterbury NZ are the makers of South Africa and....., the England team wear Nike, while Adidas has the All Blacks. There has already been bad press for Adidas when it was publicised how much they had marked up their jerseys and it is out of the price range of your average kiwi rugby supporter at \$160. While Adidas and the stores stocking these jerseys such as Rebel sport would have hoping to capitalise on the RWC it may actually have the opposite effect.

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Hosting the Rugby World Cup 2011 in New Zealand is a huge honour and it gives us the chance to prove to other people/countries that even though we may be a small country, we are known to be a beautiful and spectacular country to visit. The tourism ads to overseas always promote us as the clean-Green country, adventure and thrill seeking and beautiful. Hosting the RWC in New Zealand could increase tourism and therefore bring in more money to the economy. It was estimated in the NZ Herald that New Zealand can expect to attract many as 66,000 international supporters.

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There are also some negative aspects of hosting the RWC in New Zealand such as the rise of hotel prices and also the transport fees rising. Hotel prices are rising rapidly such as the Sai Motels in Greenlane who have raised their room rate prices by \$1025. The room rate normally before October 23rd is \$65 and they are changing them to \$1090 for a standard room on October 23rd for the final game of the RWC. Auckland's major events manager Rachael Darcey strongly encouraged accommodation providers to offer value for money during the tournament. She had this to say, "Accommodation providers that indulge in price gouging risk harming our reputation". Hospitality Association chief, Bruce Robertson had a different view on the increase of room rate prices. He believes that hotel rates during the RWC were consistent with what customers would pay at other international events. I quote, "New Zealanders are judging these prices through New Zealanders' eyes, rather than the eyes of our tourists".

I think that there are more positive benefits than negative benefits because I believe that the negative benefits are short term rather than the positives are the long term effects such as

increased tourism and the fact that the tourists will come back to New Zealand in the future if they like .....