

FOR THE LOVE OF SPORT

OPEN BOARD MEETING

DATE: 6 August 2015 | Meeting 15





Open Agenda

World Masters Games 2017 Board Meeting 15

Date & Time:	1000 – 1030 Thursday 6 August 2015	
Location:	Bancorp, Level 11, 191 Queen Street, Auckland	
Attendees:	Sir John Wells (Chair) Dianne McAteer Graham Child	Diana Puketapu Kevin Ross Martin Snedden
Non-member Attendees:	Jannah Wootten, Chief Executive Virginia Terpstra, Manager Governance	Sarah Olausen, EA (Minutes)
Apologies:		

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1.	Welcome & Apologies		Sir John
2.	2014 / 2015 Statement of Service Performance	1	Jannah



2014 / 2015 Statement of Service Performance

REPORT TO THE WORLD MASTERS GAMES 2017 CHAIRMAN AND BOARD.

AUGUST 2015

PURPOSE

The purpose of the report is to provide an opportunity for members of the public to comment on WMG's 2014 / 2015 Statement of Service Performance.

BACKGROUND

Under Section 96 of the Local Government (Auckland Council) Act 2009 World Masters Games 2017 (WMG2017) must hold a meeting after 1 July each year for the purpose of considering WMG2017's performance against its content in Auckland Tourism, Events and Economic Development's (ATEED) Statement of Intent for the previous financial year. At this meeting the Board must allocate a reasonable amount of time for members of the public to address the Board in relation to the subject matter of the meeting.

The August 2015 Board meeting is when members of the public may attend this meeting and address the Board in relation to this. A public notice inviting members of the public to the Board's open meeting was published in the New Zealand Herald on Thursday 23 July 2015.

COMMENT

WMG2017 is a non-substantive Council Controlled Organisation (CCO) of which ATEED is the sole shareholder. As such, WMG2017 does not require a stand-alone Statement of Intent, with WMG2017's Statement of Intent requirements being incorporated into ATEED's Statement of Intent 2014-2017.

As a CCO with a singular purpose of delivering World Masters Games 2017 (the Games) in April 2017, WMG2017 does not have specific annual KPIs. Instead it has comprehensive KPIs across the whole of programme that must be satisfied following the conclusion of the Games.

WMG2017 provides detailed progress reporting to ATEED and the Ministry of Business, Innovation and Employment (MBIE) as per the reporting timetable outlined in the Terms of Reference between WMG2017 and ATEED and noted in ATEED's Statement of Intent 2014-2017. To date these reporting requirements have been met in full, and each report approved by ATEED and MBIE.

Significant progress has been made with the planning of the Games in the year ending 30 June 2015, and WMG2017 has confidence that all KPIs will be met or exceeded. Progress over the 2014 / 2015 financial year includes:

- The announcement and contracting of the 45 competition venues required to support the delivery of the 28 sports;

- The announcement and contracting of Sky City and Air New Zealand as Strategic Partners of the Games, Pita Pit as an Experience Partners and the New Zealand Community Trust as a Trust Partner;
- Developing the Value Proposition for the Games including setting the three registration price points and securing the inclusions athletes and companions will receive in exchange for their investment;
- Exceeding the numbers and following held by previous editions of the World Masters Games across digital channels such as Facebook, Twitter and Instagram. Numbers continue to grow on all channels daily but at the time of writing Facebook followers had already exceeded 17,000 individuals.
- The dedicated employee workforce has grown from 10 to 18 with a number of key positions now in place including: Manager Governance, General Manager Sport and Games Operations, Volunteer Programme Manager and Marketing Manager. The employee workforce will continue to grow, reaching an approximate 55 FTE's come Games time.
- The development of a fully integrated Risk Management Framework, Policy and Registers. The Registers capture over 60 risks which each have active mitigation strategies in place.

RECOMMENDATIONS

That the WMG2017 Chairman and Board:

1. Note that WMG2017's Statement of Intent requirements for the financial year ending 30 June 2014 are incorporated in to ATEED's Statement of Intent 2014-2017;
2. Note that WMG2017 has no annual KPIs in ATEED's Statement of Intent, and instead has three year organisational KPIs as per the Terms of Reference between WMG2017 and ATEED, which must be satisfied following the conclusion of the Games in April 2017;
3. Note that WMG2017 has fulfilled all of its progress reporting obligations to ATEED and MBIE;
4. Note that WMG2017's 2014 / 2015 Statement of Performance outlines the substantial progress which has been made to date; and
5. Consider any discussion raised by members of the public at the meeting on 6 August 2015.

ATTACHMENTS

Attachment 1 – 2014 / 2015 Statement of Service Performance, World Masters Games Ltd

Attachment 1: 2014 / 2015 Statement of Service Performance

World Masters Games 2017 Limited

As the largest multi-sport event in the world, World Masters Games 2017 will be the largest sporting event in New Zealand since the Rugby World Cup 2011 and the largest event New Zealand will deliver in at least the next decade.

World Masters Games 2017 Limited (WMG2017) was incorporated 19 September 2013 and is a 100% subsidiary of Auckland Tourism, Events and Economic Development (ATEED). WMG2017 has its own board of Directors, guided by the Constitution and Terms of Reference put in place by ATEED. Directors are: Sir John Wells (Chairman), Martin Snedden, Diana Puketapu, Kevin Ross, Dianne McAteer and Graham Child.

WMG2017 leads all aspects of the event planning, with the exception of leverage and legacy activities, which is led by ATEED. Core activities of the organisation include:

- Contracting sports organisations and venues to be part of the sports programme for WMG2017
- Marketing the Games to ensure registration targets are met
- Securing sponsorship and commercial partnerships
- Legal aspects including insurances, risk management and compliance
- Operational delivery of the event.

World Masters Games 2017 is a multi-year project. The major key performance indicators (KPIs) are based on the outcome of the Games and are specified in the Terms of Reference between ATEED and WMG2017. Achieving these KPIs will be the basis on which the performance of the organisation is judged. For this reason, there are no specific annual KPIs. However, the organisation will ensure that regular reporting to ATEED, Ministry of Business, Innovation and Employment (MBIE) and International Masters Games Association (IMGA) reflects appropriate budgetary and financial management, risk management and demonstrated progress with the planning of the Games and achieving milestones.

The project's major KPIs specified between ATEED and WMG2017 include:

- GDP impact meets or exceeds \$36.16 million
- Auckland visitor nights exceed 250,810
- The direct cost to ATEED does not exceed \$11 million and the direct cost to MBIE does not exceed \$11 million
- IMGA agree that Auckland successfully met the obligations of the Hosting Agreement
- A survey of competitors/participants captures that more than 85 per cent agree that the Games were well organised
- A survey of public attendees captures that more than 85 per cent agree that the Games were well delivered and enhanced their pride in the city.

Over the past year the platform has been set to support WMG2017 in achieving its vision of not just delivering the best World Masters Games ever but one that ignites a passion for masters sport and enables inspirational stories to be told around the globe of those competing.

Although the organisation is in its infancy, substantial progress has been made to date. The most notable of the 2014/2015 financial year achievements include:

- The announcement and contracting of the 45 competition venues required to support the delivery of the 28 sports;
- The announcement and contracting of Sky City and Air New Zealand as Strategic Partners of the Games, Pita Pit as an Experience Partners and the New Zealand Community Trust as a Trust Partner;
- Developing the Value Proposition for the Games including setting the three registration price points and securing the inclusions athletes and companions will receive in exchange for their investment;
- Exceeding the numbers and following held by previous editions of the World Masters Games across digital channels such as Facebook, Twitter and Instagram. Numbers continue to grow on all channels daily but at the time of writing Facebook followers had already exceeded 17,000 individuals.
- The dedicated employee workforce has grown from 10 to 18 with a number of key positions now in place including: Manager Governance, General Manager Sport and Games Operations, Volunteer Programme Manager and Marketing Manager. The employee workforce will continue to grow, reaching an approximate 55 FTE's come Games time.
- The development of a fully integrated Risk Management Framework, Policy and Registers. The Registers capture over 60 risks which each have active mitigation strategies in place.

The support and positive level of engagement received from the 28 sport delivery partners, 45 competition venue partners, funding partners, rights holder and key stakeholders continues to be immense and is as instrumental as ever to the success achieved to date. Fostering and developing these relationships further will remain a top priority.

There is a high degree of confidence (both internally and externally) that World Masters Games 2017 is poised to be the 'best Games ever'. With less than two years to go, public awareness and excitement will build about the Games drawing near, enabling World Masters Games 2017 further opportunity to reinforce the extensive benefits the New Zealand community will reap as a result of playing host to the largest multi-sport event in the world.