

Hon Murray McCully

Minister for the Rugby World Cup



Media Statement

2 September 2011

Kiwi innovation on show at The Cloud during Rugby World Cup 2011

Rugby World Cup Minister, Hon. Murray McCully today previewed The Cloud on Auckland's Queens Wharf, part of New Zealand's largest ever showcase of business creativity and innovation for Rugby World Cup 2011.

"Today's preview of The Cloud is an important moment for New Zealand's business sectors. Our goal was to ensure New Zealand's innovation story plays a strong role in showcasing New Zealand during the Tournament. It is an investment which is a legacy that New Zealand Trade and Enterprise will continue to build on long after the Tournament ends," Mr McCully says.

The Cloud is open to the public at all times during the Tournament and entry is free. It includes an exhibition space, two giant screens for an innovation AV showcase and to broadcast the Rugby when it is a Fanzone, a 'Taste at The Cloud' food and beverage experience, the NZ 2011 media lounge and the NZ 2011 business lounge.

Visitors to The Cloud can taste the quality and diversity of New Zealand food and beverages at the daily 'Taste at The Cloud', experience authentic 'Kiwi' hospitality, see up close the amazing business innovations that New Zealand is increasingly known for internationally, attend fashion and design shows and enjoy the Fanzone of music and matches on big screens on match days.

"Our investment in The Cloud to be more than just an entertainment venue is deliberate and important. Countries participating in Rugby World Cup include some of our biggest trading partners – Australia (largest), the USA (third largest), Japan (fourth) and the UK (seventh largest)."

"From Aviation to Agribusiness and Bioscience to Marine – these forward-thinking business sectors are changing international perceptions of New Zealand. The showcase at The Cloud is the first step in broadening the brand story of New Zealand Inc. to encompass world-class innovation that is world-scalable."

"It is time to confidently market New Zealand as a great destination for ingenuity, knowledge, investment, talent, as well as tourism and culture."

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Images are available from www.nz2011.govt.nz/media-resources

Media contact: Stephen Parker 04 817 9568 and 021 838 372

The Minister's speeches and statements can be found at www.beehive.govt.nz

The Cloud is one of the key experiences on Queens Wharf. Queens Wharf will be the heart of the action during Rugby World Cup 2011 in Auckland. All 48 matches are live on the big screens and the best of Auckland and New Zealand is on show every day with food and wine, fashion, music, business innovation and culture all as part of the REAL New Zealand Festival. Queens Wharf is open to everyone seven days a week from September 9 to October 24 and admission is free. The programme changes daily and there's plenty for young and old right throughout the Tournament.

MEDIA RELEASE: STRICTLY EMBARGOED TO Friday 2 September 2.30PM

QUEENS WHARF MUSIC LINE-UP FOR FINALS ANNOUNCED

New Zealand musician Gin Wigmore will return to New Zealand to headline the free Finals night concert on Queens Wharf.

Rugby World Cup Minister Murray McCully today announced the final music line-up for the Main Stage concerts on Queens Wharf as part of the REAL New Zealand Festival during Rugby World Cup 2011.

"These additional bands and musicians add to the impressive line-up of New Zealand talent who will play free concerts during the Tournament. This is an unprecedented opportunity to showcase New Zealand's musical talent to the world."

Supporting Gin for the October 23 concert will be Avalanche City, Cut Off Your Hands and The Checks, with Kids of 88 playing after the match.

Also announced today for the REAL New Zealand Music on Queens Wharf were Shihad and The Datsuns playing a Main Stage concert ahead of the Bronze Final match and Elemeno P have also been confirmed for a Main Stage concert on Friday 30 September, while The Adults and Little Bushman will feature in the intimate Live at The Cloud series. In total, more than 99 bands and musicians will play concerts on Queens Wharf using the Main Stage, The Cloud and RWC 2011 Fanzone – Shed 10.

Mr McCully said the Queens Wharf music programme is the biggest line-up of New Zealand musicians ever seen in this country. "It spans four decades with bands like Dragon and Jordan Luck, includes favorites like Opshop and The Black Seeds, and emerging artists. This shows the depth of talent we have in the New Zealand music industry."

Included in the Queens Wharf music programme is the Going Global Music Summit - a one day seminar and showcase programme with delegates coming from the UK, USA and Australia.

"There is considerable international interest in New Zealand music and it is a growing export earner for the country. This year, New Zealand had more musicians than ever perform at the Glastonbury Festival and New Zealand musicians also featured as part of the City of London Festival. Last year the music industry was worth \$30 million in export earnings and there is opportunity to grow this exponentially."

The Going Global Music Summit showcase on Monday 12 September is open to the public and includes a line-up of 10 bands and musicians representing different styles and genres.

The full programme for Queens Wharf including the REAL New Zealand Music on Queens Wharf line-up is available at www.realnzfestival.com/queenswharf

ENDS

REAL New Zealand Music on Queens Wharf

1814 > **Ardijah** > Anika Moa > **Annie Crummer with Will Crummer & The Rarotongans** > Avalanche City > **Bang Bang Eche!** > Bella Kalolo & 8 Piece Band > **Ben Ratima Duo** > Che Fu & The Kratez > **Clarke Gayford** > Collapsing Cities > **Computers Want Me Dead** > Cornerstone Roots > **Cut Off Your Hands**> > DJ Chris Cox > **DJ Isaac Aesili** > DJ Sir-Vere > **Don McGlashan & The Seven Sisters** > Dragon > **Eddy G Duo** > Electric Wire Hustle > **Elemeno P** > Flip Grater > **Ghost Wave** > Grant Marshall DJ > **GIN** > Goldenhorse > **Greg Johnson & Band** > Halo > **Hands Off** > Hinewehi Mohi > **Hit It & Quit It - Frank Booker & Recloose** > Hollie Smith > **I Am Giant** > Jason Mohi Duo> **Jimmy & The Good Brew** > Jonny Love Duo > **Jordan Luck Band** > Josh Leys Duo > **Julia Deans** > Karn Hall > **Katchafire** > Kids of 88 > **King Kapisi** > Knives at Noon > **Little Bushman** > Maisey Rika > **Matthew Boshier Duo** > Matt Vankan Duo > **Moana & The Tribe** > Nick D & Yewala Soundsystem > **Nathan Haines** > Off The Wall > **OPSHOP** > Pacifika Beats bands > **Patea Maori Club** > Phil Stoodley Duo> **Pitch Black** > P Money > **Seth Haapu** > Shihad > **Smokefree RockQuest bands** > Sola Rosa Soundsystem > **Southpaw Duo** > State of Mind with MC Woody > **Tahuna Breaks** > Taisha Kuchtze > **Tama Waipara** > The Black Seeds > **The Adults** > The Checks > **The Comedowns** >The Datsuns > **The Dozen** > The Earlybirds > **The Feelers** > The Sami Sisters > **The Sick Sundays** > The Stereo Bus > **The Transistors** > The Turnaround – Submariner, Manuel Bundy & Cian > **The Vietnam War** > Thomas Oliver Band > **Zed** > Zowie

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Media Contacts

For RWC Minister Hon Murray McCully: Stephen Parker 021 838 372

For REAL New Zealand Festival: Sally Woodfield 021 868 020

REAL New Zealand Music on Queens Wharf

Music on the Main Stage

Friday 16 September	Pacifika Beats – band tbc Che Fu & The Kratez
Friday 23 September	Pacifika Beats – band tbc Anika Moa
Friday 30 September	Smokefree RockQuest – band tbc Elemeno P
Saturday 8 October	Pacifika Beats – band tbc Tahuna Breaks Cornerstone Roots KING KAPISI
Sunday 9 October	Smokefree RockQuest – band tbc Knives At Noon Thomas Oliver Band I AM GIANT
Saturday 15 October	Pacifika Beats – band tbc Ardijah Jordan Luck Band Dragon OPSHOP
Sunday 16 October	Smokefree RockQuest – band tbc Patea Maori Club Flip Grater Julia Deans Zed THE FEELERS
Friday 21 October	Smokefree RockQuest – band tbc The Earlybirds The Datsuns SHIHAD Electric Wire Hustle
Saturday 22 October	Pacifika Beats – band tbc 1814 Katchafire THE BLACK SEEDS
Sunday 23 October	Smokefree RockQuest – band tbc Avalanche City Cut Off Your Hands The Checks GIN Kids of 88

Live at The Cloud

Monday 3 October	Goldenhorse
Tuesday 4 October	Annie Crummer with Will Crummer & The Rarotongans
Wednesday 5 October	Moana & The Tribe
Thursday 6 October	Greg Johnson & Band
Friday 7 October	Don McGlashan & The Seven Sisters
Monday 10 October	Bella Kalolo & 8 Piece Band
Monday 17 October	Little Bushman
Wednesday 19 October	The Adults
Thursday 20 October	Hollie Smith, Maisey Rika, Seth Haapu & Hinewehi Mohi, hosted by Tama Waipara

Late Nights at The Cloud

Saturday 10 September	P Money
Friday 16 September	The Turnaround – Submariner, Manuel Bundy & Cian
Saturday 17 September	Nick D & Yewala Soundsystem
Friday 23 September	State of Mind with MC Woody
Saturday 24 September	Pitch Black
Friday 30 September	Karn Hall
Saturday 1 October	Sola Rosa Soundsystem
Saturday 8 October	DJ Sir-Vere
Sunday 9 October	Lost in Music with Nathan Haines, DJ Chris Cox & Taisha Kuchtze plus special guests
Saturday 15 October	Computers Want Me Dead & Clarke Gayford
Sunday 16 October	Hit It & Quit It – Frank Booker & Reclouse

RWC 2011 Fanzone – Shed 10

Going Global Music Summit : Monday 12 September

Collapsing Cities > The Sami Sisters > Zowie > The Vietnam War > Ghost Wave > Bang Bang Eche! > The Stereo Bus > The Transistors > Seth Haapu > Computers Want Me Dead

Heineken After Work Drinks throughout the Tournament: DJ Isaac Aesili

Throughout the Tournament

The Dozen > The Comedowns > Matt Vankan Duo > Southpaw Duo > Halo > The Sick Sundays > Jason Mohi Duo > Eddy G Duo > Ben Ratima Duo > Hands Off > Jonny Love Duo > Matthew Boshier Duo > Off The Wall > Josh Leys Duo > Phil Stoodley Duo > Jimmy & The Good Brew > Grant Marshall DJ

REAL NEW ZEALAND SHOWCASE: TASTE AT THE CLOUD

MEDIA RELEASE: STRICTLY EMBARGOED TO Friday 2 September 2.00PM

Taste at The Cloud to highlight breadth of NZ food and beverages

The best of New Zealand food and beverages will be on offer daily during Rugby World Cup 2011 at Taste at the Cloud, located on Queens Wharf, as part of the REAL New Zealand Showcase.

Taste at the Cloud opens its door on September 13. "It will be a journey through one of this country's best kept secrets – our exceptional food and beverages," says New Zealand Trade and Enterprise's Operations Manager, Food and Beverage, Mark Roxburgh.

"The world knows we have top quality lamb and outstanding sauvignon blanc for example, but our food and beverage industry has expanded into so many other new culinary directions."

Taste at The Cloud will feature signature dishes designed by some of New Zealand's top chefs to showcase the diversity of the tastes of New Zealand. Chefs such as Josh Emmett, Annabel Langbein, Justin North and Warren Turnbull have helped shape the menu choices, while 70 wines have been specially chosen to complement each dish.

Taste at The Cloud will feature four food zones: seaside, urban, winery/orchard and rural and four food options within each zone. Each dish can be accompanied by a specially selected New Zealand wine, though there are other beverage options available.

Each zone shows off its own unique ingredients and flavours. Amongst the food offerings are greenlip mussels with lemongrass and coconut fire sauce; beer braised beef and honey kumara pie with macadamia crumb; petit pavlova, saffron cream and kiwifruit medley salsa and horopito venison tataki, golden kumura crisps, puha and watercress pesto.

More than 350 wines were considered for inclusion in Taste at The Cloud and each was blind tasted by six qualified judges and winemakers. Those which scored highest in each variety and region were then chosen for inclusion. The wines were carefully matched with the menu options to offer a complete, creative culinary experience for visitors. The wines on offer will change daily, giving plenty of incentive for a return visit to Taste at The Cloud.

A special passport comes along with the ticket, and allows visitors to track what zones they've experienced, take home featured recipes and learn more about New Zealand's food and beverages industries, including where products can be sourced once visitors return home.

Entry is free, and ticket packages are available starting from \$17 per person. Taste at The Cloud opens on Tuesday 13 September and will be open daily from 11.30am to 6.00pm weekdays and 10.00am to 6.00pm on weekends. For more information about Taste at the Cloud, please visit www.tasteatthecloud.com And for other REAL New Zealand festival events visit www.realnzfestival.com

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New Zealand Trade and Enterprise

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Images are available from www.nz2011.govt.nz/media-resources

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THE CLOUD FACT SHEET

INTRODUCTION

The stunning Cloud is the hub of the nationwide REAL New Zealand Showcase, presenting New Zealand's innovation and creativity through displays and activities highlighting food, wine, fashion, marine, aviation, forestry, seafood and aquaculture, agribusiness, tourism and ICT. The Cloud will also host concerts and large-scale events as the extended Rugby World Cup 2011 Fanzone (with two giant screens). It features 'Taste at The Cloud' which runs throughout the 45 days of the Tournament, an international media lounge and a business lounge.

FACTS AND FIGURES

- **Design** – The original concept for The Cloud was designed by Warwick Bell and Simon Hakaraia, of Fabric Structures Ltd.
- **Construction** – The Cloud has been built by Fletcher Construction
- **Materials** – The Cloud is a temporary, re-locatable, tensioned membrane structure built using a combination of glass, steel and PVC
- **Capacity** – The Cloud is 175.5 metres long, and will accommodate up to 5,000 people, with an additional 500 in the mezzanine floor
- **Companies featuring in The Cloud** – 174 (including 109 in 'Taste at The Cloud'), and 65 in the film, sector clips and static displays. (*see full list at end of document*)
- The public will have **free access** to The Cloud during **opening hours**: Weekdays 11:30am – 6:00pm; weekends and school holidays 10:00am – 6:00pm.
- **Cost: The Cloud construction** \$9.8 million

The Cloud will showcase the innovation and creativity of the following New Zealand industries and sectors throughout the Tournament:

- Food and beverage Film Aviation
 Geothermal
- Tourism Manufacturing Fashion
 Services
- Design Agribusiness ICT Marine
- Technology Forestry and wood Music

EVENTS AND ACTIVITIES IN THE CLOUD

The Cloud will host a number of large-scale events, including:

- The 42nd Pacific Islands Forum
- Taste at The Cloud – *see media release*
- Live at The Cloud and Late Nights at the Cloud as part of REAL New Zealand Music on Queens Wharf – *see media release*
- Comedy nights
- New Zealand's Best BBQ – an Auckland Rugby Club fundraiser with players and supporters competing
- Le Cordon Bleu Culinary Match: New Zealand v France
- Canterbury Week at The Cloud
- Schools Robotics World Cup
- Superyacht Captains Forum Dinner
- New Zealand Fashion Week Showcase
- Brancott Estate Wine Bar in The Cloud

AV IN THE CLOUD

- Two AV screens, each measuring 17.57 metres by 4.39 metres, will dominate the inside of The Cloud.
- One screen features a film produced for New Zealand Trade and Enterprise by Michael Barnett and the Gibson Group with soundtrack by leading New Zealand composer Gareth Farr. The other screen will play a REAL New Zealand Showcase compilation. Together, they tell the master story of The Cloud, “We Do Things Differently Here”.
- On peak match days, The Cloud will complement RWC 2011 Fanzone – Shed 10 as it becomes part of the Fanzone with the Rugby shown on the giant screens.

TASTE AT THE CLOUD

- Experience the depth and breadth of modern New Zealand cuisine.
- Features four food zones: seaside, urban, winery/orchard and rural and four food options within each zone. Each dish can be accompanied by a specially-selected New Zealand wine.
- By only serving a taste, visitors are encouraged to continue their culinary journey in the restaurants and other eating establishments throughout the waterfront.
- The tastes have been designed by some of New Zealand’s top chefs.

POD DISPLAYS IN THE CLOUD

- 18 innovative stories on display in the pods.
- The pod displays will change throughout the Tournament.
- The pods will be moved out of the way when a big event is being staged, or rugby is being watched in the big screens.

NZ 2011 BUSINESS LOUNGE

- The NZ 2011 Business Lounge, in the mezzanine area at the seaward end of the Cloud, will be used for a range of business-related functions and events throughout the Tournament.
- The Business Lounge will be open to members of the NZ 2011 Business Club from 3pm-5pm daily from 13 September.
- The NZ 2011 Business Club has a combined New Zealand and international membership of 6,500 and is growing by the day.
- It’s free to join the NZ 2011 Business Club, and people can join any time during the Tournament, by registering online at www.nz2011/business/join-the-club, or in person at The Cloud.

NZ 2011 MEDIA LOUNGE

- Journalists from around 200 international media organisations are accredited for Rugby World Cup 2011.
- A dedicated media lounge has been built at the seaward end of The Cloud, where accredited RWC 2011 media can mingle, relax, and enjoy harbour views and some top-quality local food and beverage.
- The Media Lounge opens for business on 9 September, and will be open every day from 10am until late. For enquiries, contact Kate.Anderson@med.govt.nz

i-SITE AND TOURISM IN THE CLOUD

- The tourism showcase in The Cloud is about the New Zealand experience. The i-SITE staff, all tourism experts, will assist with information, details of the REAL New Zealand Festival, can book activities on the spot and offer a warm sense of manaakitanga (welcome)

QUEENS WHARF RWC 2011 FANZONE

- Fanzones provide the public with an opportunity to watch live Rugby World Cup 2011 matches free in a festival environment. On peak match days, The Cloud will complement RWC 2011 Fanzone – Shed 10 as it becomes part of the Fanzone with the Rugby shown on giant screens.
- RWC 2011 Fanzone – Shed 10 on Queens Wharf will be the heart and soul of the Fanzone for all 48 Rugby World Cup 2011 matches. However, the spaces on Queens Wharf are very flexible and the Fanzone will expand into outdoor areas and into The Cloud for the Tournament's big matches.
- Queens Wharf has a total capacity of up to 15,000 people (that includes RWC 2011 Fanzone – Shed 10, The Cloud and outdoor areas). On peak days the Fanzone will include outdoor areas and The Cloud so there will be plenty of capacity.
- RWC 2011 Fanzone – Shed 10 and The Cloud will be licensed but there will be family-friendly areas where children can enjoy the atmosphere, the activities and the Rugby. Part of the wider Queens Wharf offering during Rugby World Cup 2011 will include weekend and school holiday programming for families.

COMPANIES FEATURING IN THE CLOUD

“We Do Things Differently Here” film (produced by the Gibson Group) (29 companies or sectors)

Aquaculture Sector	Martin Jetpack	Southern Cross Robotics
Blokart	Mighty River Power	Tristan Blair
Core Builders (AC 45) Emirates Team NZ	Nom D	Waratah
Crane Brothers	NZ Food	Weta
David Trubridge	Pacific Aerospace	Whale Watch Kaikoura
Discover Waitomo	Peregrine Wines	World
Karen Walker	Rex Bionics	Wot Wots
Kate Sylvester	Rocket Lab	Yike Bike
Katherine Wilson	Sealegs	Zee Tags
Lonely Hearts	Skydiving PAC Plane	

REAL New Zealand Showcase compilation (41 companies in 40 Clips)

Beca	OBO
Carbonscape	Pacific Aerospace
Comvita	Phil and Teds
Duke Engines	Power by Prox
Dynamic Controls	Rakon
F& P Appliances	Revolution Fibres
F&P Healthcare	Robinson Seismic
First Light	Sealegs
Fonterra	Sky Jump
Furio	Skywalk
Gallaghers	Small Worlds
Inro (Auckland Uni)	Southern Cross Robotic
Klima	NZ Merino Zque
Kono (Aotearoa Seafoods, Wakatu)	Waratah
Lanzatec	Weta
Les Mills	Williams Warn
Lomocean	Woolyarns (Possum Merino)
Lothlorian (Possum Merino) with Wool yarns	Yike Bike
Maraeroa C	Zephyr Technology
Martin Jetpack	Zespri
Mighty River Power	

Pod Displays (22 companies or artists represented in 19 displays)

Able-x	Martin Jetpack
Animation Research	Next window / Unlimited Realities
Core Builders (AC45)	NZ Merino
Corner Solutions	Phil and Teds
Digital Veneer	Power by ProxI
Duke Engines	Rocket Lab
F&P Appliances (in Taste)	Sealegs
Ice AV – Holo Desk	Small Worlds
i-SITE Visitor Information Network	Williams Warn
Kaynemaile	Yike Bike
Manfred Frank Systems	

Creative display:

Martin Poppelwell, Christine Cathie, Gaila Amsel, Ann Verdcourt

Special displays include: Jet Black racing car, Sealegs Boat, Q Sub and full size Rocketlab Rocket.