

**Dunedin**  
**Otago Stadium**

|   |
|---|
| Argentina v England<br>Saturday 10 September 8.30pm |
| England v Georgia<br>Sunday 18 September 6pm        |
| England v Romania<br>Saturday 24 September 6pm      |
| Ireland v Italy<br>Sunday 2 October 8.30pm          |

**Invercargill**  
**Rugby Park Stadium**

|   |
|---|
| Scotland v Romania<br>Saturday 10 September 1pm     |
| Scotland v Georgia<br>Wednesday 14 September 7.30pm |
| Argentina v Romania<br>Saturday 17 September 3.30pm |

**Training Venues for Hosting Towns**

| <b>Dunedin</b> |        |                                  |                    |
|----------------|--------|----------------------------------|--------------------|
| Team           | Nights | Dates                            | Training Venue     |
| Georgia        | 4      | Sep 15 – Sep 18                  | University Oval    |
| Romania        | 7      | Sep 19 – Sep 25                  | University Oval    |
| England        | 7+9    | Sep 4 – Sep 10 + Sep 16 – Sep 24 | Carisbrook Stadium |
| Ireland        | 7      | Sep 26 – Oct 2                   | Carisbrook Stadium |
| Italy          | 5      | Sep 28 – Oct 2                   | University Oval    |
| Argentina      | 14     | Sep 1 – Sep 14                   | University Oval    |

| <b>Queenstown</b> |        |                 |                          |
|-------------------|--------|-----------------|--------------------------|
| Team              | Nights | Dates           | Training Venue           |
| Ireland           | 7      | Sep 1 – Sep 7   | Queenstown Events Centre |
| Romania           | 4      | Sep 11 – Sep 14 | Recreation Park          |
| England           | 5      | Sep 11 – Sep 15 | Queenstown Events Centre |
| Georgia           | 6      | Sep 5 – Sep 10  | Recreation Park          |

| <b>Invercargill</b> |        |                                  |                             |
|---------------------|--------|----------------------------------|-----------------------------|
| Team                | Nights | Dates                            | Training Venue              |
| Romania             | 4+4    | Sep 7 – Sep 10 + Sep 15 – Sep 18 | Southland Boy's High School |
| Scotland            | 8      | Sep 7 – Sep 14                   | Surrey Park                 |
| Argentina           | 3      | Sep 15 – Sep 17                  | Surrey Park                 |
| Georgia             | 4      | Sep 11 – Sep 14                  | Southland Boy's High School |

See [www.rugbyworldcup.com](http://www.rugbyworldcup.com) for any changes to above.

## **Customer Service Tips**

One of the most compelling ways that businesses can differentiate themselves in the market is to offer outstanding customer service. Be a source of knowledge. People love to get local knowledge so tell them about your favourite places to relax, eat, socialise and walk. Be proud of our region and its wonderful attributes.

*Think about what customers may ask you and have some responses ready...*

- How far is it to Dunedin/Invercargill from here?
- How do I get to the Southern Scenic Route/Catlins?
- We have some spare time, what is there to do here? Are there any local walks?
- Where can I get a cup of coffee/something to eat?
- Where is the information centre?
- Where are the public toilets?
- Where is the supermarket/library/museum/a park?
- Is there somewhere I can access wifi?

Offering a great service or shopping experience is a good way to encourage word-of-mouth referrals. Tourists often meet up unexpectedly and compare notes or ask other tourists about recommended places. Adding that extra touch could help to increase the amount of business you do, both during the games and in the longer term.

Consider your customer over the time of the Rugby World Cup and how their preferences may differ from regular customers, it could mean reviewing opening times and staffing levels. The schedule of matches is overleaf to help you plan when the most visitors may be travelling through the district.

**To help answer some of these questions and act as a reminder we have enclosed a “Visiting Clutha” brochure and remember that you can always direct visitors to the Clutha country website for more information – [www.cluthacountry.co.nz](http://www.cluthacountry.co.nz)**

## **Events in Clutha Country**

### **The Catlins World Invitational Touch Rugby Competition 2011**

Sunday 11 September, 1pm – 2pm, Owaka Recreation Ground.

This is a special rugby event for our Haggis & Beefeater visitors plus everyone else.

### **Daffodil Dayze - REAL NZ**

Saturday 3rd September – 30 November, Harts Black Horse Brewery, Weatherstons, Lawrence.

The historic daffodils are still prolifically flowering on this site and have rightfully become the centrepiece of Daffodil Dayze.

### **MiniFielday - NZ AGRIBUSINESS SHOWCASE**

Monday 12 September, 11:00 – 14:30 Telford Agricultural College Balclutha

Take part in a Dairy and Deer farming focused Field Day.

For more information on any of these events please see the Clutha Country Events Calendar

<http://www.cluthacountry.co.nz/pages/18/Events-Calendar>

### **Major Events Management Act 2007 (MEMA) - Rules surrounding RWC2011**

With the Clutha Country: Are You Match Ready competition it is important to remember that there are strict rules under MEMA of what wording and logos you can use. Businesses are able to show their support for RWC 2011, for example by dressing their shop frontage. However care must be taken not to create an unauthorized association with RWC 2011, particularly through the use of protected RWC 2011 words and emblems. The question to ask is: “Is this likely to suggest an association with RWC 2011 to a reasonable person?” Some of the key words and emblems that are protected under the MEMA are:- Rugby World Cup, World Cup 2011, RWC, World in Union, Rugby New Zealand 2011, Total Rugby, Webb Ellis Cup, IRB