



EVENT PLAN FOR

ALL BLACKS

Vs

France

2nd JUNE 2007

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Distribution: All

1. **Introduction**

Event: All Blacks v France
Crowd estimate: Capacity crowd
Date: Saturday 2nd June 2007

A. Preparation: To pre-event brief, Thursday 24th May 2007

- (i). **Andrew Seavill** to develop integrated TMP with **Phil Putland and ARTA (To be approved by Inspector Davidson)**
- (ii). **Red Badge** to develop Event plan, out to boundary of Eden Park and post match environs security. Recognising VIP requirements and traffic movement onsite.

New Line Security to provide plan for Western/Northern environs including Kingsland rail station, the Kingsland Shops and at Kowhai intermediate
- (iii). **Megan Dixon/Karen French** to develop communications plan, integrated with NZRU/ARFU and relevant stakeholders.
- (iv). **NZRU** to provide direction on particular security requirements including procedures for
 - (1). Pirated merchandise
 - (2). Ticket scalpers
- (v). **Premier Hospitality Ltd** to confirm all on-site activities and provide security plan for movement to Eden Park from off site hospitality.
- (vi). **Peter Schweder** to up-date OSH plan
- (vii). **Tony Stroud** to confirm emergency procedures plan
- (viii). Development of over all event management plan by **JS**

B. Phase 1 – Pre-event: Thursday 24th may 2007

- (i). Pre-event brief, EPTB to present event management plan
- (ii). Completion of all plans and execution as required
 - (1). Corporate Hospitality
 - (2). Event Security
 - (3). TMP plan and signage completed
 - (4). Communications plan
 - (5). Detailed fine tuning activities as required

- C. Phase 2 – Event: 0800 Sat 2nd June to Sun 3rd June 2007
 - (i). Execution of all plans as confirmed in event management plan

- D. Phase 3 – Post event: 0800 3rd June 2007
 - (i) De rig West lounge
 - (ii) De rig media
 - (iii). ID and repair damages – PHL/Security/MOBC for EPTB
 - (iv). Check Number 2 Field
 - (v). Security to cover activities

2. **Ground**

A. General area

This constitutes broader Auckland region. Locations of note are:

- (1). CBD – patron activity / pre and post game traffic and patron flow
- (2). Britomart, Kingsland and New Market rail platforms.
- (3). Kingsland and Dominion Road hospitality venues

B. Area of concern Ref – Annex 29

This area is bounded.

- (1). To the south by Balmoral Road / St Lukes Road.
- (2). To the west by New North Road.
- (3). To the east by Dominion road.
- (4). To the north by New North Road.
- (5). TMP will cover broader area and is attached.

The area contained within these boundaries will provide most of the immediate issues we will be faced with in terms of foot and vehicle traffic activity. All management measures will be aimed at minimising the cumulative effect of such activities on the environment contained in this area.

C. Areas of interest.

Considering the area of concern there are particular locations that will provide much of the management challenges, these are

- (1). Sandringham Road, in particular
 - (i). bus parking, Taxi behaviour
 - (ii). Sandringham Road is a major arterial for traffic movement to stadium.
- (2). Kingsland Railway Station;
 - (i). Will potentially move up to 6000 to 8000 patrons to/from venue; it will therefore be important to co-ordinate

train/patron movement from remote locations to the platform.

- (3) Kowhai Intermediate;
 - (i). The management of up car parking, up to 500 cars, and the movement of pedestrians to/from the Intermediate.

- (4). Eden Park.
 - (i). Management of the integrated patron management plan considering traffic management, security, and communications,
 - (ii) VIP / emergency access points South Stand, gate 29
 - (iii). outer oval
 - a. West Lounge for corporate hospitality; set up/derig and the integration of activities with TMP/Security plan.
 - b. Media centre / Facility

3. Situation

Important stakeholders for event.

A. Patrons

- (1). Up to 3,000 corporate patrons at some level of organised corporate package arriving at pre-scheduled timings on organised transport.
- (2). Up to 40,000 non-corporate patrons arriving mixture public / personal transport.
- (3). *Significant VIP attendance*
None at this time

Mix of patrons will be NZ / French, creating challenging management issues including:

- Late arrival
- Private vehicles

Successful management will be achieved through effective communication and efficient game day management procedures. Key will be detailed planning to identify risks and the execution of an integrated Event Plan.

B. Staff/Officials

- (1). Upwards of 800 catering staff
- (2). Up to 300 patron management staff
- (3). 100 media
- (4). 200 to 300 officials

There will be large numbers of officials who will need to be managed in a manner befitting their position but also recognising overall management objectives for the activity. Important that we understand lines of communication so that important instructions are not superceded with out good reason. Therefore it is important that all event support staff understand their particular lines of communication, and duties and responsibilities. All plans must be communicated to staff and managers/supervisors should ensure that their staff understands what it is that they are required to achieve and who it is that they report to.

C. Neighbours: It is extremely important that we recognise the impact of the event on the immediate neighbourhood as they are an influential stakeholder in Eden Park. TMP/Security plans will not only be aimed at providing a safe and enjoyable environment for the patron but also at reducing the impact of the event on neighbours so that we do not jeopardise the future of large sporting events at Eden Park.

D. NZRU: Critical stake holder. Satisfying NZRU requirements considering constraints is a key objective for a successful event.

- E. Auckland City Council: Compliance officers at game checking all compliance thresholds.
- (1). Noise.
 - (2). Light spill.
 - (3). Liquor Licence.
 - (4). TMP.
 - (5). Crowd management.

4. **Opportunities/Constraints**

- A. Opportunities; A successful event will provide.
- (1). National/International recognition for EPTB's future development of Eden Park.
 - (2). Revenue opportunities for commercial stakeholders and region as a whole.
 - (3). Opportunity to create firm impression that Eden Park is a valuable regional and national asset
- B. Constraints:
- (1). It is important that we take into compliance obligations
 - (i). Resource consent for noise, traffic management.
 - (ii). Liquor licence responsibilities.

5. **Aim**

The aim is to create a safe and enjoyable environment in which to experience the Rugby

6. **Objectives**

- A. Meet requirements of NZRU / France.
- B. Satisfy all compliance obligations.
- C. Create an outcome that reflects positively on all event stake holders.
- D. Execute an integrated event management plan including
 - (1). TMP.
 - (2). Security plan.
 - (3). Communications plan

7. **Execution**

A. **Groupings (x 8 groups)**

- (i). Patron Management
 - (1). Red Badge
 - (2). New Line

- (ii). Traffic Management
 - (1). Action Traffic
 - (2). Traffic and Roding Services
 - (3). Lyle Drysdale and crew (Coach parking)

- (iii). New Zealand Police including VIP Protection.

- (iv). Michael O'Brien Catering

- (v). United Cleaning

- (vi). Event Management
 - (1). EPTB
 - (2). OSH
 - (3). Emergency Management

- (vii). Premier Hospitality Limited
On and off-site Corporate Hospitality

- (viii). Code
 - (1). NZRU

 - (2). ARU

B. **Tasks by Group**

(i). **Patron Management: -**

Provide friendly and supportive service to all patrons and to ensure a positive image of Eden Park to the wider community

(a). **Red Badge**

- Overall in charge of venue security reporting to EPTB Operations Manager
- Develop integrated communications plan for TMP / Security / Event management.
- Provide site security leading into event.
 - Site security for Premier Hospitality as required
 - Full time security in situation from 0800hrs Friday 1st June 2007 Gate 25/29
- Manage security / OSH / access for set up of Hospitality in West lounge and HOL area on Friday 1st June. To include schedule / register for these functions.
- Remain in close liaison with PHL / MOBC Catering / NZRU / ARU / Media for all access and control issues.
- Consult on street security with Traffic management / New Line security.
- Manage VIP access to venue, liaising with NZRU / NZP for access.
- Provide access control to stadium ensuring no contraband enters or exits stadium and that only valid tickets gain access
- Usher patrons to allocated seats. All standing patrons to be checked for valid ticket. Non valid ticket holders to be reported and evicted.
- Assist MOBC Catering in Liquor Licence control.
- In case of extreme disruption or problem requiring legal intervention, report and call for Police assistance.
- In the event of an emergency procedure, report to event control and either resolve if possible or follow instructions from event control.
- Provide access control to ASB stand level 5 and 6 ensuring no contraband enters or exits stadium and that only valid tickets gain access
- Be prepared to provide assistance for emergency procedures.
- Ensure all licence conditions are observed in the corporate suites, report to control room any breaches.
- Retain log

Post activity –

- **Retain security on site for access control and security.**
- **Re-deploy security staff to Eastern corridors leading to Dominion Road**

New Line

- Observe and report on all street activity in area of concern.
- Support to vehicle check points as detailed in TMP.
- Report and act on all neighbour issues.
- Liaise with TARs to assist with traffic control, in particular NSAAT / ROP infringements.
- **Organise** for Ace towing to be in location.
- Ensure non-compliant traffic actions are acted on immediately and reported to control room.
- Crowd behaviour issues to be dealt with promptly and reported to control room. If beyond your control, inform control room and assistance will be provided.
- In case of stadium emergency, you will provide:
 - Street control for emergency vehicle access.
 - Patron control to ensure orderly evacuation as directed from control room
- Retain log.
- **Re-deploy security staff to Western corridors leading to New North Road, Kingsland railway station and the Kingsland hospitality venues.**

(ii). **Traffic Management:**

(a). **Action Traffic**

- Completion of TMP (***Annex 32-35***).
- Implementation of all aspects of TMP.
- Management of TMP including liaison with NZP/ Security / TARs / Neighbours as required.
- Liaise with **Megan Dixon** for communications plan.
- Ensure schedule of bus movement is planned, use security / Lyle's staff to control this.
- Consider emergency planning and contingency against rail / bus failure.
- Ensure appropriate communications means available to all staff or comms to event control room.

- (b). Bus Management, (Lyle Drysdale)
 - Provide staff to manage on site and remote bus parking locations as detailed in the TMP.
 - Brief all staff to TMP requirements before activity.
 - Liaise with Red Badge for the provision of communications.
 - Exercise positive control over buses to ensure controlled flow at stadium

- (iv). **New Zealand Police:**
 - Provide external and internal support, **Own Operational Orders.**

- (v). **United Cleaning**
 - Carry out stadium clean before event.
 - Maintain cleanliness of EPTB grounds, outer oval and environs.
 - Game day cleaners internal and external.
 - Post game clean including surrounding streets / Kowhai School.
 - Detailed street audit.

- (v). **Michael O'Brien Catering**
 - Provide retail service outlet as at ***Annex 36-37***
 - Provide corporate catering service to CEL and EPTB.
 - Observe liquor licence obligations, any concerns advise security / police and report to control room.
 - Liaise with Red Badge for access schedule pre and during event.
 - Positive control of vehicle and staff access at all times. To be supervised by authorised staff member.

- (vi). **Event Management**
 - (a). **EPTB**
 - Control preparation of stadium for event.
 - Field marking
 - Manage the event.
 - Manage all consent obligations.
 - Deliver stadium for use by NZRU.
 - Position stadium and stake holders for strategic development.

 - (b). **Communications**
 - Implement communications strategy, Print / Radio
 - Liaison with EPNA/CLG (**Graham Walton**)
 - Liaison with Traffic planning.
 - Liaison with Tourism organisations and code.

- (c). OSH
 - Up date OSH event plan.
 - Carry out pre game compliance inspections.
 - In location at the event control for game day assistance. Provide emergency contingency for Control at 2nd location.
- (d). Emergency procedures
 - Over all manage event emergency plan.
 - Carry out pre game compliance inspections.
- (e). Fire Service: Fire Service to provide assistance where required and organise fire callout.
- (f) St John:
 - Provide medical assistance as normal to patrons utilising four first aid locations.
 - Prepare medical stations in accordance with match management manual requirements.
 - Be prepared for wet weather contingency with large crowd.
 - Assist team management if required.
- (vi). **Premier Hospitality Limited**
 - Complete set up of the Marque village.
 - Provide a comprehensive plan for the arrival of of-site corporate guests.
 - Site management with Red Badge. Indicated passes TBC
 - **Schedule all access**
 - Retain access and OSH register.
 - Observe all compliance issues as set out in operating agreement with the EPTB. **Provide evacuation plan**
 - Liaise with Red Badge for safe and timely conduct of patrons to and from seating (**arrange directional signage**)
 - Observe all liquor licence conditions.
 - Report all game day issues to control room as necessary
- (vii). **Code**
 - (a). NZRU
 - Provide strategic direction for event management.
 - Management located in control room on event night for direction and liaison (TBC)
 - **Annex F** indicates NZRU accreditation **TBC**
 - (b). ARU
 - Event entertainment.
 - On field liaison.
 - Post game field activities / presentations

8. **Coordinating instructions**

A. **Game Day Stages:** 5 stages

- (i). **Stage One: 0730 to 1200 - Vehicle access**
Final chance to carry out vehicle access, co-ordinated through Red Badge
- (ii). **Stage Two: 1200 to 1600 – Staff sign in**
 - (a). Contractor staff sign in.
 - (b). Cease all vehicle movement in stadium.
 - (c). Staff briefings.
 - (d). Corporate Hospitality staff in location
- (iii). **Stage Three: 1530 to 1630 – Positions**
 - (a). All staff in position.
 - (b). Corporate guests arrive (Gate 8 EPTB Guests 1600)
 - (c). Final staff briefing / preparation for 'Gates'.
- (iv). **Stage Four: 1630 (Gates at 1700) to 2130 – Event**
 - (a). Compliance.
 - (b). Corporate / Crowd management.
 - (c). VIP management
 - (d). TMP
- (v). **Stage Five: 2130 to 2359 – Immediate post event**
 - (a). Compliance.
 - (b). Corporate / Crowd management.
 - (c). VIP management
 - (d). TMP
- (vi). **Stage Six: Next day**
 - (a). Clean.
 - (b). Site security.
 - (c). De-rig site

B. Timings

Date	Time	Activity	Responsibility
Thurs 31st May	0730-1800	<ul style="list-style-type: none"> RB control access for commercial activities of Premier Hospitality 	RB/EPTB/Premier HL
Thurs	1030	Diplomatic protection Squad to park (TBC)	NZP/EPTB
Thurs	1200	EPTB pack-in for Hall of Legends	EPTB
Thurs	1230-1600	Sign off event plan, Stadium inspection, final Brief, threat assessment meeting.	NZRU/ARFU/EPTB/PHL/NZ Police
Thurs	1700	Temporary Seating (South Stand) completed and checked by OSH and Fire	EPTB
Thurs	1800	Stadium security in place	EPTB/RB
Fri 1 June	1000	OSB on-site	OSB/SKY/RB
Fri	1000	Iveco Truck on-site-Gate 24	ARFU
Fri	1000	Cable teams to park in Bus car park...Liaise with Red Badge	OSB/RB
Fri	1100-1300	All Blacks Captains Run	NZRU/ARFU/EPTB
Fri	1300	Final electrical inspections	EPTB
Fri	1300	TMO to set up in ASB Level 5	ARFU/EPTB
Fri	1300	NZRU Operations/Commercial walk over	NZRU/PU
Fri	1530-1630	French Captains Run	NZRU/ARFU/EPTB
Fri	1500	Broadcasters meeting	NZRU/Sky/OSB
Fri	1700-2300	SML/ARFU Pack-in for west lounges	SML
Fri	1700	Screens tested / software correct	EPTB/Tristate Union Projects
Fri	1700	Set up cricket school as media centre(TBC)	NZRU/EPTB/RB
Fri	1700-1930	Full Dress rehearsal for pre-match entertainment	ARFU/NZRU/EPTB Union Projects
Fri	1800	Sound check/compliance check of sound system on the Outer Oval	PHL/Oceania/Bart on's/Marshall Day
Sat 2nd June	0700	Commence field preparation	EPTB Turf Staff
Sat	0730	Car park security onsite <ul style="list-style-type: none"> Chain all south stand car park entrances except entrance F, hand out no parking restriction notices at Entrance F. Place notices on cars parked in car parks. 	RB
Sat	0800	Kowhai Intermediate open for event support access	New Line
Sat	0800	Security on Gate 25/26 (MOBC) (PHL) & Gate 29	RB
Sat	0900	Customer Services Open – Gate 3 ASB BANK Stand	ARFU/Ticket master
Sat	1000	Stadium inspection-John Strawbridge	UCS/RB/FS/MOBC /EPTB/OSH
Sat	By 1200	Port-a-loos and bins in place on surrounding streets	EPTB
Sat	1230	SKY 'Cherry picker' on-site-OSB Bay (TBC)	Sky/OSB/RB
Sat	1200-1600	MOBC Catering staff sign in –gate 25	MOBC
Sat	1200	Final check of screens – if required	ECO/TB/EPTB
Sat	1200	OSB/TV Techs onsite. Equipment already set up	RB/OSB
Sat	1230	Brief with Security staff – Venue South members	RB/EPTB-Strawbridge
Sat	1300	New line Briefing in South members	New Line/EPTB

Sat	1400	PHL/SML staff arrive at Gate 26	
Sat	1400	NZRU Final walkover	NZRU/PU
Sat	1400	TMP enforced- TARS in environs	ACTION/TARS/SY
Sat	1400	West stand toilets open	UCS
Sat	1400	Street Security in place in support of TMP/Coach sites	EPTB/NL/RB
Sat	1430	St John presence on site	SJ
Sat	1430	Hosts arrive x gate 28	PHL/SML/RB
Sat	1545	EPTB Guests arrive for ASB Stand Level 6-Gate 8	EPTB/RB
Sat	1600	Corporate Guest arrive gates 1, 24.	PHL/SML/RB
Sat	1600	Photographers room open and 'live'	EPTB/ARFU
Sat	1600	EPTB Guests arrive for ASB Stand Level 6-Gate 8	EPTB/RB
Sat	1645	Electrix Staff on-site-Commence lighting	EPTB
Sat	1645	Bars open	MOBC
Sat	1700	GATES OPEN (all exits unlocked & manned)	RB

Sat	1700	SML Corporate guests arrive West lounges gate 5,24,1	RB/SML
Sat	1720	Police presence 38 Staff, on-site and in environs	NZP
Sat	1720	Police Specialist Search team on-site (TBC)	NZP/EPTB
Sat	1730	Club members meal, level 6 ASB stand	EPTB/MOBC/RB
Sat	1730	Sports Lights on	EPTB
Sat	1800	Media bus arrive	NZRU/RB
Sat	1805	All Black's arrive	RB/NZRU/NZP
Sat	1815-1845	NZRU VIP arrive gate 21 TBC	NZRU/RB
Sat	1815	French team arrives	RB/NZRU/NZP
Sat	1815	NZRU (LOCKE) Brief photographers	NZRU
Sat	1830	NZRU (LOCKE) Brief media	NZRU
Sat	1830-1900	Off-site PHL Hospitality guest en-route to Park	PHL
Sat	1835	Ref to French changing room	NZRU
Sat	1835	Drug test draw	NZRU/DFSNZ
Sat	1840	Ref to All Black's changing room	NZRU
Sat	1845	Coin Toss	NZRU
Sat	1835-1905	Pre-game entertainment-David Williams production • TVC • Music videos	NZRU/ARFU
Sat	1855-1905	EPTB HALL OF LEGENDS GUESTS TO S/W RESERVES VIA ASB REAR STAIRS	EPTB/Red Badge
Sat	1900	Partners bus arrives	NZRU/RB/Action
Sat	1900	PHL Hospitality Guests to seats	PHL
Sat	1900-2140	Sky Helicopter (EC 120), ceiling to be confirmed	Sky TV
Sat	1905-1913	• Team warm ups • TVC	NZRU/ARFU
Sat	1913-1923	Pre-match enhancement TBC by MN	NZRU/ARFU
Sat	1919.30	Teams off field	NZRU
Sat	1926	France to field	NZRU/ARFU
Sat	1927.30	All Blacks to field	NZRU/ARFU
Sat	1929	French Anthem	NZRU/ARFU
Sat	1931	NZ Anthem	NZRU/ARFU
Sat	1933.30	Haka	NZRU/ARFU
Sat	1935	Kick Off	NZRU/ARFU

Sat	2015-2025	Half time • TVC	
Sat	2045	Co-op Taxi Marshallers onsite	Taxi Companies
Sat	2100	Post game TMP in place to control veh/ped exit from area. 1. Buses 2. Taxis	EPTB/Action/NZP / RB/NL
Sat	2115	GAME ENDS 1. Safety of Players & Officials confirmed. 2. Field security measures implemented to control spectators on field 3. Implement car park patrol to prevent conspicuous consumption of alcohol 4. Deploy security staff and Police to corridors east and west.	EPTB/RB/NZP
Sat	2130	<ul style="list-style-type: none"> • Secure and recover field furniture • Security of players / officials • No patrons on field 	RB
	NOTE	ALL public bars CLOSE at the end of the game Note: Bars maybe closed earlier by MOBC/POLICE	MOBC/NZP

Sat	2130-2300	Post match hospitality West lounge/HOL and Outer Oval	PHL/SML/ RB
Sat	2140	Partners bus departs	NZRU/RB
Sat	2200	Bars close in West lounge	MOBC/SML/RB
Sat	2200	Sound systems off	SML/EPTB
Sat	30 min after game	Post match media conference – All Blacks	NZRU/ARFU/RB
Sat	45 min after game	Post match media conference - France	NZRU/ARFU/RB
Sat	2200	VIPs depart- Exact timing TBA	RB/NZP
Sat	2230 (TBC)	Hot Debrief – 1hr after end game – in Control Room Police / Red Badge / New line Security / St John / Michael O'Brien Catering / Fire Safety / EPTB / NZRU / ARFU/PHL/SML	EPTB
Sat	TBC	Teams depart	NZRU/RB
Sat	2300	All PHL areas clear	
Sat	2300	Media buses depart	
Sat	2330	First warning to suite holders	RB/MOBC
Sat	2330	Suite holders leave	RB/MOBC
Sat	2400	Close Kowhai Intermediate	New Line
Sat	2400	OSB De rig	OSB
Sun 3 June	0800-1400	Street clean	UCS/EPTB
Sun	1000	Judicial; Kingsland Lounge / Willow room	NZRU
Sun	1000	West Lounge/HOL/Outer Oval de-rig	PHL/SML/EPTB