

7 March 2018

Eden Park shortlisted for international stadium awards



NEW ZEALAND'S NATIONAL STADIUM

Eden Park has been nominated as a finalist in two categories of the 2018 *TheStadiumBusiness* Awards which will be presented in Manchester, United Kingdom on 12 June.

The ASB G9, launched in November 2017, has been nominated in the **Product Innovation Award** category, which recognises a product or service that has uniquely transformed and improved the way stadiums, arenas and sports venues do business.

Eden Park staff conceived, developed, implemented and hosted the inaugural ASB G9, a unique golf event, in a three-month window.

The Turf, Operations and Commercial teams collaborated to design and produce the course to deliver a unique experience whilst ensuring the safety of participants and officials, with relevant collateral.

For eight days Eden Park's hallowed turf was converted into a nine-hole golf course. Teams of four made their way around the carefully designed course and aimed for a hole-in-one from each tee.

The stadium is also nominated for the **Sustainability and Community Award** which recognises achievement, success or leadership in the pursuit of sustainable and community-driven venue and event management.

Eden Park's nomination acknowledges a variety of community initiatives over the past 12 months including *The Hood* - Eden Park supporters' club, *Our Neighbourhood* photography exhibition, and *Mates on the Field*, the 100-year commemoration of The Battle of Broodseinde.

Our Neighbourhood - as the project was aptly named - celebrates Eden Park's community and passion for sport through the eyes of its team, supporters, local businesses and neighbourhood.

Over 100 images, some as big as 3.6 metres wide, are displayed throughout Eden Park. It is the largest permanent exhibition of its kind in a major sports stadium.

Commemorative celebrations marking the 100-year anniversary of the Battle of Broodseinde were held at the stadium in October 2017. The *Mates on the Field* tribute featured a giant poppy and 492 white crosses in honour of the New Zealand Army soldiers whose lives were lost in that battle.

Additionally, Eden Park's enhanced engagement with the local community through *The Hood* has delivered significant benefits to the community. A number of Eden Park's partners have got on board with a range of prizes, including Resene and Master Painters New Zealand, who will 'Paint a House in *The Hood*'.

Eden Park CEO Nick Sautner says these awards highlight industry excellence and acknowledge the entire Eden Park team's efforts to deliver world-class live events for the benefit of the Auckland region and the broader community.

"Eden Park is for all of Auckland and New Zealand. We are committed to working our neighbourhood and local business associations to maximise the benefits for the country and community," he says.

"These awards recognise Eden Park incubating ideas internally that can then be implemented at other iconic venues globally.

"Congratulations to all other category finalists."

Last year Eden Park picked up the Business Award at the Australasian Leisure Management (ALM) Awards as well as the EVANZ Ticketmaster Large Venue of the Year and Ticket Direct Supreme Venue of the Year awards.

ENDS

For more information:

Ben Svensen
Commercial Manager
Eden Park
BSvensen@edenpark.co.nz

MEDIA RELEASE

EDENPARK.CO.NZ