



COVERSHEET

Minister	Hon Phil Twyford	Portfolio	Minister for Economic Development
Title of Cabinet paper	Major Events Management Orders 2020	Date to be published	21 September 2020

List of documents that have been proactively released		
Date	Title	Author
4 August 2020	Major Events Management Orders 2020	Office of the Minister for Economic Development
4 August 2020	Cabinet Legislation Committee Minute: LEG-20-MIN-0130	Cabinet Office

Information redacted

YES / NO *[select one]*

Any information redacted in this document is redacted in accordance with MBIE's policy on Proactive Release and is labelled with the reason for redaction. This may include information that would be redacted if this information was requested under Official Information Act 1982. Where this is the case, the reasons for withholding information are listed below. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

Some information has been withheld for the following reasons:

- Commercial information
- Confidential advice to Government

Some information has been withheld at the request of commercial entities. If the Cabinet paper was to be requested under the Official Information Act 1982, it is likely that some of this information would be released.

The information in the ICC Women's Cricket World Cup Order is planned to be released, though the Order never came into force as the event was postponed before it was signed.

IN CONFIDENCE

Office of the Minister for Economic Development
Chair, Cabinet Legislation Committee

MAJOR EVENTS MANAGEMENT ORDERS 2020

Proposal

- 1 I propose that the Cabinet Legislation Committee approve the submission to the Executive Council of:
 - a the Major Events Management (36th America's Cup) Order 2020 ("the 36th America's Cup Order");
 - b the Major Events Management (International Cricket Council Women's World Cup 2021) Order 2020 ("ICC Women's World Cup 2021 Order");
 - c the Major Events Management (the Rugby World Cup 2021) Order 2020 ("the Rugby World Cup 2021 Order");
- 2 The purpose of each of the three Orders is:
 - a to declare the Event to be a 'major event' pursuant to section 7 of the Major Events Management Act 2007 (the Act);
 - b to declare the emblems and words associated with the Event to be 'major event emblems and words' pursuant to section 8 of the Act; and
 - c to declare the protection period for each Event pursuant to section 9 of the Act.
- 3 The Orders are attached at Annex One.

Executive Summary

- 4 The Major Events Management Act is designed to address ambush marketing and certain other issues associated with the running of major events, such as ticket scalping and crowd behaviour.
- 5 Ambush marketing is when an unapproved advertiser 'ambushes' an event by creating an unauthorised association with the event to gain exposure.
- 6 Three Events scheduled for 2020 and 2021 have applied to be declared 'major events' under the Act.
- 7 We have received applications from the 36th America's Cup, the ICC Women's Cricket World Cup 2021 and the Rugby World Cup 2021. All three events meet the criteria under the Act to be declared a 'major event'.

- 8 All three events have requested that certain words and emblems are declared 'major event words and emblems' under the Act. Where declared 'major event emblems or words' are used in respect of goods or services, a brand of goods or services, or a person providing goods or services, the court may presume that such representation is likely to suggest there is an association with the 'major event' and those goods and services, brand or person in breach of the restriction described in paragraph 20. In order to prevent the importation of counterfeit products, New Zealand Customs Service is also empowered to detain goods at the border bearing any declared 'major event emblems or words'.

Major Events Management Act 2007

- 9 The Act provides protections for declared "major events" in Order to –
- a obtain maximum benefits from the event for New Zealanders;
 - b prevent unauthorised commercial exploitation at the expense of major event organisers and sponsors; and
 - c ensure the smooth running of the event.
- 10 Sections 7 and 8 of the Act establish processes and criteria for events, and their associated emblems and words, to be declared 'major events' and 'major event words and emblems' by Order in Council.
- 11 The regulations outlined are entirely routine and do not require any new policy decisions.

Section 7 process for the declaration of a 'major event'

- 12 Following the receipt of an application by an event organiser, I may recommend that the Governor-General, by Order in Council, declare the event to be a 'major event'.
- 13 In making this recommendation, I must be satisfied that the event organiser has the capacity and intention to successfully and professionally stage and manage the event, and to use all practicable measures available under existing law to prevent unauthorised commercial exploitation of the 'major event' and to protect its intellectual property rights and other legal rights.
- 14 The Act also requires that I take into account whether the event will:
- a attract a large number of international participants or spectators, therefore generating significant tourism opportunities;
 - b significantly raise New Zealand's international profile;
 - c require a high level of professional management and co-ordination;
 - d attract significant sponsorship and international media coverage;

- e attract large numbers of New Zealanders as participants or spectators; and
- f offer substantial sporting, cultural, economic, or other benefits for New Zealand and New Zealanders.

15 Finally, I am required to consult the Minister of Commerce and Consumer Affairs and the Minister for Sport and Recreation on the application.

36th America's Cup


16 America's Cup Event Limited (ACE), the event organiser, has submitted an application for the 36th America's Cup (AC36) to be declared a 'major event' pursuant to section 7 of the Act.

17 AC36 is one of the most significant events of 2020 and 2021. AC36 is the oldest international sporting trophy in the world, and the pinnacle event in the sport of sailing. AC36 comprises of regattas including the Christmas Cup, the Prada Cup challenger selection and the 36th America's Cup Match.

18 Commercial Information



19 AC36 will still generate significant media coverage. Past iterations have resulted in front page articles in respected publications such as the New York Times. Commercial Information



20 I have considered the application and consulted the Minister of Commerce and Consumer Affairs and the Minister for Sport and Recreation as required under section 7(1) of the Act. In my judgement, the information provided with the application addresses the requirements for the event to be declared a 'major event'.

21 Accordingly, I consider it appropriate to recommend that the Governor-General, by Order in Council, declare AC36 to be a 'major event'.

The ICC Cricket World Cup 2021

22 The event organiser, Women's Cricket 2021 Limited Partnership, has submitted an application for the International Cricket Council (ICC) Women's Cricket World Cup (CWC) 2021 to be declared a 'major event' pursuant to section 7 of the Act.

23 The ICC CWC 2021 is the peak tournament for elite women's cricket. It takes place every four years and has previously been hosted in New Zealand in 2000. The event will take place nationwide across six host cities, with an

anticipated 92,603 domestic attendees. Confidential advice to Government

- 24 The ICC CWC 2021 does not fully align with the criteria in the Act. The event will not generate significant international visitation, however events of a similar scale have been declared 'major events' in the past based on ancillary social benefits¹. Precedent alone is not a reason for granting Major Event status, however the event presents a specific benefit to New Zealand in that it is an opportunity to support the Women and Girls in Sport and Active Recreation Strategy.
- 25 I have considered the application and consulted the Minister of Commerce and Consumer Affairs and the Minister for Sport and Recreation as required under section 7(1) of the Act. In my judgement, the information provided with the application addresses the requirements for the event to be declared a 'major event'.
- 26 Accordingly, I consider it appropriate to recommend that the Governor-General, by Order in Council, declare the ICC CWC 2021 to be a 'major event'.

The Rugby World Cup 2021

- 27 The event organiser, New Zealand Rugby, has submitted an application for the Rugby World Cup (RWC) 2021 to be declared a 'major event' pursuant to section 7 of the Act.

28 Commercial Information

29 Commercial Information

- 30 Confidential advice to Government, the RWC 2021 does not fully align with the criteria under the Act. However, the event presents a specific benefit to New Zealand, in that it is an opportunity to support the Women and Girls in Sport and Active Recreation Strategy.
- 31 I have considered the application and consulted the Minister of Commerce and Consumer Affairs and the Minister for Sport and Recreation as required under section 7(1) of the Act. In my judgement, the information provided with

¹ IRB Junior World Championship 2014 was declared a 'major event'. The event only expected 1049 international visitors; however the event provided significant ancillary benefits, including sporting and cultural opportunities.

the application addresses the requirements for the event to be declared a 'major event'.

- 32 Accordingly, I consider it appropriate to recommend that the Governor-General, by Order in Council, declare the RWC 2021 to be a 'major event'.

Section 8 process for the declaration of 'major event emblems and words'

- 33 The Act restricts the making of unauthorised representations, such as advertisements, that suggest there is an association between a 'major event' and goods or services, brands of goods or services, or people providing goods or services. The purpose of this restriction is to protect the exclusive rights of sponsors to be associated with the event.

- 34 In addition, pursuant to section 8 of the Act, I may recommend that the Governor-General, by Order in Council, declare certain emblems and words to be 'major event' emblems and words.

- 35 Before making a recommendation to the Governor-General that 'major event emblems and words' be declared, I am required to consider the extent to which each of the events' emblems and words require protection in order to:

- a obtain maximum benefits for New Zealanders; and
- b prevent the unauthorised commercial exploitation at the expense of the organisers and sponsors of the event.

The 36th America's Cup words and emblems

- 36 In considering the criteria, it is necessary to assess the extent to which the emblems and words themselves constitute an association with the event. I have reviewed, and note that all words and emblems supplied in schedule 1 of the 36th America's Cup Order indicate a strong association with the event during the time for which protection is sought.

- 37 The word combinations set out in schedule 2 of the 36th America's Cup Order are necessary because they reflect the event brand and associated activities, for instance "Auld mug" refers to the America's Cup trophy. I recommend that all the words and emblems provided by ACE are declared 'major events words and emblems'.

The ICC Cricket World Cup 2021 words and emblems

- 38 I have reviewed the words and emblems supplied by Women's Cricket 2021 Limited Partnership Confidential advice to Government



Confidential advice to Government

39 Confidential advice to Government

The Rugby World Cup 2021 words and emblems

40 Confidential advice to Government

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44 Commercial Information

45 All other terms in the application constitute a strong association with the event and do not impact other businesses or existing trademarks, I recommend that

all the words and emblems that have not been removed from the Order as detailed in this paper are declared 'major events words and emblems'.

Protection for existing businesses and organisations for legitimate use of protected words

- 46 While the court may presume that a representation using protected words is likely to suggest there is an association with the 'major event', the Act provides protection for existing businesses, organisations and people that use them legitimately. For example, use is allowed if, in accordance with honest practices, the representation is made by an existing organisation continuing to carry out its ordinary activities or using its own legal name with no intention of creating an association with the event. The Act also deters event organisers from bringing unjustified proceedings by allowing the court to order payment of damages to the defendant.
- 47 As required by the Act, I have consulted with the following parties before making a recommendation:
- a the Minister of Commerce and Consumer Affairs;
 - b the Minister of Sport and Recreation;
 - c the events' organisers.
- 48 After taking the necessary matters into account and consulting the above parties, I consider it appropriate to recommend that the Governor-General, by Order in Council, declare the emblems and words in the Schedules to the;
- a 36th America's Cup;
 - b ICC Women's Cricket World Cup 2021;
 - c Rugby World Cup 2021;
- to be 'major event words and emblems'.

Section 9 declaration of the protection period

- 49 Pursuant to section 9 of the Act, any Order in Council made under section 8 must declare a protection period for the 'major event'. The protection period is the period for which the protection against unauthorised association with the 'major event' applies. The protection period is not required to be limited to the period when 'major event' activities are to occur, but it may not end later than 30 days after the completion or termination of all 'major event' activities.

The 36th America's Cup protection period

- 50 AC36 will start in December 2020 and end by 21 March 2021, and includes the Christmas Cup, the Prada Cup challenger selection series and the 36th

America's Cup Match. The Event initially requested a protection period from 1 September, however this would not allow sufficient time for the 28 day rule. Accordingly, I propose that the protection period begin on 8 September 2020 and end on 20 April 2021. This protection period will encompass the media coverage and possible nation-wide trophy tour and other promotional activity in the lead up to AC36.

The ICC Women's Cricket World Cup 2021 protection period

51 The 2021 ICC CWC is scheduled to take place between 6 February and 7 March 2021, the event has requested a protection period which commences 4 months prior to the Event to allow to ancillary events and promotional activity. Accordingly, I propose that the event protection period begin on 1 October 2020 and end on 31 March 2021. This protection period commences three months prior to the Event to encompass the trophy tour and other activities in the lead up to the event.

The Rugby World Cup 2021 protection period

52 Confidential advice to Government

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Accordingly, I propose that the Protection Period for RWC 2021 is 4 months prior to and 30 days post-event; 18 May to 15 November 2021.

Timing and the 28 day rule

55 It is a requirement of Cabinet that these Orders must not come into force until at least 28 days after they have been notified in the New Zealand Gazette.

- 56 The 36th America's Cup Order will come into force on 8 September 2020, which is compliant with the 28 day rule.
- 57 The ICC Women's World Cup 2021 Order will come into force on 1 October 2020, which is compliant with the 28 day rule.
- 58 The Rugby World Cup Order will come into force on 18 May 2021, which is compliant with the 28 day rule.

Compliance

- 59 The Orders will comply with, or have no implications for:
- a The principles of the Treaty of Waitangi;
 - b The rights and freedoms contained within the New Zealand Bill of Rights Act 1990 and the Human Rights Act 1993;
 - c The principles and guidelines set out in the Privacy Act 1993;
 - d Relevant international standards and obligations; and
 - e Legislation Advisory Committee Guidelines on Process and Content of Legislation.

Regulations Review Committee

- 60 There do not appear to be grounds for the Regulations Review Committee to draw the Orders to the attention of the House under Standing Order 319.

Certification by Parliamentary Counsel

- 61 The Orders have been certified by Parliamentary counsel as in order for submission to Cabinet.

Regulatory Impact Analysis

- 62 A Regulatory Impact Statement is not required as the proposal falls within the exemption for proposals that are of a minor or machinery nature and so do not substantially alter existing arrangements.

Publicity

- 63 The Orders will be published in the Gazette on the Thursday following the Executive Council approval.

Proactive release

- 64 I propose that this paper is proactively release, subject to redaction as appropriate under the Official Information Act 1982.

Consultation

- 65 The Minister of Commerce and Consumer Affairs, the Minister for Sport and Recreation, Yachting New Zealand, New Zealand Cricket and New Zealand Rugby have been consulted on the proposals in this paper.
- 66 Officials have consulted with the following agencies on the Orders: Sport New Zealand, the New Zealand Customs Services, The Treasury, the Ministry for Culture and Heritage, Tourism New Zealand and New Zealand Trade and Enterprise.

Recommendations

- 67 I recommend that the Cabinet Legislation Committee:

36th America's Cup

- 68 **Note** that I have agreed to recommend that the Governor General, by Order in Council, declare AC36 to be a 'major event' and certain emblems and words related to be 'major event emblems and words' under the Major Events Management Act 2007;
- 69 **Note** that before recommending the making of an Order in Council, I consulted with the Minister of Commerce and Consumer Affairs and Minister for Sport and Recreation and other persons as required under sections 7 and 8 of the Major Events Management Act 2007;
- 70 **Note** that the Major Events Management (36th America's Cup) Order 2020 will give effect to the decision referred to in recommendation 1 above;
- 71 **Authorise** submission of the Major Events Management (36th America's Cup) Order 2020 to the Executive Council;
- 72 **Note** that the Major Events Management (36th America's Cup) Order 2020 will come into force on 8 September 2020.

ICC Cricket World Cup 2021

- 73 **Note** that I have agreed to recommend that the Governor General, by Order in Council, declare the ICC CWC 2021 to be a 'major event' and certain emblems and words related to be 'major event emblems and words' under the Major Events Management Act 2007;
- 74 **Note** that before recommending the making of an Order in Council, I consulted with the Minister of Commerce and Consumer Affairs and Minister for Sport and Recreation and other persons as required under sections 7 and 8 of the Major Events Management Act 2007;

- 75 **Note** that the Major Events Management (ICC Women's World Cup 2021) Order 2020 will give effect to the decision referred to in recommendation 6 above;
- 76 **Authorise** submission of the Major Events Management (ICC Women's World Cup 2021) Order 2020 to the Executive Council;
- 77 **Note** that the Major Events Management (ICC Women's World Cup 2021) Order 2020 will come into force on 1 October 2020.

Rugby World Cup 2021

- 78 **Note** that I have agreed to recommend that the Governor General, by Order in Council, declare the RWC 2021 to be a 'major event' and certain emblems and words related to be 'major event emblems and words' under the Major Events Management Act 2007;
- 79 **Note** that before recommending the making of an Order in Council, I consulted with the Minister of Commerce and Consumer Affairs and Minister for Sport and Recreation and other persons as required under sections 7 and 8 of the Major Events Management Act 2007;
- 80 **Note** that the Major Events Management (Rugby World Cup 2021) Order 2020 will give effect to the decision referred to in recommendation 11 above;
- 81 **Authorise** submission of the Major Events Management (Rugby World Cup) Order 2020 to the Executive Council;
- 82 **Note** that the Major Events Management (Rugby World Cup 2021) Order 2020 will come into force on 18 May 2021.

Authorised for lodgement

Hon Phil Twyford
Minister for Economic Development

Major Events Management (36th America's Cup) Order 2020

Order in Council

At Wellington this day of 2020

Present:
in Council

This order is made under sections 7, 8, and 9 of the Major Events Management Act 2007—

- (a) on the advice and with the consent of the Executive Council; and
- (b) on the recommendations of the Minister for Economic Development made after the consultation required by, and compliance with every other requirement for the making of those recommendations that is specified in, sections 7 and 8 of that Act.

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	Major event words	

Order

1 Title

This order is the Major Events Management (36th America's Cup) Order 2020.

2 Commencement

This order comes into force on 8 September 2020.

3 Interpretation

In this order, **36th America's Cup** means the yacht racing event to be held on Waitematā Harbour from December 2020 to April 2021 and other yacht racing events associated with that event (including the Prada Cup and the America's Cup World Series Auckland events).

Declaration of major event

4 36th America's Cup declared to be major event

The 36th America's Cup is declared to be a major event.

5 America's Cup Event Limited is major event organiser

America's Cup Event Limited is the major event organiser of the 36th America's Cup.

Declarations of protection period, major event emblems, and major event words

6 Declaration of protection period

The protection period for the 36th America's Cup is declared to start on 8 September 2020 and end with 20 April 2021.

7 Declaration of major event emblems

The emblems set out in Schedule 1 are declared to be major event emblems for the protection period for the 36th America's Cup.

8 Declaration of major event words

The words or combinations of words, and words if combined with other words, set out in Schedule 2 are declared to be major event words for the protection period for the 36th America's Cup.

Schedule 1
Major event emblems

cl7

The major event emblems are as depicted below or as depicted below but in a different colour or as depicted but without any of the words or figures.



36th
AMERICA'S CUP



36th
AMERICA'S CUP



36th
AMERICA'S CUP



36th
AMERICA'S CUP



36TH AMERICA'S CUP

PRESENTED BY

PRADA

AUCKLAND 2021



36TH AMERICA'S CUP

PRESENTED BY

PRADA

AUCKLAND 2021

Schedule 2

Major event words

cl 8

Part 1

Words and combinations of words

America's Cup
36th America's Cup
AC 36
America's Cup Match
America's Cup presented by Prada
America's Cup Auckland 2021
America's Cup World Series Auckland 2020
America's Cup Christmas Race
Prada Christmas Race
Prada Cup
America's Cup World Series
AC World Series
Auld Mug
There is no second

Part 2

Words if combined with other words

The words in an item in column A if used in combination with the words in an item in column B.

Column A

America's Cup
36th America's Cup

Column B

Broadcaster
Caterer
Champions
Championship
Finalists
Hospitality
Host
Licensed
Licensee
Merchandiser

Column A

Column B

Nation
Partner
Qualifier
Retail agent
Retailer
Sponsor
Supplier
Ticketing
Travel
Trophy

Clerk of the Executive Council.

Explanatory note

This note is not part of the order, but is intended to indicate its general effect.

This order, which comes into force on 8 September 2020, is made under the Major Events Management Act 2007 (the **Act**). It relates to the 36th America's Cup and the yacht racing events that are scheduled to take place in New Zealand from December 2020 to April 2021 (the **event**).

The order—

- declares the event to be a major event:
- identifies the major event organiser for the event:
- declares the protection period for the event:
- declares emblems and words to be, for that period, major event emblems and major event words.

Subpart 2 of Part 2 of the Act contains protections against ambush marketing by association. Those protections restrict, during the protection period for a major event, a person's ability to make a representation (such as in an advertisement) suggesting that there is an association between the major event and goods or services, a brand of goods or services, or a person who provides goods or services. There is a presumption that a representation that includes a major event emblem or major event words suggests such an association.

Issued under the authority of the Legislation Act 2012.

Date of notification in *Gazette*:

This order is administered by the Ministry of Business, Innovation, and Employment.

Major Events Management (ICC Women's Cricket World Cup 2021) Order 2020

Order in Council

At Wellington this day of 2020

Present:
in Council

This order is made under sections 7, 8, and 9 of the Major Events Management Act 2007—

- (a) on the advice and with the consent of the Executive Council; and
- (b) on the recommendations of the Minister for Economic Development made after the consultation required by, and compliance with every other requirement for the making of those recommendations that is specified in, sections 7 and 8 of that Act.

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	Major events words	

Order

1 Title

This order is the Major Events Management (ICC Women's Cricket World Cup 2021) Order 2020.

2 Commencement

This order comes into force on 1 October 2020.

3 Interpretation

In this order, **ICC Women's Cricket World Cup 2021** means the International Cricket Council Women's Cricket World Cup 2021 to be held in New Zealand from 6 February 2021 to 7 March 2021.

Declaration of major event

4 ICC Women's Cricket World Cup 2021 declared to be major event

ICC Women's Cricket World Cup 2021 is declared to be a major event.

5 Women's Cricket 2021 LP is major event organiser

Women's Cricket 2021 LP is the major event organiser of the ICC Women's Cricket World Cup 2021.

Declarations of protection period, major event emblems, and major event words

6 Declaration of protection period

The protection period for the ICC Women's Cricket World Cup 2021 is declared to start on 1 October 2020 and end with 31 March 2021.

7 Declaration of major event emblems

The emblems set out in Schedule 1 are declared to be a major event emblem for the protection period for the ICC Women's Cricket World Cup 2021.

8 Declaration of major event words

The words or combinations of words, and words if combined with other words, set out in Schedule 2 are declared to be major event words for the protection period for the ICC Women's Cricket World Cup 2021.

**Schedule 1
Major event emblems**

cl 7

The major event emblems are as depicted below or as depicted below but in a different colour or as depicted but without any of the words or figures.



Schedule 2
Major events words

cl 8

Part 1
Words and combinations of words

Women's Cricket World Champions
Women's Cricket World Cup
Women's Cricket World Cup 2021
Women's Cricket World Cup Agent
Women's Cricket World Cup Caterer
Women's Cricket World Cup Champions
Women's Cricket World Cup Commercial Partner
Women's Cricket World Cup Fanzone
Women's Cricket World Cup Merchandiser
Women's Cricket World Cup Official Broadcaster
Women's Cricket World Cup Official Hospitality
Women's Cricket World Cup Official Licensed Product
Women's Cricket World Cup Official Partner
Women's Cricket World Cup Official Store
Women's Cricket World Cup Sponsor
Women's Cricket World Tournament
Women's Cricket World Tournament Sponsor
Women's Cricket World Trophy
CWC 2021
CWC21
International Cricket Council
ICC Broadcast Partner
ICC Commercial Partner
ICC Women's Cricket World Cup
The Flagship of Cricket

Part 2

Words if combined with other words

The words in an item in column A if used in combination with the words in an item in column B.

Column A	Column B
Cricket World Cup	2021
ICC Cricket	Broadcaster
ICC Cricket World Cup	Caterer
ICC Cricket World Cup Event	Champions
ICC World Cup	Championship
World Cup Cricket	Fanzones
	Finalists
	Host
	Hospitality
	Licensed
	Licensee
	Merchandiser
	Nation
	Partner
	Retail
	Sponsor
	Ticketing
	Travel
	Trophy

Clerk of the Executive Council.

Explanatory note

This note is not part of the order, but is intended to indicate its general effect.

This order, which comes into force on 1 October 2020, is made under the Major Events Management Act 2007 (the **Act**). It relates to the ICC Women's Cricket World Cup 2021, a cricket tournament that will take place in New Zealand from 6 February 2021 to 7 March 2021.

The order—

- declares the event to be a major event:
- identifies the major event organiser for the event:

- declares the protection period for the event:
- declares emblems and words to be, for that period, major event emblems and major event words.

Subpart 2 of Part 2 of the Act contains protections against ambush marketing by association. Those protections restrict, during the protection period for a major event, a person's ability to make a representation (such as in an advertisement) suggesting that there is an association between the major event and goods or services, a brand of goods or services, or a person who provides goods or services. There is a presumption that a representation that includes a major event emblem or major event words suggests such an association.

Issued under the authority of the Legislation Act 2012.

Date of notification in *Gazette*:

This order is administered by the Ministry of Business, Innovation, and Employment.

Major Events Management (Rugby World Cup 2021) Order 2020

Order in Council

At Wellington this day of 2020

Present:
in Council

This order is made under sections 7, 8, and 9 of the Major Events Management Act 2007—

- (a) on the advice and with the consent of the Executive Council; and
- (b) on the recommendations of the Minister for Economic Development made after the consultation required by, and compliance with every other requirement for the making of those recommendations that is specified in, sections 7 and 8 of that Act.

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	Major event words	

Order

- 1 Title**

This order is the Major Events Management (Rugby World Cup 2021) Order 2020.
- 2 Commencement**

This order comes into force on 18 May 2021.
- 3 Interpretation**

In this order, **Rugby World Cup 2021** means the rugby tournament to be held in New Zealand from 18 September 2021 to 16 October 2021.

Declaration of major event
- 4 Rugby World Cup 2021 declared to be major event**

Rugby World Cup 2021 is declared to be a major event.
- 5 New Zealand Rugby Union Incorporated is major event organiser**

New Zealand Rugby Union Incorporated is the major event organiser of the Rugby World Cup 2021.

Declarations of protection period, major event emblems, and major event words
- 6 Declaration of protection period**

The protection period for the Rugby World Cup 2021 is declared to start on 18 May 2021 and end with 15 November 2021.
- 7 Declaration of major event emblems**

The emblems set out in Schedule 1 are declared to be major event emblems for the protection period for the Rugby World Cup 2021.

8 Declaration of major event words

The words or combinations of words, and words if combined with other words, set out in Schedule 2 are declared to be major event words for the protection period for the Rugby World Cup 2021.

**Schedule 1
Major event emblems**

cl 7

The major event emblems are as depicted below or as depicted below but in a different colour or as depicted but without any of the words or figures.





2021



 RUGBY WORLD CUP NEW ZEALAND 2021



Schedule 2

Major event words

cl 8

Part 1

Words and combinations of words

Rugby World Cup New Zealand 2021
Rugby World Cup 2021
Rugby World Cup
Rugby World Championship
RWC2021
RWC

Part 2

Words if combined with other words

The words in an item in column A if used in combination with the words in an item in column B.

Column A

World Rugby
RWC

Column B

2021
Twenty twenty-one
Two thousand and twenty-one
Agent
Bar
Broadcaster
Caterer
Club
Cup
Fanzone
Hospitality
Host
Hotel
Licensed product
Licensee
Merchandise
Official
Partner

Column A

Column B

Pub
Sponsor
Store
Supplier
Supporter
Ticketing
Tournament
Travel
Trophy
Unforgettable
Unlimited
Unstoppable
Venue

Clerk of the Executive Council.

Explanatory note

This note is not part of the order, but is intended to indicate its general effect.

This order, which comes into force on 18 May 2021, is made under the Major Events Management Act 2007 (the **Act**). It relates to the Rugby World Cup 2021, a rugby tournament that will take place in New Zealand from 18 September 2021 to 16 October 2021.

The order—

- declares the event to be a major event:
- identifies the major event organiser for the event:
- declares the protection period for the event:
- declares emblems and words to be, for that period, major event emblems and major event words.

Subpart 2 of Part 2 of the Act contains protections against ambush marketing by association. Those protections restrict, during the protection period for a major event, a person's ability to make a representation (such as in an advertisement) suggesting that there is an association between the major event and goods or services, a brand of goods or services, or a person who provides goods or services. There is a presumption that a representation that includes a major event emblem or major event words suggests such an association.

**Major Events Management (Rugby World Cup 2021)
Order 2020**

Issued under the authority of the Legislation Act 2012.

Date of notification in *Gazette*:

This order is administered by the Ministry of Business, Innovation, and Employment.