

**Migrant Community Participation
in a Mega Sporting Event:
New Zealand Chinese
and the Rugby World Cup 2011**

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ABSTRACT

In addition to economic, cultural and social impacts, mega sporting events also provide a host country with a legitimate approach to promote national identities and cultures on a global scale. As the largest event ever staged in New Zealand, the nation's Government believed that the Rugby World Cup 2011 would generate these benefits for the host population. Building social cohesion by engaging New Zealanders in the event was one of the four major event goals. However, the event's "uniquely New Zealand" thumbprint slogan may create doubts of national identity for some members in the local ethnic communities who are not devotees of rugby.

Through a proposed stakeholder framework, a case study of the Chinese migrant community in Auckland explores the relationships inherent in their participation: their awareness of the event and its connection to event participation, economic links, and identity and pride. The changes in participation of local Chinese as players and supporters of rugby, national relationship, identity and pride, multicultural value, linkage to New Zealand, and intention to recommend New Zealand are analysed.

Previous research on event stakeholder relationships neglects the possible multiple roles played by the host community. This relative neglect also extends to the variance in importance and dominance of individual event stakeholder groups. Various modes of stakeholder participation in a temporal dimension is another omission in event research. In particular, existing literature about community participation in mega sporting events is relatively scarce. Host communities' various subgroups and their complexities also represent research gaps to be filled. The research shows that the entire hosting community is involved in a range of elements of the event being undertaken: planning, organising, producing, managing, participating, and marketing and evaluating.

Adopting a triangulation approach incorporating content analysis, in-depth interviews, and questionnaires, this case study develops an event stimulation model with appropriate strategies to enhance awareness and encourage participation of host community stakeholders. A six-month Web audit adopting a macro-analytic content-analysis approach first looks at the event's temporal dimension using both quantitative and qualitative methods. Through dendrogram analyses, key informant in-depth interviews are used to gain greater insight into the activities that were conducted and planned by various event stakeholders in the local Chinese community before the Rugby World Cup 2011. A pre- then post-event questionnaire survey targeting local Chinese, and which combined face-to-face and online elements, was then conducted to understand the relationship of different research themes. Five hundred and two self-administered questionnaires and 385 online questionnaires from the pre-event survey and 503 self-administered and 146 online questionnaires for the post-event survey were collected and examined with multivariate analysis.

The findings indicate that mega-event awareness may not simply translate into “mega” participation. A stakeholder relationship map is developed which features redefined groupings of event stakeholders and proposed modes of participation in a mega sporting event. Active participation in a mega sporting event has multidirectional branching out effects to stimulate positive impact on identity and pride, multicultural value, linkage to the country, recommendation of the country, and business engagement. An event stimulation model is developed with five attributes: build ownership, identify stakeholders, manage expectations, capture participation, and leverage from the participation effect. To optimise positive social impact, it is recommended that the event planner considers an event stimulation strategy that factors in the temporal dimension.

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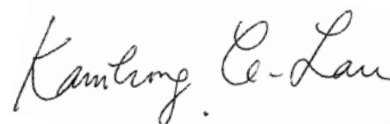
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LIST OF ABBREVIATIONS

ATEED	Auckland Tourism, Events and Economic Development
AUT	Auckland University of Technology
AUTEC	Auckland University of Technology Ethics Committee
CBD	central business district
CMC	computer-mediated communication
CNSST	Chinese New Settler Services Trust
COA	country of adoption
COO	country of origin
FIFA	Fédération Internationale de Football Association
IP	Internet protocol
IRB	International Rugby Board
ISSP	International Social Survey Program
NGO	non-government organisations
NWCI	New World countries of immigration
OECD	Organisation for Economic Co-operation and Development
PRC	People's Republic of China
RWC	Rugby World Cup
SEES	sporting event experience search
SNS	social network services
SPARC	Sport and Recreation New Zealand
TBL	triple bottom line
NZTE	New Zealand Trade and Enterprise
UEFA	Union of European Football Associations
TNZ	Tourism New Zealand
VFR	visiting friends and relatives
WOM	word of mouth

ATTESTATION OF AUTHORSHIP

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.”



Signature

LAU, Kam Hong Chloe
Name

13th July 2015
Date

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Chapter 1: INTRODUCTION

With a vision to value tourism as the leading contributor to a sustainable New Zealand (NZ) economy, Tourism New Zealand's (TNZ) *Strategy 2015* stressed the importance of respecting community values in addition to emphasising “increasing yield, protecting and enhancing the environment, focusing on people, and encouraging year round travel” (TNZ, 2007, pp. 15–16). The new *Tourism 2025* strategy extends these themes into five aspects: productivity for profit, drive value through outstanding visitor experience, grow sustainable air connectivity, prioritise insight to drive and track progress, and target for value (Tourism Industry Association New Zealand, 2014).

Since local residents are the hosts for all international visitors, a more sustainable tourism sector requires better participation by communities (Buch, Milne, & Dickson, 2008; Chien, Ritchie, Shipway, & Henderson, 2012; Derrett, 2008b; Hunter, 1997; Reid, 2011). With better participation, local residents not only understand and value tourism's contribution to the community but are also satisfied that any impacts are appropriately managed (TNZ, 2007). Moreover, *TNZ Strategy 2015's* core principle of *manaakitanga* (sharing exceptional and natural hospitality, knowledge and beliefs on the basis of mutual respect between host and visitor) cannot be delivered without such community support.

The key strategic goal of the NZ Government in supporting the Rugby World Cup (RWC) focused on creating a platform of sport through a nationwide festival with a philosophical principle of visioning the RWC 2011 as an event in a way that engaged, embraced and united all New Zealanders (Snedden, 2008). The achievement of this goal required all four million residents' support to “perform as a nation” (Snedden, 2010, p. 37). Whether this mega sporting event could strengthen the cohesion of all groups of residents in order to achieve this goal was an unanswered question during the event's implementation (Deos, 2013). NZ is made up of many communities including recent

migrants. The RWC 2011's "uniquely New Zealand" thumbprinting slogan may, it was argued, create doubts of national identity for some who are not devotees of rugby (Tan, 2009).

1.1 Event Tourism Planning and Goals

An event is defined as successful if the goals set for it are achieved (Bowdin, Allen, O'Toole, Harris, & McDonnell, 2011; Getz, 2005). The role that event tourism is required to play in a destination's tourism development efforts varies according to the overall strategy being pursued. While each destination's event tourism goals differ, nine common considerations in setting such goals can be identified: leveraging events for economic gain, geographic dispersal of economic benefits, destination branding, place marketing, enhancing visitor experience, extending visitors' length of stay, creating off-season demand, catalyst for infrastructure, and progression of the destination's social, cultural or environmental agenda (Bowdin et al., 2011; Getz, 2005). TNZ views events as key tools to enhance tourism yield and to counteract, to some extent, seasonality (TNZ, 2007).

In 2011, NZ hosted the RWC with the catch-phrase of "A stadium of 4 million", reflecting the size of NZ's population, the inclusivity of the event and NZ's heritage as a rugby-playing nation (Anderson & Snedden, 2009; Ministry of Economic Development, 2013). The RWC is the third-largest sporting event in the world in terms of cumulative television audience and attendance (Ministry of Tourism & Ministry of Economic Development, 2010). The RWC 2011 was hosted between 9 September and 23 October 2011 at 12 stadiums throughout the country, from Whangarei to Invercargill, with the opening ceremony and 15 of the 48 matches hosted in NZ's largest city, Auckland (Auckland Council, 2012) (Figure 1.1). While Auckland's primary focus was on supporting the delivery of the tournament itself, the city also hosted a programme of

activities ranging from business investment to free concerts and community festivals as related RWC 2011 events (Auckland Council, 2012; KPMG, 2012).

Figure 1.1. Cities and Towns that Hosted Teams or Matches for the RWC 2011



Source: KPMG (2012, p. 27).

1.2 Event Typology and Significance

There are many different ways to categorise or group events by size, form or content. Common categories involving size are local or community, major, mega and hallmark events. Getz (2005, p. 18) attempted to adopt Marris's (1987) proposed definition of *mega events* as "their volume should exceed 1 million visits, their capital cost should be at least \$500 million, and their reputation should be that of a 'must see' event", but further argued that the definition is really a subjective question of "relative significance". Getz (2005, p. 18) then summarised that mega events "by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community, venue, or organization". Similar to this relative significance concept, most of the literature and published research present event categories by size on a scale according to impacts (Bowdin, Allen, O'Toole, Harris, & McDonnell, 2006; Deery, Jago, & Fredline, 2013). Events can also be classified by their forms or content of the event, including cultural, business or sport. Sports events are seen as one of the most feasible, cost-effective and potentially lucrative avenues for development within NZ's ever-expanding portfolio of tourism-generating activities and attractions (Getz, 2008; Gnoth & Anwar, 2000; Wright, 2007).

The RWC 2011 could clearly be categorised as a mega event (Bowdin et al., 2006; Getz, 2005) which has the possibility of maximising the external promotion of NZ as a destination with much more to offer than just the festivities and the rugby taking place in the 12 stadiums. According to New Zealand Trade and Enterprise (NZTE), as well as a significant economic development opportunity for NZ, the RWC 2011 was also a chance to showcase New Zealand's people, products and services to the world (NZTE, 2009). The NZ Government believed that the RWC 2011 would generate many economic, cultural and social benefits. The Government had two clear goals: to support a successful tournament through appropriate organisation, engagement and funding, and to maximise

the opportunities flowing from the event and ensure enduring benefits for NZ by ensuring that key facilities, such as venues, were ready (Anderson & Snedden, 2009; KPMG, 2012; Snedden, 2009). Four key themes emerged from these goals:

1. to demonstrate the ability to capably manage a major event to the world
2. to provide a stimulus to the NZ economy in 2010 and 2011
3. to promote “Brand NZ” to the world to achieve tourism and business benefit, and
4. to build social cohesion by engaging all New Zealanders in the event.

These links to broader business generation can be seen in the NZ Minister for Sport and Recreation (and the RWC) Murray McCully adopting “rugby diplomacy” to strengthen trade links with potential giant trade partners like China (Cheng, 2010). Government-funded organisers pressed ahead with promotion of a nationwide festival of events for the public and visiting fans, business-sector showcases, and a Business Club networking programme to introduce visiting business people to NZ counterparts (Bradley, 2011). The Energy and Resources Minister also budgets annually for promoting NZ through bringing executives to events, including the RWC 2011 as a showpiece for NZ, to encourage business opportunities (Cheng, 2014). NZTE also believed New Zealanders’ passion for rugby and the world’s interest in the All Blacks gave the RWC 2011 an opportunity to leverage this enthusiasm and expertise into positive outcomes for the country (NZTE, 2009).

1.3 NZ’s Asian and Chinese Migrants

New Zealand is one of the nation states with diverse populations in the classic New World Countries of Immigration (NWCIs) model, with a similar background to the USA, Canada and Australia (Bartley, 2013). Asians are the third-largest ethnic group in NZ, with Chinese migrants representing the largest share (41.6%) of this Asian population (Bartley,

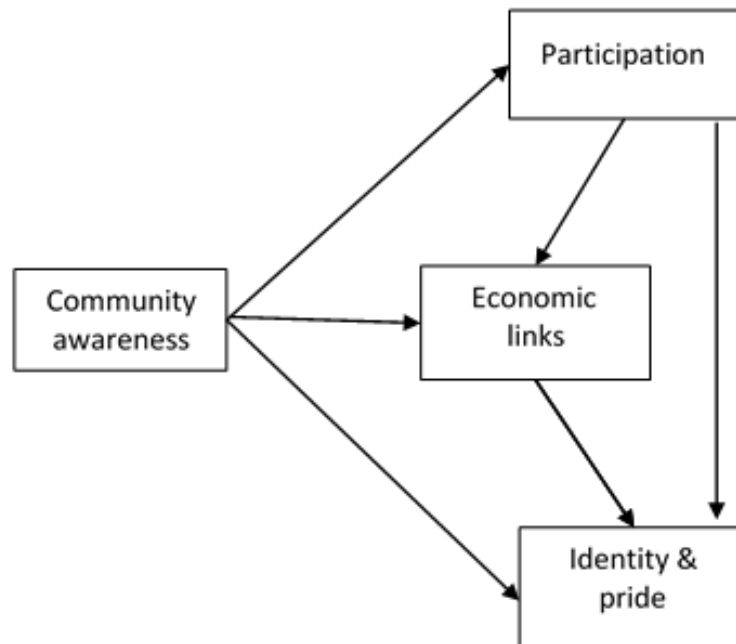
2013; Statistics New Zealand, 2006a). In 2011, Auckland had a population of 1.486 million (Statistics New Zealand, 2012b). Auckland also had the highest concentration of Asian migrants, with 66% of the total NZ Asian population living in that city (Ministry of Social Development, 2010). In 2006, 70% of these Chinese migrants could hold an everyday conversation in Chinese, according to the Census (Ministry of Social Development, 2010). Whether the Chinese community, as an increasingly important migrant group, would participate in this largest-ever event, RWC 2011, aroused different views between researchers and government organisers during the planning stages (Tan, 2009).

Different countries with migrants have various ways of identifying and defining individual ethnic groups. Some countries use a practical definition of ethnicity and devise questions related to colour, language and other variables when conducting census research; New Zealand, on the other hand, defines ethnic group affiliation on a self-perceived basis (Allan & Statistics New Zealand, 2001). This research follows the NZ approach in defining the local Chinese community.

1.4 Research Objectives

Through a case study of the Chinese migrant community in Auckland, this thesis explores the relationships inherent in this community's participation in the RWC 2011, their awareness of the event, and the connection between their awareness and their participation, economic links and sense of identity and pride. The relationship between migrants' participation and identity and pride via economic links is also examined. These relationships, the consequential implications of the study, and understanding of the potential contribution of these themes are conceptualised in Figure 1.2.

Figure 1.2. Linkage of Key Thesis Themes



This simple figure represents an event support system and demonstrates the interdependence that exists not only between event stakeholders and the host community, but also the single and multiple roles that event stakeholders may play as participants, contributors, benefactors, beneficiaries or cost-bearers. Although it is possible to study individual elements of this event support system, such as the impacts of participation, this thesis focuses on the interconnection between all four elements within the event host community. Each element is related to and interacts with other dimensions of this dynamic event stimulation system.

Conceptually, migrants' awareness of an event can stimulate participation in that event; higher levels of participation may, in turn, foster economic linkage development between home and host countries; and extended economic links may potentially contribute to a stronger sense of identity and pride. Thus strategies to enhance event

awareness and encourage participation are a key catalyst for this whole process of downstream impacts and lasting benefits.

The overall focus of this thesis is on Chinese migrant's participation in the RWC 2011 and it addresses the questions of their awareness of the event, as well as the relationships of awareness to participation, economic links, and identity and pride. Through a proposed stakeholder framework, a case study of the Chinese migrant community in Auckland explores the relationships inherent in their participation: their awareness of the event and the connection of this awareness to event participation, economic links, and identity and pride. The objectives of the research are to:

- 1 analyse the local NZ Chinese community's awareness of the RWC 2011
- 2 understand the local Chinese community's participation in the RWC 2011
- 3 understand local Chinese business community engagement with the RWC 2011,
and
- 4 identify the impact of the RWC 2011 on the sense of identity and pride within the
local Chinese community.

1.5 Intended Contribution

This research aims to make a range of contributions, both academic and applied. With the adoption of a multiple stakeholder perspective to the study of migrants' participation in the RWC 2011, the research aims to make theoretical advances in the area of mega sporting event studies. With a focus on local Chinese in NZ, the research aims to develop an event stimulation system with appropriate strategies to enhance awareness and encourage participation of stakeholders, including migrant groups. The research also aims to make methodological contributions to the field of mega sporting event studies through a multifaceted approach to the case study of the RWC 2011. Through the adoption of a

mixed qualitative and quantitative method, with a pre-and-post approach combining face-to-face interviews and online research technologies, the research focuses on providing insights regarding appropriate methodologies for event research with a temporal dimension.

Mega sporting event organisers will benefit from gaining a clearer picture of the way in which the event has impacted on an important stakeholder group in the host country, the migrants. The work provides an opportunity for the migrants themselves to articulate their role (or lack of) in the events leading up to the RWC 2011. The work also aims to offer important insights into the legacy of the RWC 2011 for NZ society in terms of both residents in general and subgroups of the host community. To help event organisers to understand and explore ways to optimise positive impacts, the work aims at developing an event stimulation strategy combined with a temporal dimension focusing on the host community.

This research is not going to identify all event stakeholders in the RWC 2011 nor estimate the economic impacts of this mega sporting event. In terms of understanding local Chinese community business engagement with the RWC 2011, the actual business income in momentary terms is not the focus. While identifying the impact of the RWC 2011 on the sense of identity and pride within the local Chinese community, this research is not going to compare national identity and pride with previous studies or indices.

1.6 Thesis Outline

Chapter 2 provides a critical literature review of the fields of event tourism and mega sporting events along with background information on the RWC 2011. Despite the significant impacts of mega sporting events and their high-profile role in regional development initiatives, it is shown that globally, relatively few academic studies have

looked at the awareness, participation and business engagement of migrants in such events. There has been very limited research about the sense of pride and identity that stakeholders, particularly the migrant community, feel towards events, and how, in turn, this may facilitate economic linkages to migrants' countries of origin (COOs). A new event stakeholder framework is proposed to study the relationships between these concepts.

Through a multifaceted research methodology, this thesis aims to develop an event stimulation system with appropriate strategies to enhance awareness among key stakeholders and encourage increased participation in the host community. Chapter 3 provides a critical literature review of event-research paradigm shifts and relevant research methods, including qualitative research and content analysis as well as quantitative approaches. The chapter also illustrates the research process adopted to conduct the case study, and the Web audit, in-depth interviews and questionnaire surveys are presented in detail. The research protocol, research design, data collection procedure, target subjects and sampling methods for the research elements as well as research ethical issues are all also explained in Chapter 3.

Chapter 4 begins with background to the case study of the RWC 2011, namely the event context and a summary of official figures. These official figures and survey results mainly consider awareness, participation, business engagement, and pride in the general NZ population. Chapter 4 also introduces background information on China as a main trade partner and tourism target market of NZ. The post-RWC 2011 report figures are used to understand the impacts of the event. These contextual details set the background for further understanding of the case of the local Chinese community and this mega sporting event.

An analysis of findings from the Web audit then follows in Chapter 5, enabling a look at the temporal dimension of the participation of local Chinese in the RWC 2011. A content analysis of Skykiwi, an online discussion forum that operates like an unfacilitated focus group, is presented. The Web audit first reveals the quantifiable variables of the discussion postings in relation to the research themes. With the large volume of electronically available data, a macro-analytic approach to summarise the discussion is presented. A temporal dimension of the online discussion (pre-, during and post the event) is developed and presented in order to reveal how local Chinese perceived the RWC 2011 from the perspective of participation, business engagement, and identity and pride.

Chapter 6 presents the results of the in-depth interviews with key informants and focuses on the activities planned and conducted before the RWC 2011. The insights of the key informants into participation and business engagement in the RWC 2011 are presented through the use of a dendrogram analysis approach. Aggregated insights are drawn from key informants from local Chinese media, business associations, community organisations and the RWC 2011 event host organisations. The in-depth interviews focusing on the local Chinese community supplement the general NZ-wide details that are provided as context to the case study.

The findings of the 887 pre- and 649 post-event questionnaire surveys are presented in Chapter 7. With a combined approach of self-administered and online questionnaires, the results look at the local Chinese community's awareness of, association with, and participation in sport, as well as engagement with various stakeholder roles in the RWC 2011. Adopting a pre- then post-event survey approach, the evolving role and perceptions of the local Chinese community are shown in the following themes: participation in and support for rugby, national relationship, sense of identity and pride, multicultural value, linkage to NZ, and intention to recommend the country to

friends and relatives in their country of origin. The relationship of these research themes are also revealed through the use of multivariate analysis.

Chapter 8 presents a cross-cutting discussion of findings from the Web audit, in-depth interviews and questionnaire surveys. The discussion returns to the research objectives, reflects on the literature review, and focuses on the proposed stakeholder participation framework. Focusing on the case of the Chinese migrant community in Auckland, the event stakeholder groupings are refined and a proposed stakeholder relationship map is presented. Through understanding the effect of the event on participation, changes in identity and possible economic linkages, as well as a proposed event pattern, an event stimulation strategy is developed and resultant recommendations to key stakeholders are presented.

The concluding chapter synthesises findings from the Web audit, in-depth interviews and questionnaire surveys to refine and optimise the proposed event stimulation strategy. The limitations of the research are reviewed and the broader applicability of this model beyond the NZ context is discussed. A tentative research agenda is then outlined that can enable key stakeholders, including government, planners, industry and local communities, to better understand how an event stimulation strategy can capture participation. The recommended agenda can also enable academics to further understand adopting the event stimulation strategy to build on theoretical and empirical findings.

Chapter 2: TOWARDS AN EVENT PARTICIPATION FRAMEWORK

Event tourism denotes travel to festivals and gatherings staged outside the normal programme of activities in a destination (Gnoth & Anwar, 2000). While early research suggested that hallmark events can bolster community self-esteem and economic opportunities (Hall, 1989; J. R. B. Ritchie, 1984), there are costs to the community such as traffic congestion and disruption of daily life (Waitt, 2003), and local participation in the planning process is essential to the success of these events in peripheral areas (Tyson, Hayle, Truly, Jordan, & Thame, 2005).

Engagement and support from the host community is vital to a successful event, while an event failure can be a result of a poor fit caused by cultural difference, a lack of key contacts, or internal management deficiencies (Getz, 2007). Whether planners focus on the economic or on broader societal impacts of events, it is clear that potential benefit can only be maximised if organisational inadequacies are reduced and key stakeholder groups are effectively involved in the development process (C. Jones, 2001).

Successful events celebrate a sense of place through organising inclusive activities (Derrett, 2003, 2008a). Such activities provide a vehicle for communities to host visitors and share representations of communally agreed values, interests and aspirations, and are the outward manifestation of community identity of a distinctive place and group of people (Derrett, 2004). The challenge to such community sense stems from people's different values and belief systems within the same place.

2.1 Hallmark and Mega Events

The connection of an event with a place and community is established by the distinctive features and symbols of quality or authenticity that *hallmark* the event to a place (Getz, 2007). Hallmark events are “events that become so identified with the spirit or ethos of a town, city or region that they become synonymous with the name of the place, and gain widespread recognition and awareness” (Bowdin et al., 2006, p. 17). J. R. B. Ritchie (1984) assessed event impacts and found international hallmark events can potentially generate substantial publicity that provides the host community with an opportunity to secure a prominent position in the tourism market. The success of events as tourism generators relies mostly on their distinctiveness and timing (Getz, 2005; J. R. B. Ritchie & Smith, 1991).

Unlike permanent products or exhibitions, special events are primarily “one-off” occasions of limited duration, created to generate short-term visitation and to increase public attention based specifically on what is happening, as opposed to what is always available (Getz, 2008; Hall, 1989). The organiser usually focuses on placing an equals sign between an event and a destination to hallmark that event; the question remains, however, whether all residents with various backgrounds in the community share the same belief in supporting the event in question (Deos, 2013).

While hallmark events anchor activities to the personality of the destination, mega events emphasise the scale of influence. Mega events are large scale and have dramatic character, mass popular appeal and international significance (Dolles & Söderman, 2008). Instead of defining mega events by the number of attendees, researchers tend to focus on the impacts. Getz (2005) defines mega events as planned occurrences of limited duration that have an extraordinary impact on the host area in terms of the following core elements: tourist volumes, visitor expenditures, publicity leading to a heightened awareness and a

more positive image, and related infrastructural and organisational developments which substantially increase the destination's capacity and attractiveness.

From a sociological perspective, mega events are ancillary sociocultural activities that offer powerful opportunities to promote the host country even further (S. S. Kim & Morrision, 2005). With their ability to generate global interest and international media coverage, periodically held sports tournaments are the most commonly explored tourism-generating mega events (Fourie & Santana-Gallego, 2011; Wright, 2007). In terms of scale and length, the major World Cup rugby union competitions are not only longer in duration than the Olympics due to continued size growth but also cover a wider geographical area (Wright, 2007). For example, the RWC 2011 in NZ had 1.66 million match tickets available for sale (Anderson & Snedden, 2009), with estimated free publicity for NZ through newspaper and magazine articles to be covered by 2000 accredited media (Anderson & Snedden, 2009). Whether the RWC 2011 can be labelled as "mega" depends on the significance of the event's impacts on the host city, nation or region. Such impacts can be economic, social and cultural in nature.

2.2 Event Awareness

Literature on awareness of events has mainly focused on tourists' or international awareness of the event's host city as a destination (Ahmed, 1991; S. S. Kim & Morrision, 2005; Manzenreiter, 2008; J. R. B. Ritchie & Smith, 1991). J. R. B. Ritchie and Smith (1991) researched the increased awareness about Canada as the host of the 1988 Winter Olympics and found that there was a dramatic impact on Western Europeans' levels of awareness and knowledge of the city of Calgary. Smith's (2005) study on three English cities – Birmingham, Manchester and Sheffield – showed that widespread awareness of sport events and facilities among potential tourists emphasises that sport can be an effective promotional vehicle but also that a large number of potential tourists found it

difficult to comprehend what the slogans and brandings of these “cities of sport” represent. There is, however, a research gap in the area of local resident/ host awareness about the event.

Chien, Ritchie, Shipway, and Henderson (2012) criticised previous mega sporting event studies (Deccio & Baloglu, 2002; Gursoy & Kendall, 2006) because they tend to assume that residents are cognisant of all the associated benefits and costs and are capable of calibrating the costs and benefits of resources exchanged. This assumption implies local residents are aware of the event and the details of its organisation. Pearce, Moscardo, and Ross (1996) observed that the media can provide residents who are involved in an event with social representations of that event, including analogies, metaphors and visual images. Different social representations can be displayed through media presenting opposing interpretations of some public affairs or social issues related to the event. In addition, presentations of public affairs or social issues in a context of conflict between various groups can give salient groups identity and, through social identification, influence an individual’s perceptions and attitudes towards the event (Pearce et al., 1996).

Although public participation in a mega event and the event planning process is important, in reality it is almost certain that not everyone (including local residents) will know the full spectrum of impacts an event brings to the community and how to precisely assess the outcomes (Chien et al., 2012). Reliance on certain potentially biased information may lead to an unbalanced assessment of the pros and cons of event development. Local residents are found not as rational decision makers but as individuals who are facing social dilemmas that lead to conflicts between maximising personal interests and supporting collective benefits (Chien et al., 2012; Fredline & Faulkner, 2001).

Local residents' commitment to and participation in events is likely to be fostered by exposure to publicity designed to raise awareness. Event publicity provides a cognitive basis for display of supporting behaviour while commitment supplies the motivational force (Chien et al., 2012). The degree of resident awareness of the event contributes to participation levels. The awareness generated by how the event is portrayed in the local and global media helps cultivate emotional attachment and people's sense of obligation to the event (Chien et al., 2012; Kaplanidou et al., 2013).

2.2.1 Support created by awareness

Resident support for mega events has mostly been based on economic benefits and long-term awareness of economic impacts derived from the events (J. R. B. Ritchie, 1984; J. R. B. Ritchie & Smith, 1991). Deccio and Baloglu (2002), writing about the 2002 Winter Olympics in Salt Lake City, suggested that to avoid ambivalence turning into self-fulfilling prophecy, local travel councils and other tourism leaders at the destination need to prepare residents by initiating a "resident awareness" programme to help to communicate the expected benefits and costs of the event.

Such spatial and temporal elements of any mega sporting event play a significant role in the degree of impact witnessed within the host destination (Wright, 2007). Jones (2001) cited the dangers and risks associated with outside influences restricting local "ownership" when hosting mega sporting events. Hall (1992) concluded that the willingness to be actively involved in such events can be heavily dependent upon the perception of target audiences towards event ownership and, subsequently, the identity of the main benefactor or the level of event participation. Participation includes collaboration and cooperation, creativity, adaptability, innovation, proactivity and engagement of the community (Derrett, 2008a). Staging any event clearly requires

stakeholder collaboration and communication, which necessitates, and can potentially lead to, sharing of limited human and financial resources (Wright, 2007).

2.3 Resident Participation

Community participation is “the involvement of individuals within a tourism-oriented community in the decision-making and implementation process with regard to major manifestations of political and socioeconomic activities” (Pearce et al., 1996, p. 181). The community must be involved as active participants where local culture and heritage are being built into the tourism mix (Milne & Ewing, 2004). Madrigal (1995) also referred to community participation as a form of internal marketing strategy that is designed to serve the needs of the community. Community backing for mega events is affected directly and/or indirectly by five determinants of support: the level of community concern, eco-centric values, community attachment, perceived benefits, and perceived costs (Gursoy & Kendall, 2006). These same two authors defined eco-centric values as an individual’s orientation to sound environmental practices that significantly affects host community reaction and their perceptions of impacts.

Community participation is not limited only to involvement in planning processes, but also includes the more nebulous terms of civic virtue “as the common good, a result of people participating together in a shared endeavour which they perceive to be meaningful” (Arai & Pedlar, 2003, p. 198). Active involvement by community residents provides a perception of living in a unified community as those involved share a common goal (Buch, 2007). Even the individual resident, who is not an active participant, will ultimately benefit from the increased community togetherness (Schulenkorf, 2011; G. Wilson & Baldassare, 1996). Involvement also constitutes volunteering, which is argued to encourage greater participation in civic matters in general, thus “creating more active and concerned citizens” (J. Wilson, 2003, p. 1469).

Previous research on participation in community and events has tended to neglect different modes of initiative for participation. There will be context-initiated participation such as working for the event, and there will also be participants who do not opt to participate but whose participation is unintentional and involuntary. Such *dependent and passive participation* includes working, organising or supplying for the event as a result of the companies the participants work for opting to participate. On the other hand, self-initiated participation tends to be autonomous and voluntary; participants decide to participate and control their level of participation. Such *independent and active participation* includes attending, watching, volunteering, sponsoring, inviting people to attend the event, recommending the event to people, hosting related events, and setting up businesses specifically for the event. Participants can also opt to play more than one stakeholder role.

Building on relationship marketing and organisation theories, resident commitment to events can be conceptualised as being multidimensional (Bansal, Irving, & Taylor, 2004; Paulin, Ferguson, & Bergeron, 2006). *Affective commitment* refers to residents' emotional bond with the event; i.e. residents desire to be involved in the event because they *want* to (Bansal et al., 2004). The constraint-based relationship binding residents to an event causes continual commitment as the residents feel that they *need* to form a relationship with the activity because of a sense of being "locked in" (Chien et al., 2012; Meyer & Herscovitch, 2001). In contrast, *normative commitment* refers to the perceived obligation residents have towards the event; i.e. residents feel the social pressure to conform to the community norms because they *ought* to (Bansal et al., 2004). Overall, commitment to an event has a significant role to play in cultivating loyalty, which signifies identification and shared values (Paulin et al., 2006). Thus, residents with high commitment to and participation in the event are likely to show a strong belief in and acceptance of the event's values.

Smith and Ingham (2003) focused on the relationship between sport and building a sense of community, and suggested that sporting events, if marketed well, can unite a community in a common cause and that those involved can experience bonding with others from the region and also a sense of social participation. Putnam (2001) also suggested that sporting events can assist in bridging social capital between heterogeneous groups as people do not need to share ideologies to participate or be spectators together. At a minimum, the fans of winning teams, and the sense of shared enthusiasm for a common passion, can generate a certain sense of community (Putnam, 2001, p. 113). Such sense of community is important in the construction of identity for members in society (Schulenkorf, 2011).

2.4 Event Impacts

Events have a range of impacts, both positive and negative, on the host communities and other stakeholders. Ultimately, the success of the event depends on the event manager achieving a balance in developing and maximising all the foreseeable positive impact and countering anything negative, while communicating this balance to a range of stakeholders (Bowdin et al., 2011). Although some commentators argue that the widespread claim that mega sporting events provide a community with economic benefits is made in the absence of compelling evidence, most of the research on mega sporting events does primarily focus on the economic aspect (Getz, 2007; NZTRI, 2007b). Table 2.1 provides a summary of the literature that has focused on the positive and negative economic impacts of events.

Table 2.1. Summary of Impacts of Events on Economic Dimensions of Tourism

Aspects	Positive impact	Negative impact	Sources
Tourism and economy	<ul style="list-style-type: none"> ✓ destination promotion and increased tourist visits ✓ brand recognition ✓ extended length of stay ✓ higher yield ✓ increased tax revenue ✓ business opportunities ✓ commercial activity ✓ employment creation ✓ leveraging economies ✓ increase in trade flow 	<ul style="list-style-type: none"> ❖ community resistance to tourism ❖ loss of event and destination authenticity ❖ damage to reputation ❖ exploitation of destination ❖ inflated prices ❖ opportunity costs ❖ financial mismanagement ❖ financial loss 	Fourie & Santana-Gallego, 2011; Gelan, 2003; Hall, 1989; Hiller, 1998; Kasimati, 2003; J. R. B. Ritchie & Smith, 1991; Rose & Spiegel, 2011.

One major impact created by events is the generation of tourist arrivals (Getz, 2005). The extended length of stay and potentially higher yield of event attendees make these tourists important targets of many destination-marketing organisations (Dwyer, Mellor, Mistilis, & Mules, 2000; Lau, Milne, & Johnston, 2005). With countries having different directions, the level of such economic impacts may vary. Lakshman (2008) conducted a comparative analysis of the differential impacts of mega sporting events in two countries in Asia, and found that there are significant differences in the nature and direction of the impact that mega sporting events can have on the society and economy. Nonetheless, the analysis also revealed that a different direction can lead to the generation of more expected economic activity in the emerging or developing markets.

2.4.1 Economic impacts and business engagement

Many studies have found that countries that host mega events enjoy a substantive permanent increase in international trade flows (Fourie & Santana-Gallego, 2011; Rose & Spiegel, 2011). Preuss (2004) discussed that hosting of the 1988 Olympics in Seoul

was intended to raise international awareness of Korean manufactured products and, as a result of the Games, Korean exports grew. Rose and Spiegel (2011) found that trade was boosted by 20% for host countries that host mega events and that such an effect on trade is also attributable to the signal a country sends when bidding to be a host, rather than simply the act of actually holding a mega event (Rose & Spiegel, 2011). These studies posited a theory of signalling, whereby countries that bid for a mega event send a policy signal that is followed by future liberalisation. The benefits of the mega event are therefore not only through the increase in event-related activities but through the signal a country sends by hosting (or being willing to host) the event (Fourie & Santana-Gallego, 2011). Thus Rose and Spiegel (2011) found a similar positive impact on trade for those countries that win the bid to host the Olympics and those that are merely in the bidding process.

2.4.2 Triple bottom line event impacts

Event impacts studies have been shifting focus away from the purely economic towards a *triple bottom line* (TBL) approach to understanding impacts (Andersson & Lundberg, 2013; Getz, 2009; O'Brien & Chalip, 2007; B. W. Ritchie, Shipway, & Cleeve, 2009). The TBL approach originates from the business sector where it has been used as a holistic reporting tool that adds social and environmental dimensions to the traditional financial bottom line (Elkington, 1997; Sherwood, 2007). Applying to events, TBL is an analytical framework based on multiple perspectives that, in its original set up, included economic, social and environmental impacts (Andersson & Lundberg, 2013); later TBL was revised to include cultural impacts (Andersson & Lundberg, 2013; Getz, 2009). These sociocultural and environmental impacts, both tangible and intangible, are significant and deserve further exploration. Table 2.2 provides a summary of literature that discusses the positive and negative impacts of events in social, cultural, physical, environmental and political terms.

Table 2.2. Summary of Non-Economic Impacts of Events

Aspects	Positive impact	Negative impact	Sources
Social and cultural	<ul style="list-style-type: none"> ✓ sharing experience ✓ revitalising traditions ✓ building community pride ✓ validating community groups ✓ increasing community participation ✓ introducing new and challenging ideas ✓ expanding cultural perspectives ✓ creating cultural and sporting legacy 	<ul style="list-style-type: none"> ❖ community alienation ❖ manipulation of community ❖ negative community image ❖ bad behaviour of participants 	Andersson & Lundberg, 2013; Burdsey, 2008; Cave, Ryan, & Panakera, 2003; Deery et al., 2013; Dolles & Söderman, 2008; Florek, Breitbarth, & Conejo, 2008; Hall, 1989; H. J. Kim, Gursoy, & Lee, 2006; Ohmann, Jones, & Wilkes, 2006; Preuss, 2007; Pritchard & Morgan, 2001; Ryan, 2002; Thyne, Lawson, & Todd, 2006.
Physical and environmental	<ul style="list-style-type: none"> ✓ showcasing the environment ✓ providing models for best practice ✓ increasing environmental awareness ✓ infrastructure legacy ✓ improving transport and communications ✓ urban transformation and regeneration 	<ul style="list-style-type: none"> ❖ environmental damage ❖ pollution ❖ destruction of heritage ❖ noise disturbance ❖ traffic congestion 	Andersson & Lundberg, 2013; Collins, Jones, & Munday, 2009; Deery et al., 2013; Hall, 1989; C. Jones, 2008; Ohmann et al., 2006; Preuss, 2007; Zhang & Wu, 2008.
Political	<ul style="list-style-type: none"> ✓ international prestige ✓ improving profile ✓ promotion of investment ✓ enhancing social cohesion ✓ development of administrative skills ✓ projecting, communicating and correcting destination image 	<ul style="list-style-type: none"> ❖ risk of event failure ❖ misallocation of funds ❖ lack of accountability of organiser ❖ propagandising ❖ loss of community ownership and control ❖ legitimisation of ideology 	Ahmed, 1991; Custodio & Gouveia, 2007; Essex & Chalkley, 2004; Hall, 1989; S. S. Kim & Morrisson, 2005; Lee, Lee, & Lee, 2005; Lee, Taylor, Lee, & Lee, 2005; Manzenreiter, 2008; B. W. Ritchie et al., 2009; A. Smith, 2005; Zafar, 1991.

From a sociological perspective, Roche (2000) stressed that the large-scale cultural (including commercial and sporting) features of mega sporting events, their dramatic character, popular appeal and international significance can be considered as an “official” version of the public culture with a combination of governmental and community organisation. In addition to these short- and long-term impacts, Dolles and Söderman (2008) argued that mega sporting events impart important contextual influences on residents. Ohmann et al. (2006) affirmed that social impacts are to be understood as short-term consequences that become apparent in the form of immediate and noticeable changes in the quality of life of the host communities and their adjustments to the tourism industry.

Sport tourism includes competitive active or passive participation at international, national or regional sporting events (Buch, 2007). An increase in community pride, spirit and identity are commonly identified community benefits related to the hosting of sporting events (Fredline & Faulkner, 2001; Getz, 1989; Hall, 1992). These often intangible benefits stem from the community being able to work together in order to host a successful event. Benefits also include improving social cohesion, which can help integration of different ethnic groups into the community (Buch, 2007). “Festivals and events demonstrate the popular definition of sense of community through offering connections, belonging, support, empowerment, participation and safety” (Derrett, 2003, p. 52). A heightened spirit will also help increase voluntarism for the organisation of events among residents, since the locals will then take pride in being part of the “event crew” (Getz, 2005; Shone & Perry, 2004).

Cultural impacts, which include the demonstration effect, tend to be of a long-term nature, and are based on changes in the host community’s social relationships, norms and standards. This idea implies that the cultural outcomes may not be immediately visible and thus may be experienced by local residents at a later stage (Ohmann et al., 2006). Nonetheless, Horne and Manzenreiter (2006) emphasized that in many mega-event

cases, the cultural identities of local residents are meant to conform to the positive stereotypes contained in pre-event publicity. Using RWC 1995 in South Africa and the Salt Lake Winter Olympics in 2002 as examples, Nauright (2004) also demonstrated how global sporting events can lead to the promotion of imagined and biased representations of local cultures. Cave et al.'s (2003) study on migrants' perceptions of an event venue in NZ further showed that culture is not necessarily synonymous with identity due to the mediated communication influences on the latter. Such mediated communication influence can detach its "place defined" quality and begins to act independently of culture (Fitzgerald, 1998). Dolles and Soderman (2008) argued that the impact of mega sporting events on cultural norms and values are an important part of any research in this area. Therefore, impacts of mega events extend to the understanding of, and the increase in, multicultural values.

Event benefits extend to the creation of *legacy*. Legacy is recognised as the development of enduring benefits from a mega sporting event (Cashman, 2006; Preuss, 2007; Solberg & Preuss, 2007). Cashman (2006) identified six fields of legacies: economics; infrastructure; information and education; public life, politics and culture; sport; and symbols, memory and history. Those evaluating events often have to consider long-term, indirect, and subtle impacts that are positive inheritances for future generations, or, in some cases, problems and burdens to deal with (Getz, 2008). Preuss (2007) further defined event legacy through evaluation of "soft" and "hard" event-related changes in a host city. These changes are recognised as *event structures*: infrastructure, knowledge, image, emotions, networks and culture that have impacts on the host city's quality-of-location factors in the long term. The benefits or costs through the transformation of the host cities represent the legacy of a mega sporting event. Most importantly, the legacies for the host community do not "end in [the event] itself" but end as a positioning strategy for further development (Dwyer et al., 2000).

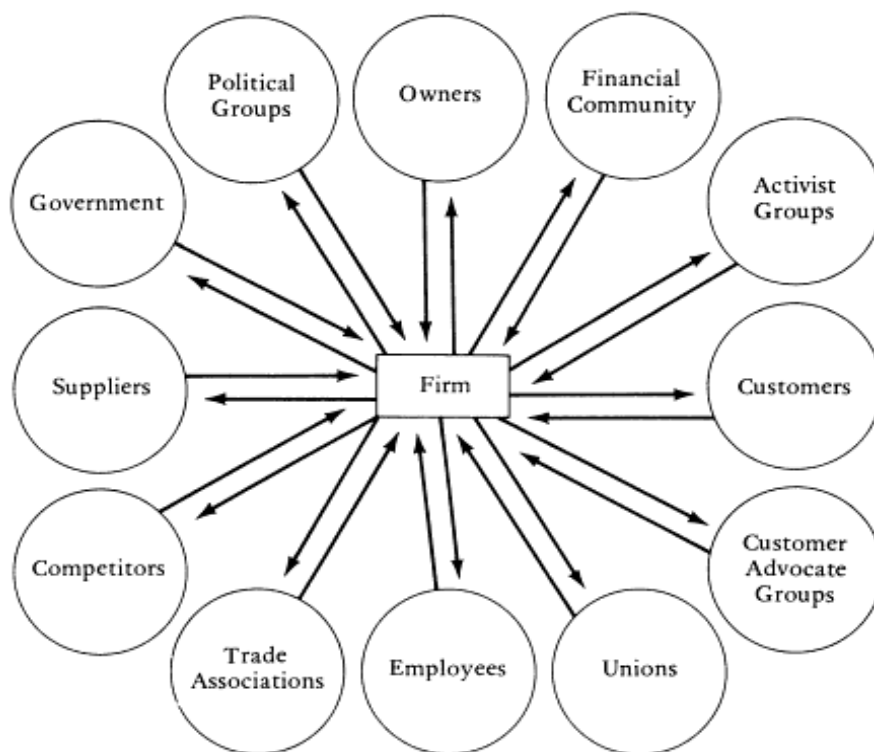
In their study of the 2007 Cricket World Cup in the West Indies, Tyson et al. (2005) suggested that each country needs to develop a legacy strategy that forecasts what is wanted from the mega sporting event overall, both short-term impacts occurring during the event and long-term after the event and well into the future. One desired legacy might be to help businesses achieve better coordination with each other, both internally and externally; another legacy might be to advance community tourism through micro-enterprise development and sport tourism initiatives. There are also less tangible “soft legacies” such as an upswelling in national pride or increased national or regional legitimacy in the international community (Getz, 2008). The RWC 2011 was expected to be a powerful opportunity for the creation of a legacy in similar areas of knowledge, image, emotions, networks and culture in New Zealand (Anderson & Snedden, 2009). Thus, such legacy creation stimulated by a specific mega sporting event should be viewed as part of the strategies developed with its people involved, the various event stakeholders.

2.5 Strategic Planning and Stakeholders

Event research has normally adopted a single stakeholder perspective, often focusing exclusively on the visitor and neglecting other groups (Buch et al., 2008; Buch, Milne, & Dickson, 2011; Dwyer & Wickens, 2011; Stokes, 2006). Clearer links between organisational strategy and event planning and management must be established despite renowned event planning models (Bowdin et al., 2006; Getz, 2007) omitting such linkages (Crowther, 2010). According to the pioneer of stakeholder theory, Freeman (1984, p. 46), “[a] stakeholder in an organisation is (by definition) any group or individual who can affect or is affected by the achievement of the organisation’s objectives.” Stakeholders have the power to affect the organisation’s performance and must participate in determining the organisation’s future direction (Freeman, 1984).

Figure 2.1 displays the original concept of a stakeholder map of an organisation. The stakeholder concept was proposed by Freeman in the strategic management literature in 1984. The concept has been developed and studied in a variety of contexts. Donaldson and Preston (1995) argued that an organisation should pay equal attention to the legitimate interests of all relevant stakeholders in the process of operational decision making.

Figure 2.1. Stakeholder Map of an Organisation

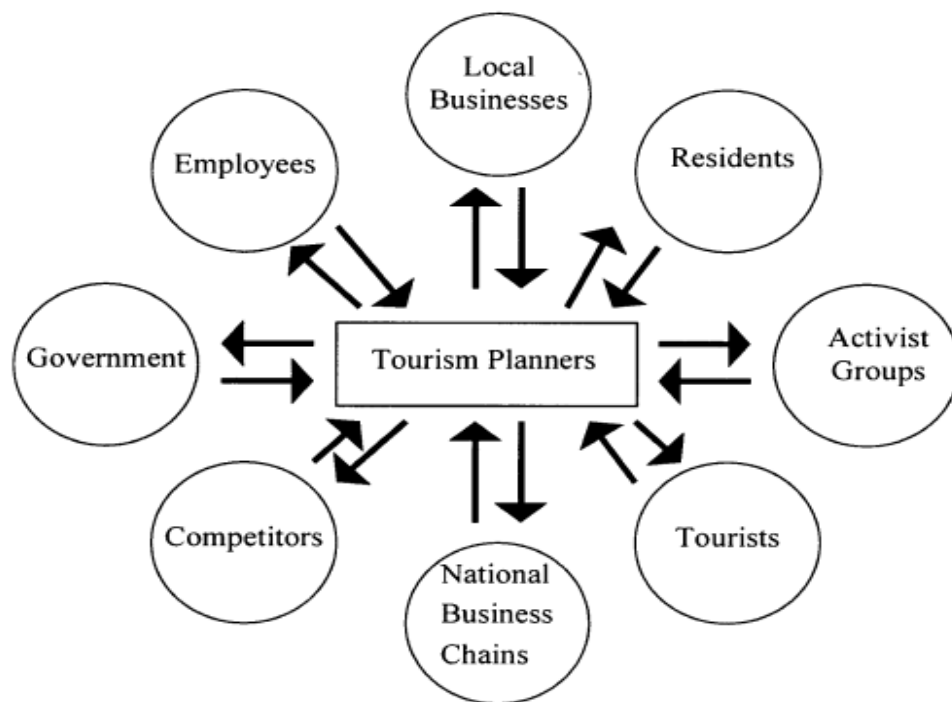


Source: Freeman (1984, p. 55).

Stakeholder identification and involvement has been recognised as a key step towards achieving partnerships and collaboration within tourism (Hardy & Beeton, 2001; Jamal & Getz, 1999). Mitchell, Agle, and Wood (1997) proposed a model of stakeholder identification based on an examination of “real” stakeholders and classified stakeholders using a combination of three attributes: power, legitimacy and urgency. The combinations resulted in stakeholders being identified as either: dormant, discretionary, demanding,

dominant, dependent, dangerous and definitive. Sautter and Leisen (1999) conceptualised stakeholder theory as a normative tourism planning tool which can be used to promote collaboration among key players in the planning process (Figure 2.2). The authors suggested that planners must proactively seek alignment of stakeholder orientation towards the specific tourism service. Such a relationship can then be developed into a tourism stakeholder map.

Figure 2.2. Tourism Stakeholder Map



Source: Sautter & Leisen (1999, p. 315).

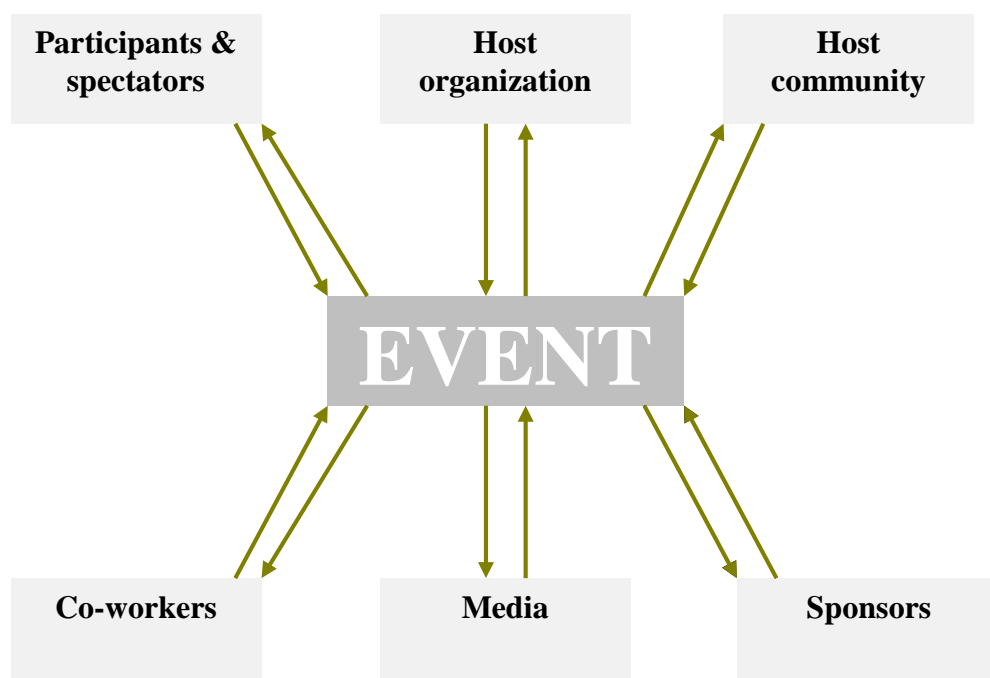
To apply this conceptual framework to events, stakeholders can be seen as people and organisations with a legitimate interest in an event's outcomes. The event will be judged by its success in balancing the competing needs, expectations and interests of a diverse range of these stakeholders (Bowdin et al., 2006; Stokes, 2008). Relational models of strategic management that help to understand how events tourism strategies can be jointly determined by public, private and community stakeholders include the interaction network approach of dyadic relationships and its successor, the network model (Stokes,

2006, 2008). The interaction network model of cooperative dyadic relationships mostly describes simple linkages such as that between a major event organiser and a tourism authority but does not capture the wider stakeholder network that may facilitate and depend upon the tourism potential of events (Stokes, 2006). Organisation networks involve all the stakeholders with an emphasis in network theory that organisations possess “centrality”, “connectedness”, and “bridging” groupings (Getz, 2008). A range of efforts have been made by past researchers to categorise stakeholders based on their relative characteristics. Goodpaster (1991) separated stakeholders into strategic and moral groupings. Clarkson (1995) proposed another way, defining primary stakeholders as those who are critical to the survival of the corporation and secondary stakeholders are those not essential to the corporation. Campbell (1997) also categorised stakeholders into active and passive groups based on their relationships with firms, with the “active” grouping demanding and influencing the company’s performance while “passive” actors are all the other stakeholders. In a similar approach, Wheeler and Sillanpaa (1998) divided stakeholders into “social” and “non-social” groups with direct and indirect influences on the corporation. Savage, Nix, Whitehead, and Blair, (1991) classified stakeholders into four types: “supportive”, “marginal”, “non-supportive”, and “mixed-blessing”. Each of these groups uses different degrees of power when they face some issues in the organisation, and so the categorisation and identification of these types of stakeholders has relevance to management strategies. Stakeholder classifications extend from level of involvement to power in the organisation. In some cases, local communities and residents are regarded as stakeholders subject to the pressure of collaboration (de Araujo & Bramwell, 2002). Using Freeman’s (1984) definition, de Araujo and Bramwell (2002) cautioned against cursory observations of the most obvious stakeholders and argued that stakeholder identification should look at who affects or are affected by the tourism service, both during the present and in the past. Finally, de Araujo and Bramwell (2002)

noted that clear distinctions should be made between a stakeholder role and a group. People classified as members of groups often share perspectives or serve in multiple roles within the larger macro environment (Hardy & Beeton, 2001). With multiple stakeholders connected to a destination, de Araujo and Bramwell (2002) attempted to assess who is affected and who should be involved in the collaborative planning. Hence, stakeholder assessment enables a stakeholder to participate in the decision-making process and therefore to enjoy the benefits from partnership (Timur & Getz, 2008).

Developed from the Freeman's (1984) stakeholder map, a mutual and equitable relationship of the multiple stakeholders involved in an event was attempted by Bowdin et al. (2006) (Figure 2.3). The stakeholders play different roles that reflect their participation in the event. The core that connects all stakeholders here is the event.

Figure 2.3. Relationship of Stakeholders



Source: Bowdin, Allen, O'Toole, Harris, and McDonnell (2006, p. 98).

In Bowdin et al.'s (2006) relationship illustration, an event has mutual relationships with various stakeholders who are participating in various roles. In one way, an event is supported by the participation of host organisations, promoted by the media through advertising, assisted by cash or in-kind support by sponsors, and attended by spectators and participants. The stakeholder inputs also include co-workers producing the event, and engaging the event with the host community. In return, the event helps the host organisation to achieve its goals, promotes various media, acknowledges sponsors, provides entertainment to spectators and participants, pays co-workers as reward for the labour provided, and creates both positive and negative impacts to the host community. While specifying stakeholders' input to an event and event output to stakeholders, Bowdin et al. (2006) did not consider the varying importance of each event stakeholder as a result of complexities in this mutual relationship. Moreover, this relationship network underrates the importance of the host community which structures the main context for staging the event and is the key provider of other stakeholders. Bowdin et al.'s stakeholder network relationship also neglects the possible multiple roles that each of the stakeholders may play. For example, in the case of the Lindauer Queenstown Winter Festival, the residents of the host community are found participating in all of these ways though level of participation varies (NZTRI, 2007a).

Miller and Auyong's (1991) sociological model of tourism comprising tourists, locals and brokers is further elaborated by Cheong and Miller (2000) as they try to understand the potential change of role and identity of stakeholders in different circumstances:

Tourists can become brokers by starting entrepreneurial businesses or by assuming government positions as consultants or enforcement agents. They can also become locals by establishing permanent residency at destinations. Similarly, locals can become brokers by engaging in the business or management and planning of tourism; they can also become tourists. Brokers

can change their identity to tourists or cease to be involved in tourism-related ventures and become locals. (p. 379)

Such concepts were introduced by Foucault (1982) when he referred to the above roles as *agents*. With such potential change of identity and role in direct interactions with tourists, the above Foucauldian agents employ strategies that entail education, instruction, persuasion, advice, interpretation, surveillance and coercion (Cheong & Miller, 2000). Such agents are buffers who protect tourists from the ethnocentrism of locals (and locals from the prejudices of tourists) via the communication of cultural manners and mores (Foucault, 1982). Agents also contribute as experts in shaping the decisions tourists make in purchasing commodities and services, and the conclusions they draw in appreciating (or devaluing) amenities and other features of the destination (Cheong & Miller, 2000). Agents not only focus the gaze, they also determine what is not to be seen or experienced (Cheong & Miller, 2000). By transmitting distinctions, agents influence tourists' options, intentions, selections and rejections. Residents, more tellingly, are fully capable of asserting power in their relationships with tourists and brokers, allowing tourism to prosper through endorsement and cooperation, or damaging it through resistance and sabotage (Cheong & Miller, 2000; Deery et al., 2013). The host community can opt to play one or multiple important agent roles. Their option depends on the overt, covert and latent linkage of power and participation in decision making (Doorne, 1998).

In sustainable tourism development, Currie, Seaton, and Wesley (2009) expanded on the multiple perspective concept by explaining that stakeholders with different roles determine their orientation. The stakeholder orientation considers three attributes: power, legitimacy and urgency. Sheehan and Ritchie (2005) further elaborated that these multiple stakeholders, with roles of varying importance, participate in tourism development with different levels of collaboration, involvement or salience. Moreover, sustainable tourism development requires strategies that manage the multiplicity of stakeholders (Currie et

al., 2009) to properly identify, analyse, prioritise and maintain relationships with multiple players (Sheehan & Ritchie, 2005).

A common omission of the above event models about relationships between stakeholders is the intricacy of individual stakeholder groups. Each group of event stakeholders contains possibly more than one subgroup. For example, the co-workers group includes internal employees and external contractors, part-time and full-time workers, and short-term, temporary, and permanent employees from the production teams, entertainers, suppliers, administrative organisations and supporting governmental departments and related agencies, as well as various groups and forms of volunteers. Such complexity applies to each stakeholder grouping, with individual variation of size and number of subgroups, particularly within the host community. The concept of community also needs to be further clarified. There are two definitions of *host community*. The first is confined to the idea of the *geographical community* where the event is located, while the second includes also the *community of interest* from which the event draws its participants and spectators (Bowdin et al., 2006; Getz, 2005). With the first definition, the host community can be said to “own” the event and to emit messages to the visitors with the first definition (Bowdin et al., 2006; Dwyer et al., 2000; Getz, 1989; Preuss, 2007). Despite the same geographical proximity and similar received interests, host communities are not necessarily homogenous (Cave et al., 2003). Jordan (2009) argued that there are levels within the layers of subcultures within the larger cultural environment. Similarly, there are subsets of residents within the communities with different assumptions and values. Fredline and Faulkner (2000) quantitatively examined the heterogeneity of communities and found that various communities or groups need to be explored qualitatively. The key elements of the heterogeneity and complexity of communities need to take into account the cultures and perspectives of sub-communities that may be based on, for example, ethnic, gender, professional or interest groups (Deery

et al., 2013). Individuals within a community may also belong to a range of groups with a crossover in membership of these groups leading to “cross-cutting communities” (Deery et al., 2013; Jordan, 2009). At the very least, any geographical host community contains at least two main groups: the locally born and overseas-born (migrant) residents.

2.6 The Host Community

Adopting Faulkner and Tideswell’s (1997) summarised concepts of intrinsic and extrinsic dichotomy, B. W. Ritchie, Shipway, and Cleeve (2009) considered the heterogeneity of the host community and their perception in organising the 2012 Olympics in London. The *extrinsic dimension* refers to variables that affect resident perceptions at the macro level (where they have a common impact on the community as a whole), whereas the *intrinsic dimension* emphasises that the host community is heterogeneous and that perceptions of impacts may vary according to variations in the characteristics and circumstances of individuals (B. W. Ritchie et al., 2009). There are a range of variables that have explained the intrinsic differences between subgroups in the community. These intrinsic different reactions towards mega tourism events range from socio-demographics (S. S. Kim & Petrick, 2005), proximity to the event’s key tourism resources (Fredline & Faulkner, 2001; B. W. Ritchie & Inkari, 2006), political affiliation and length of residency through to attachment to the community (Gursoy & Kendall, 2006).

In terms of intrinsic dimensions of the host community, various studies have found that the diverse subgroups have different opinions in different aspects. In Bachleitner and Zins’s (1999) study of cultural tourism development in rural Austrian communities, length of residence and birthplace showed clear links to residents’ attitudes to tourism-related decisions. Williams and Lawson’s study (2001) examined how residents of ten NZ towns perceived the effect of tourism on their communities. People who had the most negative attitudes towards the tourism industry were more likely to be

divorced, separated, unemployed, to not own their own homes and to have low incomes. The social and cultural characteristics of the host community are continuously influenced by the broader political, economic, social, cultural and environmental context. This suggests that people in different groups may see tourism and tourism development in significantly different ways based on their economic, social, cultural and environmental situation (B. W. Ritchie & Inkari, 2006).

Within each of the main host community groups, further sub-categories of geographical residents can be found in the various ethnic migrant groups. Stakeholder and collaboration theory argues that sustainable tourism developments require multiple stakeholder participation in the process of planning and implementation (Currie et al., 2009). Such a multiple stakeholder approach involves the collaboration of different groups of people and consistency is an issue for managing diversity and disparity (Crowther, 2010). Among various groups in a society, one major background classification is to divide locally born from overseas-born residents when trying to understand various communities' reaction to events.

Modern-day migrants often maintain a transnational network including frequent contact with both their *country of origin (COO)* and their *country of adoption (COA)*, circulating and moving repeatedly between the two countries and elsewhere (Chui, 2008). Such transnational networks involve visiting friends and relatives (VFR), setting up businesses, and keeping familial ties in both countries of origin and adoption. Some sociologists focus on the importance of social networks in migration, emphasising *migration networks* that facilitate movement of individuals across national boundaries (Castles, 2002). Migration has been regarded as a process of network building, reinforcing transnational social relationships (Portes & Bach, 1985). Recent migration studies regard social networks as an important element that facilitates migrants to successfully integrate into the host country's economy. Migrants' ethnic networks of

kinship, friendship and community ties comprise a source of social capital to compensate for a lack of “standard capital resources” (Mingione, 1991; Teixeira, 1998). Such social capital has the capacity to yield considerable profits and privileges, in a manner similar to economic capital (Bagwell, 2008; Bourdieu & Wacquant, 1992). Studies of ethnic economies note that migrant social networks facilitate the development and success of ethnic enterprises by different means (Bartley, 2010; Light & Gold, 2000; Waldinger, Aldrich, & Ward, 1990).

Social networks are important for entrepreneurs when obtaining resources and support for an event while “social capital in this sense means the network of people and organisations an event can rely on” (Getz, 2007, p. 92). Derrett (2008a) found that events represent a human ecosystem that fosters resilience in communities. Interaction between destination, residents and visitors to an event fosters community identity and cultural tourism. Ohmann et al. (2006) concluded that the support for events is reliant upon such perceptions of identity, especially if the host community is to feel a sense of ownership or connection to the event. A sense of community and place are the core elements of such community identity, which emerges through participation, governance, and the nature and context of the event (Derrett, 2008a). The linkage between various types of networks, community identity and an event remain underexplored in the academic literature.

2.7 Identity and Pride

Smith and Jarkko (2001, p. 1) defined *national identity* as “the cohesive force that both holds nation-states together and shapes their relationships with the family of nations”. The multidimensional fundamental features of national identity include an historic territory or homeland, common myths and historical memories, a common mass public culture, common legal rights and duties for all members, and a common economy with territorial mobility for members (A. D. Smith, 1991). Therefore, a nation is defined as “a

named human population” sharing the above features, while its national identity comes from the shared understanding within the nation of its population and values, common languages, and the symbols and practices that represent its people (Phillips, 1998).

Membership of a national group can foster a sense of belonging and identity and influence certain aspects of an individual’s behaviour (Waters, Burnett, Lamm, & Lucas, 2009), including everyday practices and discourse; for example, language, food, apparel, education, lifestyle and attitude (Banyai & Glover, 2011; Purdie & Wilss, 2007). F. L. Jones and Smith (2001) examined the data from the International Social Survey Program (ISSP) in 1995 and reported that homogeneity exists in the way people around the world think about national identity with greater emphasis placed on aspects of a nation encompassing birth, religion and residence. Cultural diversity presents significant challenges to the above features because of outcome variance associated with ethnic differences (Bartley, 2013).

2.7.1 Cultural identity

Culture refers to the customs, practices, languages, values and world views that define social groups based on nationality, ethnicity, region or common interests (Bartley, 2010; Ministry of Social Development, 2010). Cultural identity is important for people’s sense of self and how they relate to others, and “a strong cultural identity can contribute to people’s overall wellbeing” (Ministry of Social Development, 2010, p. 84). Cultural identity is an important contributor to people’s wellbeing because it provides access to social networks, which, in turn, provide support and shared values and aspirations (Ministry of Social Development, 2010). Social networks can help to break down barriers and build a sense of trust between people, a phenomenon sometimes referred to as *social capital* (Bagwell, 2008; Ministry of Social Development, 2010). A shared national identity does not necessarily preclude a mix of cultural identities from co-existing in the

same state (B. Evans, 2006). The demarcation process refers to what part of the culture to focus on, which to include and which to exclude (B. Evans, 2006). Globalisation and international migration enable the interaction of different cultural values. Ethnic pluralism, under conditions of rapid social change, often leads to intensification of ethnic identity at the same time that traditional culture is diminishing (Fitzgerald, 1998). Although NZ is home to many different peoples with different cultures, the country officially recognises only the dominant Pakeha culture and the indigenous Maori culture (Hayward, 2014). While Maori is the term for indigenous New Zealanders, Pakeha represents non-Maori, usually of British ethnic origin or background (Ministry for Culture and Heritage, 2014). Even though the NZ Government does not have a specific multicultural policy, multicultural values have been recognised in the society (Bartley, 2013).

2.7.2 Dual identity

Cultural identity based on ethnicity is not necessarily exclusive. People may identify themselves as New Zealanders in some circumstances and as part of a particular culture (e.g. Maori, Chinese or Scottish) in others (Ministry of Social Development, 2010). They may also identify with more than one culture (Ministry of Social Development, 2010). Ethnicity is “a variable that is collected to enable groups of like people to be defined and measured, and to analyse social and cultural characteristics within a population” (Allan & Statistics New Zealand, 2001, p. 4). From a census point of view, ethnic grouping allows analysis of the population in the fields of education, employment, health status, morbidity and mortality, and many other variables. Differences between groups can influence policy and placement of resources (Allan & Statistics New Zealand, 2001). Deaux (2001) based her view on national identities as flexible and subjectively defined, and considered that in countries with migrants it is possible to maintain dual identification.

New Zealanders consider their country to be a multicultural society and there is a widely held recognition of the importance of a shared national identity and sense of belonging, and the value of cultural, social and ethnic diversity (Ministry of Social Development, 2010). Individuals are not tied to only one identity; they possess multiple and complex personal identities that are continually developed and shaped by social networks of interdependent relationships formed between individuals (Holmes & Storey, 2011; Tuck, 2003). Parekh (2000, p. 205) rightly pointed out that “a multicultural society requires that the prevailing view of national identity should allow its members to entertain dual and even multiple identities without raising fears of divided loyalties”.

2.7.3 National identity

New Zealand is a diverse nation that is made up of many cultural groups, with many different customs and traditions. While people may describe themselves as “New Zealanders”, with various definitions of “New Zealand-ness” including aspects of the country’s history or achievements in sporting, artistic or other endeavours, others might see their identity being defined through a sense of national characteristics, traits or national symbols and icons (Ministry of Social Development, 2010). Identities, including national identity, are constructed through a process of cultural representation that can be viewed as an exchange of dominant, emergent and residual views (Tuck, 2003). National identity, the nation, and feelings of “nationness” are largely articulated through national culture, which is, in many ways, a discourse that is composed of a set of competing discourses bound to the actions of specific social groups (Schwarz, 1992).

Various studies have explored ways in which support for a sports team is represented in relation to constructs of national identity and national pride. The growing popularity of English national insignia in international football tournaments has been widely interpreted as evidence of the emergence of a renewed English national

consciousness (Abell, Condor, Lowe, Gibson, & Stevenson, 2007). In this case of English national identity and pride, people can display immense emotional involvement in the fate of the England football team. The performance of the national team in international sporting events leads to support and the reformulation and construction of a sense of national identity and pride (Abell et al., 2007; Porter & Smith, 2013).

B. Evans (2006, p. 16) argued that national identity is a politically invented concept “comprised only of things that are in the interests of certain social groups, not taking into account people’s different backgrounds and experiences” and thus fostering a “fake unity expressed in terms like ‘in the nation’s interests’ ”. In her case study of the NZ America’s Cup campaigns, Evans showed that the iconography of national identity is ideologically potent and can be employed by elites for the purposes of capital accumulation and legitimation (B. Evans, 2006).

2.8 National Pride

Smith and Jarkko (2001, p. 1) defined *national pride* as “the positive affect that the public feels towards their country as a result of their national identity. It is both the pride or sense of esteem that a person has for one’s nation, and the pride or self-esteem that a person derives from one’s national identity”. National pride is related to feelings of patriotism and nationalism. Patriotism refers the love of or dedicated allegiance to one’s country, while nationalism is a strong national devotion that places one’s own country above all others (T. Smith & Jarkko, 2001). National pride co-exists with patriotism and is a prerequisite of nationalism, but nationalism extends beyond national pride and feeling pride in one’s nation is not equivalent to being nationalistic (Doob, 1964).

National pride involves both admiration and stakeholding: the feel that one has some kind of share in an achievement or an admirable quality (M. Evans & Kelley, 2002).

Research on citizens' perceptions of national pride in the country's science, economy, arts and literature, and sport shows that sports have a bigger influence on national pride in small countries and that sporting successes might be especially important to the sense of nationhood in new countries lacking a rich heritage of shared and common memories (M. Evans & Kelley, 2002). In Smith and Jarkko's (2001) study, New Zealanders were found taking the greatest pride in their nation's sporting success of the 24 countries researched.

Levels of different aspects of pride vary across nations and also between cultural and linguistic groups (M. Evans & Kelley, 2002). Some researchers argue that immigration tends to undermine national feeling, and that national pride is likely to be lower on all dimensions among immigrant groups (Bader, 1997; Hallmann, Breuer, & Kuhnreich, 2013). However, in a study of 24 nations including NZ, immigrants were found to be just as proud as natives of their adopted nation's science and technology (T. Smith & Jarkko, 2001). Obviously, these connections of ethnicity with national feelings are complex (de la Garza, Falcon, & Garcia, 1996; Hallmann et al., 2013; Sidanius, Feshbach, Levin, & Pratto, 1997).

2.8.1 Pride and closeness

National identity also refers to feelings of belonging, closeness or attachment to a nation (Raney, 2009). Evans and Kelley (2002) argued that pride in a nation's achievements may increase people's feelings of attachment and closeness to the nation. Such sharing of the nation's achievements and closeness to the nation can lead to pride and the conversion of pride to affection. In the same study, a plausible alternative was found that the causal link might be the other way around, with feeling close to one's nation leading to false pride in the nation's achievement (M. Evans & Kelley, 2002).

Many studies support the civic *boosterism* argument that mega sporting events can generate feelings of pride, community, and civic and national identity (Gursoy & Kendall, 2006; S. S. Kim & Petrick, 2005; Waite, 2001). The feel-good factor associated with national sporting triumphs and event hosting is often discussed in the media and has been the theme of recent academic research (Bob & Swart, 2010; Maennig & Porsche, 2008). A feel-good emotion may arise from a number of causes: the enjoyment of attending events, of being involved as a volunteer organiser, enjoyment of the proximity of the events even if one does not attend, cultural showcases and national pride (Kavetsos & Szymanski, 2010). Kavetsos and Szymanski (2010), in their study of the Olympic Games, the FIFA World Cup and the UEFA European Championship, found that hosting major sporting events raises reported life satisfaction which contributed to a significant and positive short-term feel-good effect across all gender and age groups.

One of the most important social effects of the 2006 FIFA World Cup in Germany was the feel-good effect which, as a net result of beneficial effects of personal experience and leisure, lead to enhanced social cohesion and increased civic pride (Maennig & Porsche, 2008). A study found that immediately after the 2006 FIFA World Cup, almost 70% of the German population declared a positive change in their national awareness, and that a year after the tournament, 62% of Germans expressed a continued increase in national pride, which they associated directly with the World Cup (Maennig & Porsche, 2008). The reasons for these changes in awareness lay, in particular, in the cosmopolitan way in which the country had presented itself during the World Cup (Maennig & Porsche, 2008). In the case of 2006 FIFA World Cup, the interrelations between the strengthened sense of national identity, the change in the international image, and the feel-good effect of the people were characterised through multidirectional cause-and-effect chains (Maennig & Porsche, 2008). While the positive national self-appraisal brought to the German people by the 2006 FIFA World Cup event could be interpreted as an indicator

of a distinct quality of life and as a manifestation of the feel-good effect, it could also be regarded as an initiator of a change of the German stereotype among locals. The positive resonance of the international media reporting during the course of 2006 FIFA World Cup was picked up by the German people through the national media. Other than that, the gains of political benefits, image promotion and civic pride, as well as joy stemming from the importance of the country, initiated a further strengthening of the feel-good effect.

2.9 Sport Events and National Identity

It has been widely acknowledged that sport and national identity have been closely associated over the past century and a half (Tuck, 2003). Bale (1986, p. 18) stated, “Whether at local, regional or national level, sport is, after war, probably the principal means of collective identification in modern life.” Sport is an important arena for the construction, maintenance and challenging of identities (Tuck, 2003). Exponents of dominant notions of identity tend to “invent” traditions, recall “common” events, and stress those who “belong” and those who do not (Tuck, 2003). Johnes (2000) suggested that national identity is built upon the 80 minutes’ play of rugby union in Wales as a useful way of binding new communities made up of an agglomeration of people from different localities and nations. Hassan (2003) also suggested that rugby union as a sport offers certain northern nationalists (Irish nationalists living in Northern Ireland) the opportunity to demonstrate a form of quasi-unionism (with Britain) in the context of Northern Ireland. This is a function that other sports traditionally played by this community do not possess.

Rugby is the national sport of NZ (Grainger, 2006; Guoth, 2006; Jackson & Hokowhitu, 2002; Ministry of Tourism & Ministry of Economic Development, 2010; NZTRI, 2007c). A study found that masculinity was not only a significant contribution

to but also a new means of maintaining provincial identity and expressing civic pride, which assisted the development of rugby (Guoth, 2006). The Maori haka has also contributed to rugby's "mythical and popularised" role in defining a NZ identity because haka, as one of NZ's most identifiable national sporting rituals, are performed and displayed during heightened moments of national significance; i.e. when facing foreign opponents (Jackson & Hokowhitu, 2002).

Culture, and its representations, is often contested between community stakeholders who hold different values (Getz, 2007). Crespi-Vallbona and Richards (2007) interviewed stakeholders in Catalonia and found that cultural identity was the strongest and most common issue surrounding events in the region, reflecting the region's long struggle to establish a national identity. Burdsey (2008) analysed the extent to which sports events reinforce or resist dominant ideologies around multiculturalism and community cohesion, and found the Amsterdam Amateur Football World Cup was used primarily by migrants to reject a Dutch identity and for the articulation of alternative ethno-national identities.

Immigrants can utilise sport as a vehicle for maintaining cultural identity while participation in sport also provides immigrants with opportunities for adopting an entirely new culture (Allen, Drane, Byon, & Mohn, 2010). Sport is believed to be one of the most prominent ways in which migrant communities can perform in the public sphere and are able to signal their attachment to what is regarded as "home" as well as what might be perceived to be the "homeland(s)" (Burdsey, 2008). Sport tourism is believed to strengthen a country's national and cultural identity through the involvement of local communities in the development of events that are of interest to tourists (Tyson et al., 2005).

Such identity negotiation emphasises the concept of self and describes character as internalised expectations resulting from roles that are entrenched in organised networks of social interaction (Allen et al., 2010). Aspects of “fandom” at events reproduce dominant associations between national identity and ethnicity; however, cultural referents of other supporters of the same event purvey a more globalised, and syncretic sense of identity (Burdsey, 2008). Commentators also argue that it may be erroneous to conclude that all members of a community utilise sport to construct their national identity or derive pride from associating themselves with sporting success because sporting events are just one of the numerous ways that a community’s perception of national identity and pride can be influenced (Abell et al., 2007; NZTRI, 2007c; Schulenkorf, 2011). This argument challenges the collective meaning of national identity (Raney, 2009); i.e. that those who participate in culturally dominant sport are rewarded with greater access to valuable social capital and power (Allen et al., 2010). The dispute between out-group derogation and in-group identity leads to the emphasis on self-categorisation (Meeus, Duriez, Vanbeselaere, & Boen, 2010).

Studies have found that mega sporting events generate even more societal and cultural benefits than economic gains (H. J. Kim et al., 2006; S. S. Kim & Petrick, 2005). Mega sporting events not only feature professional athletes representing their countries and competing for excellence but also provide the host country with a legitimate approach to promoting their national identity and culture on a global scale (Dolles & Söderman, 2008). Hobsbawm’s (1990, p. 43) dictum that the identity of a nation of millions “seems more real as a team of 11 named people” has indubitable resonance. Such events can also shape a nation’s solidarity. Some commentators argued that the 2002 FIFA World Cup’s positive impacts on Korea in terms of national pride and cohesiveness were much more significant than the economic impacts associated with it (Byeon, Carr, & Hall, 2008; H. J. Kim et al., 2006; S. S. Kim & Petrick, 2005; Lee, Lee, & Lee, 2005; Lee, Taylor, Lee,

& Lee, 2005). A sport event is an integrative activity as well as an important community-level dialogue that embodies a sense of civic communitarianism which decides who will be included in the community (Burdsey, 2008). The inclusion of migrant communities as stakeholders may be dependent not only on such concerns of national identity but also on the communities' option and willingness to participate.

2.10 Key Research Gaps

The New Zealand Tourist and Publicity Department [the former version of TNZ] was a global pioneer in recognising the value of events to international tourism (Getz, 2008). The majority of events have probably arisen from non-tourist reasons but their scale and strategic use in late modern society make them appealing for the host destination, media, researchers and visitors (Florek et al., 2008). As one of four projected tourism outcomes, the latest *TNZ Strategy 2015* stresses the importance of communities and operators building strong relationships and recognising others' important contributions to tourism development (TNZ, 2007). Local and regional entrepreneurs along with non-governmental agencies and local communities must develop new strategies to encourage development of community tourism activities that will enhance the overall success of events (Tyson et al., 2005).

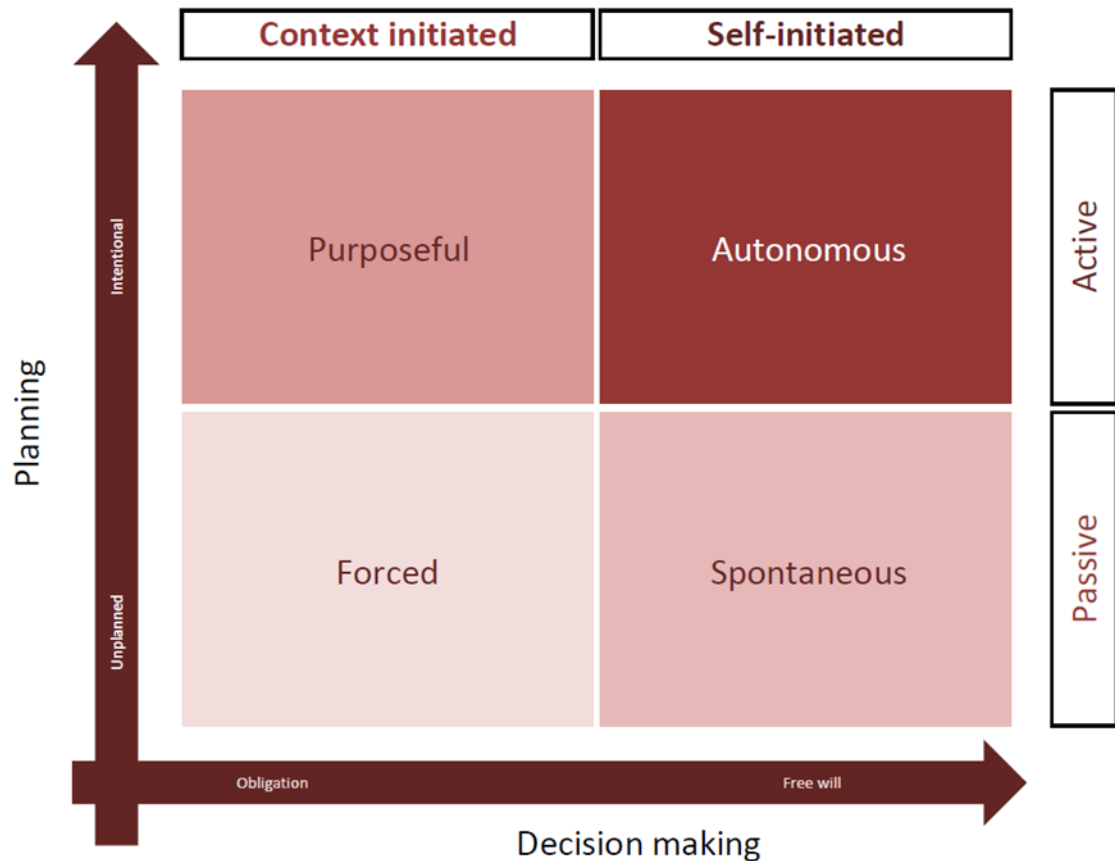
Strategically planned events involve encouraging stakeholders to determine their role and work cooperatively in the development of an implementation process (Bramwell, 1997; C. Jones, 2001). As a major event stakeholder, the host community participates in ways that include planning, organising, producing, managing, participating, marketing and evaluating. Based on the arguments presented in this chapter, the entire hosting community should be recognised as supplying members to all other stakeholder groups in a mega event, and not viewed merely as a single stakeholder group. It is therefore surprising that literature about community participation in mega events is relatively

scarce (Lamberti, Noci, Guo, & Zhu, 2011). The various subgroups and their complexity and influence also requires further research.

Early established stakeholder frameworks focused on the relative characteristics of members' connection to social behaviours and how these behaviours and connections result in supportive strategies for an organisation (Campbell, 1997; Clarkson, 1995; Goodpaster, 1991; Savage et al., 1991; Wheeler & Sillanpaa, 1997). Although identification of all stakeholders and their agendas assists event managers in balancing the competing needs, tensions and expectations of different groups, there has been limited application of stakeholder theory in event-management contexts (Reid, 2011). This study applies stakeholder theory to understand the different subgroups in the community in various modes of participation.

The stakeholder frameworks reviewed above mainly focus on structure, and while the event stakeholder map also emphasises relationships, it neglects the context of the determinants, i.e. decision making and planning. Stakeholders' decisions can be bounded by the context in which people have obligations to participate, or stakeholders can make decisions of their own free will. Such event participation can also be confined to the prior planning of the stakeholders: intentional or unplanned. As determined by such intentions based on prior planning, a stakeholder's participation can be categorised as either active or passive. By understanding and developing modes of stakeholder participation, the current research aims to fill these research gaps and provide event managers with strategic management tools to identify and determine the stake and the effects an event will have upon stakeholders. Factoring in the contextual determinants of decision making and planning, four major modes of participation are identified and proposed: autonomous, purposeful, spontaneous, and forced (Figure 2.4).

Figure 2.4. Proposed Event Participation Modes



Previous research on stakeholder frameworks also omitted the temporal dimension related to various types of participation. Various stakeholders may be involved in different participation modes during distinctive development stages of an organisation, tourism planning or event. As a result of different modes of participation in an event, various stakeholders will be impacted by the event in different levels and ways. Positive connection exists between early stakeholder input of the host community into the event and the resultant impacts of the event (Gursoy & Kendall, 2006).

By enabling collaboration and cooperation, partnerships provide intrinsic and extrinsic synergies for positive social action; this, in turn, increases both individual and collective capacity to develop and share practical, respectful and spiritual goals for the community (Derrett, 2008a). The governing organisation that plays a role in leadership and advocacy for the event encourages community champions with strong commitment

to participative decision making and thinking, in order to stimulate ownership of the event through interaction (Derrett, 2008b). The key is whether appropriate strategies are in place to enhance awareness of the event and to encourage the different communities in the host country to participate in it. To have an in-depth understanding of the effects of participation, research involving different event stages can assist in identifying possible changes in modes of participation.

In addition to understanding event participation frameworks, a range of event literature and research has been reviewed with a focus on event impacts. Most frequently, an event is studied to find out aspects of its impacts and its actual benefits or costs. However, the connection between various aspects of possible event impacts requires further analysis. A research gap presents in this area of looking at these connections. Feedback to the conceptual participation framework discussed the diversity within any community hosting an event, and awareness of this diversity raises further challenges in understanding the various stakeholder roles taken by different ethnic groups. To fill these research gaps, and due to NZ's unique context, the RWC 2011 provides a suitable case opportunity to examine participation of a migrant community under the proposed framework, and understand the interconnection between participation, economic linkages and social impacts such as national identity and pride.

Chapter 3: METHODOLOGY

Through the adoption of a multifaceted research approach to a case study of the Chinese migrant community in Auckland, this thesis will explore migrant community involvement in the RWC 2011, awareness of the event and the connection between awareness and participation, economic links and identity and pride. The first section of the chapter provides a brief review of major research paradigms and explains the research design adopted. This is followed by a section explaining the rationale for the use of a mixed method research design that combines qualitative and quantitative methodologies. Various methods used in event studies are reviewed. The research process includes detailed procedures and steps, and the sequence of the different methods used at various stages is outlined. Data collection and data analysis are illustrated in detail in the following section. Finally, the ethical issues of the research are discussed.

3.1 A Paradigm Shift?

Kuhn (1962, p. 4) argued that the transition from one paradigm to another “is a reconstruction that changes some of the field’s most elementary theoretical generalisations as well as many of its paradigm methods and applications” and demonstrates “a decisive difference in the modes of solution”. Jennings (2001) claimed that methodology has a close link to a paradigm where:

...a paradigm is the overlying view of the way the world works; the methodology is the complementary set of guidelines for conducting research within the overlying paradigmatic view of the world; and the methods are the specific tools of data collection and analysis a research will use to gather information on the world and thereby subsequently build “theory” or “knowledge” about the world. (p. 34)

Many researchers in the field of events highlight the need for paradigm shifts in the methods being used (Brown & Chappel, 2008; Byeon et al., 2008; Derrett, 2008a; Dickson & Milne, 2008; Elbe, 2008; Getz, 2009; Holloway, Brown, & Shipway, 2010). Events research is witnessing a challenge to the dominance of positivist, quantitative-based studies and this supports a paradigm shift to a more balanced examination of impacts of events, a shift that emphasises a pluralistic and problem-centred approach (Holloway et al., 2010). Getz (2009) highlighted a paradigm shift from quantitative analyses of the impact of events, with a focus on monetary rewards, to qualitative analyses of social and cultural changes. These shifts encompass all stakeholders who are interested in and affected by planned events and emphasises gaining an empathic understanding of how stakeholders, including visitors and community members, feel about the event and how they interpret their own experiences (Getz, 2008, 2009). Such a paradigm shift also entails event leveraging, so that while immediate visitation-related impacts remain of critical importance to sport event stakeholders, the emerging focus is on a problem-centred approach that focuses on consequences of actions to generate benefits for host communities (O'Brien & Chalip, 2007).

Some researchers conceive quantitative (positivists) and qualitative (constructivists and interpretivists) research as two contradicting paradigms at the opposite sides of a dichotomy (Bryman, 2006). Creswell (1994) stated that the contrasts in assumptions between qualitative and quantitative research paradigms provide direction for designing all phases of a research study. The difference between these two paradigms can be seen in the notions within ontology (the nature of reality), epistemology (the relationship of the researcher to the researched), and choice of methodology (which encompasses the role of values) (Creswell, 1994; Johnson & Onwuegbuzie, 2004).

These different assumptions lead to the consideration by researchers of linking paradigms with methods using three possible classifications: “purists”, “situationalists”

and “pragmatists” (Creswell, 1994). A pragmatic paradigm is adopted in this thesis because the study aims to answer the research questions by employing a mixed approach of both quantitative and qualitative methods. “Pragmatists” stand in the “middle ground” because they do not believe that “a false dichotomy exists between qualitative and quantitative approaches” and feel that researchers should make the most efficient use of both paradigms in understanding social phenomena (Creswell, 1994, p. 175). A mixed methods approach is used in this study because the researcher aims to draw on the strengths of both quantitative and qualitative methods to answer the research questions, while at the same time minimising the weakness of each approach.

Bryman (2003) summarised eight contrasting dimensions in qualitative and quantitative research. These dimensions include differences in the role of research, the relationship between researcher and research subject, the researcher’s stance, the relationship between theory and research, the research strategy, the scope of findings, the image of social reality, and the nature of data. Based on these differences between qualitative and quantitative paradigms, some scholars advocate the possibility of combining the two paradigms to offer a distinctive or “third approach” (Bryman, 2003, 2006; Johnson & Onwuegbuzie, 2004). Bryman (2003) stated that researchers are likely to exhibit stronger confidence in their findings when they are derived from more than one investigation method. The advantages of mixed methods approaches are that they are inclusive, pluralistic and complementary, allowing the researcher to take an eclectic approach on method selection (Johnson & Onwuegbuzie, 2004).

A methodological triangulation approach is employed in this study. While there are debates about the compatibility between quantitative and qualitative methods and the complementarity of the paradigms that underlie these methods (Denzin, 2012; Johnson & Onwuegbuzie, 2004), triangulation represents an attempt to secure an in-depth understanding of the phenomenon in question (Denzin, 2012). The combination of

multiple methodological practices, empirical materials, perspectives and observers in a single study is best understood as a strategy that adds rigor, breadth and depth, complexity and richness to any inquiry (Flick, 2008). Triangulation not only enables scaling, enhances reliability and validates findings through convergence of data, but it can also capture a more complete, holistic and contextual portrayal of the case(s) under study (Jick, 1979).

Triangulation implies that a single point is considered from three different and independent sources (Decrop, 1999). “Triangulation is a term used to describe the use of a number of different research methods in a single study in the belief that variety will increase the validity of findings” (Clark, Riley, & Wilkie, 1998, p. 39). Derived from topography and first used in the military and navigation sciences, triangulation is a synonym for convergent validation in the presentation of a multi-method or multi-trait matrix (Decrop, 1999). The conception of this approach is that qualitative and quantitative methods should be viewed as complementary rather than rivals (Jick, 1979). While the positivist philosophy emphasises quantitative purists with time- and context-free generalisation, the constructivist and interpretivist approach emphasises the qualitative purists where knower and known cannot be separated (Bailey, 1994; Denzin, 2012; Jick, 1979; Johnson & Onwuegbuzie, 2004; Taylor & Bogdan, 1998). In some situations a qualitative approach is more appropriate, whereas in other situations quantitative methods may be more suitable for answering different questions. The pragmatist philosophy offers a practical and outcome-oriented method of inquiry that can help to bridge the schism between positivist and constructivist-interpretivist philosophies (Johnson & Onwuegbuzie, 2004).

This study adopts a pragmatic paradigm with a balanced approach and focuses on the methodological triangulation Denzin (2012) identified with different stages and elements. The research triangulates through the use of a variety of research approaches to

answer the research questions (Babbie, 1989). This methodological triangulation includes a mixed qualitative and quantitative case study of the RWC 2011 with a pre- then post-event approach combining face-to-face interviews with online research technologies to generate an aggregate analysis of both numerical and textual findings.

3.2 Methods used in Event Research

Much academic effort has been invested in the development of methods and models that measure the economic impacts of mega events (Gelan, 2003; Hiller, 1998; C. Jones, 2008; Kasimati, 2003; Lee & Taylor, 2005; J. R. B. Ritchie & Smith, 1991). Other studies have focused on discussions of methodology and research scope (Crompton, 1995; Crompton & McKay, 1994; Porter, Fizel, Gustafson, & Hadley, 1999). Most existing research on mega sporting events falls into the positivist perspective adopting the quantitative approach.

3.2.1 The Case study approach in event research

Past mega sporting event studies tend to focus heavily on case study research (Wright, 2007). The case study approach allows the researcher to adopt a qualitative rather than quantitative approach (Bailey, 1994). Getz, Andersson, & Larson (2007) used case studies in their research on festivals in Canada and Sweden and stakeholder types, relationship, management and issues. Though findings from their case studies are not generalisable, the case study method plays an important role in creating new knowledge. The collection and subsequent evaluation of quantifiable data remains the preferred method of choice for event studies, and is often utilised in an attempt to calculate the actual “value” of staging one or more sporting events (Bramwell, 1997). One of the key advantages of adopting an exploratory case study is that the method enables the researcher to collect and compare rich evidence from a variety of sources, usually gathered from

personal observations, official documents or during face-to-face interviews (Bailey, 1994).

However, previous research in event studies has had problems using a single visitor-focused perspective (Buch et al., 2008). In the dominant event-related discourse, the emphasis has been on justifying events on the grounds of their imputed economic benefits, including tourism and place marketing (Getz, 2008). This has led to a strong bias in favour of monetary measures of an event's worth and outcomes, with social, cultural and environmental measures lagging far behind (Getz, 2009). Multiple stakeholder perspectives are essential when we examine event outcomes, and in particular, in the context of mega events (Getz, 2008, 2009).

The most common approach to mega sporting event research on host communities focuses on the measurement of host community perceptions (Ohmann et al., 2006). Semi-structured interviews allow the detailed exploration of more aspects of peoples' motives, expectations, experience and perceptions (Cave et al., 2003). While this method identifies variations among respondents' attitudes towards and perceptions of event impacts, it is argued that it provides only subjective measurement rather than delivering objective facts about actual impacts. Perception interviews may obtain "imaginary notions" as they reflect the respondents' values and attitudes but fail to generalise to the target population (Ohmann et al., 2006). More multidisciplinary research in events is needed, particularly research that builds upon existing knowledge bases in both sport and tourism (Gibson, 1998).

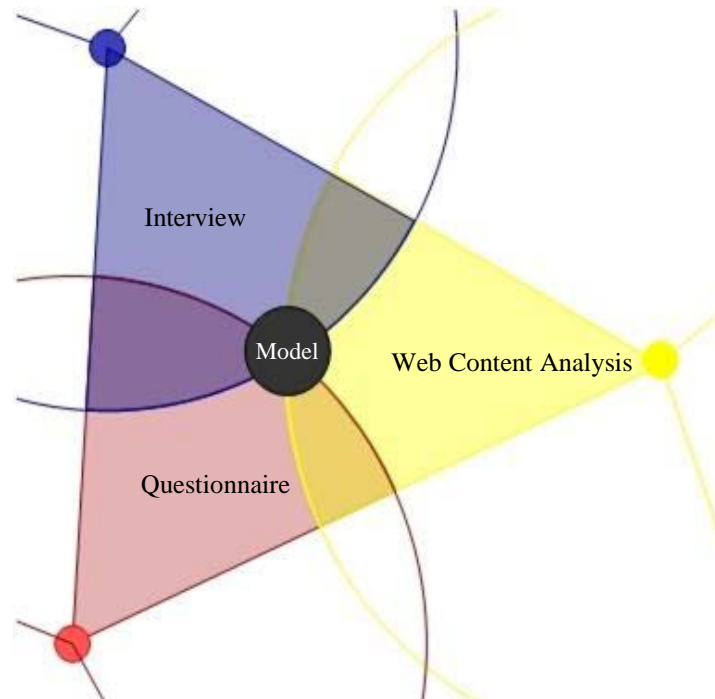
Content analysis can employ specific techniques such as hermeneutics to compile and interpret what has been said (Getz, 2007). Adopting a hermeneutic approach, Burdsey (2008) conducted his study of Amsterdam Amateur Football World Cup based on data generated through observational fieldwork. Significant occurrences, observations and

details of conversations held up to the analysis. Custodio and Gouveia (2007) also measured the structure of the image of an event and the tourist destination in Portugal using a series of quantitatively evaluated attributes, and reinforced this method through the use of open questions (a non-structured method) in a similar approach.

A possible supplement to the inadequacy of field research is to assess the meanings of what people say on Web logs, or in other form of written texts (Chen, 2006). Burdsey (2008) also conducted a content analysis of the website of the event host community organisation to review qualitative feedback from supporters about their perceptions of the event. In the same study, historical and background information was gathered from the official event website and personal telephone communication was also undertaken with key informants regarding the management and organisation of the event.

This thesis adopts a methodological triangulation approach focused on a case study of the RWC 2011 that draws on Web content analysis, in-depth interviews, and questionnaires. Figure 3.1 displays the relationship of the research methods adopted in the thesis. The three sets of data from the Web content analysis, interviews and questionnaires can be compared and regarded as cross-cutting in terms of further finalising the model. This case study aims to better understand a migrant community's participation in a mega sporting event, leading to the development of an event stimulation system with appropriate strategies. By utilising the multiple perspectives generated through triangulation, the complementary strengths of particular methods are expected to overcome the weaknesses of each individual method.

Figure 3.1. Triangulation of the Case Study

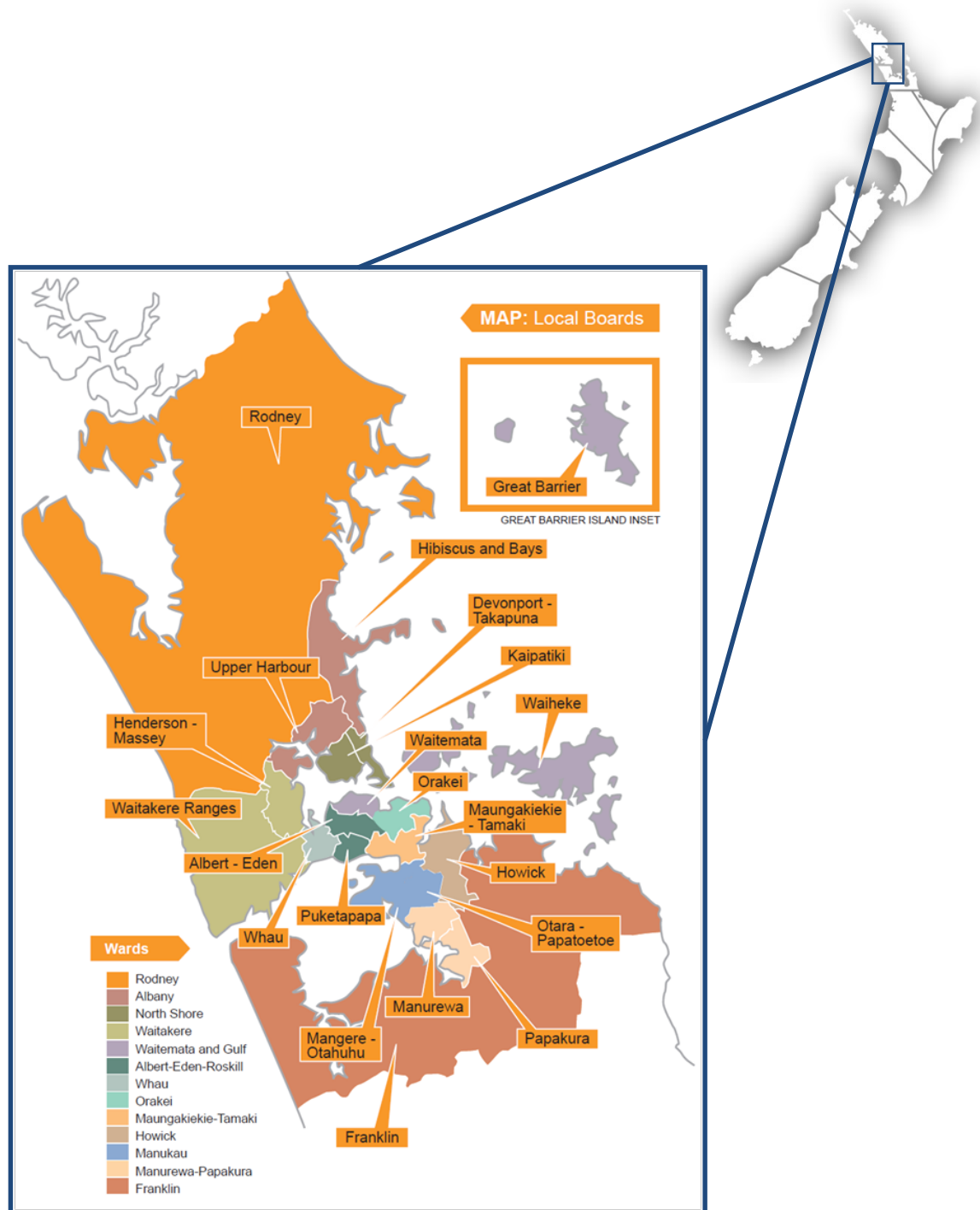


3.3 The Research Process

The research was conducted largely in the Auckland region (Auckland) of New Zealand. The reasons for selecting Auckland are twofold: demographic and because of the event programme. On 1 November 2010, Auckland Council became a unitary authority through the amalgamation of one regional council and seven territorial authorities: Auckland City, Franklin District, Manukau City, North Shore City, Papakura District, Rodney District and Waitakere City (Department of Internal Affairs, 2011). Combining eight regions, Auckland Council now comprises 21 local boards (Auckland Council, 2014) (Figure 3.2).

Figure 3.2. Map of Auckland with Local Boards

Source: Auckland Council (2014).



With a total land area of 5600 km² area (out of the total country size of 269,652 km²), Auckland is the largest of the 16 regions in NZ (Statistics New Zealand, 2013b),

and it is also the most densely populated (NZ Transport Agency, 2007; Statistics New Zealand, 2013b). Auckland has 33.4% of NZ's population and the region was selected for the current research because of the large Chinese population who reside there. The latest Census showed that Asians are now the third-largest population group in NZ and they accounted for 11.8% of the national population of 4.2 million (Statistics New Zealand, 2013a, 2013b). Chinese accounted for 8.33% of Auckland's population of 1.4 million, which ranked them as the third-largest ethnic population in 2013 after Europeans (49.1%) and Maori (10.06%) (Auckland Council & Statistics New Zealand, 2014). Also of importance in the case selection was the fact that Auckland as a region hosted nine of the RWC 2011 tournaments, including the quarter-finals, semi-finals and final (RWC 2011, 2011b).

Different methods were used to achieve the various objectives of this research (Table 3.1) The content analysis of a Web audit of the Skykiwi discussion forum (①) was started in the three months before the RWC 2011 to understand awareness of the event among local Chinese (A); this analysis relied on a qualitative approach. Face-to-face interviews (②) were also conducted three months before the RWC 2011 to gain insights from key informants on their participation (*P*) and business engagement (*BE*) plans for the event. The in-depth interviews were followed up by an ongoing content analysis of the Web audit of the Skykiwi discussion forum. The findings of the interviews and content analysis were synthesised to contribute also to the questionnaire design.

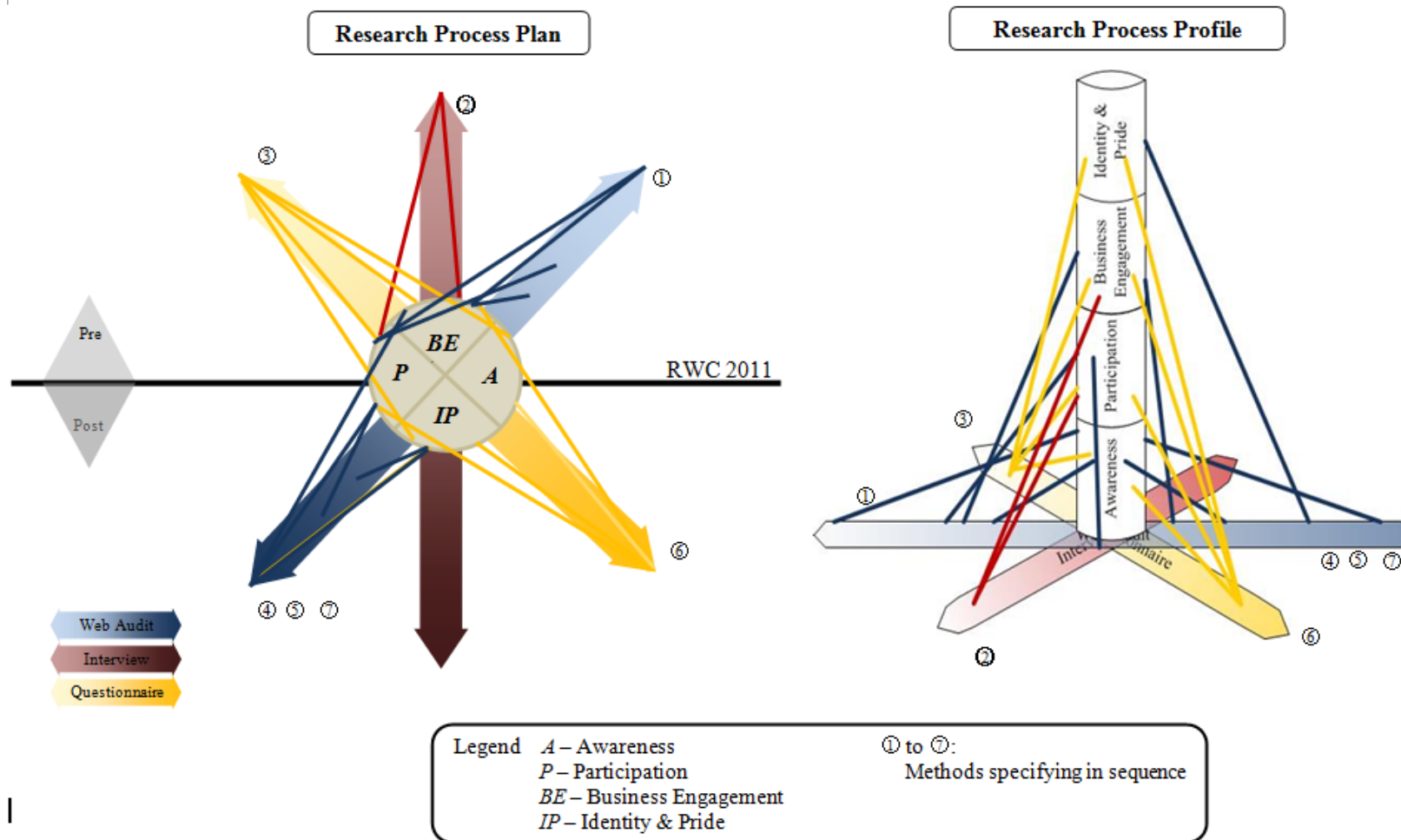
Table 3.1. Mapping of Research

Objectives		Research Elements (step in ③)		
Code		Web Content Analysis	Interviews	Questionnaires
A	Analyse the local Chinese community's <u>awareness</u> of the RWC 2011	①	②	③, ⑥
BE	Understand local Chinese <u>business</u> community <u>engagement</u> with the RWC 2011	①	②	③, ⑥
P	Understand the local Chinese community's <u>participation</u> in the RWC 2011	④, ⑤, ⑦	②	⑥
IP	Identify the impact of the RWC 2011 on the sense of <u>identity</u> and <u>pride</u> within the local Chinese community	①, ④, ⑤, ⑦		③, ⑥

The pre- and post-event questionnaires were conducted two months before (③) and after (⑥) the RWC 2011. Findings of the questionnaires were analysed to discover the relationship between various research themes. The Web content analysis continued during (④ and ⑤) and two months after (⑦) the RWC 2011. The findings of the content analysis supplemented gained from the interviews and questionnaires about local Chinese participation (**P**) and helped the researcher to understand the impacts of the RWC 2011 on identity and pride (**IP**).

Figure 3.3 illustrates how the research process involved various research elements in pre- and post-event stages to achieve the study's four research objectives. A *pole-raising approach* towards the research process was adopted (Figure 3.3). With the pole made up of the four research objectives, the methods act as links to raise and stabilise the pole. The flow of the research process is also illustrated in Figure 3.3.

Figure 3.3 The Flow of the Research Process



3.4 First Element: Web Content Analysis

The first element in this case study is the Web content analysis. With the increasingly rich and readily available text data on the Web, qualitative assessment such as content analysis of tourism phenomena is gaining in popularity (Banyai & Glover, 2011; Choi, Lehto, & Morrison, 2007). The Web content analysis is an integral part of this thesis's assessment of the local Chinese community's awareness of the RWC 2011. Content analysis is a way of asking a fixed set of questions about data in such a way as to produce countable results or qualitative descriptions, and represents a technique for making inferences by systematically and objectively identifying special characteristics of messages (Lau et al., 2005; Marshall, 1989). This study used this approach to review the content related to the research themes: awareness, participation, business engagement and identity and pride of the local Chinese community in a temporal dimension.

3.4.1 Content analysis of online discussion forums

New forms of discourse have been enabled by *computer-mediated communication* (CMC), which underlies asynchronous computer conferencing (Schrire, 2006). An online discussion forum is a form of CMC. In spite of the importance of online discussion forums, predominantly used methods for assessing the content and outcomes of these forums have often been limited to frequency counts and other quantitative measures (Donnelly & Gardner, 2009; Marra, Moore, & Klimczak, 2004). Pioneering research of online discussion forum environments focused on the study of the more easily quantifiable variables in CMC such as participation and interaction; content analysis, however, can aim at revealing information found below the surface of discourse transcripts (Schrire, 2006). Discussion board contents can be further examined via conversation analysis techniques, at various levels and by integration with other levels and dimensions of discourses (Marra et al., 2004). Content analysis in deliberative ways

shows that CMC discussions demonstrate a relatively high level of problem analysis and provide a lot of information which can, in turn, reveal structural patterns that can be useful in examining group member roles (Black, Welser, Cosley, & DeGroot, 2011). Researchers can then build on these insights to further assess meta-communicative comments in unfacilitated online discussions.

With online topic-specific forums, Internet contributors discuss questions in a manner similar to a traditional face-to-face focus-group session where they comment and reply to the questions (i.e. the topics posted) in a similar yet different mode (Mendes Filho, 2011). (The term *contributors* will be used throughout the thesis to specify Internet users who post a comment to the online discussion forum.) Substantial differences between CMC interaction and face-to-face discussion groups include the online setting, omnipresent information and easy accessibility, as well as fluid identity, time and space (Black, 2011). An online discussion forum also differs from a face-to-face focus group in that it has a different group format: it is self-selected participation, asynchronous, unstructured, unfacilitated, non-mediated, and with informal conversation and participant-arranged interaction (Banyai & Glover, 2011; Black, 2008, 2011; Marra et al., 2004; Rhodes, Bowie, & Hergenrather, 2003; Schrire, 2006; Ye, Zhang, & Law, 2009). Each online discussion participant can play a different role and have a different level of involvement depending on how one converses in the online settings (Banyai & Glover, 2011; Black, 2011).

In order to manage various discussion formats and different levels of involvement among online forum participants, a macro-analytic approach to content analysis was adopted in this study. A macro-analytic approach asks content coders (researchers) to make summary judgements of the discussion as a whole, whereas a micro analysis focuses on the quality of discussion through close analysis of the content of each forum participant's comment in detail (Black, Burkhalter, Gastil, & Stromer-Galley, 2011). Users

of contemporary content analysis have been forced to develop a methodology of their own that enables researchers to plan, execute, communicate, reproduce and critically evaluate the results due to the large volumes of electronically available data (Krippendorff, 2004). Neuendorf (2002) built on Berelson's (1971) lists on content analysis to audit communication details against objectives, to reflect the attitudes, interests and values (cultural patterns) of the population group, and to reveal the focus of attention. This Web audit adopted Neuendorf's (2002) list and applied it to CMC content analysis.

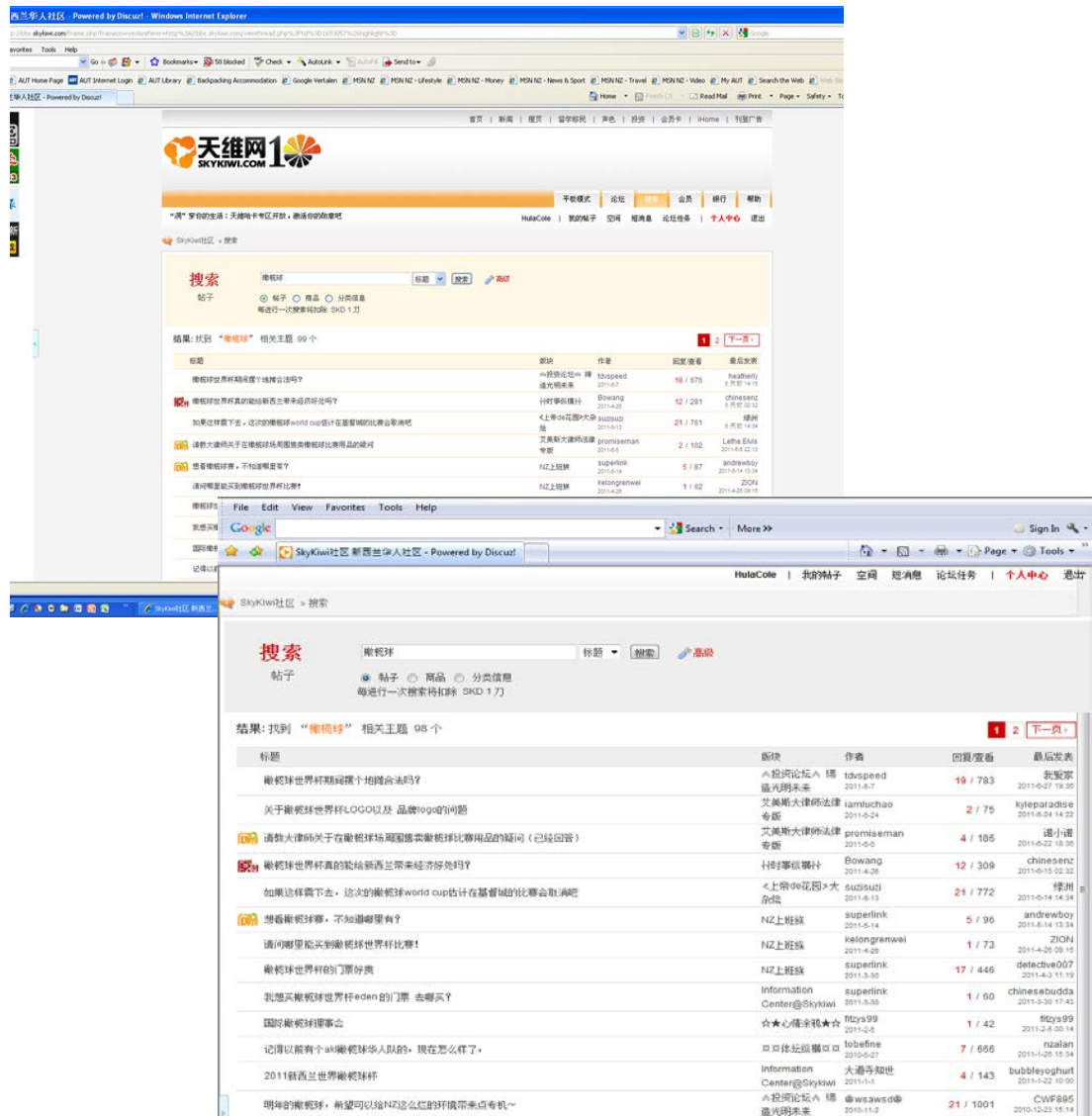
Content analysis of Skykiwi.com (Skykiwi), the largest Chinese website in NZ, was conducted in order to identify key messages related to the RWC 2011. New Zealand is a country with a relatively favourable level of Internet access. Indeed the country was ranked eighth out of the 34 Organisation for Economic Co-operation and Development (OECD) countries, including UK and Australia, in terms of its Internet access (Ministry of Social Development, 2010). Moreover, the level of Internet access of Asians (77%) living in NZ was above those of other ethnic groups (Ministry of Social Development, 2010). NZ Asians are a group who are active in online usage. As a portal website, Skykiwi operates an online community in NZ with more than 130,000 registered members, attracts more than 45,000 unique daily Internet Protocol visits, and generates more than 580,000 daily page views (Skykiwi.com, 2010). Nearly half the registered users are in the 18–30 age group, and more than 80% of users visit at least once per day. With the language and the format of this website, registered users represent mainly the young local Chinese online community. Communication relating to the RWC 2011 was recorded and analysed to understand the content generated by registered users of the website.

3.4.2 Research protocol for the content analysis

Content analysis has been defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding (Berelson, 1971; Krippendorff, 2004; Neuendorf, 2002; S. Smith, 2010). Content analysis can also involve the observation and interpretation of the text by coding and grouping words into categories or themes defined by the researcher, which is a more subjective technique (Banyai & Glover, 2011; Krippendorff, 2004; S. Smith, 2010). Content analysis can, therefore, be both empirical, involving counting of words or phrases, and subjective, with the reader trying to make sense of what is written (Banyai & Glover, 2011; S. Smith, 2010).

Content analysis of the Skykiwi online discussion forum was conducted from 20 June to 31 December 2011; i.e. from two months before until two months after the RWC 2011. A search using the keyword “rugby” in Simplified Chinese was conducted every ten days to find all the postings related to rugby. Figure 3.4 provides an example of the search results.

Figure 3.3. Screen Capture of Online Discussion Posting Search Result



The researcher translated and recorded all the postings found from the keyword search, listing the topics of the postings, the number of postings viewed, and the number of replies to each posting. Table 3.2 provides the example of an audit conducted on 20 June 2011. The content of each posting found was coded with key words, including RWC, rugby (sport), economic (impacts), business network, identity, and pride. Specific content details or replies were also listed to enhance understanding of the postings. With the search engine embedded in Skykiwi, only the first 99 results were shown. Postings created before February 2010 were excluded from the audit.

Table 3.2. Web Audit of Online Discussion Board – Audited 20 June 2011

[illegible]

3.5 Second Element: Interviews

In-depth interviews were held with key event stakeholders based in Auckland. In-depth interviews aim to obtain a qualitative data set through repeated face-to-face reciprocal interactions between the researcher and the interviewees in order to understand interviewees' perspectives on their lives, experiences or situations via their own language (Taylor & Bogdan, 1998, p. 88). The majority of the empirical literature for nationality and events is qualitative in nature, relying on interview data or content analysis of the media (NZTRI, 2007c; Porter & Smith, 2013).

Five in-depth interviews with key community stakeholders were conducted to obtain further information of relevance to the questionnaire. Interviews were recorded digitally when the interviewees gave their permission, otherwise with pen and paper. Recorded materials were then reviewed to pull out major themes. The interview questions mainly focused on the role the local Chinese community intended to play in the RWC 2011 and were used to assess the existing strategies of the host organisations in encouraging the awareness and participation of stakeholder groups, especially the local Chinese community. An interview schedule in Appendix I displays the indicative interview questions.

The research focused on the members of the local Chinese community who had migrated to NZ since 1990. To find appropriate subjects for the interviews, a purposive sampling method (Bailey, 1994) was used to select representatives from the Chinese New Settler Services Trust (CNSST) and Auckland Regional Migrant Services Charitable Trust (ARMS), the main non-government organisations (NGOs) providing services to migrants in Auckland (ARMS, 2010; CNSST, 2010). Potential interview participants were identified as key Chinese individuals or leaders in the host community of the RWC 2011, at a local, regional or national level. Potential participants were told that they had

been recommended by the above main migrant services NGOs and their participation was voluntary.

A snowball sampling method (Babbie, 2013) was then used to identify other key individuals or leaders who were well known for their contribution to event tourism development in NZ. Informants snowballed from the original interviewees were selected because of their knowledge about, and willingness to provide information on, the issues of the research (Kumar, Stern, & Anderson, 1993). A selection of two key representatives from the host organisations and three leaders from the local Chinese community were interviewed (Table 3.3). The five subjects were all Chinese migrants from Hong Kong and China. To gather insights from host organisations, senior staff members from the Office of Ethnic Affairs in the Department of Internal Affairs, and Auckland Council were interviewed. They spoke as individuals from but not representing the organisations. The local Chinese community leaders interviewed to provide other stakeholders' views were from a migrant services NGO, the media, and a Chinese business association; this last interviewee was also able to give the viewpoint of local Chinese associations.

Table 3.3. Details of Interview Subjects

Purpose	Key Informant from		Organisation	Interviewee ID	Representative	#
Identify role of local Chinese community	Host organisations	NZ Government	Internal Affairs	A	Senior ethnic affair advisor	1
		Local Government	Auckland Council	E	Senior administration executive	1
	Local Chinese community	Community leader	Main Migrant Service NGO	C	Chief executive officer	1
		Business Association	Chinese Chamber of Commerce NZ	B	Vice chair	1
		Community leader	Local Chinese Associations		Chair and vice chairs	
		Media	Ethnic TV Channel	M	Chief executive officer	1
	Total					5

Individual face-to-face in-depth interviews with key informants of the community were conducted to collect firsthand opinions and insights regarding the role of the Chinese migrant group as part of the host community. Each interview lasted for approximately one hour. Open-ended questions in a bilingual (Chinese and English) and semi-structured format were designed to address the diversity found among the interviewees. (See Appendix I for the indicative interview questions.) The empirical data generated from these probing questions were coded and mind-mapped in an iterative manner until major dimensions were clustered using a dendrogram method.

3.5.1 Identity of the researcher

The characteristics of the researcher as a Chinese migrant were not entirely advantageous in studying the Chinese community. The researcher tended not to adopt the “in-group identification” (Meeus et al., 2010) as far as possible, so as to minimise complexity and ambivalence to this research (Ergun & Erdemir, 2010). As a NZ Chinese, the researcher’s migrant identity contributed to her insider status. Kusow (2003) argued that a shared linguistic, ethnic, cultural and citizenship identity between researcher and informant in migrant studies increases perceived trustworthiness and allows for greater openness, willingness and accessibility. To avoid taking potential advantage of the insider dimension, the researcher was committed to an interview strategy that minimised possible problems arising from her Chinese migrant status, including concealment of information, restricting expectations of others, and over-identification (Ergun & Erdemir, 2010).

3.6 Third Element: Questionnaire Survey

The last element of the research was the questionnaire survey. The research involved a pre- then post-event survey. In both stages, a self-administered questionnaire was

conducted and assisted by a national Web-based version of the same questionnaire. Thus, primary data were collected using a combination of face-to-face and online methods. Web-based surveys have the advantage of being less labour intensive (Cole, 2005; Dolnicar, Laesser, & Matus, 2009; Hwang & Fesenmaier, 2004) and can be interfaced with databases (Hung & Law, 2011). However, Web-based surveys potentially have a lower response rate, which means the research has to be well planned for extended timing and promotion of the survey link to the target subjects (Hung & Law, 2011).

Multivariate analysis was utilised to examine the relationship between participation in the mega sporting event and identity. The pre-event questionnaire aimed to explore the level of collaborative activities between local Chinese migrants and the characteristics of existing networks, as well as the migrants' sense of national identity, prior to the RWC 2011; this pre-event questionnaire was used to provide the baseline data for the research. Allen et al. (2010) developed a scale measuring cultural identity based on previous weightings of acculturation, ethnic identity and orientation towards sporting events. With exploratory factor analysis and parallel analysis, they then confirmed these scales on cultural maintenance through sport and adaptation to a multicultural environment through sport. Raney (2009) adapted the scales developed by the ISSP for national identity to study the strength and cultural attitude of Canadians.

One section of the research questionnaire adopted and adapted questions and variables relating to Allen et al.'s (2010) "adaptation to a multicultural environment through sport". Another part of the questionnaire adopted Raney's (2009) coding of the ISPP scales for national closeness, factors important to nationality, cultural nationalistic attitudes and national pride. Socio-demographic variables were also included in the analysis.

3.6.1 Selection of questionnaire participants

With a purposive sampling method, pre-event self-administered questionnaires were collected at CNSST, the main migrants service NGO. The pre-event survey targeted local Chinese residents in Auckland, and was conducted at all eight migrant service centres (located at Panmure, Botany Down, Howick, Manukau, New Lynn, Glenfield, Onehunga and Newmarket) before the RWC in August 2011. The migrant service users and centre visitors are mainly new migrants who are more mature in age. To increase response rate to the questionnaire, a small incentive was offered: a chance to win one of two petrol vouchers worth NZD100. Two research assistants distributed and collected the questionnaires at each centre during the survey period.

To target younger respondents, a national Web-based survey targeting local Chinese residents was also conducted. A Web-based version of the self-administered questionnaire, with a link housed by the NZTRI, was posted to the bbs (discussion) forum at Skykiwi.com (Skykiwi), a social network services (SNS) channel that had more than 78,000 registered members in July 2010 (Skykiwi.com, 2010). A post in the CNSST and selected NZ Chinese free newspaper websites that linked to the survey was also used for promotion purpose. Another round of self-administered questionnaires and national Web-based surveys was conducted between December 2011 and February 2012, i.e. after the RWC 2011, using the same sampling methods and incentive. The survey was posted on LimeSurvey, an online survey tool, via the NZTRI server. The online survey instrument included, as the first page, the Participant Information Sheet (Appendix II), and information was also given on the NZTRI website (Appendix III). Five hundred and two self-administered and 385 online questionnaires were completed and downloaded from the pre-event survey round, while 503 self-administered and 146 online questionnaires were collected from the post-event survey. All the self-administered questionnaires at both the pre- and post-event stages were collected from Auckland.

3.6.2 Questionnaire design

Both the pre-event and post-event surveys (Appendices IV and V) used the same questionnaire, with only the tenses adjusted for the timing of the survey. The structured questionnaire with 58 questions was translated by the researcher into Simplified Chinese and Traditional Chinese for cultural appropriateness, although the target respondents were also English speaking. (See Appendices VI and VII, respectively, for both versions.) The answers in Chinese were also translated by the researcher, who is a native Cantonese and Mandarin speaker. The researcher teaches in Hong Kong and China and has sufficient academic knowledge in Chinese to support all translation in the data collection.

To make sure that the respondents were the research targets, the first question was set up as a filter to confirm the respondent was Chinese. Eight questions on the migrant network and business links were then presented; these included questions on dates on migration, COO and any business set up in the COO and/or NZ. This was followed by three questions that focused on participation in rugby, and then further questions on awareness of the RWC 2011, including one on the ways that respondents got to know about the event with multiple answer selections. Two questions then asked about the respondent's perception to items associated with the RWC 2011. Questions 17 to 32 of the questionnaire asked about participation in different stakeholder roles and business engagement related to the RWC 2011, while questions 33 to 42 featured variables about "adaptation to a multicultural environment through sport", as identified by Allen et al. (2010). The next two questions sought to gauge the respondent's sense of national identity, while a number of questions were also dedicated to the role that migrants play as a bridge to promote NZ to their country of origin. Adapted from Raney's (2009) decoded ISSP scale, which was originally developed from T. Smith & Jarkko's (2001) work, 11 variables were developed to examine the respondent's national pride as it related

to different aspects of NZ. The final section collected information on a range of socio-demographic variables, including the respondent's age, sex and income.

An important focus for this thesis is the perception of local Chinese on participating in the RWC and how this links with existing migrant network characteristics in settlement and multicultural value, as well as their sense of national identity. Another scale developed by Allen et al. (2010) for measuring socialisation, cultural maintenance, and adaptation to multicultural environments through sport was adopted in this study to measure the perception of participating RWC as a settlement network.

Allen et al.'s (2010) original scale has 20 items with two dimensions: cultural maintenance through sport (10 items) and adaptation to a multicultural environment through sport (10 items). The scale was shortened for this research into a 10-item indicator statements aimed to measure the migrants' perception of the power of the RWC to enable their settlement into the host country; the scale asked for their perceptions in terms of multicultural values and connection with NZ. (See Appendix VIII for the reference sources for scale items developed.) On a 5-point Likert scale, with answers ranging from 1 (*strongly disagree*) to 5 (*strongly agree*), respondents were asked to rate their agreement with statements such as "RWC provided me with opportunities to socialise with others from a different culture", and "Participating in RWC made me feel like I am part of the NZ community". The average of the scores is an indicator of the perception of the levels of participation, with higher scores reflecting higher levels.

The following part of the questionnaire adopted Raney's (2009) coding of T. Smith & Jarkko's (2001) ISPP scales: national closeness, factors important to nationality, cultural nationalist attitude, and national pride. The original scale was modified into 11 statements to measure levels of pride in NZ in various dimensions, such as "NZ's the All Blacks", and "NZ's natural environment", that related to the nature of

this study. A previous study by Smith and Jarkko (2001) adopted ISPP scales and measured national pride by summing scores in different aspects including culture, sport, military and democracy. Individual aspects of the ISSP scores may be considered as a reference in the analysis section. Once again, a 5-point Likert scale was used, ranging from 1 (*not proud at all*) to 5 (*extremely proud*), to rate levels of agreement with statements relating to pride in NZ. The average score is the indicator of levels of pride, with higher scores reflecting higher levels of pride.

A set of six indicator statements was developed to measure the intention of respondents to recommend to friends and relatives that they establish connections with NZ. Once again a 5-point Likert scale was used to gauge levels of agreement, but this time the scale ranged from *strongly disagree* to *strongly agree*. Respondents were asked to rate their agreement on questions such as “I will recommend friends and relatives back in my country of origin to travel to NZ”, and “I will recommend friends and relatives back in my country of origin to set up business in NZ”. The average of the scores is the indicator of the levels of intention, with higher scores reflecting higher levels of agreement.

Reliability tests are especially important when derivative variables are intended to be used for subsequent predictive analyses (Santos, 1999; Streiner, 2003). Cronbach’s alpha was used to test the indicators developed in this research to determine the internal consistency or average correlation of items in this survey instrument to gauge its reliability (Cronbach, 1951; Streiner, 2003). With the high score (>0.9) of individual indicators developed, they were not required to be re-examined and modified or completely changed (Santos, 1999). Exploratory factor analysis on all the items as screening method was not required to weed out those variables that failed to show high correlation (Santos, 1999).

3.7 Research Ethics

The interview component of this research was approved by the Auckland University of Technology Ethics Committee (AUTEC) in July 2011. Measures were taken to ensure confidentiality and provision for informed consent in order to protect the rights and privacy of all the research participants. Potential participants for in-depth interviews were approached via an introductory emailed letter and a follow-up phone call. Signatures were obtained on written consent forms before commencement of the interviews. Interviews were taped if respondents granted permission and research participants were assured of the confidentiality of their answers. Key informants accepted the guaranteed limited anonymity caused by the nature of their positions in the organisations and community. Identification numbers were used in the interview records to minimise the likelihood that responses could be identified. The results were presented in a way that no individual organisation could be easily identified.

The survey part of this research was approved by the AUTEC in August 2011. Neither the self-administered questionnaire nor the online survey asked the respondent for their name or for any other detail that could identify them. The researcher and the bilingual research assistants approached and invited potential participants to complete the self-administered questionnaire in person; they also explained the Participant Information Sheet and distributed the questionnaire. The potential participants had time to consider their involvement and could complete the questionnaire any time during the day of the distribution. Participants were asked to return their completed questionnaire to the researcher by placing it voluntarily in the envelope titled “COMPLETED QUESTIONNAIRES” in the collection box located in the centre. No one could easily identify who actually participated and submitted a completed questionnaire. The separate inserts for entering the lucky draw (as a small incentive) and the request for a brief summary of the results were collected in separate envelopes titled “ENTER LUCKY

DRAW” and “SEND RESULTS OF SURVEY” in the collection boxes. These inserts required the participant to leave their name and address, but the personal information collected was in no way linked to any answers or surveys. (See Appendix IX for the separate inserts that went with the questionnaire). The online survey also had a separate link after the end of the questionnaire that invited the participant to enter the lucky draw; this time, they had to leave only an email address and, once again, the email address entered did not link to any names, answers or survey. (See Appendix X for the layout of the online invitation.)

The purpose of the research was stated on both the hard copy and Web-based questionnaires. The participants were assured by the disclaimer in the questionnaire that data collected will be for academic and research purposes only. Data collected will be kept confidentially and destroyed six years after collection. Participants were able to choose to complete the survey in an English, Traditional Chinese or Simplified Chinese version.

3.8 Limitations of the Research

This research examines the relationship between a migrant community’s awareness of, participation in and economic links to a mega sporting event, as well as how such an event impacts on national pride and identity. As the findings are based upon the experience of a mega sporting event held in NZ, it may be difficult to generalise the findings to another country because participation perceptions and sense of identity and pride may vary from country to country. Furthermore, the business environment of NZ may also be different from that at other tourist destinations. And finally, samples for the research were selected from the local Chinese community, whereas other ethnic communities may have different situations.

3.9 Summary

This chapter has provided an overview of methodological issues involved in event research. First, this chapter discussed a new research paradigm adopted in current event studies. A review of methods used in event studies then supported the adoption of a triangulation approach involving content analysis, interview and questionnaires. The chapter then discussed the research flow: the research design including the sample and survey instrument, the intended measurement scales, identity issues and research ethics. The multifaceted research method adopted in the thesis involves pre- then post-event stages with face-to-face interviews, and online and community surveys. The method used is designed to compensate for the methodological inadequacies of previous event studies.

Chapter 4: RWC 2011: THE CONTEXT

To understand the case of the RWC 2011, this chapter provides the context of NZ and the event itself. In particular, the focus of the chapter is on the Auckland region because that is where the research was largely conducted. Four key themes emerged from the NZ Government's goals for the RWC 2011: development of administrative skills, leveraging economies, destination marketing and improved profile, and enhancing social cohesion by engaging New Zealanders in the event (KPMG, 2012). Derived from these themes, Auckland Council and its council-controlled organisations developed a vision for the return on its investment, based on five strategic objectives and five legacy goals. The goals were: making the most of the waterfront, telling the world Auckland's story, taking pride in place, making public-transport use a habit, and positioning Auckland as a major events destination (Auckland Council, 2012). With one of the event's goals being to leverage the RWC 2011 for tourism and business engagement, strategies adopted by the NZ Government in this aspect are reviewed in this chapter. Discussion of these strategies towards China, one of NZ's top target markets and trade partners, also sets the context for understanding the roles that local Chinese played in the case of the RWC 2011.

Through understanding how well these RWC 2011 goals were achieved, this chapter provides linkage to the research's themes of awareness, participation, business engagement, and pride of the general NZ population – themes that set the background for the study. Official NZ figures for tourism and economic and trade relations with China provide background information on the country's relationships with China before the RWC 2011. Actual figures from various official reports are then presented against the pre-RWC estimates at the planning stage to understand the achievements and impacts of this mega sporting event.

4.1 Tourism and the Economic and Social Context Prior to RWC 2011

Prior to the RWC 2011, international tourism was already vital to New Zealand's economic growth. The industry contributed NZD21.7 billion to the economy in 2007, which represented 9% of NZ's gross domestic product, and it employs one in every ten of the national workforce (Statistics New Zealand, 2010; TNZ, 2007). Tourism was also one of the country's largest export sectors. During 2009, 2.4 million international visitors arrived in NZ (Statistics New Zealand, 2010), and international visitors contributed NZD9.3 billion to the economy in that year, accounting for 16.4% of export earnings (Statistics New Zealand, 2010). With a vision to value tourism as the leading contributor to a sustainable NZ economy, the *TNZ Strategy 2015* stresses respecting community values and support in addition to emphasising increasing yield, protecting and enhancing the environment, focusing on people, and encouraging year-round travel (TNZ, 2007, pp. 15–16).

4.1.1 Expectations of RWC 2011

TNZ views events as key tools to enhance tourism yield and counteract seasonality (TNZ, 2007). The NZ Rugby Union presented its bid to the International Rugby Board (IRB) in Dublin in 2005. The RWC 2011 was predicted to bring more than 85,000 international tourists to NZ (TNZ, 2010), and attract a TV audience of around an estimated four billion people (Snedden, 2009). As the largest event ever staged in NZ, the RWC 2011 was expected to generate NZD268 million from ticket sales (Anderson & Snedden, 2009) and an estimated NZD500 million net economic benefit (Snedden, 2009).

4.1.2 New Zealand's economic relationship with China

New Zealand is a market economy that depends heavily on international trade, mainly with Australia, China, the United States and Japan (Statistics New Zealand, 2012b). As

NZ's largest import partners, Australia and China each contributed 16% of NZ's total import value (NZD7121 million) in 2011 (Statistics New Zealand, 2012b). Exports to China, NZ's second-largest market, reached a value of NZ\$5762 million in 2011, more than three times higher than in 2006 (Statistics New Zealand, 2012b).

As with the general economy, NZ tourism is increasingly dependent on China. Chinese tourists were part of NZ's second-largest inbound market in 2011 (Statistics New Zealand, 2013c). With total international visitor arrivals reaching 2.5 million, China was one of NZ's top five visitor-source countries, with 132,000 visitor arrivals coming from China in 2011 (Statistics New Zealand, 2012b, 2013c). With NZD673 million in terms of international tourist revenue, China has emerged and surpassed UK to rank second also in value (Tourism Industry Association New Zealand, 2014).

4.1.3 Importance of Chinese migrants

In 2006, 22.9% (879,543) of people usually living in NZ were born overseas (Statistics New Zealand, 2006b). According to that Census, Asians were NZ's third-largest major ethnic group, representing 354,552 people or 9.2% of NZ's total population (Statistics New Zealand, 2006a), and Chinese migrants represented the largest share (41.6%) within the Asian group. The size of the Chinese population had grown by 40.5% between 2001 and 2006 (Statistics New Zealand, 2006a).

With permanent and long-term arrivals to NZ remaining steady from 2009 to 2011, Chinese migrants represented 9–10% of the approximately 85,000 permanent and long-term arrivals each year (Statistics New Zealand, 2013c). People born in Asian countries have particularly high concentrations in Auckland, with 66% of the total NZ Asian population living in the city (Ministry of Social Development, 2010). The Asian population in NZ is projected to have the largest relative growth of all ethnic groups, at

an average of 3.4% a year, with its estimated share of the total NZ population increasing from 10% in 2006 to 16% in 2026 (Ministry of Social Development, 2010).

The increase in the Asian population share is largely driven by levels of net migration (Ministry of Social Development, 2010; Statistics New Zealand, 2013c). Migration is expected, under medium projection assumptions, to result in a net inflow of about 250,000 migrants over the 20-year period from 2006 to 2026 (Ministry of Social Development, 2010; Statistics New Zealand, 2013c). From 2011 to 2013, a net Chinese migration of 5200 was recorded each year, while the European migrant group recorded net outflow (Statistics New Zealand, 2012b, 2013c).

4.2 Awareness of the RWC 2011

The degree of resident awareness of an event contributes to participation levels (Chien et al., 2012). The media and communications programme of the RWC 2011 had three key components: communications and public relations, stakeholder communications, and media. With a multi-party approach to planning, the formation of a specialist team ensured the tight but flexible coordination of the event and a consistent “look and feel” to engage and enthuse residents to participate in the RWC 2011 (Auckland Council, 2012). The focus for resident marketing (marketing to residents) was to build excitement and interest in the RWC 2011 and to raise their awareness of key activities and information associated with the tournament, the way it would operate in the region, and how residents could enjoy it (Auckland Council, 2012). To ensure the RWC 2011 marketing proposition “The World’s Here to Play” was communicated appropriately to its ratepayers and consistently applied across marketing material, the World’s Here to Play campaign had four key components: marketing events and activities, keeping residents and visitors informed, dressing Auckland with flags, banners and signage (see Photo 4.1) and transport messaging (Auckland Council, 2012). The campaign was a first

for Auckland, bringing together multiple public and private entities under one coordinated approach. The focus and importance of the marketing activities to residents was to keep residents and visitors informed about the RWC 2011.

Photo 4.1. Auckland’s Asics Drive Won the Best-Dressed Street in “Dressing Auckland”



Source: KPMG (2012, p. 62).

Assisted by this marketing campaign, the RWC 2011 successfully drew the attention of the domestic TV audience (Table 4.1). An estimated 1.7 million people nationwide watched the event on television, also a NZ record, with nearly every resident (95.7%) watching at least one match on television (Auckland Council, 2012). Around 75–100 million worldwide viewers watched the celebrations on opening night, with 99% of international media coverage neutral or positive (ATEED, Auckland Council, Auckland Transport, Waterfront Auckland, & Regional Facilities Auckland, 2012). The RWC 2011 also recorded a new high of 4 billion global cumulative TV views, as predicted by Snedden (2009). RWC Limited chairman, Bernard Lapasset, claimed that the figures

show that the IRB was succeeding in its mission to reach out to new and emerging markets such as China, USA, Brazil, Russia, India and Mexico, and rugby was growing beyond its traditional strongholds (RWC Limited, 2012). The awareness of the RWC 2011 extended not only to domestic local residents including Chinese migrants but also to their COO, China.

Table 4.1. RWC 2011 Impact on Awareness

Pre-RWC		Post-RWC		
Source	Estimate	Aspect – Awareness		Source
		Awareness	NZ	95.70%
				1.7 million
				75–100 million cumulative
(Snedden, 2009)	4 billion cumulative			4 billion cumulative
		Neutral or positive coverage		99%
				ATEED et al., 2012.

4.3 Community Participation: Various Stakeholder Roles Played

From the result of a council survey with more than 1009 respondents, a majority of Auckland residents (54.9%) actively participated in the RWC 2011 (Auckland Council, 2012). Other than attending the event, Aucklanders also had the opportunity to participate in the RWC 2011 through community programmes made up of three main elements: volunteers, schools and the “Adopt a Second Team” programme. This last programme involved New Zealanders across the country adopting a team to help visiting teams feel at home (RWC 2011, 2011a); for example, Northland painted their town red to welcome Canada, Japan and Tonga. A total of 5564 New Zealanders were recruited as volunteers and they undertook more than 51,000 scheduled shifts, ringing up more than 357,000 hours (KPMG, 2012). One in 15 Auckland residents surveyed reported that a member of

their household had volunteered to help at RWC 2011 events (Auckland Council, 2012). The collective efforts of Auckland volunteers (as opposed to 357,000 hours listed two sentences earlier) amounted to an estimated 150,000 hours, or the equivalent of more than NZ\$2 million in donated labour (Auckland Council, 2012). Auckland residents also reported that the RWC 2011 had inspired them to participate in sports, and that they would be likely to be more physically active (39.8%) and get involved in sport as a coach, official or volunteer (26.8%) (Auckland Council, 2012; KPMG, 2012).

4.4 Attendance and Domestic Visitation

The consistently high attendances at the RWC 2011 matches and related events demonstrated the tournament's success in this respect. The pre- and post-RWC estimate of the tourism impact is presented in Table 4.2. Domestic ticket sales accounted for 952,000 (65%) of the total attendance at RWC 2011 matches of 1,475,688 (KPMG, 2012). Although the RWC 2011 was strategically hosted in 12 cities throughout NZ to ensure regional spread of international RWC visitors, 89% of the RWC visitors visited Auckland (Ministry of Economic Development, 2013). Out of the 1.48 million match-day attendances (KPMG, 2012), 744,337 attended the 15 matches in Auckland venues (Auckland Council, 2012).

Table 4.2. RWC 2011 Impact on Tourism

Source	Pre-RWC Estimate	Aspect - Tourism		Post-RWC Estimate	Source
		Match ticket sold	NZ	952,000	KPMG, 2012.
			Auckland	744,377	KPMG, 2012.
				1,475,688	KPMG, 2012.
				805,337	ATEED, 2014.
		Accumulative Attendance – Fan Zone	Auckland	249,360	ATEED et al., 2012; Auckland Council, 2012.
				1,066,031	ATEED et al., 2012; Auckland Council, 2012.
		Accumulative Attendance – Opening	Auckland	124,680	ATEED et al., 2012; Auckland Council, 2012.
				200,000	ATEED et al., 2012; Auckland Council, 2012; Ministry of Economic Development, 2013.
		International visitors during RWC period	NZ	785,600	Ministry of Economic Development, 2013.
Chadwick et al., 2012.	95,000				Ministry of Economic Development, 2013.
Ministry of Tourism & Ministry of Economic Development, 2010; RWC Limited, 2011; TNZ, 2010.	85,000				
ATEED et al., 2012; Ministry of Tourism & Ministry of Economic Development, 2010; RWC Limited, 2011; TNZ, 2010.	44,000				
				133,200	
				114,000	

For RWC 2011-related events in Auckland, attendance also made records: more than one million fans visited the *Fan Zone* on Queens Wharf (Photo 4.2), and 249,360 visited the three suburban Fan Zones at Albany, Henderson and Manukau. These four official RWC 2011 Fan Zones in Auckland were sites that provided enthusiasts without match tickets the chance to be part of the live action and with a family-friendly, festival focus (TNZ, 2010). One hundred thousand people attended the victory parade, and 120,000 walked

the *Fan Trail*. The Fan Trail helped alleviate demand on the public transport system and roads to Eden Park but it was more than simply a means of getting from A to B – it was perceived as an integral part of the event (ATEED et al., 2012). The success of the Fan Trail was such that even non-ticket holders were reported joining in and partaking in the fun and atmosphere of the Trail. Moreover, 120,000 attended the Opening celebration on the waterfront and in the central business district (CBD), and 200,000 were on the waterfront and in the CBD for Finals night (ATEED et al., 2012; Auckland Council, 2012). Of surveyed domestic visitors coming to Auckland during the RWC 2011, 74.1% reported being very interested in the event and 71.3% also attended matches (out of which more than half were Auckland-based games) during their trips to Auckland (Auckland Council, 2012).

Photo 4.2. Fan Zone on Queens Wharf at Finals Night



Source: KPMG (2012, p. 30-31).

4.5 RWC's Tourism Impacts: International Visitor Arrivals

International tourism continues to be vital for New Zealand's economic growth after the RWC 2011. The industry contributes NZD23.9 billion to the economy, which represents 8.7% of gross domestic product. The industry employs one in every ten in the national workforce (Statistics New Zealand, 2013d; TNZ, 2007). Tourism is also one of the country's largest export sectors. During 2012, 2.6 million international visitors arrived in NZ (Statistics New Zealand, 2013d). International visitors contribute NZD9.8 billion to the economy each year, accounting for 16.1% of export earnings (Statistics New Zealand, 2013d).

The RWC 2011 also generated more tourist arrivals than expected (Table 4.2). Statistics NZ's international migration figures indicated that the RWC 2011 met the attendance forecasts and surpassed the visitor forecast. Out of the 785,600 visitors who came to NZ during the RWC 2011 time period (i.e. from July to October 2012), 17% of these came for the RWC 2011 (Ministry of Economic Development, 2013). According to Statistics NZ, an estimated 133,200 visitors from more than 100 countries attended the RWC 2011 (KPMG, 2012). These results exceeded pre-tournament forecasts, which estimated between 71,000 and 85,000 visitors would attend (Ministry of Tourism & Ministry of Economic Development, 2010). Most of these 133,200 visitors were from RWC 2011 participant countries, including Australia (42%, 55,500) and France (9%, 11,500), while only 2% of these visitors were from Hong Kong (1520) and China (680), a non-participant country (KPMG, 2012; Ministry of Economic Development, 2013).

Visitor numbers in September and October 2011 were more than three times higher when compared with a historic time series from 2000 onwards, while September's peak of 219,000 visitors was 24% higher (52,000) and October's peak of 215,000 visitors was 16% (34,000) higher than visitor numbers in the same months for the previous three years (Ministry of Economic Development, 2013). The top destination of these overseas

visitors was Auckland with more than 114,000 visitors – a figure that was more than two-and-a-half times greater than the projected figure of 44,000 (ATEED et al., 2012). Of the visitors who reported that they were in NZ for the RWC 2011, 68% specifically came for the RWC 2011, 18% said their travel plans coincided with the event, and 13% had altered previous travel plans (Ministry of Economic Development, 2013).

4.6 The RWC 2011's Economic Impacts

Recognised as a success in terms of awareness and attendance, the RWC 2011 also reported significant economic and tourism impacts. The RWC 2011 provided an economic stimulus to NZ with high-yield tourists. Table 4.3 displays the pre- and post-event estimates of the economic impact of the RWC 2011. Based on the computable general equilibrium modelling analysis, the short-term impacts of the RWC 2011 on the NZ economy was NZD1730 million, and it is estimated that the event sustained the equivalent of 29,990 jobs for the duration of one year (KPMG, 2012). Within the Auckland regional economy, the assessed short-term impact was NZD728 million and it was estimated that the equivalent of 13,940 jobs were sustained for the duration of one year (Chadwick et al., 2012; KPMG, 2012). These figures doubled the original projection of NZD267 million in terms of the RWC's economic impacts on Auckland (ATEED et al., 2012; Chadwick et al., 2012; Ministry of Tourism & Ministry of Economic Development, 2010). International visitors for the RWC 2011 spent NZD387 million (KPMG, 2012) in the NZ economy. Of particular note is the estimate that RWC 2011 visitors spent on average NZD3400 whereas non-RWC visitors averaged NZD2400 over the same time period (Ministry of Economic Development, 2013). The net national increase in visitor expenditure attributable to the RWC 2011 was approximately NZD280 million. All of these figures show the economic impacts of the RWC 2011 from a macro perspective. The spending and employment generated by the RWC 2011 far exceeded

expectations. As most of these studies were conducted with the support of government departments, there may be an issue of boosterism; i.e. it may be argued that because the organisations paying for the research were the ones who had invested the money to make RWC happen, there was vested interest in making things look good.

Table 4.3. RWC 2011 Impact on Economics

Source	Pre-RWC Estimate	Aspect – Economic		Post-RWC Estimate	Source
Chadwick et al., 2012.	NZD1.2 billion	Short-term	NZ	NZD1.73 billion	KPMG, 2012.
Snedden, 2009.	NZD500 million				
Ministry of Tourism & Ministry of Economic Development, 2010.	NZD267 million		Auckland	NZD728 million	ATEED, 2014; KPMG, 2012.
RWC Limited, 2011.	NZD268 million			NZD268.5 million	Chadwick et al., 2012.
		Visitor Spending	NZ	NZD387 million	Chadwick et al., 2012; KPMG, 2012; Ministry of Economic Development, 2013.
				NZD782.5 million	Chadwick et al., 2012.
				NZD3400	Ministry of Economic Development, 2013.
		Non-RWC visitor spending	per capita	NZD2400	Ministry of Economic Development, 2013.
				0.7% increase	Statistics New Zealand, 2012a.
		GDP NZ	December 2011	0.3% increase	Statistics New Zealand, 2012a.
				29,900	KPMG, 2012.
				13,940	ATEED, 2014; Auckland Council, 2012,

4.7 Tourism Legacies Anticipated: Repeat Visits and Recommending NZ

The RWC 2011 brought not only first-time arrivals but is also likely to have ensured repeat visits and generated positive word-of-mouth publicity when visitors returned home. The survey data indicates that the RWC 2011 may have a significant tourism legacy. In response to the International Visitor Survey conducted by the Ministry of Economic Development, 83% of respondents said they were very likely to recommend NZ as a holiday destination, and 69% said they were very likely to return for a holiday (Ministry of Economic Development, 2013). In another survey conducted by TNZ, 97% respondents said that they would recommend NZ as a travel destination, and 93% wanted to return some time in the future (KPMG, 2012).

4.8 National Pride

One of the RWC 2011 slogans, “The stadium of four million”, was developed to invoke everyone in the nation to support the event. By engendering both a feeling of local pride and a feel-good factor, this concept sought to build greater national unity which contributes to social cohesion (KPMG, 2012). Auckland region’s post-tournament survey of 1009 Auckland residents indicated that 89% respondents were proud of the way Auckland hosted visitors for the RWC 2011, 86% were proud of how the Auckland region looked and felt during the tournament, 88% felt that the RWC 2011 generated a greater sense of community spirit in Auckland, and 67.9% felt a sense of involvement in the RWC 2011 (Auckland Council, 2012; KPMG, 2012).

Other regions in the country also reported positive results; a Wellington City Council report, for example, concluded that the RWC 2011 was a success for the region. A survey of 500 residents across the country found that RWC 2011 instilled a sense of pride in the community (mean score of 7.6 on a 10-point scale), brought people together

within the local community (7.5), encouraged local people to get involved (7.4), promoted multiculturalism (7.1), and made the region a better place to live (6.8) (KPMG, 2012).

However, the above surveys focused on an average Aucklanders or New Zealander – indeed, ethnicity was not one of the questions asked. A research gap appears here with a question in this area as to whether the same effect could be found within specific ethnic groups. Another question is that to what extent specific ethnic or migrant groups “bought in” to “The stadium of 4 million” concept.

4.9 NZ Strategies: Tourism Marketing and the China Market

TNZ developed a marketing campaign to support the RWC 2011 and drive tourism to NZ. Key audiences were identified as rugby fans and their families, expatriate New Zealanders, corporate sponsors, guests and VIPs. Chinese-speaking cities and countries including Hong Kong, Mainland China, Malaysia and Singapore were targeted as the rugby nations’ ex-pat destinations (KPMG, 2012). During the RWC 2011 period, out of the 39,792 mainland Chinese visitors who arrived in NZ, only 2% of them were here for the RWC 2011 (KPMG, 2012). Taking away these 2% of Chinese visitors who came for the RWC 2011, there were 39,184 (98%) mainland Chinese tourists travelling to NZ not for the RWC 2011 during RWC 2011 period (KPMG, 2012). Although organisers included China as a target market during the pre-RWC planning (KPMG, 2012; RWC Limited, 2011), these figures show that this mega sporting event was not a major attraction for Chinese travellers. China continues to be a top tourism market for NZ but the Chinese visitors did not come for this mega sporting event, even during the three-week event period.

4.10 NZ Strategies: Business Engagement

In addition to the tourism legacy from the RWC 2011, the real legacy NZ tried to create focused on the cultural and business-engagement impacts of the event. Events are always strategically leveraged to create business opportunities (O'Brien, 2006). In the case of the RWC 2011, NZTE (2009) emphasised the event was expected to:

- showcase NZ's innovative industry sectors and investment opportunities to the world
- benefit NZ businesses directly from the tournament through investment, procurement opportunities, or business leads generated from networking or sector events
- support NZ businesses to use the RWC 2011 as a catalyst to “step up” their business capability in some way, and
- showcase NZ business people to the world as innovative leaders.

The prime objective of the business-engagement programme of the RWC 2011 was to create connections. The main themes of the programme were business creativity and innovation. These was delivered through four sub-programmes, all of which were primarily oriented towards networking and promotion (KPMG, 2012):

- The REAL NZ Showcase: a platform for NZ firms and industries to hold networking and promotional events
- The Cloud: a purpose-built venue on Queens Wharf which served as the main hub for the Auckland Fan Zone, REAL NZ Festival events, business networking and hosting, and sector showcase programmes (See Photo 4.3 for an event at The Cloud, a non-permanent infrastructure for the RWC 2011.)
- The NZ 2011 Business Club: a network that helped NZ businesses make new connections, particularly with international visitors

- The NZ 2011 Commercial VIP Programme: similar to the Business Club, this programme connected NZ businesses with senior and influential visiting business people.

Photo 4.3. Event at The Cloud



Source: KPMG (2012, p. 47).

The New Zealand 2011 Office (NZ 2011) developed programmes that focused on getting NZ and New Zealanders behind the RWC 2011 and to show international visitors a great time while showcasing NZ's uniqueness and talents through the REAL NZ Festival, the REAL NZ Showcase and the NZ 2011 Business Club (TNZ, 2011). The REAL NZ Showcase presented the best of NZ business and industry to the world during the RWC 2011. The hub of the REAL NZ Showcase was based at The Cloud on Auckland's Queens Wharf although the programme comprised more than 200 events nationwide demonstrating NZ's key industry sectors and the people who work within them (TNZ, 2011). An investment and business connections programme established international

business connections and showcased investment opportunities in Auckland's key sectors: marine, food and beverage, ICT, bioscience, and screen and creative industries (ATEED, 2014; TNZ, 2011). Slightly more than 10,000 businesses registered for the NZ 2011 Business Club. Fifty-one Business Club Auckland formal events and 285 casual events were held during the RWC 2011 (ATEED, 2014). Yet with all these business-related activities, there was no specific focus on China, NZ's top trade partner, nor were local Chinese business associations the specific targets for these activities.

The results of a business survey conducted by Auckland Council showed that while interest amongst Auckland businesses in the RWC 2011 was extremely high (87.4%), fewer than a quarter of businesses felt a sense of involvement in the event. This was despite an earlier survey of 500 businesses in December 2010 that found that 83% of the respondents believed the RWC 2011 would have a positive impact on their business (Ministry of Tourism & Ministry of Economic Development, 2010), and more than half of the respondents thought they were well prepared (Table 4.4). Furthermore, post-event data shows only a small proportion (11%) of Auckland businesses believed the RWC 2011 had benefited them (ATEED, 2014).

Table 4.4. RWC 2011 Impact on Business Engagement

Source	Pre-RWC Estimate	Aspect - Business	Post-RWC Estimate	Source
Ministry of Tourism & Ministry of Economic Development, 2010.	83%	Believed positive impact	11%	ATEED, 2014.
		Has been beneficial	39.5%	KPMG, 2012.
		Having leads to follow in the next three months	42%	KPMG, 2012.

From the same survey, among the businesses that had signed up for the Match Ready for Business Programme, 39.5% agreed that the RWC 2011 had been beneficial to their business (KPMG, 2012) (see also Table 4.4.). Match Ready was a business opportunities

programme that provided supply-chain opportunities to all businesses and advice to businesses that could benefit from the influx of visitors, aiming to help them maximise the additional direct spend in the city during the tournament (ATEED, 2014). More than 1200 Auckland “visitor-facing” businesses (i.e. those with direct contacts to visitors) signed up to the Match Ready for Business programme and the website received almost 13,000 visits (ATEED, 2014). Comments from business leaders in a post-RWC 2011 Business Club survey of 500 businesses indicated that valuable networking opportunities had been found during events showcasing Auckland industry (KPMG, 2012). The Business Club was a business and economic development programme that had two focuses: an Auckland-wide opportunities programme and an investment and business-connections programme. Of those surveyed in the Business Club survey, 42% reported having significant leads to follow in the three months following the RWC (KPMG, 2012). This confirmed NZTE’s emphasis on business leads as a result of RWC 2011-related events. Almost 13,000 visits were made to the online version of the Match Ready for Business programme and 27 Auckland-based businesses were successful tenderers for a range of RWC 2011-related goods and services through the TenderLink site (Auckland Council, 2012). Even so, this is not a massive figure, and indicates that not many businesses directly benefited from the RWC 2011 procurement opportunities

A shift in the perceptions of NZ business towards innovation, technical advancement, creativity and ingenuity was also a desired impact of the RWC 2011. A survey of primarily international business visitors to The Cloud found that their perceptions of NZ business had changed after visiting the Innovation Showcase and watching the eight-minute video on NZ (KPMG, 2012). This shift was supported by the key messages in the showcase and video: “We do things differently” and “NZ is a great place to do business” (KPMG, 2012). Out of the 134 business representatives who visited The Cloud and were surveyed by NZTE, around 60% said they were likely to invest or

do business in NZ, and more than a third said they were actively looking for opportunities (KPMG, 2012). This result linked to the NZTE goal to maximise international business and investment opportunities by hosting the RWC 2011. Growing out of the RWC 2011 business initiatives, \$150 million of deals are estimated to be in the pipeline for Auckland, with the first announcement due by March 2012 (Auckland Council, 2012).

4.11 From Successful Event to Anticipated Legacy

With the event's attendance, domestic and international tourist arrivals, and spending and employment generated exceeding expectations, New Zealanders in general perceived the RWC 2011 as being successful in terms of its economic, social and cultural impacts. Likewise, the NZ Government reported the RWC 2011 was a success because the event had achieved its set political, tourism, economic and social goals. A legacy for tourism was also anticipated with RWC 2011 visitors expected to recommend NZ to their friends, relatives and business associates, and some expected to return again in the future. New Zealanders were aware of and participated in the RWC 2011, and were also proud of the event's economic, social and cultural achievements.

Questions remain whether all the ethnic groups in NZ had the same perception of buying into "the stadium of 4 million" concept. The reports and figures presented above did not focus on any particular ethnic group(s) despite the increasing importance of migrant groups in NZ society; the figures mainly reflected the perception of the general population. The possible differences or similarities between ethnic groups and the general NZ population are areas to be explored. Moreover, these reports did not discuss the relationships between the themes of awareness, participation and pride – the individual reports reviewed above only covered figures in each of these aspects. To supplement existing knowledge on the overall impact of the RWC 2011 on the NZ population in general, the following chapters will further explore the impact of RWC 2011 on social

and business activities of a specific, and increasingly important, migrant group: the Chinese community in Auckland.

Chapter 5: EVOLVING ROLE OF LOCAL CHINESE IN THE RWC 2011

The communication content of Skykiwi's discussion forum postings was analysed both quantitatively and qualitatively to examine the presentation of attitudes, interests and patterns, and to reveal the focus of attention in the local Chinese online community in the case of the RWC 2011. The content analysis of the Web audits aims to explore the local Chinese community's prior awareness of the RWC 2011 and their participation in the event. The analysis also seeks to understand the local Chinese business community's engagement with the RWC 2011 before the event. Finally, covering a pre- and post-RWC time frame, the content analysis aims to identify the impact of the RWC 2011 on the sense of identity and national pride within the local Chinese community.

Due to the large volumes of electronically available data, a macro-analytic approach was adopted to the Web audit. Web audits were conducted for a period of six months – two months before, during and after the RWC 2011. To manage the large amount of data, a thematic approach was adopted to discuss and code online postings. This analysis did not focus on closely detailing the content of each online discussion forum contributor but rather on making summary judgements of the discussion as a whole. Since the audit focused on the search function embedded in Skykiwi, the search engine only showed the top 99 postings in the search result. Yet, although this total number of search results did not fluctuate, the analysis found a considerable increase in the number of postings about rugby and the RWC 2011, indicating that the event was the centre of the focus in the CMC community.

5.1 Quantifiable Variables

From the time of its official opening, the RWC 2011 topped the “hottest topic” section ranking among all Skykiwi online discussions, as measured by both the number of replies and views. The number of replies records how many times the Skykiwi registered users reply to the topic while the number of views records how many times the users view the posting. The first Web audit (conducted on 11 September 2011, two days after the official RWC opening ceremony) captured 2738 replies and 21,791 views in all postings in the “RWC 2011 Sport Area” special section.

Compared with other weekly hot topic discussions listed in the Skykiwi main page ranking – for example, the Discount Information section (507 replies and 7656 views),¹ New Talent Dream World (263 replies and 6613 views),² or Skykiwi News (11 replies and 1072 views) – RWC 2011 started to dominate the online discussion once the event officially opened in September 2011, and this high level of interest was maintained throughout October 2011 as the tournament played out. The Web audit on 11 September 2011 covered the day of the opening ceremony (9 September) and the two days following. This audit found that in all of the RWC 2011 postings over that period, the number of replies was ten times greater than for the second hottest topic (about a popular TV talent show) while the number of views was three times that of the second hottest topic.

5.1.1 *Number of replies*

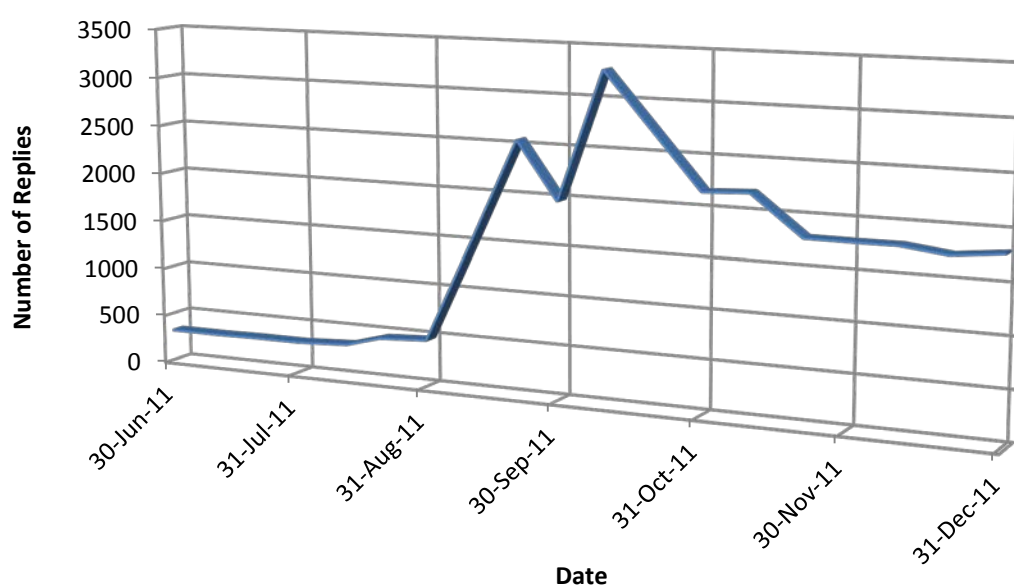
The number of replies increased considerably from June to December 2011 (Figure 5.1). While the online discussion board was quiet in June 2011 with only 23 postings

¹ Discount Information is the discussion forum where contributors discuss any discount they have found offered by various shops and restaurants.

² New Talent Dream World is a Chinese TV talent contest show with supporters and contestants from the NZ Chinese Student Association.

discussing the RWC (and just 315 replies), Skykiwi contributors began to widely discuss the RWC from early September 2011 onwards. After the official opening on 9 September 2011, an additional forum section “RWC 2011 Sport Area” was featured on actual tournament days. In addition to more than 90 postings accumulated from various forum sections relating to the RWC 2011, another 80+ postings were found in the RWC 2011 Sport Area special section alone. The accumulated replies to these postings peaked in early October 2011 (at 3289 – a 944% increase since June 2011), with the majority of topics relating to the RWC 2011 tournament results and the All Blacks’ games against other teams.

Figure 5.1. Number of Replies in Audited Postings



Source: Author’s review of Skykiwi content.

Although the RWC 2011 Sport Area special section was removed by the forum operator immediately after the 24 October closing of the tournament, together with all the postings in the section, the replies did not stop there. Despite a large number of postings being

deleted as a result of the section being removed, the total number of replies from the search result continued to remain at more than 1700 even after the event had finished. This number was a five-fold increase over the number of replies posted in late-June when the first Web audit was conducted, two months before the RWC 2011. The considerable increase in the number of replies indicated that contributors were aware of and participating in this mega sporting event. The RWC 2011 was one of the foci of discussion for this online community during this period of time.

The postings with the most replies focused on the RWC 2011 event programme and the All Blacks' performance (see Table 5.1). The single posting with the most replies was "Does RWC have any closing ceremony?", with 365 replies in one day. The posting "Training All Blacks. Captain will fight for each game" received 236 replies within two days. The posting congratulating the All Blacks as the champions, "Merge all posts: Congratulations to the All Blacks who wins the RWC", received a record 144 replies within one night (over just a few hours) on 23 October 2011. Other popular postings mainly related to the timing of online broadcasting, event programmes, teams' performance, game results and general knowledge of the event.

As well as positive postings, critical themes were also commonly found. One of the postings in the top five highest number of replies was criticising the event programme: "Those who saw the most terrible opening ceremony, please come in". Critical messages in the replies reflected disappointment in and high expectation of the largest-ever event in NZ.

Table 5.1. Most Common Topics on Skykiwi – Audited September 2011

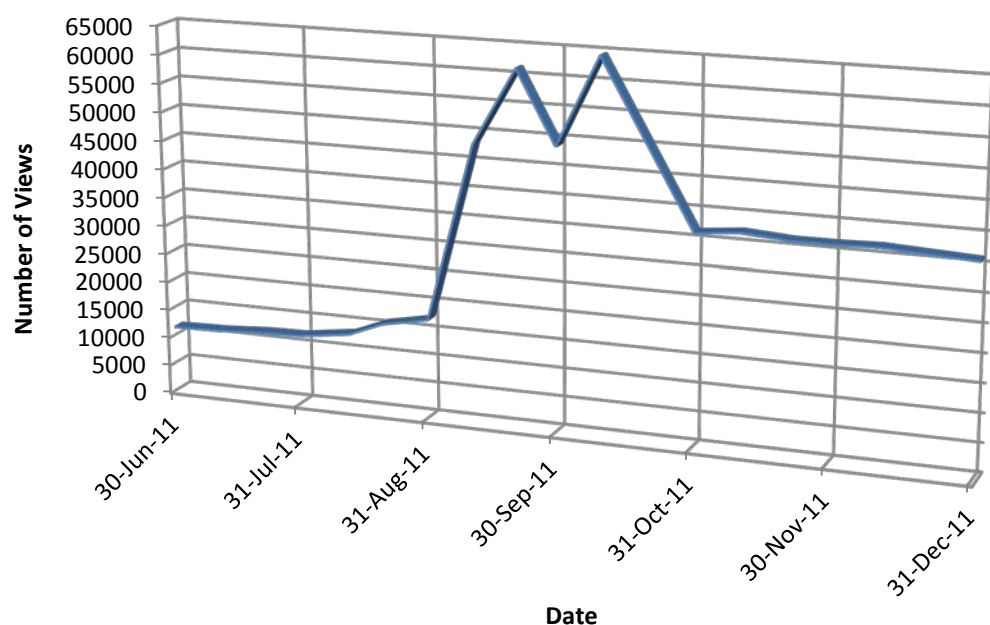
Posting date	Topic	Topic-specific forum section	# of replies	#of views	Last replied	Content					
						RWC	Rugby	Economic	Business networks	Identity	Pride
15-Sep-11	Does RWC have any closing ceremony?	Soul Graffiti	36 5	629	23:02, 15-Sep-11	✓	✓				
9-Sep-11	Training All Blacks. Captain expressed will fight for each game	Soul Graffiti	23 6	794	17:21, 10-Sep-11	✓	✓			✓	✓
23-Oct-11	Merge all posts: Congratulations to the All Blacks who wins the RWC	God's Garden	14 4	204 9	19:42, 23-Oct-11	✓	✓				✓
23-May-11	Pulse: football, rugby (live)	Gourmet Paradise	14 1	902 8	13:01, 10-Sep-11	✓	✓			✓	✓
9-Sep-11	Those who saw the most terrible opening ceremony, please come in	RWC 2011 Sport Area		244 8	17:40, 15-Sep-11	✓	✓			✓	✓
11-Sep-11	2011 RWC game results, All Blacks champion again in 24 years	Sport		261 4	23:56, 9-Oct-11	✓	✓	✓	✓	✓	✓
9-Sep-11	RWC knowledge, including photo gallery of all teams	Sport		205 2	20:00, 7-Oct-11	✓	✓				
11-Sep-11	2011 RWC game results, add final 8	RWC 2011 Sport Area		223 6	23:56, 9-Oct-11	✓	✓	✓	✓	✓	✓
22-Sep-11	All Blacks vs France	RWC 2011 Sport Area		41 727	15:37, 24-Sep-11	✓	✓			✓	✓
24-Sep-11	A few viewpoints on Rugby	RWC 2011 Sport Area		37 394	23:27, 29-Sep-11	✓	✓	✓	✓	✓	✓

5.1.2 Number of views

The total number of views the number of views (which would also match the legend on the y-axis of Figure 5.2) also increased from June to December 2011. In June 2011, the discussion board was quiet with only 11,163 views. This number was generated by users browsing all 23 postings discussing the RWC. Contributors began to widely discuss and

browse about the RWC 2011 postings from early September. The number of views peaked during early October 2011, with an accumulated total of 64,679 views (a 479% increase from June 2011) from all the postings. On 11 September 2011, two days after RWC 2011's opening ceremony, the RWC 2011 Sport Area special section postings alone had reached 21,971 views in just two days. This figure doubled the total accumulated views discussing rugby from the previous 18 months (11,163 views).

Figure 5.2. Number of Views in Audited Postings



Source: Author's review of Skykiwi content.

Although the RWC 2011 Sport Area special section and all its postings were removed by the forum operator on 24 October 2011, after the event's closing ceremony the previous day, the total number of views did not diminish back to the levels prior to the RWC. The number of views (more than 37,000) represented a three-fold increase over the initial total

number of views three months before the RWC 2011. The considerable increase in the number of views indicates that Skykiwi browsers were aware of and participated in the RWC 2011, viewing and following what was happening in this mega sporting event. Popular postings included the topics: “RWC knowledge, including photo galleries of all teams” and “We, Chinese, also maintain one world record for Rugby”, with an average increase of 600 in each of these postings’ views every ten days.

The top postings in terms of the number of views included topics mostly related to live broadcast links, teams’ performance and the RWC event programme (Table 5.2). The topics “2011 RWC game results, All Blacks champion again in 24 years”, “RWC 2011 tournament results”, “RWC Opening Ceremony”, and “RWC 2011 tournament schedule” were some of the most popular in terms of the number of views. The posting “Pulse: football, rugby (live)” was the most popular posting overall, with 9028 views. This posting originally featured and discussed a link on how to view rugby live, and the title and link had been updated for the RWC 2011. Other top viewed postings included themes on RWC game results, match schedules, RWC knowledge and investment possibilities. The popular posting on investment discussed whether people would rent apartments during the RWC period. This posting discussed real estate prices and also included comments on economic impacts and setting up business networks.

Table 5.2. Audit of most-viewed postings

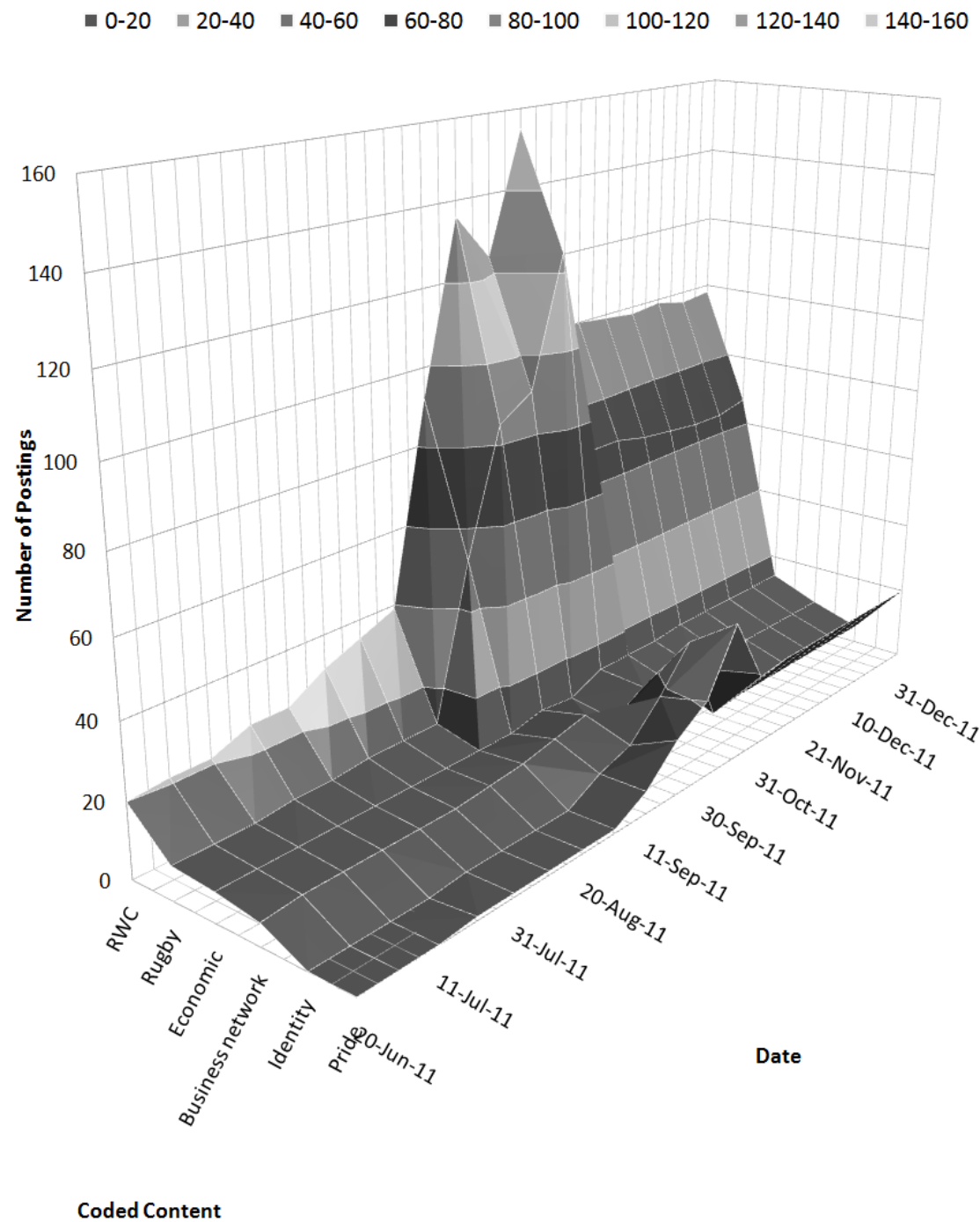
Posting date	Topic	Topic-specific forum section	# of replies	#of views	Last replied	Content					
						RWC	Rugby	Economic	Business networks	Identity	Pride
23-May-11	Pulse: football, rugby (live)	Gourmet Paradise	141	9028	13:01, 10-Sep-11	✓	✓			✓	✓
11-Sep-11	2011 RWC game results, All Blacks champion again in 24 years	Sport	55	2614	23:56, 9-Oct-11	✓	✓	✓	✓	✓	✓
9-Sep-11	Those who saw the most terrible opening ceremony, please come in	RWC 2011 Sport Area	66	2448	17:40, 15-Sep-11	✓	✓			✓	✓
7-Sep-11	RWC 2011 Match Schedule	Sport	13	2359	00:16, 22-Oct-11	✓	✓				
11-Sep-11	2011 RWC game results, add final 8	RWC 2011 Sport Area	47	2236	23:56, 9-Oct-11	✓	✓	✓	✓	✓	✓
9-Sep-11	RWC knowledge, including photo gallery of all teams	Sport	51	2052	20:00, 7-Oct-11	✓	✓				
23-Oct-11	Merge all posts: Congratulations to the All Blacks who wins the RWC	God's Garden	144	2049	19:42, 23-Oct-11	✓	✓				✓
9-Sep-11	Awesome NZ	RWC 2011 Sport Area	25	1189	19:21, 13-Sep-11	✓	✓			✓	✓
9-Sep-11	Reply: a link for RWC online broadcasting	RWC 2011 Sport Area	9	1159	19:26, 10-Sep-11	✓	✓				
27-May-10	Will you let out your house during RWC next year? A shabby looking house at Mt. Eden cost 7000 a week	Investment	26	1039	08:38, 2-Sep-10	✓		✓	✓		

5.2 Content Analysis

Audits of the topics and coded contents of the postings also reflected a change of contributors' perception towards rugby, the RWC 2011, identity and national pride. Each thread of postings and replies was audited with the content coded and categorised into six categories: RWC (focusing on the event), rugby (focusing on the sport), economic (impacts), business networks, (national) identity, and (national) pride. Coded content of topics and replies were categorised using frequency counts (see Figure 5.3). Discussions were quiet at the beginning, from June to July 2011, and were focused mainly on the general background to the RWC (20 postings), the sport of rugby (nine postings), economic issues (eight postings) and business networks (six postings), with no discussion involving identity and pride. The discussion of this mega sporting event increased after the early September 2011 opening of the RWC; the number of coded postings climbed and reached a peak of 155 (RWC) and 125 (rugby) postings in October 2011.

During the tournament period, the postings relating to notions of pride and identity grew from no postings gradually to six postings each right after the RWC 2011 opened in early September (see Figure 5.3). Postings in these same categories climbed to a peak to 29 and 38, respectively, in October 2011. Two months after RWC 2011 had officially closed, there were still 20 postings found in December 2011 with content relating to national pride. The coded content chart reflects a timeline of the focus of the event posts.

Figure 5.3. Coded Postings from June to December 2011



Source: Author’s review of Skykiwi content.

5.2.1 Online discussion details

Pre-event discussions focused on the expected impacts of the RWC 2011. From June to August 2011, postings related to the RWC 2011 mainly focused on the ticket prices being too expensive, recruiting volunteers for RWC-related events by the official host organisations or by other community or non-government groups, and the infrastructure needed for this mega sporting event. (See Table 5.3 for the topics identified in the June audit as being discussed on Skykiwi.) Some contributors also tried to discuss the possibilities of setting up a business together via posting and replying to messages.

Although the discussions found were based on the keyword search of rugby, the topics discussed were found in a range of other topic-specific forum sections (see Table 5.3). Those topic-specific forum sections with RWC postings included Investment, Law, God's Garden, NZ Working Class, Information Centre, Soul Graffiti and even Baby Kindergarten, in addition to Sport. The Investment section is the discussion forum on investment opportunities and information including real estate, stock indices, and foreign exchange; the Law section focuses on queries on law and legislation with the contributors providing professional information; God's Garden is the discussion area for anything relating to Christchurch; the NZ Working Class section is the discussion area where employees discuss their working lives; the Information Centre is the forum section where contributors post and reply on information about the country; the Soul Graffiti section is a discussion area where contributors post and reply on self-reflections; Baby Kindergarten gathers contributors who are interested in parenting and child care; and the Sports section is the discussion forum on all types of sporting activities. Contributors to this last section are mainly sports fans. The wide variety of forum sections reflected that contributors with a variety of interests were aware of and discussing the RWC 2011. This variety also provides a sense of the growing spread of RWC interest across parallel threads of the online community.

Table 5.3. Topics Discussed on Skykiwi – Audited June 2011

Posting date	Topic	Topic-specific forum section	# of replies	# of views	Last replied
7-May-11	Is that legal to have a street stall during RWC period?	Investment	19	745	14:15, 15-Jun-11
24-Jun-11	Questions about RWC logo and brand logo	Amicus Law	2	54	14:00, 24-Jun-11
5-Jun-11	Ask the lawyer re: questions about selling rugby item at area surrounding the stadium	Amicus Law	4	174	22:13, 6-Jun-11
26-Apr-11	Can the RWC really bring NZ economic benefits?	News	12	299	02:32, 15-Jun-11
13-Jun-11	With the continuous earthquake, will the tournaments in Christchurch cancel?	God's Garden	21	771	14:34, 15-Jun-11
14-May-11	Where can we watch rugby tournament?	NZ Working Class	5	90	13:34, 15-May-11
26-Apr-11	Where can I buy RWC tickets?	NZ Working Class	1	68	09:15, 26-Apr-11
30-Mar-11	The RWC tickets are expensive	NZ Working Class	17	439	11:19, 3-Apr-11
30-Mar-11	I want RWC Eden tickets. Where can I get it?	Information Centre	1	54	17:43, 30-Mar-11
5-Feb-11	International Rugby Union	Soul Graffiti	1	42	00:14, 5-Feb-11
27-May-10	I remember there was an AKL Chinese Rugby team. Where are they now?	Sport	7	662	15:34, 26-Jan-11
1-Jan-11	NZ 2011 RWC	Information Centre	4	143	10:00, 22-Jan-11
2-Nov-10	Hope the rugby next year will bring NZ an opportunity	Investment	21	997	15:14, 23-Dec-10
24-Aug-10	Our future rugby team member	Baby Kindergarten	31	1664	19:39, 11-Oct-10
7-Oct-10	Discussion: Can you afford NZ\$20K per week for a room during RWC period?	NZ Working Class	1	83	00:00, 7-Oct-10
18-Aug-10	Volunteering for RWC 2011 -- make your CV prettier	NZ Working Class	18	463	15:39, 26-Aug-10
27-May-10	Professionals: what are your opinions on letting out the house during RWC next year?	Information Centre	24	361	13:52, 24-Aug-10
27-May-10	Will you let out your house during RWC next year? A shabby looking house at Mt. Eden cost 7000 a week	Investment	26	1024	08:38, 2-Sep-10
13-Aug-10	Australian Super Collection: the real Rugby!	Sport	0	253	22:07, 13-Aug-10
29-Jul-10	Any rugby tournament on August 7?	God's Garden	13	225	09:57, 2-Aug-10
9-Jul-10	Betting on rugby is better than on soccer	God's Garden	15	288	17:13, 11-Jul-10
26-May-10	Will you let out your house during RWC next year? A shabby looking house at Mt. Eden cost 7000 a week	NZ Working Class	29	547	20:18, 8-Jul-10
16-May-10	RWC in NZ next year is recruiting volunteers!	NZ Working Class	5	320	23:49, 4-Jul-10
12-Jun-10	When watching RWC, which telecom operator in NZ has the highest communication standard: XT, Vodafone NZ, or 2 Degrees?	NZ Working Class	2	69	23:52, 12-Jun-10
26-May-10	RWC	Information Centre	4	102	18:18, 29-May-10
3-Apr-10	What can we invest for the RWC 2011	Investment	17	835	21:14, 25-Apr-10
4-Feb-10	RWC on the street on Wellington	Wellington	4	382	03:21, 13-Feb-10

Discussions during the actual event period mainly revolved around the RWC itself and rugby (see Tables 5.4, 5.5, 5.6 and 5.7 for the topics audited in September and October). Many topics related to the All Blacks. Postings were also made to invite other contributors and to find friends to build a network to participate in the RWC 2011 and the sport of rugby. Rugby knowledge, rules and schedules were other major topics of discussion.

Two stages can be identified during the actual RWC period from the clusters of contributions: sport-dominant and extensive. The first stage was sport-dominant during September 2011. All postings found in September were in the RWC 2011 Sport Area (the special section created for the RWC 2011) and the RWC Sport Area (the original sport section renamed). Tables 5.4 and 5.5 present the topics discussed in these two stages. Since the audit focused on the search function embedded in Skykiwi, the search engine only showed the top 99 postings in the result. These top postings found reflected a clear monopoly of RWC-2011-related postings in sport area sections. The focus in this time period was on the core event programme, the RWC 2011 tournament, and the various teams' performances in the games.

Table 5.4. Topics Discussed on Skykiwi – Audited September 2011; More than 200 Views

Posting date	Topic	Topic-specific forum section	# of replies	# of views	Last replied
9-Sep-11	Those who saw the most terrible opening ceremony, please come in	RWC 2011 Sport Area	66	2432	17:40, 15-Sep-11
9-Sep-11	RWC knowledge, including photo gallery of all teams	RWC 2011 Sport Area	49	1723	15:37, 28-Sep-11
7-Sep-11	RWC 2011 Match Schedule	RWC 2011 Sport Area	9	1663	15:37, 24-Sep-11
9-Sep-11	Awesome NZ	RWC 2011 Sport Area	25	1189	19:21, 13-Sep-11
11-Sep-11	2011 RWC game results	RWC 2011 Sport Area	22	1182	17:40, 21-Sep-11
9-Sep-11	Reply: a link for RWC online broadcasting	RWC 2011 Sport Area	9	1159	19:26, 10-Sep-11
22-Sep-11	All Blacks vs. France	RWC 2011 Sport Area	41	727	15:37, 24-Sep-11
16-Sep-11	Sonny Bill Williams is handsome	RWC 2011 Sport Area	23	685	17:40, 24-Sep-11
9-Sep-11	Requesting link for rugby online broadcast	RWC 2011 Sport Area	14	669	17:31, 11-Sep-11
10-Sep-11	Latest ranking from IRB: NZ #1, China #16	RWC 2011 Sport Area	11	625	17:40, 17-Sep-11
9-Sep-11	Any TAB betting rugby? Bet on All Blacks to win \$20	RWC 2011 Sport Area	14	617	17:30, 10-Sep-11
11-Sep-11	English rugby rules	RWC 2011 Sport Area	17	609	11:59, 23-Sep-11
17-Sep-11	Ireland is awesome tonight	RWC 2011 Sport Area	36	587	21:58, 23-Sep-11
7-Sep-11	History about RWC hosts and champions	RWC 2011 Sport Area	7	575	12:09, 10-Sep-11
22-Sep-11	Showing off the four All Blacks autographs on hand	RWC 2011 Sport Area	21	547	15:37, 26-Sep-11
9-Sep-11	All Blacks not doing well today	RWC 2011 Sport Area	6	521	21:37, 10-Sep-11
14-Sep-11	Japan team is giving All Blacks a surprise	RWC 2011 Sport Area	12	514	17:40, 17-Sep-11
7-Sep-11	The road blocks around Eden Park during RWC	RWC Sport Area	3	453	20:48, 8-Sep-11
18-Sep-11	About rugby rules	RWC 2011 Sport Area	13	447	15:37, 25-Sep-11
24-Sep-11	All Blacks won!	RWC 2011 Sport Area	19	445	15:37, 26-Sep-11
8-Sep-11	About the activity tomorrow at the Viaduct	RWC 2011 Sport Area	3	429	17:28, 9-Sep-11
7-Sep-11	RWC starts on Friday. Any roads in Auckland will be blocked?	RWC 2011 Sport Area	4	416	12:28, 9-Sep-11
11-Sep-11	Why Maori TV no live broadcasting now?	RWC 2011 Sport Area	10	404	17:40, 16-Sep-11
19-Sep-11	Why Japan team has so many non-Japanese?	RWC 2011 Sport Area	14	401	22:07, 23-Sep-11
24-Sep-11	A few viewpoints on rugby	RWC 2011 Sport Area	37	394	23:27, 29-Sep-11
12-Sep-11	I am attending the game and deeply touched	RWC 2011 Sport Area	7	390	17:40, 17-Sep-11
10-Sep-11	Argentina vs. England, a naked guy running in second half	RWC 2011 Sport Area	6	382	17:15, 10-Sep-11
17-Sep-11	Live broadcast: Australia vs. Ireland, with a few live photos	RWC 2011 Sport Area	20	367	00:50, 23-Sep-11
8-Sep-11	RWC--cool hotness	RWC Sport Area	4	345	22:00, 8-Sep-11
8-Sep-11	I have a photo with Dan Carter (with autograph)	RWC Sport Area	6	339	00:15, 9-Sep-11
18-Sep-11	If Australia vs. South Africa, you think which team wins?	RWC 2011 Sport Area	23	294	15:37, 24-Sep-11
16-Sep-11	Watching All Blacks breaking "ghosts"	RWC 2011 Sport Area	11	292	17:40, 17-Sep-11
24-Sep-11	Dan Carter is a good player but not effective	RWC 2011 Sport Area	9	263	15:37, 26-Sep-11
10-Sep-11	What is the half squatting position for?	RWC 2011 Sport Area	3	261	15:45, 11-Sep-11
25-Sep-11	The All Blacks was great last night	RWC 2011 Sport Area	11	242	15:37, 28-Sep-11
10-Sep-11	France vs. Japan tonight, who do you think will win?	RWC 2011 Sport Area	5	238	21:30, 10-Sep-11
14-Sep-11	Honestly, not enjoy watching the rugby	RWC 2011 Sport Area	10	236	17:40, 15-Sep-11
9-Sep-11	RWC song	RWC 2011 Sport Area	9	218	17:40, 15-Sep-11
24-Sep-11	Captain McCaw: Carrying All Blacks' wait for 24 years	RWC 2011 Sport Area	4	213	15:37, 25-Sep-11
17-Sep-11	Ireland vs. Australia tonight -- hot	RWC 2011 Sport Area	7	213	17:40, 23-Sep-11
7-Sep-11	Those RWC fans who have tickets, please join in	RWC Sport Area	7	213	17:57, 8-Sep-11
14-Sep-11	Ticket transfer	RWC 2011 Sport Area	7	210	17:40, 15-Sep-11
22-Sep-11	TAB guessing the score for today's Australia vs. USA	RWC 2011 Sport Area	15	205	15:37, 26-Sep-11
19-Sep-11	How RWC teams proceed?	RWC 2011 Sport Area	10	200	00:47, 23-Sep-11

In addition to this sport-dominant content, some interesting individual postings were found (see the shaded topics, with their number of views in September, in Table 5.4). The most popular posting discussing the “terrible” opening ceremony indicates that the Chinese online contributors cared about the event but were disappointed. Another hot posting was discussing an All Blacks team member, Sonny Bill Williams. Instead of discussing Sonny’s performance, the contributors were so devoted to the event that they focused on his performance as a heroic icon and considered how “handsome” he is. This posting further displayed contributors’ extended interests in the All Blacks players. Revolving around the RWC 2011, these topics were a small extension from the sport and event. Another spin-off from the RWC 2011 was found in the posting regarded the Warriors (see shaded topic in Table 5.5). Still focusing on sport, this posting was extending from rugby union activities to the Auckland rugby league team.

Table 5.5. Topics Discussed on Skykiwi – Audited September 2011; Fewer than 200 Views

Posting date	Topic	Topic-specific forum section	# of replies	#of views	Last replied
26-Sep-11	Anyone going to downtown to watch Warriors this Sunday?	RWC 2011 Sport Area	17	191	23:16, 29-Sep-11
24-Sep-11	37:17, All Black won	RWC 2011 Sport Area	9	183	15:37, 24-Sep-11
10-Sep-11	Argentina vs. England	RWC 2011 Sport Area	3	176	15:45, 11-Sep-11
10-Sep-11	During RWC period, please pay attention to your safety when driving to city	RWC 2011 Sport Area	1	176	11:36, 10-Sep-11
16-Sep-11	Requesting link for All Blacks vs. Japan online broadcast	RWC 2011 Sport Area	3	169	17:40, 17-Sep-11
17-Sep-11	Classic live 2011	RWC 2011 Sport Area	3	156	14:05, 19-Sep-11
17-Sep-11	Ticket transfer tonight (going fast)	RWC 2011 Sport Area	3	150	17:40, 18-Sep-11
10-Sep-11	Can we use iPhone to watch Rugby World Cup?	RWC 2011 Sport Area	2	146	15:45, 11-Sep-11
30-Sep-11	South Africa is still going on...	RWC 2011 Sport Area	11	137	15:07, 30-Sep-11
28-Sep-11	RWC on the 28th	RWC 2011 Sport Area	9	136	15:37, 28-Sep-11
17-Sep-11	Come and guess the top three	RWC 2011 Sport Area	8	129	17:40, 22-Sep-11
10-Sep-11	Any replay of the RWC opening ceremony?	RWC Sport Area	4	129	17:15, 10-Sep-11
27-Sep-11	Looking for friends who play rugby	RWC 2011 Sport Area	14	108	23:11, 29-Sep-11
15-Sep-11	Pulse: All Black vs. Japan, a big party	RWC 2011 Sport Area	0	92	17:40, 15-Sep-11
14-Sep-11	Going to RWC game on Friday, drive or train? Going together?	RWC 2011 Sport Area	4	87	17:40, 15-Sep-11
16-Sep-11	How to win RWC badge? Participate in RWC activities	RWC 2011 Sport Area	11	79	17:40, 17-Sep-11
11-Sep-11	Ireland vs. USA, score?	RWC 2011 Sport Area	5	76	19:47, 11-Sep-11
10-Sep-11	Who can provide another online broadcasting link? The previous one won't work	RWC 2011 Sport Area	0	73	18:14, 10-Sep-11
24-Sep-11	History about RWC hosts and champions	RWC 2011 Sport Area	0	72	15:37, 24-Sep-11
18-Sep-11	NZ tenor: Hayley Westenra - World in Union RWC theme song (many versions)	RWC 2011 Sport Area	2	68	13:04, 22-Sep-11
19-Sep-11	Rugby Law	RWC 2011 Sport Area	0	64	15:56, 19-Sep-11
14-Sep-11	Firework in the RWC Opening Night	RWC 2011 Sport Area	0	63	17:40, 14-Sep-11
30-Sep-11	We, Chinese, also maintain one world record for rugby	RWC 2011 Sport Area	0	43	23:21, 29-Sep-11
24-Sep-11	The story from RWC, unmovable mountain	RWC 2011 Sport Area	0	40	15:37, 24-Sep-11
24-Sep-11	Last champion Fiji announced the 30-player list for the quarter final	RWC 2011 Sport Area	0	39	15:37, 24-Sep-11
18-Sep-11	Anyone from East Auckland to attend the 1/4 final? Or teach me how to get there?	RWC 2011 Sport Area	1	35	17:40, 20-Sep-11

The second stage of the tournament, in October 2011, was more extensive in terms of the nature of postings. Although still during the tournament period, the postings reviewed in October 2011 extended to a wide variety of topic-specific forum sections (see Tables 5.6 and 5.7). The majority of the postings discussed in the RWC 2011 Sport Area were related to the RWC 2011 event programme and teams' performances – mostly the All Blacks'. When compared with the sport-dominant stage, postings in this stage extended to other section areas such as "Flea Market" for trading tickets and "Hamilton" with contributors discussing Chinese participation in the sport,^{3,4} through to "Skykiwi High Party" for networking friends who wished to participate in the match (see shaded topics in Tables 5.6 and 5.7).⁵ These discussions extended to content evolving around peripheral social impacts of the event such as sport participation and building community networks.

³ Flea Market is a trading area in the forum section where contributors post and reply to selling and buying items.

⁴ Hamilton is the forum section area for anything related to Hamilton region.

⁵ Skykiwi High Party is a discussion area for dating. Contributors in this section are mainly looking to make friends or build social networks.

Table 5.6. Topics Discussed on Skykiwi – Audited October 2011; More than 200 Views

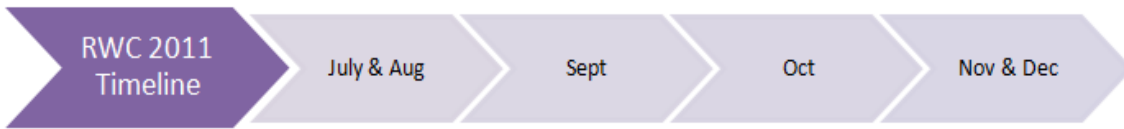
Posting date	Topic	Topic-specific forum section	# of replies	#of views	Last replied
23-Oct-11	Merge all posts: Congratulations to the All Blacks who wins the RWC	God's Garden	144	2032	19:42, 23-Oct-11
2-Oct-11	NZ, Australia, South Africa, who can enter the final?	RWC 2011 Sport Area	26	790	18:52, 10-Oct-11
8-Oct-11	If All Blacks loses to Argentina...	RWC 2011 Sport Area	26	583	22:42, 9-Oct-11
9-Oct-11	All Blacks, I am very disappointed	RWC 2011 Sport Area	27	501	18:41, 10-Oct-11
8-Oct-11	Ireland is out, England also...this weekend is a bit cold	RWC 2011 Sport Area	41	449	23:02, 8-Oct-11
9-Oct-11	All Blacks won. Each game has a hero	RWC 2011 Sport Area	14	425	17:56, 10-Oct-11
2-Oct-11	Dan Carter was injured? Can he still be with the RWC?	RWC 2011 Sport Area	29	398	20:00, 3-Oct-11
5-Oct-11	The VIP experience at the RWC semi-final	RWC 2011 Sport Area	12	366	22:52, 9-Oct-11
20-Oct-11	Two 2011 RWC final tickets	Flea Market	7	343	09:13, 20-Oct-11
9-Oct-11	I think Australia is dangerous	RWC 2011 Sport Area	25	336	18:38, 10-Oct-11
3-Oct-11	Why France loses a few game still can proceed?	RWC 2011 Sport Area	11	323	20:00, 7-Oct-11
22-Oct-11	I heard China rugby coach was in NZ?	Sport	7	300	21:17, 24-Oct-11
9-Oct-11	Australia vs. South Africa, NZ vs. Argentina. What do you think about today's games?	RWC 2011 Sport Area	8	289	05:56, 10-Oct-11
24-Oct-11	Because of NZ and RWC, I fall in love with rugby	Sport	23	287	01:16, 24-Oct-11
9-Oct-11	To watch All Blacks fighting with Argentina	RWC 2011 Sport Area	10	271	11:56, 10-Oct-11
9-Oct-11	What happens now? South Africa lost to Australia?	RWC 2011 Sport Area	7	239	11:56, 10-Oct-11
8-Oct-11	If France and All Blacks entre the final, do we need a final game?	RWC 2011 Sport Area	6	231	23:31, 9-Oct-11
1-Oct-11	All Blacks vs. Canada, any live broadcast tomorrow at 3pm?	RWC 2011 Sport Area	6	227	17:46, 2-Oct-11
17-Oct-11	How many Chinese watching RWC?	Hamilton	23	211	22:05, 17-Oct-11
8-Oct-11	If All Blacks loses tomorrow	RWC 2011 Sport Area	4	209	23:38, 9-Oct-11

Table 5.7. Topics Discussed on Skykiwi – Audited October 2011; Fewer than 200 Views

Posting date	Topic	Topic-specific forum section	# of replies	#of views	Last replied
9-Oct-11	France entered final	RWC 2011 Sport Area	14	199	23:56, 9-Oct-11
10-Oct-11	No matter who loses in the weekend game NZ vs. Australia, NZ tourism loses	RWC 2011 Sport Area	10	184	14:56, 10-Oct-11
11-Oct-11	Can All Black make it to 2012 London Olympics	Sport	6	163	07:34, 11-Oct-11
2-Oct-11	If Canada wins, can NZ proceed?	RWC 2011 Sport Area	5	160	20:16, 2-Oct-11
9-Oct-11	Beat All Blacks, go Argentina	RWC 2011 Sport Area	3	156	21:22, 9-Oct-11
8-Oct-11	England will be nervous whenever a big game	RWC 2011 Sport Area	4	155	23:09, 8-Oct-11
10-Oct-11	What do you think about the weekend semi-final? Which two will enter the final?	RWC 2011 Sport Area	8	129	15:56, 10-Oct-11
23-Oct-11	Any online RWC broadcast?	Sport	9	121	21:05, 23-Oct-11
4-Oct-11	Just a question, will Maori TV live broadcast the remaining eight games	RWC 2011 Sport Area	6	121	20:00, 5-Oct-11
24-Oct-11	RWC closes. RWC 2011 Sport Area forum section closes	Sport	10	119	21:17, 24-Oct-11
23-Oct-11	RWC final live broadcast	Sport	1	119	21:40, 23-Oct-11
7-Oct-11	Friday RWC tickets transfer	Flea Market	0	108	09:13, 20-Oct-11
23-Oct-11	Any closing ceremony tonight for the RWC? Any firework? When? Thanks	Sport	2	89	20:59, 23-Oct-11
16-Oct-11	Oh Rugby!	NZ Working Class	2	89	11:27, 16-Oct-11
8-Oct-11	Sonny is Blaire's	RWC 2011 Sport Area	0	78	22:34, 8-Oct-11
10-Oct-11	The final four are the same as the first RWC	RWC 2011 Sport Area	1	71	13:56, 10-Oct-11
6-Oct-11	Requesting two RWC tickets, any games will do	RWC 2011 Sport Area	1	69	20:00, 6-Oct-11
10-Oct-11	Any one wanna watch rugby?	Skykiwi High Party	2	50	23:36, 10-Oct-11
10-Oct-11	Questions about the Rugby tickets	RWC 2011 Sport Area	1	46	02:56, 10-Oct-11
8-Oct-11	viva la France	RWC 2011 Sport Area	0	36	21:27, 8-Oct-11
13-Oct-11	Decoding RWC, how final 4 won?	Soul Graffiti	5	31	09:37, 13-Oct-11
24-Oct-11	NZ All Blacks won by 1 point (8:7), after 24 years, the champion again	Soul Graffiti	1	11	01:12, 24-Oct-11
24-Oct-11	Fighting for 80 mins, after 24 years, NZ the RWC champion again	Soul Graffiti	0	6	01:02, 24-Oct-11
14-Oct-11	RWC makes new record for railway user	Soul Graffiti	0	6	09:30, 14-Oct-11
24-Oct-11	RWC final details, All Blacks make dreams come true after 24 years	Soul Graffiti	0	5	09:04, 24-Oct-11
26-Oct-11	Tourism: The success of RWC builds NZ's image	Soul Graffiti	0	4	08:53, 26-Oct-11
25-Oct-11	The success of RWC builds NZ's image	Soul Graffiti	0	2	17:30, 25-Oct-11
2-Oct-11	Today's game was great	Soul Graffiti	0	2	23:32, 8-Oct-11

The participation of various main contributor groups can be identified by drawing from the postings created in various topic-specific forum sections (see Table 5.8). Before the RWC 2011, in July and August, contributor groups included investors, employees, professionals and articulators. After the RWC 2011 officially opened in September, contributors who created postings and led the discussion online were mainly sports fans, and particularly those who were interested in rugby. During the final stages of the RWC 2011 in October, the contributor groups extended from sports and rugby fans to residents from other regions (Hamilton and Christchurch), traders, employees, networkers and evaluators. (Evaluators were those wanting to evaluate the organisation and impact of the RWC 2011 in a constructive and positive fashion.) After the event, the contributor groups involved were mainly evaluators and commentators who discussed the merits and faults of the Government's role in organising and managing the event.

Table 5.8. Participation Timeline of Discussion Contributor Groups

				
Postings from topic-specific forum section	<ul style="list-style-type: none"> Investment Amicus Law News God's Garden NZ Working Class Information Centre 	<ul style="list-style-type: none"> RWC 2011 Sport Area RWC Sport Area 	<ul style="list-style-type: none"> God's Garden RWC 2011 Sport Area Hamilton Sport Flea Market NZ Working Class Skykiwi High Party Soul Graffiti 	<ul style="list-style-type: none"> Soul Graffiti FML Everyday Life Stories
Main discussion contributor groups	<ul style="list-style-type: none"> investors employees professionals articulators 	<ul style="list-style-type: none"> rugby fans sport fans 	<ul style="list-style-type: none"> residents from other regions rugby fans sport fans traders employees networkers evaluators 	<ul style="list-style-type: none"> evaluators commentators

Replies to postings also reflected change in the ways local Chinese participated in the RWC. Replies to a posting on 17 October 2011, before the final match, that asked “How many Chinese are watching the RWC?” are presented in Table 5.9. Except for two replies (#3 and #17), the other 21 replies were positive about their participation. Replies such as #9, #12 and #20 indicated users’ participation and also reflected their attitudes:

“Every single match! Originally, I thought rugby is a competition of power and fighting, and nothing good to watch. Now I know about this sport. It’s about teamwork and skill. A good central organiser, a good front and good guard is very important. Great! Must watch.” (user N7)

“Watched several All Blacks games. [I] found them more and more exciting. I thought it was a barbarian game. Now, I know it is not.” (user SR)

“Whenever I have time, I will watch all the matches I can. Anticipating the final. I like Wales who fights till the end and the All Blacks being so all-rounded and flexible.” (user AA)

Views towards the sport of rugby also appeared to change from a focus on a “barbaric” body-power-oriented competition to a sport that required teamwork and organisation, and could be beautiful to watch. The replies generally showed clearly that the forum users supported the RWC 2011 and the All Blacks.

Table 5.9. Quotes from the Posting “How Many Chinese Are Watching RWC?”

Reply	Topic: How many Chinese are watching the RWC?
	Contributor: User UC13 Time: 2011-10-17, 21:05:46 I found nothing to do. Let's have a survey. How many Chinese in town are watching RWC 2011? If yes, please reply, haha.
1	Contributor: User XSPH Time: 2011-10-17, 21:26:37 I watch...
2	Contributor: User XSPH Time: 2011-10-17, 21:26:42 I watch...
3	Contributor: User PG Time: 2011-10-17, 22:49:56 Not interested at all
4	Contributor: User B Time: 2011-10-17, 22:52:36 I watch every match.
5	Contributor: User GFTIME Time: 2011-10-18, 08:40:34 I watch every All Blacks match.
6	Contributor: User A Time: 2011-10-18, 09:51:36 My husband and I watch almost every match. We found it more and more enjoyable. Power and team spirit, a battlefield for man.
7	Contributor: User JHL Time: 2011-10-18, 10:00:17 I watch and my friends also watch.
8	Contributor: user YMHD Time: 2011-10-18, 12:01:37 I watch.
9	Contributor: User N7 Time: 2011-10-18, 12:42:11 Every single match! Originally, I thought rugby is a competition of power and fighting, and nothing good to watch. Now I know about this sport. It's about teamwork and skill. A good central organiser, a good front and good guard is very important. Great! Must watch.
10	Contributor: User A0002 Time: 2011-10-18, 12:46:21 Watch the games by All Blacks.
11	Contributor: NC13 Time: 2011-10-18, 20:41:20 Looks like there are many people who are watching it. Great! I found many friends here with the same interests.
12	Contributor: SR Time: 2011-10-18, 21:52:13 Watched several All Blacks games. [I] found them more and more exciting. I thought it was a barbarian game. Now, I know it is not.
13	Contributor: RSG Time: 2011-10-18, 21:57:21 I watch
14	Contributor: User MW Time: 2011-10-19, 06:45:51 I was always a soccer fan. Now, I am an All Blacks fan. Feeling great! But the final will be with France. That makes people wondering what a coincidence. A reincarnation after 24 years.
15	Contributor: User LXSCJ Time: 2011-10-19, 08:02:20 My whole family is all watching. Four of us.
16	Contributor: User PSZ Time: 2011-10-19, 09:52:55 My husband and I both watch. I like the All Blacks.
17	Contributor: User CED Time: 2011-10-19, 12:22:29 In such a boring country, what else can we watch? We need to pay for watching other sport games. So, just can watch this for free.
18	Contributor: User FYD Time: 2011-10-19, 20:32:19 No matter which team plays, as long as it is on freeview, I will definitely watch.
19	Contributor: User L97 Time: 2011-10-20, 21:47:45 Not a professional fan but enjoying it.
20	Contributor: User AA Time: 2011-10-20, 14:04:32 Whenever I have time, I will watch all the matches I can. Anticipating the final. I like Wales who fights till the end and the All Blacks being so all-rounded and flexible.
21	Contributor: User DH Time: 2011-10-20, 15:39:07 The group is here!
22	Contributor: User K1989 Time: 2011-10-21, 17:18:43 I watch...
23	Contributor: User CC Time: 2011-10-23, 16:46:38 Final is tonight. My whole family supports the All Blacks.

After the All Blacks won the RWC, a range of other postings were found. In November and December 2011, discussion focused on the impacts of the win on national and international image building and the event's economic benefits (see Table 5.10). The postings and replies were mainly quoting facts found in the media news and related RWC 2011 reports. Messages generally reflected the fact that users were proud of the RWC 2011 and its impacts.

Table 5.10. Topics Discussed on Skykiwi – Audited December 2011

Posting date	Topic	Topic-specific forum section	# of replies	#of views	Last replied
28-Dec-11	RWC trophy parade starts	Soul Graffiti	0	2	09:29, 28-Dec-11
16-Nov-11	After RWC, the spring of retail also has gone?	Soul Graffiti	0	6	09:03, 16-Nov-11
24-Oct-11	RWC closes. RWC 2011 Sport Area forum section closes	RWC 2011 Sport Area	11	142	00:23, 9-Nov-11
7-Nov-11	After winning the RWC, all New Zealanders are floating in the sky	FML*	22	506	13:59, 8-Nov-11

Note: * FML is a section area for posting contributors' "Everyday Life Stories".

5.2.2 Economic impacts and business networks

Although the popular discussion content reflected that contributors were aware of and participated in the RWC2011, only 16 and 13 accumulated postings, respectively, mentioned economic impacts and business networking out of the 256 postings audited (Table 5.11). The majority of the discussions relating to economic impacts and business networking were found prior to the event. The content of the postings and replies before the RWC 2011 were focused on speculation and uncertainty about the RWC 2011, especially on potential negative impacts such as the driving up of rental costs and inflationary pressures. Only seven postings were found during or after the RWC 2011 discussing economic impacts and business networking. This number is very low

considering the focus of much of the pre-RWC Government rhetoric about the event creating business opportunities. However, the post-RWC business networks/economic discussions did have fewer topics showing scepticism towards the event.

Table 5.11. Accumulated Topics Audited with Coded Contents in Economic and Business Networking

	Posting date	Topic	Topic-specific forum section	# of replies	#of views	Content	
						Economic	Business networks
During and Post-RWC	16-Nov-11	After RWC, the spring of retail also has gone?	Soul Graffiti	0	6	✓	✓
	14-Oct-11	RWC makes new record for railway user	Soul Graffiti	0	7	✓	✓
	1-Oct-11	Do you think RWC helps your business?	God's Garden	6	110	✓	✓
	29-Sep-11	Will RWC becomes the last Mega event in NZ?	Soul Graffiti	2	13	✓	
	17-Sep-11	Help: about RWC commercial website?	Information Centre	1	8		✓
	9-Sep-11	A few numbers revealing RWC	God's Garden	6	312	✓	✓
Before RWC	14-Aug-11	RWC starts soon. How to purchase tickets? Link please. Thanks.	Information Centre	4	81		✓
	1-Jul-11	It's difficult to find a place in city. RWC affects the rental. Driving me crazy.	FML	17	662	✓	
	24-Jun-11	Questions about RWC logo and brand logo	Amicus Law	2	109		✓
	5-Jun-11	Ask the lawyer re: questions about selling rugby item at area surrounding the stadium	Amicus Law	4	216		✓
	14-May-11	Where can we watch rugby tournament?	NZ Working Class	5	97	✓	
	7-May-11	Is that legal to have a street stall during RWC period?	Investment	26	1268	✓	✓
	26-Apr-11	Can the RWC really bring NZ economic benefits?	News	12	367	✓	
	1-Jan-11	NZ 2011 RWC	Information Centre	4	143	✓	✓
	7-Oct-10	Discussion: Can you afford NZD20K per week for a room during RWC period?	NZ Working Class	1	86	✓	
	27-May-10	Professionals: what are your opinions on letting out the house during RWC next year?	Information Centre	24	410	✓	
	27-May-10	Will you let out your house during RWC next year? A shabby-looking house at Mt. Eden cost 7000 a week.	Investment	26	1039	✓	✓
	26-May-10	Will you let out your house during RWC next year? A shabby-looking house at Mt. Eden cost 7000 a week.	NZ Working Class	29	555	✓	✓
	3-Apr-10	What can we invest for the RWC 2011?	Investment	17	872	✓	✓

The online discussion in the pre-RWC period also revealed details of the business engagement intention of the local Chinese community. In replying to the postings “Is that legal to have a street stall during the RWC period” and “Question about selling rugby item at area surrounding the stadium”, users replied by also asking if any other users of the forum would like to “set up a business together”. Replies related to setting up a business are shown in Table 5.12. The most commonly repeated comments relate to themes outlined in the following post:

“I think this works. I also have this thought. Let’s do it together.” (users HL and CRX).

Other users replying to the same posting had similar comments on networking and discussed opportunities for setting up a business (Table 5.12). These conversations indicated the intention, albeit limited to a few individuals, of the local Chinese community to set up an informal business network related to the RWC 2011.

Table 5.12. Replies to a Posting about Setting up a Business

Contributor	Reply time	Topic: Is that legal to have a street stall during the RWC period?
User TDVS	7-May-11, 21:56:13	I want to find a place near the stadium to set up a stall during the RWC period selling flags, and horns etc. Is this allowed? Where can I find out if this is allowed?
User ZCMNYX	8-May-11, 15:31:53	There is no street management bureau in NZ. Therefore, you don't need approval. However, if you are selling RWC related products. Such as your products have any wordings or logo of the RWC 2011. Be careful of the possible big lawsuit. The RWC has very straight licensing requirements. So straight that you cannot even write wordings like, "We can watch RWC here" at the blackboard outside your pub.
User PM	5-Jun-11, 04:08:13	I think your idea is good. I have some products here. You can contact me with this: XXXXXXXX
User NL	5-Jun-11, 17:02:53	I also have this same thought. Should we set up something like a night market?
User HL	5-Jun-11, 17:02:53	I think this works. I also have the same thoughts. Let's do it together!
User LL	12-Aug-11, 09:48:09	It is not really ok. I called the city council. The answer was we can only sell crafts. Otherwise, we need to apply. There will be fines and penalty. Though I saw people selling those items on the street and not being prosecuted....
User DDW	12-Aug-11, 02:13:58	We can take a look at this link about the RWC garment selling at "Trade" for wholesale. http://.....
User TDVS	13-Aug-11, 17:41:31	Those who replied above. Please add my QQ. Let's see how we can set something up. My QQ: XXXXXXXX
User CRX	6-Sep-11, 11:06:14	I think this works. I also have this thought. Let's do it together.

The postings discussing economic impacts during the RWC 2011 focused on monetary figures and the anticipation of community or broader regional and national benefits (Table 5.13). The comments reflected awareness of the potential benefits of the RWC 2011 which were widely discussed in other types of media such as newspapers. (See, for example, comments from user TS.) The emphasis on the large amount of monetary investments and other values of benefits presented by the official organisers was channelled to the local Chinese community through mass media. The replies reflected contributors' expectation of benefits to be brought to Auckland while a contributor who lived in another region was envious of such expected benefits:

If there is no earthquake, Christchurch will be promising ... and prosperous ...
sigh ... we don't have this kind of fate here in Christchurch. (user T)

Local Chinese living outside Auckland also shared the same lure of expectation before the RWC 2011. None of the postings found discussed any individual economic benefit after the RWC 2011.

Table 5.13. Replies to a Posting that Discussed the Economic Impacts of the RWC

Contributor	Reply time	Topic: A few numbers revealing RWC
User TS	9-Sep-11, 10:24:43	Flipping the newspaper and found a few figures: Around 90,000 total international tourist arrivals to visit NZ for the RWC. Creating NZD7 billion income. AMI Stadium spent NZD\$60 million on renovation. A total worth of NZD260 million tickets sold, with a leftover of tickets worth NZD26 million. NZ All Blacks is now number one in the world. Betting rate is 1.6:1.
User T	9-Sep-11, 10:32:09	If there is no earthquake, Christchurch will be promising ... and prosperous ... sigh ... we don't have this kind of fate here in Christchurch.

Postings also discussed how the RWC drove the cost of house and apartment rents up. Though the topics may appear to be related to economic and business links, the replies were mostly irrelevant such as “don't care”, “thanks” or simply an emoji (e.g. ☺). Such discussions were not directly related to the personal business activities of the contributors but related to the potential macro-economic impacts of the event.

5.2.3 Identity and pride

Postings that featured content relating to identity and pride climbed from zero prior to and during September 2011 to 27 and 35, respectively, in October 2011 (Table 5.14). These postings mainly contained content supporting the All Blacks against the other teams, which contributors sometimes considered to be NZ “fighting” against other

countries. Content reflected “we”, the NZ team fighting and winning. Replies such as “proud of NZ”, “proud of my/the country”, and “proud of us” were found in topics related to the All Blacks playing. These replies and content were mainly an extension of the contributors’ pride in the performance of the All Blacks to their broader pride in NZ.

Even with the RWC 2011 Sport Area special section removed, 20 of the accumulated postings on pride remained, with contributors viewing and also replying to them. These postings were triggered by NZ being the champion of the RWC 2011, and the messages were very positive (Table 5.14). Another 15 postings, with the last replies following 11 October 2011, are listed in Table 5.15. Posting contents also reflected people’s sense of identity of being New Zealanders. Of the 144 replies to the posting “Merge all posts: Congratulations to the All Blacks who wins the RWC”, repeated comments such as “our country”, “our team” and “we are the champion” were found.

Table 5.14. Topics with Coded Contents on Identity and Pride – Audited October 2011

Posting date	Topic	Topic-specific forum section	# of replies	#of views	Last replied	Content	
						Identity	Pride
2-Oct-11	NZ, Australia, South Africa, who can enter the final?	RWC 2011 Sport Area	26	790	18:52, 10-Oct-11	✓	✓
9-Oct-11	All Blacks, I am very disappointed.	RWC 2011 Sport Area	27	501	18:41, 10-Oct-11	✓	✓
9-Oct-11	I think Australia is dangerous.	RWC 2011 Sport Area	25	336	18:38, 10-Oct-11	✓	✓
9-Oct-11	All Blacks won. Each game has a hero.	RWC 2011 Sport Area	14	425	17:56, 10-Oct-11	✓	✓
10-Oct-11	What do you think about the weekend semi-final? Which two will enter the final?	RWC 2011 Sport Area	8	129	15:56, 10-Oct-11	✓	✓
10-Oct-11	No matter who loses in the weekend game NZ vs. Australia, NZ tourism loses.	RWC 2011 Sport Area	10	184	14:56, 10-Oct-11	✓	✓
9-Oct-11	To watch All Blacks fighting with Argentina.	RWC 2011 Sport Area	10	271	11:56, 10-Oct-11	✓	✓
9-Oct-11	Australia vs. South Africa, NZ vs. Argentina. What do you think about today's games?	RWC 2011 Sport Area	8	289	05:56, 10-Oct-11	✓	✓
11-Sep-11	2011 RWC game results, add final 8	RWC 2011 Sport Area	47	2236	23:56, 9-Oct-11	✓	✓
9-Oct-11	France entered final.	RWC 2011 Sport Area	14	199	23:56, 9-Oct-11	✓	✓
8-Oct-11	If France and All Blacks entre the final, do we need a final game?	RWC 2011 Sport Area	6	231	23:31, 9-Oct-11	✓	✓
8-Oct-11	If All Blacks loses to Argentina...	RWC 2011 Sport Area	26	583	22:42, 9-Oct-11	✓	✓
30-Sep-11	We, Chinese, also maintain one world record for Rugby	RWC 2011 Sport Area	16	645	17:20, 9-Oct-11	✓	✓
24-Sep-11	A few viewpoints on Rugby	RWC 2011 Sport Area	56	673	20:00, 7-Oct-11	✓	✓
24-Sep-11	Captain McCaw: Carrying All Blacks' wait for 24 years	RWC 2011 Sport Area	6	326	20:00, 4-Oct-11	✓	✓
2-Oct-11	Dan Carter was injured? Can he still with the RWC?	RWC 2011 Sport Area	29	398	20:00, 3-Oct-11	✓	✓
22-Sep-11	Showing off the four All Blacks autographs on hand	RWC 2011 Sport Area	23	666	20:00, 3-Oct-11	✓	✓
2-Oct-11	If Canada wins, can NZ proceed?	RWC 2011 Sport Area	5	160	20:16, 2-Oct-11		✓
27-Sep-11	Selling national flag outside the stadium?!	RWC 2011 Sport Area	23	280	19:31, 2-Oct-11		✓
25-Sep-11	The All Blacks was great last night	RWC 2011 Sport Area	11	258	15:37, 28-Sep-11		✓
24-Sep-11	All Blacks won!	RWC 2011 Sport Area	19	449	15:37, 26-Sep-11	✓	✓
24-Sep-11	Dan Carter is a good player but not effective	RWC 2011 Sport Area	9	275	15:37, 26-Sep-11	✓	✓
18-Sep-11	Predicting the result of France vs NZ in next week	RWC 2011 Sport Area	20	430	13:10, 25-Sep-11		✓
24-Sep-11	37:17, All Black won	RWC 2011 Sport Area	9	185	15:37, 24-Sep-11	✓	✓
22-Sep-11	All Blacks vs. France	RWC 2011 Sport Area	41	734	15:37, 24-Sep-11	✓	✓
19-Sep-11	Why Japan team has so many non-Japanese?	RWC 2011 Sport Area	14	405	22:07, 23-Sep-11	✓	
18-Sep-11	NZ tenor: Hayley Westenra - World in Union RWC theme song (many versions)	RWC 2011 Sport Area	2	73	13:04, 22-Sep-11		✓
16-Sep-11	Watching All Blacks breaking "ghosts"	RWC 2011 Sport Area	11	299	17:40, 17-Sep-11	✓	✓
10-Sep-11	Latest ranking from IRB: NZ #1, China #16	RWC 2011 Sport Area	11	636	17:40, 17-Sep-11	✓	✓
12-Sep-11	I am attending the game and deeply touched	RWC 2011 Sport Area	7	393	17:40, 17-Sep-11	✓	✓
9-Sep-11	Those who saw the most terrible opening ceremony, please come in.	RWC 2011 Sport Area	66	2448	17:40, 15-Sep-11	✓	✓
15-Sep-11	Pulse: All Black vs Japan, a big party	RWC 2011 Sport Area	0	93	17:40, 15-Sep-11	✓	✓
9-Sep-11	A few numbers revealing RWC	God's Garden	6	312	11:46, 9-Sep-11		✓
8-Sep-11	I have a photo with Dan Carter (with autograph)	RWC Sport Area	6	347	00:15, 9-Sep-11		✓
8-Sep-11	RWC--cool hotness	RWC Sport Area	4	346	22:00, 8-Sep-11		✓
11-Jul-11	2/3 New Zealanders think NZ can win RWC	Soul Graffiti	2	32	22:38, 11-Jul-11		✓
26-Apr-11	Can the RWC really bring NZ economic benefits?	News	12	367	02:32, 15-Jun-11	✓	

**Table 5.15. Topics with Coded Contents on Identity and Pride – Audited
December 2011**

Posting date	Topic	Topic-specific forum section	# of replies	#of views	Last replied	Content	
						Identity	Pride
28-Dec-11	RWC trophy parade starts	Soul Graffiti	0	2	09:29, 28-Dec-11		✓
7-Nov-11	After winning the RWC, all New Zealanders are floating in the sky	FML	22	506	13:59, 8-Nov-11	✓	✓
26-Oct-11	Tourism: The success of RWC builds NZ's image	Soul Graffiti	0	7	08:53, 26-Oct-11		✓
25-Oct-11	The success of RWC builds NZ's image	Soul Graffiti	0	4	17:30, 25-Oct-11		✓
24-Oct-11	RWC closes. RWC 2011 Sport Area forum section closes	Sport	11	142	00:23, 9-Nov-11		✓
24-Oct-11	Because of NZ and RWC, I fall in love with rugby	Sport	23	307	01:16, 24-Oct-11		✓
24-Oct-11	Fighting for 80 mins, after 24 years, NZ the RWC champion again	Soul Graffiti	0	3	09:04, 24-Oct-11		✓
24-Oct-11	RWC final details, All Blacks make dreams come true after 24 years	Soul Graffiti	0	5	09:04, 24-Oct-11		✓
24-Oct-11	NZ All Blacks won by 1 point (8:7), after 24 years, the champion again	Soul Graffiti	1	11	01:12, 24-Oct-11		✓
24-Oct-11	Fighting for 80 mins, after 24 years, NZ the RWC champion again	Soul Graffiti	0	9	01:02, 24-Oct-11		✓
23-Oct-11	Merge all posts: Congratulations to the All Blacks who wins the RWC	God's Garden	144	2049	19:42, 23-Oct-11		✓
22-Oct-11	I heard China rugby coach was in NZ?	Sport	7	308	21:17, 24-Oct-11		✓
16-Oct-11	History about RWC hosts and champions	Sport	8	243	15:37, 24-Sep-11		✓
13-Oct-11	Decoding RWC, how final 4 won?	Soul Graffiti	5	31	09:37, 13-Oct-11		✓
11-Oct-11	Can All Blacks make it to 2012 London Olympics	Sport	6	169	07:34, 11-Oct-11		✓

Inclusive wording such as “we” and “us” was found in the postings about the All Blacks. When a match was featuring the All Blacks against another team, postings discussing teams’ performances would be found with replies supporting the All Blacks; for example, “Go the All Blacks” and “Keep it Up”. Similar contents was found in the posting “Merge all posts: Congratulations to the All Blacks who wins the RWC” (Table 5.16). Replies with “We are the world Champion” and “We won” with a proud tone (and use of emojis) and “Congratulations” were found in this discussion in addition to all the replies supporting the All Blacks. All of the above indicated that RWC promoted at the very least a sense of pride in and identity among the Chinese migrant community towards NZ.

Table 5.16. Replies to a Posting That Reflected Identity and Pride

Topic: (Merge all posts) Congratulations to the All Blacks who wins the RWC
Contributor: User PZHT Time: 2011-10-23, 18:42:29 Keep it up! Ahhhhhh.
Contributor: User E7888 Time: 2011-10-23, 18:59:18 Go! Go! Go the All Blacks!
Contributor: User LT Time: 2011-10-23, 19:09:53 Go! All Blacks!
Contributor: User BH Time: 2011-10-23, 19:47:00 It's starting now!!!!!!! Keep it up! All Blacks Go!
Contributor: User T Time: 2011-10-23, 20:02:57 Go the All Blacks.
Contributor: User YTDJDSH Time: 2011-10-23, 20:03:39 Exciting! Exciting! Exciting! All Black Go!
Contributor: User E7888 Time: 2011-10-23, 20:19:34 Goal!
Contributor: TT333 Time: 2011-10-23, 20:20:14 Goal! Goal! haha.
Contributor: User J141E Time: 2011-10-23, 21:41:37 WE ARE THE WORLD CHAMPION We won!
Contributor: User YH Time: 2011-10-23, 21:45:36 Our neighbours immediately start the firework. Exact timing.
Contributor: User E7888 Time: 2011-10-23, 21:45:53 We won.....
Contributor: User MC Time: 2011-10-23, 21:46:50 NZ Won! 8:7
Contributor: User LKK Time: 2011-10-23, 21:49:25 Congratulations! !!!!!!!!!!!!!!!
Contributor: User WS Time: 2011-10-23, 21:52:00 All Blacks won!! I almost had a heart attack. Too exciting! Too great!
Contributor: User3M Time:2011-10-23, 21:53:29 We won~~ [with a proud emoji]

As a result of a change of attitude towards rugby, contributors also discussed the connection between loving the sport and having a stronger sense of patriotism and national identity. Long and deeply reflective comments (bolded in Table 5.17) about the passion of rugby and its links to a deeper love of the country were found in some of the replies to the post “Because of NZ and RWC, I fall in love with rugby”. (All of the comments to this posting are listed in Table 5.17.) Local Chinese went from not caring

about the sport and the event, to supporting the team, the sport of rugby and the country more generally. The discussions in this posting indicate that the contributors originally did not participate in rugby, either as spectators or players, but that after the RWC 2011, their love for rugby had grown considerably. One contributor said he intended to let his son play rugby: “Until last night, I didn’t miss a scene. I really love rugby too much. A sport for man. If I have a son, I will let him play rugby” (user NNDH).

Two contributors also recommended watching watch rugby league in the future: “Hope people will pay more attention to the league in the future” (user sd 21) and “I recommend you to watch rugby league” (user SL).

Clearly rugby union’s competing code of rugby league was also able to benefit and get spin-offs from the union event. Many replies to this posting also expressed the contributor’s love of New Zealand. This passion started from the attachment to the sport of rugby, support for the All Blacks, and then a broader love for everything in the country; for example, see the comment in bold by user henmh in Table 5.17. Such patriotism was also found among a contributor who had “lived in NZ for over five years” (see comments in bold by user WTP in Table 5.17).

Table 5.17. Replies to a Posting Reflecting Linkage from RWC to Sport Devotion and Patriotism

<p>Topic: Because of NZ and RWC, I fall in love with rugby</p> <p>Contributor: User WTP Time: 2011-10-24, 01:16:19</p> <p>This match was so exciting! With unhappiness and furiousness! I was counting the last 30 seconds with my family, until we saw “full time” and the 80 turning red. When the team members told Richie the All blacks won and he didn’t realise, he jumped with such a lovely post. Saw him crying with the trophy, with all the bandages on his body, I was so touched. He’s the hero who saved the All Blacks. He’s the soul and the captain of the All Blacks.</p> <p>No matter what you did, you are the best, All Blacks!</p> <p>A month of this championship is now over...I was thinking that I originally wasn’t even care about any news or the performance of NZ team. But, during this period, I was sitting in front of the TV for every tournament and wouldn’t miss any. I found myself falling in love with this violent but not barbaric sport. This is also the first time I found out that I love NZ, the place where I have lived for 5 years...starting when I was 17.</p> <p>...tonight was an emotional night! I respect every member of the ALL Blacks...if I see one of them in the street, I will sure ask for an autograph.</p> <p>I LOVE NZ, LOVE AB, LOVE RUGBY</p>
<p>Contributor: User hc1989 Time: 2011-10-24, 01:33:04</p> <p>I originally thought rugby was meaningless. After watching a few matches, they were so exciting and great.</p>
<p>Contributor: User QQXYXDW Time: 2011-10-24, 01:40:53</p> <p>With a proud emoji.</p>
<p>Contributor: User NNDH Time: 2011-10-24, 01:40:53</p> <p>Agree! In the beginning, I didn’t watch the game. When everyone was discussing it, I started watching. Until last night, I didn’t miss a scene. I really love rugby too much. A sport for man. If I have a son, I will let him play rugby.</p>
<p>Contributor: User 4af Time: 2011-10-24, 15:02:13</p> <p>Hmm...the match was great!</p> <p>Yesterday was suffocating ... no matter which team you supported.</p>
<p>Contributor: User sd21 Time: 2011-10-24, 19:27:05</p> <p>Hope people will pay more attention to the league in the future.</p>
<p>Contributor: User WTP Time: 2011-10-24, 20:34:04</p> <p>I will. I really love rugby now, a sport which is primitive but with love.</p>
<p>Contributor: User WTP Time: 2011-10-24, 20:35:30</p> <p>When French got 7, I was really pissed off! But I stayed till the end because of the fighting spirit of the team. All Blacks the best. ~ ~(\(\geq \nabla \leq\))/~</p>
<p>Contributor: User WTP Time: 2011-10-24, 20:39:42</p> <p>Challenges, so NZ is now famous for challenges...at least when people talking about NZ, you don’t need to only mention about good environment, blue sky, clear water, but how about 2 times RWC champions...</p>
<p>Contributor: User SL Time: 2011-10-25, 10:20:37</p> <p>Support the posting creator! This is so true! Like the All Blacks very much. I recommend you to watch rugby league.</p>
<p>Contributor: User henmh Time: 2011-10-26, 06:01:55</p> <p>I love the All Blacks. I wore the All Blacks replica jersey whenever there were All Blacks playing. Starting from the quarter final, I went to the bar to support the All Blacks. In every bar, as long as there were Kiwis seeing me wearing the All Blacks jersey, they welcomed me warmly. I sang the national anthem with them together, and support the All Blacks together. We yelled at the Aussies fans and the French fans....I deeply love this country where’s the place that let me grow. I put all my love into the All Blacks... I saw many people who love rugby here. I hope you all cherish NZ.</p>
<p>Contributor: User WTP, Time: 2011-10-26--, 22:08:23</p> <p>Living in NZ, I think understanding rugby can help me strengthening my relationship with Kiwis and NZ. I thought I might not be able to integrate into NZ. But now, I think I was already one of them long time ago...I might not have made any contribution. I only know I love everything here.</p>

Supporting the sport and the All Blacks led to contributors' re-structuring of their national identity as New Zealanders and instilled in them a feeling of national pride. Local Chinese would wear the All Blacks team jersey, symbolising the country, and mingle with the "Kiwis" as one of them, singing the national anthem together. For example:

I love the All Blacks. I wore the All Blacks replica jersey whenever there were All Blacks playing. Starting from the quarter final, I went to the bar to support the All Blacks. In every bar, as long as there were Kiwis seeing me wearing the All Blacks jersey, they welcomed me warmly. I sang the national anthem with them together, and support the All Blacks together. We yelled at the Aussies fans and the French fans ... I deeply love this country where's the place that let me grow. I put all my love into the All Blacks ... I saw many people who love rugby here. I hope you all cherish NZ. (user henmh)

These local Chinese identified themselves as Kiwis while other fans were from other nations, such as Australia or France. Their actions clearly expressed their sense of identity. Contributors were not only proud of rugby and the All Blacks but also of New Zealand. The contributors would introduce NZ as a country with "good environment, blue sky, clear water, ... [and] 2 times RWC champions" (user WTP). Their increased devotion to the sport as a result of participating in the RWC 2011 clearly contributed to their having a stronger sense of identity with and pride in New Zealand.

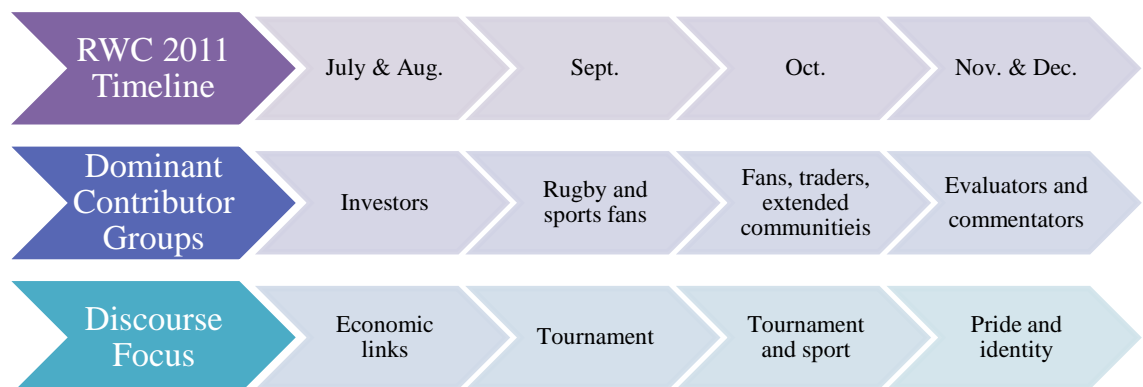
Other than patriotism, rugby was connected to contributors' integration to the new environment and culture of New Zealand. Contributors indicated that they were welcomed by other Kiwis when they participated in the RWC 2011 and supported the All Blacks; for example, see user henmh's comment indented above, and user WTP said, "Living in NZ, I think understanding rugby can help me strengthening my relationship with Kiwis and NZ." By understanding rugby better, contributors also gained a deeper appreciation of NZ sporting culture. Relationships with Kiwis were strengthened by the contributor's perceptions of an enhanced feeling of integration within NZ; for example,

user WTP posted: “Living in NZ, I think understanding rugby can help me strengthening my relationship with Kiwis and NZ.” Clear interconnections were found among those participating in the RWC 2011, their devotion to the sport, patriotism, national identity and pride, and integration to NZ’s culture and environment.

5.3 The Temporal Dimension of RWC 2011

As Skykiwi’s most popular topic in the period from September to October 2011, the RWC 2011 was clearly a focus for local Chinese. With the chronology of the event, a discussion pattern was clearly identified that reflected the awareness, participation and attitude of the contributors. Prior to the event, contributors focused on potential economic links, but once the event had started the focus of the online postings shifted to the core subject of the event itself, i.e. the rugby. After the event, the focus once again shifted – this time to identity and pride. The pattern of contributors and discourse focus is summarised in Figure 5.4.

Figure 5.4. Contributors’ Participation and Discourse Focus Over Time



The Web audit reflects the local Chinese community's awareness of, participation in and attitude towards the RWC 2011 through the accumulated quantifiable variables and latent content of the online discussion forum. The local Chinese community really started to discuss the event when the RWC 2011 officially opened on 9th September 2011. The RWC 2011 was a mega sporting event big enough to engage the whole country. However, according to the results of the Web audit, the focus of the online Chinese community at this stage was really the tournament and the sport knowledge.

During and after the RWC 2011, a significant growth was seen in postings with messages about identity and pride. The local Chinese community using Skykiwi were proud of the RWC 2011, the All Blacks and NZ. They also mentioned about being New Zealanders, and increasingly used terms such as "our country", "our team", and "us". In addition to participation leading to a stronger sense of identity and pride, messages reflected that the local Chinese community participated in the RWC 2011 as a result of identity and pride. A reciprocal relationship between participation and identity and pride can therefore be seen to have evolved.

The content of the online discussion indicated that the local Chinese community was aware of and participated in the RWC 2011 by watching, attending and discussing the tournaments. Results of the Web content analysis suggest that business networking and economic opportunities were not the focus of the RWC 2011 discussions. Though the contributors' perception of business networking and economic opportunities changed from sceptical to positive after the RWC 2011, only a few postings were related to how the local Chinese community perceived these positive benefits of the event. Nor did the content of the analysed postings reflect any personal economic and business linkage to the RWC 2011 from within the community. The next research element, in-depth interviews, discusses key informants' insights on, and adds supplementary detail to, the theme of economic and business linkage to RWC 2011.

Chapter 6: KEY STAKEHOLDER ATTITUDES

Following the beginning of the Web audit, in-depth face-to-face interviews were conducted in July 2011. The interviewees were selected to represent the views of three different stakeholder groups, namely local Chinese media, businesses, and the community. The chapter begins with a detailed profile of the interviewees. The interview results are then presented in individual dendrograms. The dendrograms and the results of the three areas of focus – awareness of and participation and business engagement in the RWC 2011 – were based on the interviewees' information and opinions about the activities they planned or did not intend to conduct. As the research focus of the interviews was the event awareness, no follow-up interviews were required. The findings of the interviews are then synthesised to identify the roles of the local Chinese community, event host organisations and local community stakeholder group leaders in terms of awareness of and participation and business engagement in the RWC 2011.

6.1 Informant Profile

The interviewees are prominent leaders in the local Chinese community, and they came from NGOs, media and government departments. The key informant from the local Chinese media (interviewee M) was operating various local Chinese TV channels and media and had several decades as a top executive operating local Chinese media. Interviewee M's experience included launching and operating Freeview public local Chinese television channels for several years, and spending more than ten years as a pioneer leading local Chinese newspapers in NZ. During these decades of media experience, Interviewee M had participated in various events as a media stakeholder. His media operation covered events ranging from local community activities, including the Chinese New Year Festival and Market Day in Auckland and the 2011 International

Volleyball NZ, to mega events such as the 2008 Olympics in Beijing and the 2010 World Expo in Shanghai. As a top executive, Interviewee M was also a member of various local and international press and media associations.

All of the informants had experience as event organisers and participants and/or had attended events ranging from local community activities, including the Chinese New Year Festival and Market Day in Auckland, to mega events such as the 2008 Olympics in Beijing and the 2010 World Expo in Shanghai. Representatives from two of the event host organisations, Auckland Council (interviewee A) and the Ethnic Affairs, (interviewee E) were interviewed. Interviewee A from Auckland Council has had more than 15 years' senior executive experience working for governments or NGOs. This informant was involved in organising the RWC 2011 with ATEED, mainly contributing to the event's procurements in Auckland. Interviewee E from the Office of Ethnic Affairs in the Department of Internal Affairs has had several years' experience working for the NZ Government, focusing on migrants and communities.

A key informant from the local Chinese business community was the vice chair of the Chinese Chamber of Commerce (interviewee B). Interviewee B has owned and operated businesses in NZ since 1971 and, in addition to his leadership role in the business association, interviewee B was also vice chair or chair of various local Chinese associations. The local community organisation leader (interviewee C) has had decades of community work experience and was a top executive of an NGO focused on migrant services. Interviewee C is also a member of many social services organisations in NZ. Interviewee C has had experience in organising events ranging from local and community festivals to employment expos and was planning to attend the 2012 Olympics in London. The interviewees were all local Chinese residing in the Auckland region. A summary of the key informants are listed in Table 6.1.

Table 6.1 Summary of Profiles of Local Chinese Community Leaders Interviewed

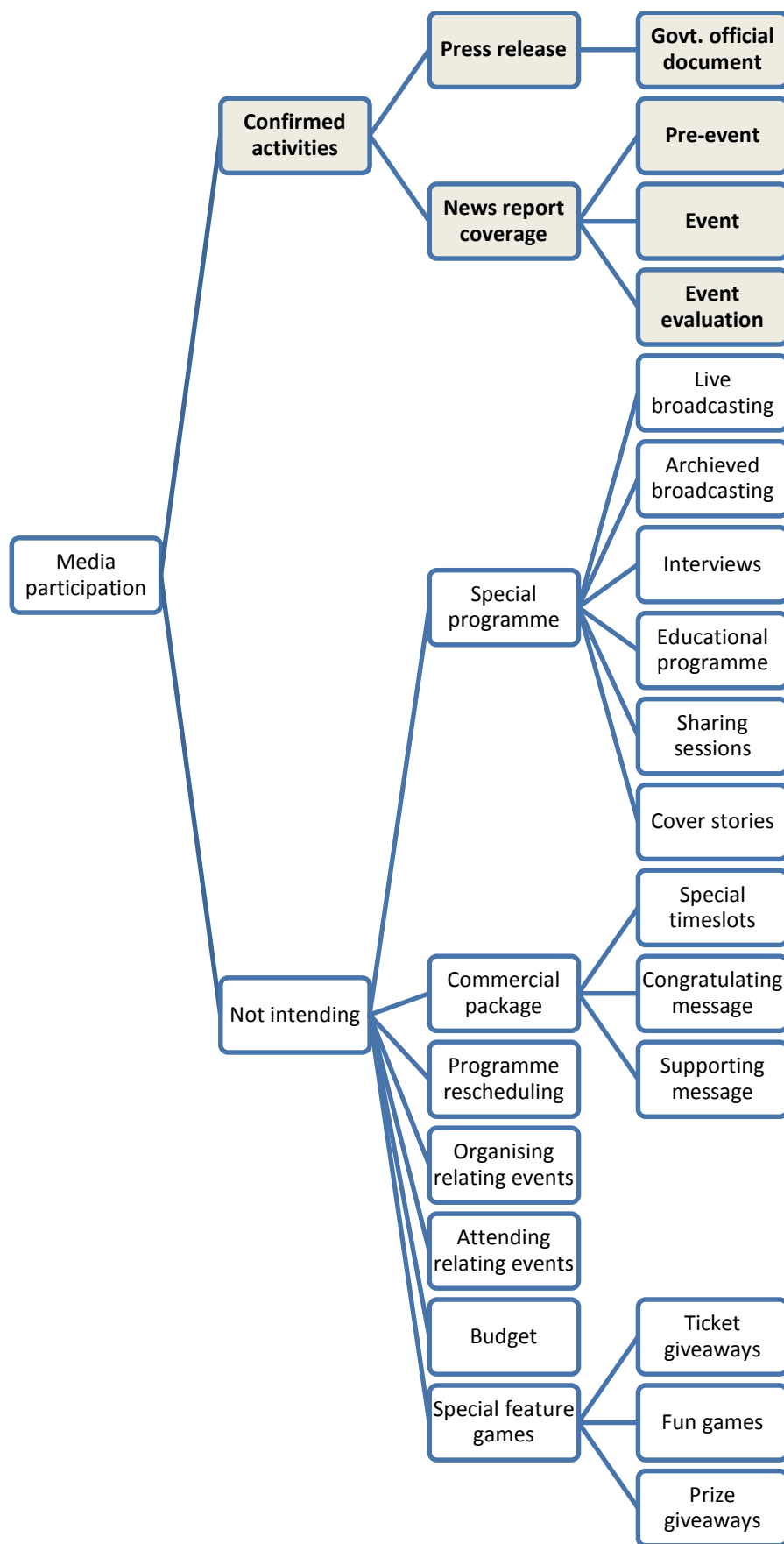
Interviewee	Stakeholder Group
M	media
A	event host organisation – Auckland Council
E	event host organisation – Office of Ethnic Affairs
B	local Chinese business community
C	local Chinese community organisations

Note: ordered to match the order given in the paragraphs in section 6.1

6.2 Local Chinese Media Participation

Although the media representative (interviewee M) expected all communities in NZ, including the local Chinese, to be aware of the RWC 2011, the local Chinese media did not have “massive plans” to participate in the RWC, unlike the local NZ English-language and international media. A dendrogram describing the local Chinese media participation in RWC 2011 is presented in Figure 6.1. This dendrogram first lists all the usual practices of key media activities relating to mega events, according to interviewee M. These media activities were then categorised into subgroups (confirmed or not-intending) based on the local Chinese media’s plans for the RWC 2011, as disclosed by interviewee M. “The confirmed activities for the local Chinese media so far mainly included dissemination of government official documents; for example, the guidelines developed by NZTE” (interviewee E). Other confirmed activities included news report coverage of RWC 2011 before, during and after the event. Instead of making the RWC 2011 the focus of media attention for the period, “The confirmed arrangement for our participation is really minimal,” concluded interviewee M.

Figure 6.1. Local Chinese Media Participation in the RWC 2011



This minimal plan was confirmed by interviewee M's TV channel's schedule which had no special programmes covering the pending RWC 2011. Special programmes, including live broadcasting of any related events, were not part of the planned schedule for the Freeview and paid Chinese TV channels during the RWC 2011 period. None of the opening and closing ceremonies or the final championship game was found in the broadcasting schedule of these local Chinese free-to-air channels during the RWC 2011 period. Moreover, no archived broadcasting or any re-runs of even very important games or related events were planned. There were no planned interviews of players, organisers or teams. No educational programme focused on rugby rules and RWC history would be featured. There were no planned TV shows covering sharing sessions from RWC 2011 players, fans or volunteers. None of the cover stories of special games, planners, teams, countries or VIPs were mentioned or suggested by the production team. (See Figure 6.1 for all the not-intending activities.) Interviewee M noted that coverage was much lower for the RWC 2011 than what is usual for other mega events. This low coverage indicated that various departments of the local TV channels, ranging from marketing to production, considered the RWC 2011 to be not as attractive to their target audience, the NZ local Chinese.

“Compared to the Olympics Beijing 2008, my company had covered all sharing sessions, special games and cover stories of planners and teams. We have plans also for the Olympics London 2012 for all these coverage dimensions.” (interviewee M)

Interviewee M further emphasised that if the RWC 2011 had been happening in another country, the local Chinese media would not even cover it “at all”. The reason why it was covered as it was, with “minimal plan”, was because the RWC 2011 was in and about NZ. Other mega sporting events such as the Olympic Games were a major focus of the local Chinese media, even though the mainstream media in NZ would also be saturated

with coverage. The RWC 2011 was covered by all local TV channels, with TV1, TV3 and Maori TV providing free viewing of major tournaments and the final, and Sky TV providing pay-channel viewing of all events (RWC Limited, 2011). Clearly the local Chinese media considered the RWC 2011 to have less direct relevance to its potential NZ audience than other mega sporting events. Perhaps this is partly because there were no Chinese players in the 2011 All Blacks team.

In terms of commercial and advertising opportunities, local Chinese media did not offer any specific packages for the RWC 2011. For various festivals and events, local Chinese TV channels, radio channels and local Chinese newspapers will sometimes offer special timeslots for related commercials (Figure 6.1). These commercial timeslots broadcast messages of appreciation, congratulating winning teams and supporting teams. Media see mega events as opportunities to offer packages of multiple messages from companies who support these commercials. Local Chinese media did not offer any such packages for the RWC 2011. This is in contrast to other events: “While in the World Expo 2010, Chinese New Year and the Olympics, these packages are main sources of revenue for the media to support any special features covering the event” (interviewee M). It is clear that the local Chinese media did not see the RWC 2011, the biggest event ever staged in NZ, as a commercial opportunity that carried similar importance to larger international events.

Stakeholder relationship models and participation marketing concepts all consider media as a channel that can promote an event, both before and during the event, through special games to create awareness of the event and the programmes scheduled (Bouchet, Bodet, Bernache-Assollant, & Kada, 2011; Bowdin et al., 2006). Special games might include phone-in games, lucky draws or other games to give away tickets of the event. Local Chinese media, however, did not feature any special games for the RWC 2011 even though:

“We had tickets giveaways for the International Volleyball NZ 2011 just in July and [are] planning to have special fun games for the Olympics.” (interviewee M)

Special games include activities like “fun facts” about an event and are designed to deliver messages about the events that can also help to create event awareness. Moreover, special games can also involve various event sponsors giving away event merchandise as prizes. That there were no RWC 2011-related special games featuring during the period of the event reinforced the minimal appearance of the tournament in the local Chinese media. Such minimal appearance reflects the fact that the local Chinese media did not plan to encourage audience participation in the event.

When compared with other major or mega events the local Chinese media have covered, there was no rescheduling of programmes, organising of related events, attending relating events or additional budget (see Figure 6.1). Because the local Chinese media was not featuring any special programmes, commercial packages or special games, the daily programme schedules did not require any changes during the RWC 2011 period. Interviewee M noted that various media representatives had organised related events such as familiarisation trips, mini pre-events, or dinners and celebrations with hosting cities, organisers and participants for previous events, including the 2010 World Expo in Shanghai and the 2008 Olympics in Beijing. Media representatives had also been invited to attend many related events, not necessarily as reporters, but as participants. Interviewee M revealed that none of the media representatives under his management would be organising or attending any of the RWC 2011-related events. Due to the non-presence of the activities mentioned above, there was not any special budget for the RWC 2011.

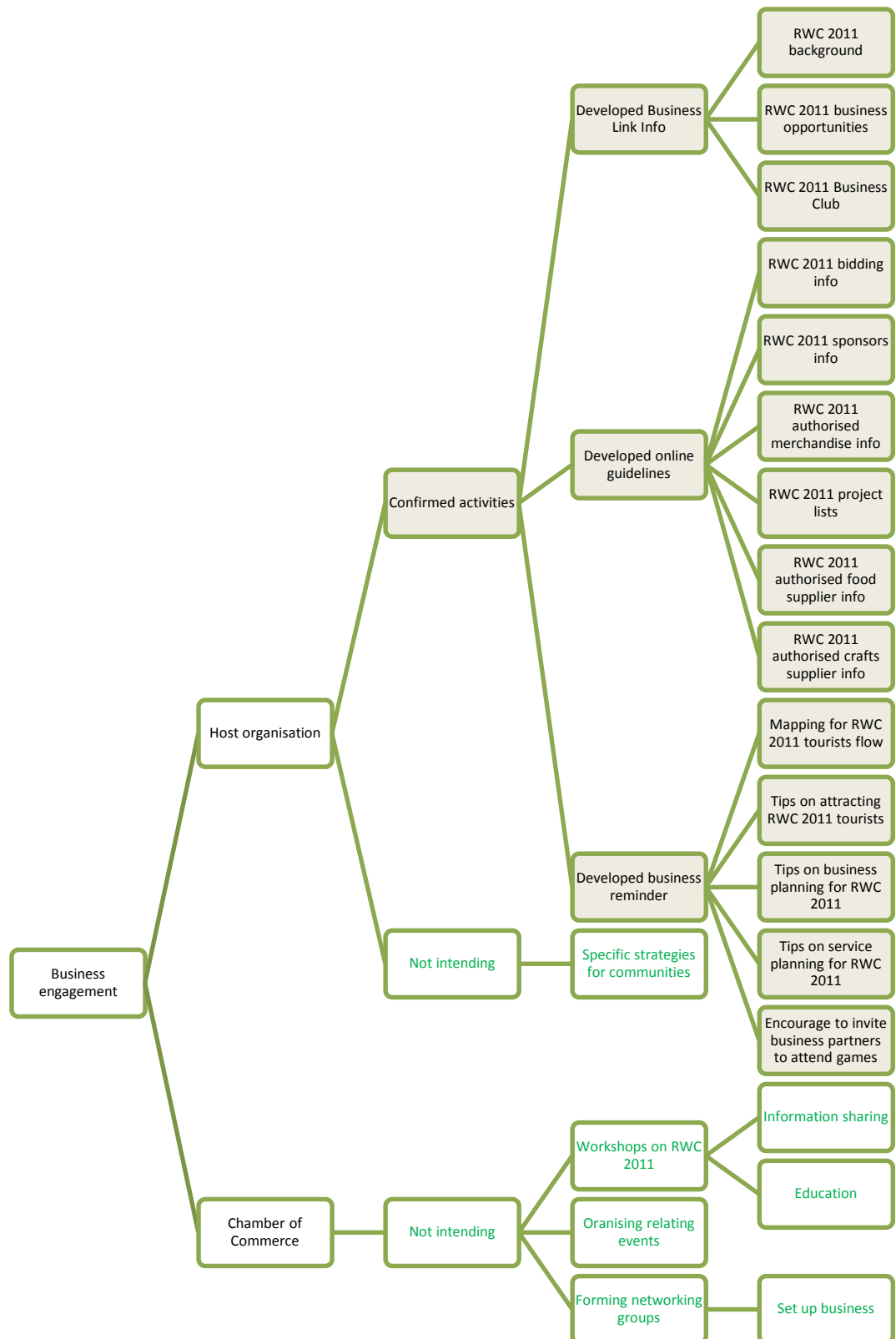
The main reason for the local Chinese media not having any “massive plans” for this mega event was that “Chinese are not fans of rugby and they do not watch or play rugby” (interviewee M; all the other interviewees also reflected similar thinking). The

local Chinese media believed that their target audience was not interested in any special programmes relating to the RWC 2011. This perceived lack of interest among the target audience led to no business support for any plans on commercial packages. Moreover, interviewee M indicated that “no sponsors” would support any special featured games. Finally, “no one approached us to join or organise any relating events for RWC 2011” (interviewee M). These “no’s” contributed to the minimal plan intended by local Chinese media and, as a result, led to minimal media participation in the RWC 2011 event.

6.3 Business Engagement

The dendrogram describing the local Chinese business community’s engagement with the RWC 2011 is presented in Figure 6.2. The dendrogram first lists all the usual practices of key business activities relating to mega events, according to interviewees A, B and E. These activities were then categorised into subgroups (confirmed or not-intending) based on local Chinese business-engagement plans for the RWC 2011, as disclosed by interviewees A, B and E. Interviewees A and E, from different government departments of the RWC 2011 host organisation, revealed that there were “no specific strategies” for business engagement with individual ethnic communities in NZ. Although China is one of NZ’s most important trading partners, both in terms of imports and exports, no special consideration was made for the local Chinese community. All confirmed activities and programmes, planned and conducted, were aimed at all communities as a whole and did not focus on any particular ethnic community. Confirmed activities were mainly focusing on information dissemination by NZTE and the Office of Ethnic Affairs. According to interviewee E, these activities included development of business-link information, creation of online guidelines and information, and reminders to business about RWC opportunities.

Figure 6.2. Business Engagement of the Local Chinese Community to RWC 2011



Materials available online (Figure 6.2.) were developed by NZTE, translated to Chinese and disseminated to various local Chinese newspapers as press releases in April 2010. The Business Link Info was mainly educational and included information on the background to the RWC 2011, RWC 2011 business opportunities, and the RWC 2011 Business Club. This information mainly coincided with NZTE's strategy on leveraging the business and economic opportunities of RWC 2011. These documents were mainly documents NZTE developed to "provide general trade information" (interviewee E).

The online guidelines included information on business opportunities around the event, including related tender schedules, procedures and details (Figure 6.2). The RWC 2011 sponsors information provided a prospectus for potentially interested businesses. Moreover, RWC 2011 authorised merchandise information provided retailers with details on how to authorise licensing details relating to the event. Various project details, including construction schedules and plans, were in the RWC 2011 project lists. The RWC 2011 authorised food supplier information provided details on food for the event in terms of requirements and standards. Finally, the RWC 2011 authorised crafts supplier information provided details on the standards required and procedures that producers needed to follow to obtain authorised qualification for their artworks or crafts.

NZTE also developed business reminders that focused on preparing businesses to attract RWC 2011 tourists (Figure 6.2). The mapping of RWC 2011 tourist flows indicated host organisations' forecasts of projected tourist flows according to games schedules. Business owners in areas involved could, therefore, plan accordingly. The tips on attracting RWC 2011 tourists specified potential tourist profiles and included suggestions on ways to tap into these tourist flows. To achieve the tourism objectives of showcasing NZ, tips on service planning for the RWC 2011 included guidelines on the service standards expected by tourists. Business owners were also reminded to invite business partners to the RWC 2011.

A representative from a business association (interviewee B) indicated that the association was not aware of and hence did not alert its members to these guidelines developed for the RWC by the NZ Government. Interim results of the business survey conducted by Auckland Council showed that fewer than a quarter of businesses surveyed felt a sense of involvement (Auckland Council, 2012). The low involvement of the local Chinese business community is similar to the level of the wider community's. The business association had no plans for conducting any workshops on sharing RWC information (see Figure 6.2), nor were any educational workshops planned for members to understand these documents; furthermore, no networking groups were formed to set up business strategies to seize the opportunities from the RWC 2011, which was one of NZTE's goals for the event. "Our associations would not organise any related events," summarised business association representative interviewee B.

Interviewee B noted that his business associations had in fact conducted all these activities for the 2010 World Expo in Shanghai and the 2008 Olympics in Beijing even though these two mega events were hosted outside NZ:

"Our associations and many members organised various site visits and manufacturer familiarisation trips in NZ and China for exploring more business opportunities and networking before the Shanghai World Expo and the Beijing Olympics." (interviewee B)

The RWC 2011 was clearly not considered by local Chinese business owners to be as important as other mega events. The business association's lack of intention to line up manufacturers and buyers reflected the fact that potential trading opportunities stemming from the RWC 2011 were not considered to be as attractive as the other global events noted in the quote above.

Related events such as networking dinners, training and sharing workshops, hosted in both Auckland around the country, were also organised for the 2010 World Expo in Shanghai and the 2008 Olympics in Beijing to facilitate business people's exchanges and connections.

“We organised many relating parties or business gatherings for the Shanghai World Expo and the Beijing Olympics in NZ and China with a whole list of agenda tabled in the association meetings.” (interviewee B)

However, the same was not done for the RWC:

“RWC 2011 was not even a topic in our association's regular meetings.”
(interviewee B)

The low priority attached to the RWC 2011 indicated that members of the local Chinese business associations did not consider the RWC 2011 as a significant focus for their business planning.

Though NZTE (2009) aimed to leverage business opportunities from the RWC 2011, it is clear that they failed to attract local Chinese businesses to engage in the event; indeed, local Chinese businesses chose to largely ignore the importance of the tournament. Although China is NZ's biggest import and export partner (Statistics New Zealand, 2012b), based on interviewee B's observations, local Chinese business owners did not consider the opportunities of the RWC 2011 to be as big as two other recent mega events, the 2010 World Expo in Shanghai and the 2008 Olympics in Beijing, – events that were not even held in NZ.

6.4 Community Participation

Interviewees from different sectors of the local Chinese community revealed that they participated in the RWC 2011 in a variety of stakeholder roles. The dendrogram

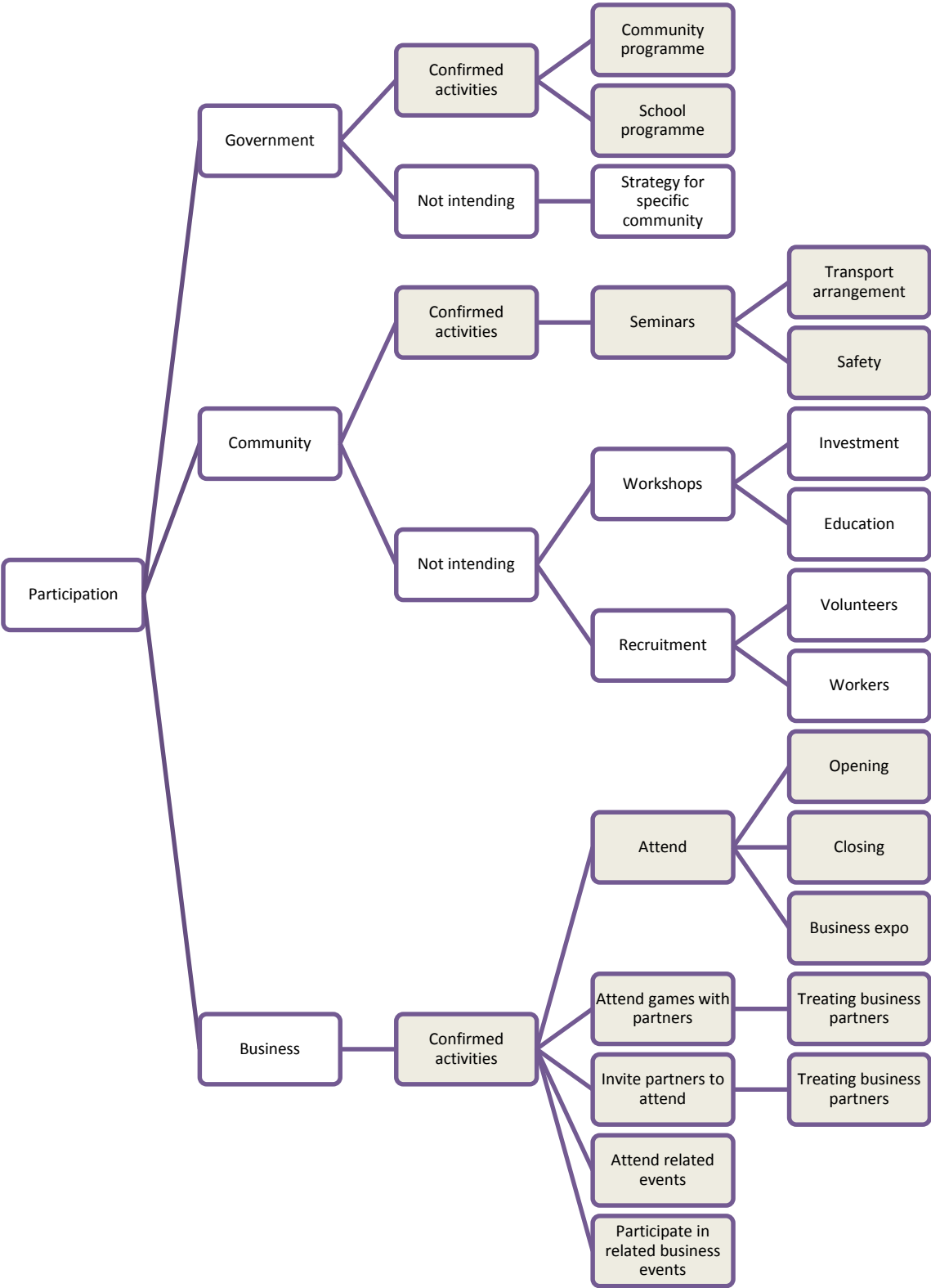
describing local Chinese community participation in the RWC 2011 is presented in Figure 6.3. The dendrogram first lists out all the usual practices of key activities relating to mega events, according to interviewees A, C and E. Interviewee A stated that Auckland Council's community and school programmes would include every community in Auckland region but there was no specific strategy for any individual ethnic community. All information about these programmes was in English and Maori only because the "Government is not targeting or focusing only on any one particular community" (interviewee A, and interviewee E also reflected similar views). Although local Chinese were invited to participate in RWC 2011, they were invited as New Zealanders rather than members of a specific ethnic group, and hence there was a lack of a culturally friendly and appropriate strategy to encourage their participation.

The local Chinese community organisations usually organise various cultural, community and educational workshops and seminars whenever there is a mega event happening around the world. During the preparation period for other mega events, such as the 2010 World Expo in Shanghai and the 2008 Olympics in Beijing, local Chinese community organisations "organised investment workshops and related events for cultural exchange" (interviewee C). These community organisations were approached by the China's consulate office and Chamber of Commerce or departments from various levels of the China's government. The local community organisations even recruited overseas volunteers for the Expo and Olympic mega events mentioned above, which were hosted by China.

For the RWC 2011, local Chinese community organisations only invited police to organise workshops on special transport arrangements for events in the Auckland region. There were also safety seminars provided, again relating to the event logistics in Auckland. None of these meetings focused on recruiting volunteers and workers for the RWC 2011. Likewise, there was no plan to provide any investment workshops nor did

local Chinese community organisations take this opportunity to organise educational workshops on rugby and NZ's sport culture. Interviewee C's comment exemplifies the reason given by many of the interviewees for this low level of involvement: "Chinese do not play and watch rugby."

Figure 6.3. Local Chinese Participation in RWC 2011



Though RWC 2011’s business-leveraging opportunity was not considered important by the stakeholders interviewed, the local Chinese business sector believed that the RWC

2011 was a good chance to network with business partners (see Figure 6.3). Interviewees B and M expressed that they would attend the main events, such as the opening and closing ceremonies and games, as well as related events such as the business expos. In contrast to their impression that Chinese were not interested, the interviewees felt that “Kiwis and Aussies are fans and love rugby and they will enjoy attending the RWC” (interviewee B, and interviewee M expressed similar sentiments). Local Chinese business owners would also utilise the opportunity to invite and treat their business partners, clients and prospects from NZ and Australia to attend these RWC 2011 events.

6.5 From Intentional to Unplanned Participation

The interview results reflected the key informants’ scepticism of the RWC 2011’s benefits before the event. The interviews were conducted two months before the tournament when NZ had not had any experience in actually implementing a mega sporting event. Although the interviewees all agreed that local Chinese were aware of the RWC 2011, due to its size and scale, local Chinese organisations and business associations did not participate at the same level as they had in two other mega events not even hosted in NZ, namely the 2010 World Expo in Shanghai and the 2008 Olympics in Beijing . The general reason provided was that Chinese are not rugby fans. The low level of involvement of Chinese businesses was similar to the low levels of the wider community and reflected low expectation of benefits. Two of the government-level event host organisations did not have specific strategies to target individual ethnic communities other than Maori, and the RWC event host organisation had not approached the local Chinese community to be involved in the RWC 2011. The minimal planning of the media and various business and community associations and their omission to organise any related events also did not contribute to an in-depth awareness of the event that encourages further participation.

Scepticism about the benefits of the event among the local Chinese business community also lowered levels of planning for participation. The proposed modes of stakeholder participation in events are outlined in Figure 2.4. Businesses such as merchants and suppliers who participate in an event do so in because they hope to make a profit. Likewise, media, as promoters for the event, participate intentionally because they, too, expect to make a return with higher ratings and increased commercial opportunities. With uncertain returns, such intentional but active participation will drop to an unplanned level. Furthermore, this level of unplanned participation will drop even more to a passive mode of participation if motivations are lacking. All the “not-intended” activities in the dendrograms above (Figures 6.1 to 6.3) indicated a possible shift due to the lack of motivation, resulting in very passive participation from the local Chinese media and business community.

This chapter has discussed in depth the various activities conducted and planned by individual event stakeholder groups, based on interviews with key stakeholder representatives. The qualitative nature of the in-depth interviews provided detailed information on all these activities. The thesis now goes on to explore the linkages between the activities and the stakeholder groups through survey-based empirical data.

Chapter 7: INTERACTION OF VARIOUS STAKEHOLDERS AND ACTIVITIES

The pre- then post-event survey results discussed in this chapter further explore the interactions between various event stakeholders and activities. The first part of the chapter provides the profiles of respondents to the pre- and post-event surveys. The remainder of the chapter reveals the results for the local Chinese community's participation in rugby, awareness of and participation in the RWC 2011, and the association between these and multicultural adaptation and linkage to NZ as well as national pride and identity. Different sets of indicator questions and statements were developed to look also into the correlation of the research themes. Finally, linkage between these themes is analysed through regression analysis.

7.1 Respondent Profile

The respondents to the questionnaire surveys were migrants mainly from the People's Republic of China (PRC) (more than 85%), Hong Kong (7.8%) and Taiwan (more than 2%). There were also 3% of respondents from Singapore and Malaysia, where Chinese is also an official language (Table 7.1). The distribution of the respondents' backgrounds coincides with the general new migrant population distribution in NZ where there is a dominance of PRC migrants compared with migrants from other COOs (Statistics New Zealand, 2012b, 2013c). The net migrant flow is positive, with more migrants incoming (moving into NZ) than outgoing (moving out). NZ has more PRC incoming than outgoing migrants, unlike other COOs such as the UK (Statistics New Zealand, 2012b, 2013c).

Table 7.1. Respondent Profile: COO, Business Owned, Age and Education

	Pre-RWC Survey (<i>N</i> = 887)		Post-RWC Survey (<i>N</i> = 649)		p-value
	<i>Q</i>	%	<i>Q</i>	%	
Country of origin					
PRC	760	85.68	538	86.90	
HK	70	7.89	48	7.80	
Taiwan	25	2.82	13	2.10	
Others	29	3.27	20	3.20	
Not selected	3	0.34	0		.85
Business back in	92	10.37	55	8.49	.30
Business in NZ	160	29.31	98	15.12	.26
Age					
20–24	88	11.30	36	6.20	
25–29	165	21.20	47	8.00	
30–34	118	15.10	93	15.90	
35–39	120	15.40	99	17.00	
40–44	121	15.50	108	18.50	
45–49	84	10.80	81	13.90	
50–54	24	3.10	40	6.80	
55–59	22	2.80	21	3.60	
60–64	9	1.20	14	2.40	
65–or older	29	2.70	46	7.70	.03
Highest Education					
No School	4	0.50	1	0.20	
Primary	10	1.30	3	0.50	
Secondary	63	8.00	46	7.90	
Matriculation	18	2.30	10	1.70	
Diploma	180	22.90	147	25.20	
Bachelor Degree	373	47.50	279	47.80	
Postgraduate	138	17.60	98	16.80	.61

Respondents' profiles are also similar to the pattern of current migrants to NZ. The age, education and occupation of the respondents match the immigration criteria of recent NZ immigration policy which gives preference to skilled young professional migrants with high educational attainment (Ministry of Social Development, 2010; Statistics New Zealand, 2013c). The majority of the respondents (more than 75%) were younger than 45 years of age (Table 7.1). This may be a result of the online element of the survey, as noted

in the methods. There were a small percentage of senior respondents in the age range of 65 or older who returned their questionnaires via CNSST to the researcher. A higher proportion of senior respondents was found in the post-RWC survey due to the slight increase in numbers in this age group and also the slightly lower number of respondents overall in the post-RWC survey compared with the pre-RWC survey. The respondents are well-educated with the majority (almost 90%) having a diploma or higher level of education. More than half of the respondents (around 65%) hold a bachelor's or master's degree, while nearly 17% of the respondents hold a master's degree or higher. This educational profile also coincides with the latest study by Statistics NZ that Asians have higher education levels when compared with the general NZ population's (Statistics New Zealand, 2012b).

In terms of employment status, half of the respondents are employees while 17.7% are employers or self-employed; students (7.3%), homemaker (7.5%), retired (4.3%) and not working (12.2%) make up the remainder (Table 7.2). This employment status also corresponds to the respondents' response to the questions on owning businesses in NZ and in their COO. Around 10% of the respondents own at least one business back in their COO while more than 15% own a business in NZ (Table 7.1). The biggest single groups of respondents was skilled workers (25%) and professionals (22%). This occupation distribution also reflects the pattern of the respondents' migrant background because "professional and skilled work" is one of the categories in the Skilled Migrant Category points system for immigration to New Zealand (NZ Immigration, 2012).

Table 7.2. Respondent Profile: Income, Employment Status and Occupation

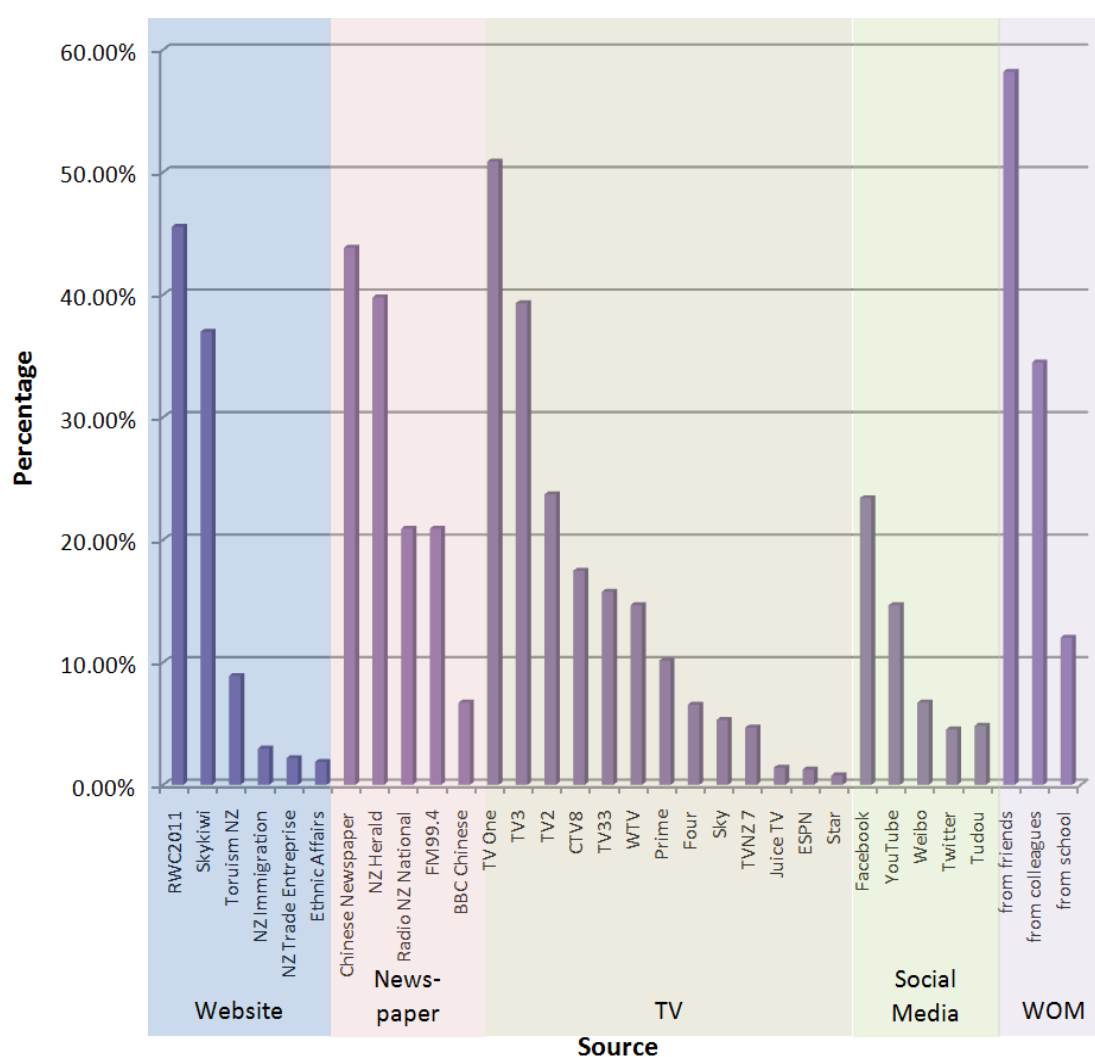
	Pre-RWC Survey (<i>N</i> = 887)		Post-RWC Survey (<i>N</i> = 649)		
	<i>Q</i>	%	<i>Q</i>	%	p-value
Personal Annual Income					
0–20,000	314	42.30	20	37.10	
20,001–30,000	96	12.90	56	10.30	
30,001–40,000	103	13.80	90	16.50	
40,001–50,000	99	13.30	83	15.20	
50,001–70,000	81	10.90	76	13.90	
70,001–100,000	30	4.00	31	5.70	
100,001 or more	17	2.30	7	1.30	
Employment Status					
Not working	77	10.10	70	12.20	
Employee	381	49.70	29	51.00	
Employer	28	3.70	37	6.40	
Self-employed	85	11.10	65	11.30	
Student	115	15.00	42	7.30	
Homemaker	56	7.30	43	7.50	
Retired	24	3.10	25	4.30	
Occupation					
Unskilled worker	75	12.10	51	11.50	
Clerical	109	17.60	72	16.30	
Managerial	65	11.00	60	13.60	
Professional	127	20.50	10	22.60	
Skilled worker	161	25.90	10	24.20	
Director	14	2.30	13	2.90	
Civil servant	11	1.80	13	2.90	
Service worker	56	9.00	26	5.90	

7.2 Awareness

To better understand the local Chinese community's awareness of the RWC 2011, the discussion focuses on the post-RWC survey. Respondents learnt about the RWC 2011 from many different sources of communication (Figure 7.1). More than 96% of the respondents indicated that they knew about the RWC 2011 being held in NZ. Most of the respondents (58%) learnt about the event through word of mouth (WOM) from friends. Consistent with the media representative's interview comment that Chinese media had not emphasised the event, most of the respondents were aware of the RWC 2011 from the

English-language channels such as TV One (50%) and TV3 (39%) but not from NZ Chinese Television (TV33) or the eight channels from the World Television Network (WTV). Although the RWC 2011 official website did not feature any Chinese pages, more than 45% of the respondents indicated that they had obtained RWC 2011 information from this website. Newspapers were also a major source (around 44%) for respondents wanting more information about the event. As described in Chapter 6, local Chinese media had planned minimal coverage of the RWC 2011 and so it is not surprising that Chinese migrants mainly learnt about the event via local English-language TV channels and from friends.

Figure 7.1. Awareness of the RWC 2011 from Different Sources

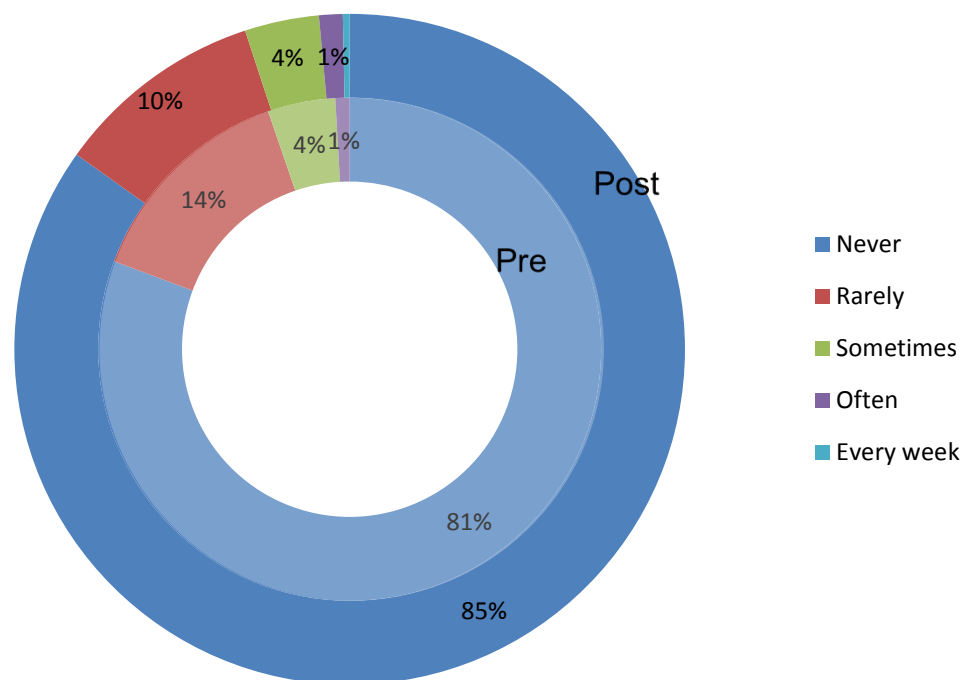


Note: Respondents could tick multiple responses.

7.3 Increased Participation in Sport (Rugby)

The data collected through the survey confirmed the interview results that local Chinese are not big players of rugby. More than 80% of the respondents never play rugby and only 4% sometimes plays rugby, while the rest rarely play rugby (Figure 7.2). Although the post-RWC survey indicated that 1% of the respondents claimed that they now play rugby every week after the RWC 2011, results of the Chi-square test indicated that the RWC 2011 did not have any short-term effect on increasing the tendency of Chinese to play rugby in New Zealand ($\chi^2(4) = 8.863, p = 0.065$). Compared with the 50–60% of New Zealanders who reported actively participating in rugby (Chadwick et al., 2012), this figure indicates that local Chinese are still much less likely to take up this sport.

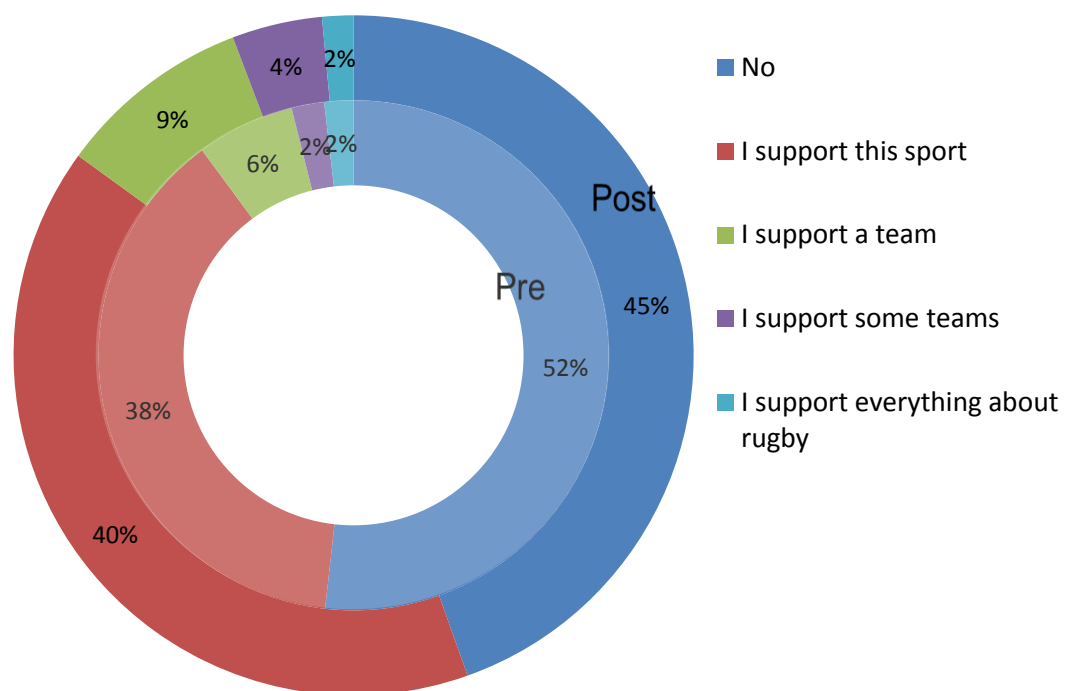
Figure 7.2 . Participation in Sport: Playing Rugby



Note: the Pre-RWC survey with N=887 and Post-RWC survey with N=649

In terms of supporting rugby, more than half of the respondents claimed that they are not rugby fans (Figure 7.3). Only 2% claimed that they are big fans who support everything about rugby. The result also revealed that supporting the sport and a team (or teams) had increased from 6% and 2%, respectively, to 9% and 4% after the event. Results of the Chi-square test also indicated that the RWC 2011 had the effect of slightly increasing the participation of local Chinese in this sport and also increasing their support for rugby ($\chi^2(4)=14.870$, $p = 0.005$). Such an increase was generated by only one event, the RWC 2011, and within two months.

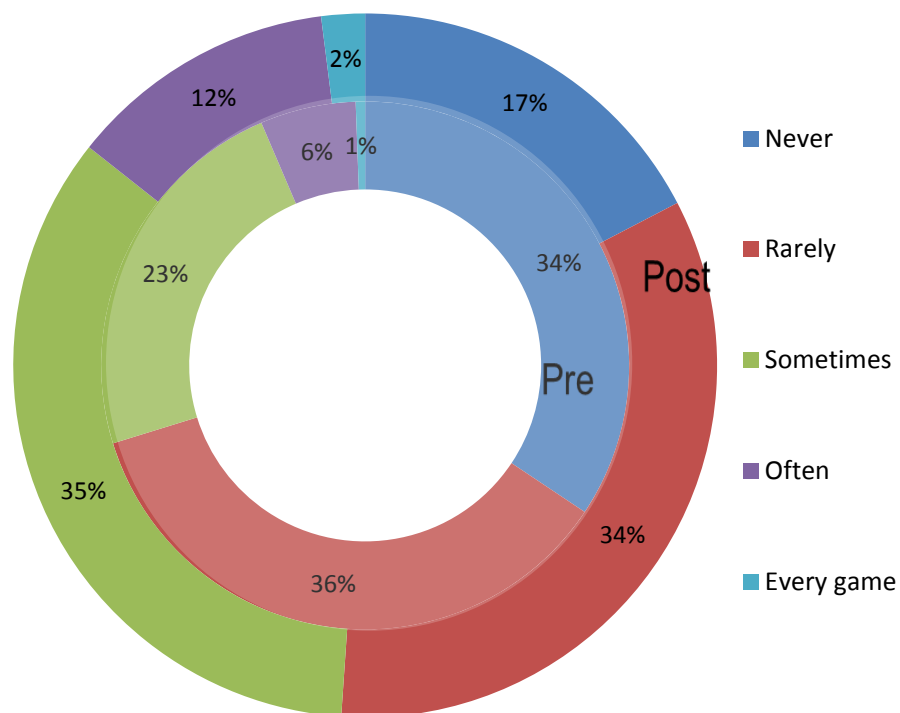
Figure 7.3. Participation in Sport: Fans of Rugby?



Note: the Pre-RWC survey with N=887 and Post-RWC survey with N=649

Results from the post-RWC survey reveal an increased interest in watching rugby games on TV. Almost half (49%) of the respondents stated that they watch rugby games sometimes or often after the RWC 2011, compared with only 30% of respondents who had stated that they watched rugby games sometimes or often on the pre-event survey (Figure 7.4). The proportion who said they never watched rugby games also dropped (from 34% pre-RWC down to 17% in the post-RWC survey). Results of the Chi-square test showed that the RWC 2011 had a positive effect on attracting local Chinese to watch rugby games ($\chi^2(4)=77.700$, $p < 0.001$). Like the effect of increasing numbers who declared themselves rugby fans, such big changes were generated by only one event, the RWC 2011, and within two months.

Figure 7.4. Participation in Sport: Watching Rugby Games on TV



Note: the Pre-RWC survey with N=887 and Post-RWC survey with N=649

7.4 Participation in the RWC 2011 in Various Stakeholder Roles

Respondents also indicated that they had various level of participation in the RWC 2011, and their responses reflected a variety of stakeholder roles. Although more than 96% of respondents indicated in the post-event survey that they were aware of the RWC 2011 happening in September, only 14.7% of the respondents indicated that they attended one or more games during the tournament (Table 7.3). This was similar to the response of the general NZ population – 15% of New Zealanders had indicated that they had attended one or more games (Chadwick et al., 2012). More than 60% of the respondents indicated that they had watched the event from channels including Freeview, YouTube or subscribed channels. This percentage was slightly lower than the general NZ population, with 70% claiming they had watched the RWC 2011 on television (Chadwick et al., 2012).

Table 7.3. Participation in the RWC 2011: Attending and Watching

Ways of Participating in the RWC 2011	% (N = 649)
Attending Games	
None	85.3
One	9.7
A few	3.4
Several	1.1
All	0.5
Watching	
No	39.0
Yes, via Freeview	51.0
Yes, via YouTube	2.0
Yes, via subscribed channel	4.4

Some respondents participated in the RWC 2011 by playing other roles including working, organising, supplying, volunteering, promoting, sponsoring, setting up business (at work), and recommending and inviting people from their COO to attend. More than 30% of the local Chinese surveyed participated in the RWC 2011 mainly by either directly

(14.7%) and indirectly (18.3%) promoting RWC 2011-related events (Table 7.4). Results also indicated that almost 25% of the respondents recommended and invited people from their COO to attend RWC 2011 activities. The methods of promotion included emailing RWC 2011 details to friends and sharing RWC 2011 information via social media. These types of participation reflect the interaction of the NZ Chinese migrant network with their COO. The migrant network discussed in Chui (2008) and Castles (2002) functioned in this case with transnational linkages involving VFRs, setting up businesses, and keeping familial ties in both COO and COA. Such transnational linkages facilitate further development of ethnic economies and social capital (Bartley, 2010; Chui, 2008).

Other forms of participation also included attending related events organised by schools, churches and community programmes. New Zealanders had the opportunity to participate in the RWC 2011 through community programmes made up of three main elements: volunteers, schools and Adopt a Second Team (Auckland Council, 2012). Although only 6.6 % of the respondents were volunteers during the RWC 2011, 13.5% were volunteering indirectly for the related events such as church activities or school or community programmes. This was similar to the response for the general NZ population with 14.5% of New Zealanders volunteering during the RWC 2011 (KPMG, 2012). Respondents also indicated in the open-ended questions that there are other ways to participate in RWC 2011 including “purchasing event-related merchandise” and “collecting event-related items and products”. Such participation is based entirely on free will. These ways of participation are self-initiated because the participants are not obliged to participate whereas obligated participation, such as working for the event, is context initiated.

Table 7.4. Stakeholder Roles Played in the RWC 2011

Ways of Participation in the RWC 2011		% (N = 649)	
	Questions asked in the post-RWC survey	Directly for the event	Indirectly for the event
Promoting	Have you promoted any RWC related events to other people?	14.70	18.30
Recommending COO to attend	Have you recommended anyone from your country of origin to attend any RWC-related events?	12.50	12.70
Inviting COO to attend	Have you invited anyone from your country of origin to attend any RWC-related events?	9.60	10.80
Other participation	Have you participated in any of the RWC-related events in any ways?	7.00	15.50
Volunteering	Were you a volunteer to any RWC related events?	6.60	13.50
Setting up business (at work)	Have you/the organisation you work for set up business(es) relating to the RWC in NZ?	5.40	8.00
Sponsoring	Were you a sponsor to any RWC-related events?	5.20	13.30
Supplying	Have you provided any service to any RWC-related events?	5.00	16.90
Hosting related events in COO	Have you hosted any events in your country of origin relating to the RWC?	4.40	7.20
Working	Have you worked for the RWC?	4.20	15.15
Organising	Were you part of the organisation for any RWC-related events?	4.20	10.60

Business engagement in the RWC 2011 is another way to participate in the event. Approximately 5% of respondents reported setting up business with other local Chinese specifically for the RWC 2011, while 7% of them set up business with other local Chinese indirectly for the RWC 2011, i.e. not as official suppliers to the event (Table 7.5). Almost 5.4% set up RWC 2011-related business in their COO, with another 5.8% setting up indirectly related business. Given that China is NZ's biggest import and export partner (Statistics New Zealand, 2012b), the RWC 2011 did not have a widespread short-term effect on business engagement. This finding varies from Fourie and Santana-Gallego's (2011) study that found that countries that host mega sporting events such as the Olympics enjoy a substantial short-term increase in international trade flows.

Table 7.5. Local Chinese Business Engagement Relating to the RWC 2011

Business Engagement	Questions asked in the post-RWC survey	% (N = 649)	
		Directly for the event	Indirectly for the event
Setting up business in COO	Have you set up any business(es) back in your country of origin relating to the RWC?	5.40	5.80
Setting up business with local Chinese	Have you set up any business(es) relating to the RWC with anyone in the Chinese community in NZ?	5.00	6.60

7.5 Positive Association with the RWC 2011

To find out the perceptions of local Chinese towards the RWC 2011, respondents were asked to identify the attributes they associated with the event. Results from the survey showed that local Chinese connected the RWC 2011 to the All Blacks, economic gain and international tourists (Table 7.6). In terms of association with the All Blacks, a significant slight increase was found between the two surveys, i.e. before and after the RWC, with association increasing from 4.69% increasing to 4.76%, although the pre-event mean was already very high. Even though respondents strongly associated international tourists, economic gain and hotel rates with the RWC 2011, the mean for these three aspects dropped slightly, and significantly, after the event. Moreover, the consensus on other positive items such as infrastructure, business opportunities, benefits and legacy dropped significantly after the RWC 2011. This result may be due to the fact that the positive impact brought in by the RWC 2011 was lower than the respondents' original expectations. It is important to note here that while positive perceptions may have dropped, local Chinese did not consider the RWC 2011 a failure because the association of negative aspects with the event, such as economic loss, also dropped after the event.

Table 7.6. Local Chinese Business Engagement Relating to the RWC 2011

Which of the following do you associate with the RWC?	Pre-RWC	Post-RWC	t-value
All Blacks	4.64	4.76	-3.348***
Rugby	4.59	4.64	-1.300
NZ	4.58	4.59	-0.161
Sport	4.46	4.42	0.726
World Cup	4.34	4.41	-1.512
International Tourists	4.16	3.85	5.877***
Economic Gain	3.90	3.59	5.511***
Hotel Rates	3.96	3.79	2.701**
Success	3.84	3.91	-1.062
Ticket Sales	3.81	3.78	0.569
Fans	3.86	3.86	-0.006
Ticket Price	3.74	3.80	-0.999
Infrastructure	3.69	3.53	2.657**
Costs	3.67	3.56	1.658
Business Opportunity	3.62	3.26	5.985***
Benefits	3.66	3.42	3.999***
A Stadium of Four Million	3.43	3.46	-0.445
Legacy	3.33	3.15	2.736**
Economic Loss	3.06	3.09	-0.436
Failure	2.94	2.73	2.930**

Note 1: A 5-point Likert scale was used in both questionnaires, where 1 = *strongly disagree* and 5 = *strongly agree*.

Note 2: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

7.6 Enhanced Multicultural Adaptation and Linkage with NZ

The “multicultural value indicator” was developed to measure how respondents were using participation in the RWC 2011 as a vehicle to adapt to the new cultural environment of New Zealand. The mean scores to the questions about “participation for settlement” (see Table 7.7) is an indicator of the respondents’ perception of their levels of participation, with higher scores reflecting higher levels. The reliability of the indicator for these questions was very high, with a Cronbach’s alpha of 0.958. With the same approach, the mean scores of the questions about pride is an indicator of the respondents’ levels of pride, with higher scores reflecting greater pride. The reliability of this second indicator was also very high, with a Cronbach’s alpha of 0.904. One question was asked

to reflect respondents' sense of their national identity: respondents were asked to rate their agreement with the statement "I'm a New Zealander". Respondents were also asked to indicate whether they had set up any business relating to the RWC in the Chinese community in NZ and in their country of origin.

Table 7.7. Items and Reliabilities of the Participation for Settlement and Pride Indicators

Indicators	Statements or Questions	Cronbach's alpha
Participation for settlement	I will participate (have participated) in RWC with individuals of a different cultural background.	0.958
	RWC will provide (provided) me with opportunities to socialise with others from a different culture.	
	RWC will allow (allowed) me to network with individuals from diverse cultural background.	
	Through RWC, I will socialise (have socialised) with individuals from different cultures.	
	I will meet (have met) friends of different ethnicities through participating in RWC.	
	RWC will allow (allowed) me to gain acceptance from others in my new environment.	
	Participating in RWC will allow (allowed) me to enter into a new cultural environment.	
	RWC participation will allow (allowed) me to become more connected to NZ's cultural environment.	
	Participating in RWC will make (made) me feel like I am part of the NZ community.	
	RWC will provide (provided) me with an opportunity to adapt to the NZ cultural environment.	
Pride	How proud are you of NZ in each of the following:	0.904
	Organising the RWC	
	All Blacks	
	Rugby	
	NZ armed forces	
	NZ history	
	The way democracy works	
	NZ's social welfare system	
	NZ's political influence in the world	
	NZ's economic environment	
	NZ's business environment	
	NZ's natural environment	

The RWC 2011 provided opportunities for local Chinese migrants to interact with individuals from different cultural backgrounds. Results showed that the respondents agreed that they have participated in the RWC 2011 with individuals from a different culture. The RWC 2011 also provided local Chinese with opportunities to socialise and network with others from different cultures (Table 7.8). Respondents also agreed that they have met friends of different ethnicities through participating in the RWC 2011. Participating in the RWC 2011 contributed to the respondents' adaptation to the new migrant and cultural environment of NZ, which is what they had expected: the *t*-test analysis of the pre- and post-RWC survey scores showed that the respondents' impression that participation in the event would help/had helped them to adapt to the new migrant and cultural environment did not change significantly.

Table 7.8. Respondents' Participation, Multicultural Adaptation and Linkage with NZ

Indicators	Statements	Pre-RWC survey	Post-RWC survey	<i>t</i> -value
Multicultural value	I have participated in RWC with individuals of a different cultural background.	3.65	3.69	-0.657
	RWC provided me with opportunities to socialise with others from a different culture.	3.71	3.75	-0.733
	RWC allowed me to network with individuals from diverse cultural background.	3.61	3.63	-0.418
	Through RWC, I have socialised with individuals from different cultures.	3.64	3.64	-0.011
	I have met friends of different ethnicities through participating in RWC.	3.74	3.69	0.848
Linkage with NZ	RWC allowed me to gain acceptance from others in my new environment.	3.48	3.46	0.373
	Participating in RWC allowed me to enter into a new cultural environment.	3.55	3.58	-0.439
	RWC participation allowed me to become more connected to NZ's cultural environment.	3.63	3.68	-0.800
	Participating in RWC made me feel like I am part of the NZ community.	3.62	3.69	-1.079
	RWC provided me with an opportunity to adapt to the NZ cultural environment.	3.60	3.67	-1.149

Note: A 5-point Likert scale was used in both questionnaires, where 1 = *strongly disagree* and 5 = *strongly agree*.

The “Linkage with NZ” indicator was developed to measure how respondents were using participation in the RWC 2011 as a vehicle to integrate into their COA. In general, the respondents agreed that the RWC 2011 contributed to their linkage with NZ (Table 7.8). Respondents stated that the RWC 2011 allowed them to gain acceptance from others in their new environment. Participating in the RWC 2011 also allowed the local Chinese migrants to enter into a new cultural environment. Such participation allowed the respondents to feel more connected to NZ’s cultural environment and like they are part of the NZ community. Such connectedness also contributed to the respondents’ adaptation to the NZ cultural environment. Results of the *t*-test revealed that their feel of connection to NZ did not change significantly after the RWC 2011. Respondents’ experiences did not go too far from their expectation of the benefits of participating in the event.

7.7 Increase in Pride and Recommendation of NZ

To understand the intention of the respondents to recommend to friends and relatives that they establish connections to NZ, the “Recommend NZ” indicator was developed. The mean of the scores to the six statements is an indicator of the respondents’ levels of intention to recommend, with higher scores reflecting higher levels of agreement (see Table 7.9). The reliability of the indicator was very high, with a Cronbach’s alpha of 0.919.

Table 7.9. Items and Reliability of the Recommend NZ Indicator

Indicators	Statements	Cronbach's alpha
Recommend NZ	I will recommend friends and relatives back in my country of origin to travel to NZ.	0.919
	I will recommend friends and relatives back in my country of origin to migrate to NZ.	
	I will recommend friends and relatives back in my country of origin to study in NZ.	
	I will recommend friends and relatives back in my country of origin to work in NZ	
	I will recommend friends and relatives back in my country of origin to set up business in NZ	
	I will recommend friends and relatives in NZ to set up business in my country of origin	

A significant increase in four indicators of pride was revealed in the post-RWC survey (see Table 7.10). Results show that the respondents are extremely proud of the All Blacks (with the mean of the scores increasing from 3.88 to 4.41 in the pre- and post-RWC surveys), NZ organising the RWC 2011 (from 3.75 to 4.17) and rugby (from 3.67 to 4.11). The respondents are also very proud of the way democracy works in NZ (mean score increasing from 3.41 to 3.58). However, there is no significant change in the level of recommendation that friends and relatives come to NZ, study in NZ, work in NZ, set up business in NZ, and set up business in their country of origin. Thus, it can be concluded that the RWC did not have significant impact on whether local Chinese will recommend NZ to their friends and relatives.

Table 7.10. Pride and Recommending NZ (Pre- and Post-RWC)

Indicator	Questions or Statements	Pre-RWC survey	Post-RWC survey	t-value
Pride ¹	How proud are you of NZ in each of the following:			
	Organising the RWC	3.75	4.17	-6.920***
	All Blacks	3.88	4.41	-9.683***
	Rugby	3.67	4.11	-7.362***
	NZ armed forces	2.69	2.62	1.002
	NZ history	2.97	3.03	-0.942
	The way democracy works	3.41	3.58	-2.722**
	NZ's social welfare system	3.37	3.45	-1.310
	NZ's political influence in the world	2.80	2.86	-0.863
	NZ's economic environment	2.83	2.87	-0.526
	NZ's business environment	2.83	2.85	-0.355
	NZ's natural environment	4.25	4.31	-0.982
Recommend NZ ²	I will recommend friends and relatives back in my country of origin to travel to NZ.	3.89	3.99	-1.781
	I will recommend friends and relatives back in my country of origin to migrate to NZ.	3.64	3.71	-1.187
	I will recommend friends and relatives back in my country of origin to study in NZ.	3.63	3.73	-1.810
	I will recommend friends and relatives back in my country of origin to work in NZ.	3.42	3.39	0.488
	I will recommend friends and relatives back in my country of origin to set up business in NZ.	3.29	3.25	0.664
	I will recommend friends and relatives in NZ to set up business in my country of origin.	3.50	3.38	1.940

Note 1: A 5-point Likert scale was used in both questionnaires, where 1 = *not proud at all* and 5 = *extremely proud*.

Note 2: A 5-point Likert scale was used in both questionnaires, where 1 = *strongly disagree* and 5 = *strongly agree*.

Note 3: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

7.8 Stronger Sense of National Identity and Pride

A test of significance was employed to gauge the increase in national pride and change in identity for the local Chinese community as a result of the RWC 2011 being held in New Zealand (Table 7.11). Based on the indicators developed for national pride and

identity, results of the *t*-test showed that RWC 2011 had a positive influence on respondents' feelings of national pride and national identity. Mean values of agreement for all these statements except "I'm a Chinese" increased. The mean score for the multicultural indicator questions increased from 3.67 pre-RWC to 3.69 after the event, while the respondents' linkage with NZ also increased, from 3.58 to 3.61. The respondents were in general proud of NZ, with the mean of their agreement with these indicator statements increasing from score from 3.35 before the RWC 2011 to 3.53 after the event. The mean scores for agreement with the recommend New Zealand statements also increased, from 3.57 to 3.59, suggesting that the respondents are also very slightly more likely to recommend NZ. However, of the four sets of indicator questions and statements discussed above, results of the *t*-test showed that only the scores for pride increased significantly. Results also reveal a significant increase in agreement in the respondents' self-identification as New Zealanders – rising from 3.5 to 3.67 (Table 7.11). Meanwhile, the respondents' agreement in their identity as Chinese dropped slightly from 4.31 to 4.23, although this change was not statistically significant. In terms of relationship with NZ, the respondents maintained a very close relationship with NZ both before (3.98) and after (3.98) the RWC 2011.

Table 7.11. National Pride, Identity and Relationship with NZ

Indicators	Pre-event	Post-event	t-value⁴
Multicultural value ¹	3.67	3.69	-0.394
Linkage with NZ ¹	3.58	3.61	-0.714
Pride²	3.35	3.53	-4.222***
Recommend NZ ¹	3.57	3.59	-0.428
I'm a New Zealander¹	3.50	3.67	-2.367*
I'm a Chinese ¹	4.31	4.23	1.537
Feeling about their relationship with NZ ³	3.98	3.98	-0.029

Note 1: A 5-point Likert scale was used in both questionnaires, where 1 = *strongly disagree* and 5 = *strongly agree*.

Note 2: A 5-point Likert scale was used in both questionnaires, where 1 = *not proud at all* and 5 = *extremely proud*.

Note 3: A 5-point Likert scale was used in both questionnaires, where 1 = *not close at all* and 5 = *extremely close*.

Note 4: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

7.9 Correlation of Different Variables

To understand the association between awareness, participation, Chinese business engagement, sense of identity, linkage, multicultural value and pride, correlation analyses were run on these themes on the results of the post-RWC survey. The analysis considered only the respondents' sense of identity as a New Zealander because that is the research's focus; i.e. the analysis did not consider the respondents' sense of Chinese identity. The measure of national pride used for the analysis is a combination of some of the questions developed for the research survey. Specifically, the analysis combined all questions asking about participation, including watching RWC 2011 games, attending games and all other stakeholder roles played in overall participation (Table 7.12).

Self-initiated participation included all the roles discussed in the literature review such as attending, watching, volunteering, sponsoring, inviting and recommending people to the event, and hosting related events. Meanwhile, context-initiated participation included all the roles discussed in the literature review such as working for, organising or supplying the event. With the exception of awareness, all variables (participation,

business engagement, pride, identity, linkage, multicultural value and recommending NZ) were found to exhibit relationships with other variables (Table 7.12). Awareness had a very weak but positive relationship with national identity, multicultural values and recommendations, but had no relationship with national pride, linkage, participation and setting up business in NZ or back in the respondents' COO.

Table 7.12. Correlation Matrix of Variables

Variables	Self-initiated participation	Context-initiated participation	Business engagement	Business in NZ	Business back in COO	Overall participation	Awareness	Pride	Identity	Linkage	Multi-cultural value
Active participation	—										
Passive participation	0.705***	—									
Business engagement	0.673***	0.701***	—								
Business in NZ	0.401***	0.350***	0.743***	—							
Business back in COO	0.473***	0.355***	0.678***	0.413**	—						
Overall participation	0.490***	0.228***	0.294***	0.286***	0.277***	—					
Awareness	0.016	0.014	-0.021	-0.013	-0.064	-0.027	—				
Pride	0.189***	0.184***	0.133***	0.108**	0.119**	0.112**	0.013	—			
Identity	0.274***	0.288***	0.260***	0.179***	0.149**	0.106*	0.106*	0.402***	—		
Linkage	0.378***	0.361***	0.326***	0.214***	0.176***	0.145**	0.082	0.549***	0.523***	—	
Multi-cultural value	0.354***	0.320***	0.315***	0.233***	0.165***	0.166***	0.091*	0.479***	0.400***	0.814***	—
Recommend NZ	0.365***	0.375***	0.297***	0.120**	0.170***	0.124**	0.113**	0.491***	0.377***	0.632***	0.572***

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

Significant strong relationships were found between multicultural value and linkage to NZ ($r = 0.814$), and self-initiated and context-initiated participation ($r = 0.705$) as well as between context-initiated participation and business engagement ($r = 0.701$) (Table 7.12). Respondents who exhibited a high multicultural value also had stronger linkage to NZ. Those who considered participation in the RWC 2011 as an opportunity to adapt to multicultural environment were likely to perceive participation as a way to integrate into NZ's cultural environment. Respondents who participated in the RWC 2011 passively by playing context-bounded stakeholder roles such as working for the RWC 2011, also participated actively by playing self-initiated stakeholder roles including volunteering or inviting people to attend the RWC 2011. Meanwhile, those who participated passively (such as working for the RWC 2011) also tended to have a higher level of business engagement (such as setting up businesses in NZ or back in the COO for the RWC 2011) than respondents who participated actively (such as volunteering).

Significant moderate relationships were found between active participation and business engagement ($r = 0.673$). Respondents who set up businesses in NZ and back in the COO for the RWC 2011 tended to participate in the self-initiated roles such as inviting people to attend the RWC 2011. Meanwhile, moderate relationships were also found between self-initiated participation and business in NZ ($r = 0.401$) and business back in the COOs ($r = 0.743$). A moderate relationship was found between business in NZ and the COO ($r = 0.413$): respondents who set up businesses in NZ relating to the RWC 2011 tended to also set up businesses back in their COO. A probable reason contributing to this relationship is that China is NZ's top trade partner in terms of both imports and exports (Statistics New Zealand, 2012b).

The analysis shows that pride had significant moderate relationships with linkage ($r = 0.572$), multicultural value ($r = 0.572$), recommend NZ ($r = 0.632$) and identity ($r = 0.402$) (see Table 7.12). Respondents who had a stronger score in linkage with NZ also

exhibited higher national pride. Meanwhile, those who had a higher multicultural value tended to be more proud of NZ, while respondents who had a higher national pride value tended to be more likely to recommend NZ. Those who had higher national pride were also inclined to more strongly agree with the statement that they identified themselves as New Zealanders. Respondents who were proud of NZ also had a stronger sense of national identity, in terms of identification with the country. Local Chinese who were proud of NZ and the RWC 2011 used participation in the event as a way to integrate to the new cultural environment of their COA and to adapt to its new culture. They also said they would recommend to friends and relatives in their COO that they travel to, work or study in NZ because they, the respondents, are proud of NZ. This result is consistent with the migrant network literature (Bartley, 2010; Chui, 2008).

Significant moderate relationships were found between identity and linkage ($r = 0.523$) and multicultural value ($r = 0.4$), as well as between recommend NZ and linkage ($r = 0.632$) and multicultural value ($r = 0.572$) (Table 7.12). Respondents who had a stronger sense of national identity tended to have a stronger linkage with NZ and exhibited a higher multicultural value. Those who had a higher level of participation in RWC 2011 as a perceived opportunity to integrate to the new cultural environment and to adapt to a new culture were also inclined to more strongly agree with the statement that they identified themselves as New Zealanders. Respondents who were likely to recommend NZ tended to have a stronger linkage with NZ, and were also likely to exhibit a higher multicultural value. Those local Chinese who participated in the RWC 2011 as an opportunity to integrate into NZ's environment and adapt to a new culture tended to also recommend to friends and relatives from their COO that they travel to or work or study in NZ. This result is consistent with the migrant network literature which argues that migrants work as a bridge between their COO and COA (Chui, 2008).

Significant but weak relationships were found between identity and business engagement ($r = 0.260$) (Table 7.12). Significant but very weak relationships between identity and businesses back in the respondents' COOs ($r = 0.149$) and in NZ ($r = 0.179$) contributed to this result. Those who had set up business relating to the RWC 2011 back in their COO and in NZ tended to have a stronger sense of identity towards NZ.

Significant but very weak relationships were also found between awareness and identity ($r = 0.106$), multicultural value ($r = 0.091$) and recommend NZ ($r = 0.113$) (Table 7.12). Respondents who were aware of the RWC 2011 tended to have a sense of national identity towards NZ, and also participated in the event as an opportunity to adapt to new culture. Respondents who were aware of the RWC 2011 were also more likely to recommend NZ to friends and relatives back in their COO. As the majority (96%) of the respondents had indicated they were aware of the RWC 2011, the relationship may not show a significant difference between awareness and non-awareness of the event because of the small number in the "not aware" subsample (4% of all respondents).

7.10 Regression on Different Themes

Regressions were conducted to analyse the prediction on different research themes including participation, business engagement, pride, identity, multicultural value, linkage and recommend NZ (Table 7.13). A new variable was developed, "other participation", which refers to participation in various stakeholder roles such as promoting, recommending and inviting friends and relatives from their COO to attend, volunteering, setting up a business at work, sponsoring, supplying, working in and organising the RWC 2011; this new variable did not include attending, or watching the RWC 2011 and related events (Table 7.4). Participating in various stakeholder roles in the RWC 2011 was found to be a predictor of a range of variables including setting up business in NZ and setting

up business back in their COO for the RWC 2011, pride, identity, higher multicultural values, stronger linkage and recommending NZ.

The variable “setting up business in NZ” was a predictor of higher multicultural value in addition to participation in a stakeholder role. While awareness was a negative predictor of setting up business back in the respondents’ COO, attending the RWC 2011 also had a negative association with recommend NZ. It is important to note that watching the RWC 2011 was not associated with any of the variables tested at all.

A significant moderate relationship was found between participation in the RWC 2011 and business engagement, in which business in NZ ($\beta = 0.468$) and business in COO ($\beta = 0.524$) were driven by “other participation” (Table 7.13). Participating in the RWC 2011 in various stakeholder roles led to the establishment of business in NZ and back in COO. Meanwhile, awareness had a negative but very weak relationship with business back in COO ($\beta = -0.115$). Respondents did not set up business back in their COO for the RWC 2011 just because they knew the event was happening; rather, they set up businesses for the RWC 2011 as a result of their various roles of participation. Those who had “other participation”, such as worked for or promoted the RWC 2011, might have also set up businesses in NZ or back in their COO for the event.

A higher multicultural value ($\beta = 0.357$), stronger linkage ($\beta = 0.393$) and recommend NZ ($\beta = 0.398$) were driven by the variable “other participation” (Table 7.13). Respondents who participated in various roles at the event considered the RWC 2011 provided them with opportunities to adapt to a new culture and integrate into the NZ cultural environment. Participation in the RWC 2011 in various roles also led to their recommending to friends and relatives in their COO that they travel to, study and work in NZ. A very weak association was also found between setting up business in NZ and multicultural value ($\beta = 0.111$). Respondents who set up business in NZ for the RWC

2011 considered that participating in the event was a way to adapt to new cultures. A negative but very weak relationship was found between attending the RWC 2011 and recommending NZ ($\beta = -0.114$). Those who attended RWC 2011 games tended not to recommend to friends and relatives in their COO that they travel to, study and work in NZ.

Participation contributed to pride ($\beta = 0.199$) and identity ($\beta = 0.274$) (Table 7.13). Respondents who participated in the RWC 2011 in various roles tended to exhibit greater national pride and a stronger sense of national identity. Those who worked, volunteered or promoted the RWC 2011 were more proud of NZ and considered themselves to be New Zealanders.

In contrast to the positive associations between the above variables, awareness and attending were found to be negative predictors for some variables. Awareness was a negative predictor of setting up business back in the respondent's COO ($\beta = -0.115$) while attending the RWC 2011 only had a negative association with recommend NZ ($\beta = -0.114$) (Table 7.13). These results echo the interview results where local Chinese business association members showed little or no interest in planning any business activities or related events in their COO.

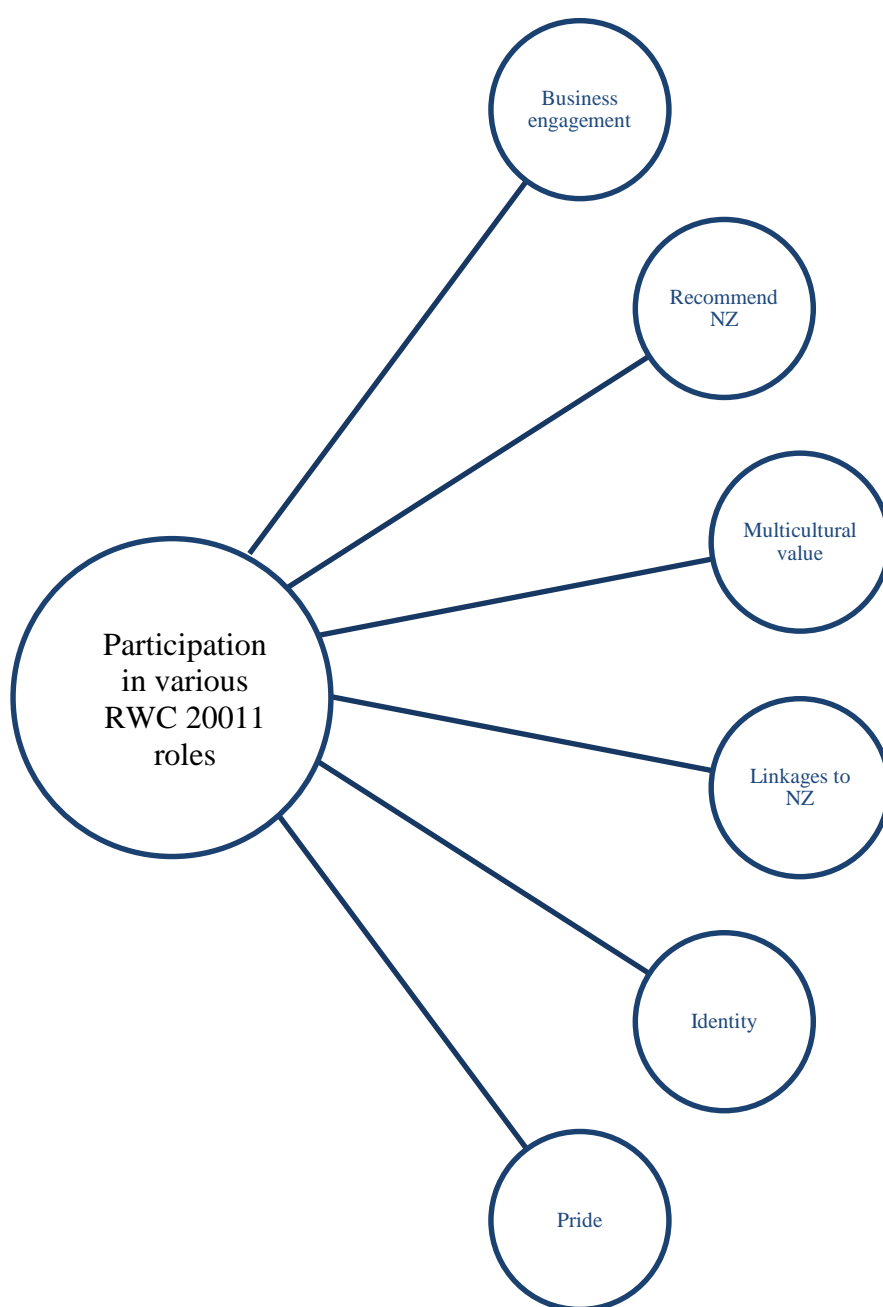
Table 7.13. Regression on Business Engagement, Pride, National Identity, Linkage, Multicultural Value and Recommendation

	Business in NZ		Business back in COO		Pride		Identity		Multicultural value		Linkage		Recommend NZ	
	Un-standardised coefficients	Standardised coefficients	Un-standardised coefficients	Standardised coefficients	Un-standardised coefficients	Standardised coefficients	Un-standardised coefficients	Standardised coefficients	Un-standardised coefficients	Standardised coefficients	Un-standardised coefficients	Standardised coefficients	Un-standardised coefficients	Standardised coefficients
Other Participation	0.069	0.468***	0.056	0.524***	0.064	0.199**	0.1440	.274***	0.148	0.357** *	0.164	.393***	0.161	0.398***
Watch RWC	-0.016	-0.020	-0.036	-0.062	0.033	0.019	-0.031	-0.011	0.113	0.050	0.189	.083	0.167	0.076
Attend RWC	-0.010	-0.017	0.007	0.017	-0.020	-0.015	0.014	0.007	-0.094	-0.056	-0.104	-.061	-0.190	-0.114*
Awareness	-0.190	-0.070	-0.227	-0.115**	0.012	0.002	0.404	0.043	0.290	0.039	0.064	.009	0.416	0.057
Business in NZ	–	–	–	–	0.041	0.019	0.315	0.089	0.309	0.111*	0.169	.060	-0.040	-0.015
Business back in COO	–	–	–	–	0.002	0.001	-0.086	-0.017	-0.230	-0.059	-0.176	-.045	0.080	0.021
Adjusted R^2	0.212		0.276		0.032		-0.086		0.148		0.167		0.169	

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

To conclude, participation in the RWC 2011 in various stakeholder roles such as volunteering, working, supplying, sponsoring promoting, or inviting people to attend was positively associated with business engagement, recommend NZ, multicultural value, linkages, pride and identity (Figure 7.5).

Figure 7.5. Relationship of Participation in Various Roles with Various Themes



7.11 Interaction of Self-initiated Participation

Adopting a quantitative approach, this study has focused on the relationships between awareness, participation, local Chinese business community engagement, and sense of identity and pride in the context of the RWC 2011. The research respondents' profile in terms of age, education and occupation reflects recent NZ immigration policy and the nature of migrants arriving to the country. With the high level of awareness of the event, these local Chinese participated in various stakeholder roles in a self-initiated way to promote the event by recommending and inviting friends and relatives from their COO to attend the event and by hosting RWC-related events back in their COO. Such self-initiated participation links into the respondents' business engagement in both NZ and the COO.

National identity, pride, linkages, multicultural value and recommending NZ were associated with each other and the RWC 2011. The migration network bridges the host and adoption countries and hence enabled local Chinese entrepreneurs to set up RWC 2011-related businesses in NZ and also in their COO. Chinese migrants also perceived participation in RWC 2011 as a powerful opportunity that would help them to integrate into NZ society. Merely attending or watching the event did not enhance the sense of national identity, pride or multicultural value of local Chinese. However, positive effects on these aspects were noted by local Chinese who had participated in the RWC 2011 in various roles such as volunteering. Such interactions can be the basis of an event stimulation mechanism for the host community.

Chapter 8: DISCUSSION OF CROSS-CUTTING THEMES

Based on the results from the different research elements, this chapter provides an aggregate discussion of the research themes of awareness, participation, economic links, and identity and pride, as well as their linkages to each other. Although the previous three chapters can be considered as individual result findings for each research element, they are not mutually exclusive. This research has taken an approach that necessitates the triangulation of findings. The cross-cutting relationships between these research themes will also be discussed to connect them in order to present the real picture of the case study.

8.1 Mega Event Awareness

Previous literature has argued that event and tourism organisations need to initiate resident awareness in communicating expected benefits and costs of an event to residents in the host community (Deccio & Baloglu, 2002). The RWC 2011 was a mega sporting event large enough to make virtually everyone in the small country of NZ aware of it, and indeed, the interview results revealed that the local Chinese community was aware of the RWC 2011 coming to New Zealand. The Web audit further confirmed that local Chinese were aware of and discussed the RWC 2011 online both before and during the event. The post-RWC survey results also indicated that 96% of the respondents were aware of the event (95% before the event). The RWC 2011 organisers successfully created awareness of the event even among the local Chinese in NZ, who claimed that they are not rugby fans. This group of “non-fans” contains residents who had never played (more than 80%) rugby or never watched (34%) rugby games before the RWC 2011. Such high levels of resident awareness helped to build ownership of the event.

Although local Chinese were aware of the event, the empirical results of the research do not support the premise that awareness easily translates into participation, economic links or identity and pride. This mega event resident awareness effect did not imply any linkage to preparation for the RWC 2011 because no specific programmes were developed to encourage local Chinese participation in the event. In addition, awareness was found to be a negative predictor of local Chinese migrants setting up RWC 2011-related business back in their COO.

Analysis of the survey results adds to the finding from the interview with a business association representative that local Chinese business owners did not consider the RWC 2011 to be a big business opportunity, unlike other mega sporting events held elsewhere, such as the 2008 Olympics in Beijing. Although the RWC 2011 organiser emphasised involving the whole nation to make a “stadium of 4 million” (Anderson & Snedden, 2009; KPMG, 2012), such mega-event awareness only successfully achieved informing, but failed in connecting, the whole nation.

The pre- then post-event survey showed that respondents learnt about the RWC 2011 mainly through their local networks of friends. As evident from the interviews, a local Chinese media representative revealed that local Chinese TV channels only had a “minimal plan” to promote and cover the RWC 2011 because they did not consider the event a mega business opportunity. The second major way that local Chinese learnt about the RWC 2011 was from local English-language television. Another way local Chinese found out about the RWC 2011 was from the official event website – a reflection of the very high level of Internet access characterising NZ Asians (Ministry of Social Development, 2010). Interviews with representatives from two of the event host organisations revealed that neither organisation targeted any specific ethnic groups nor did they have any information, such as brochures or on their website, written in Chinese language(s). All information about the RWC 2011 programmes was in English and Maori

only, because, as indicated by interviewees A and E, the Government [was] not targeting or focusing only on one particular community. Nevertheless, local Chinese still found information about the event from the official English-language RWC 2011 website because they were keen to find out the information as their friends were talking about this mega sporting event. Such keenness to gather information and learn about the event also set the context for participation.

8.2 Participation

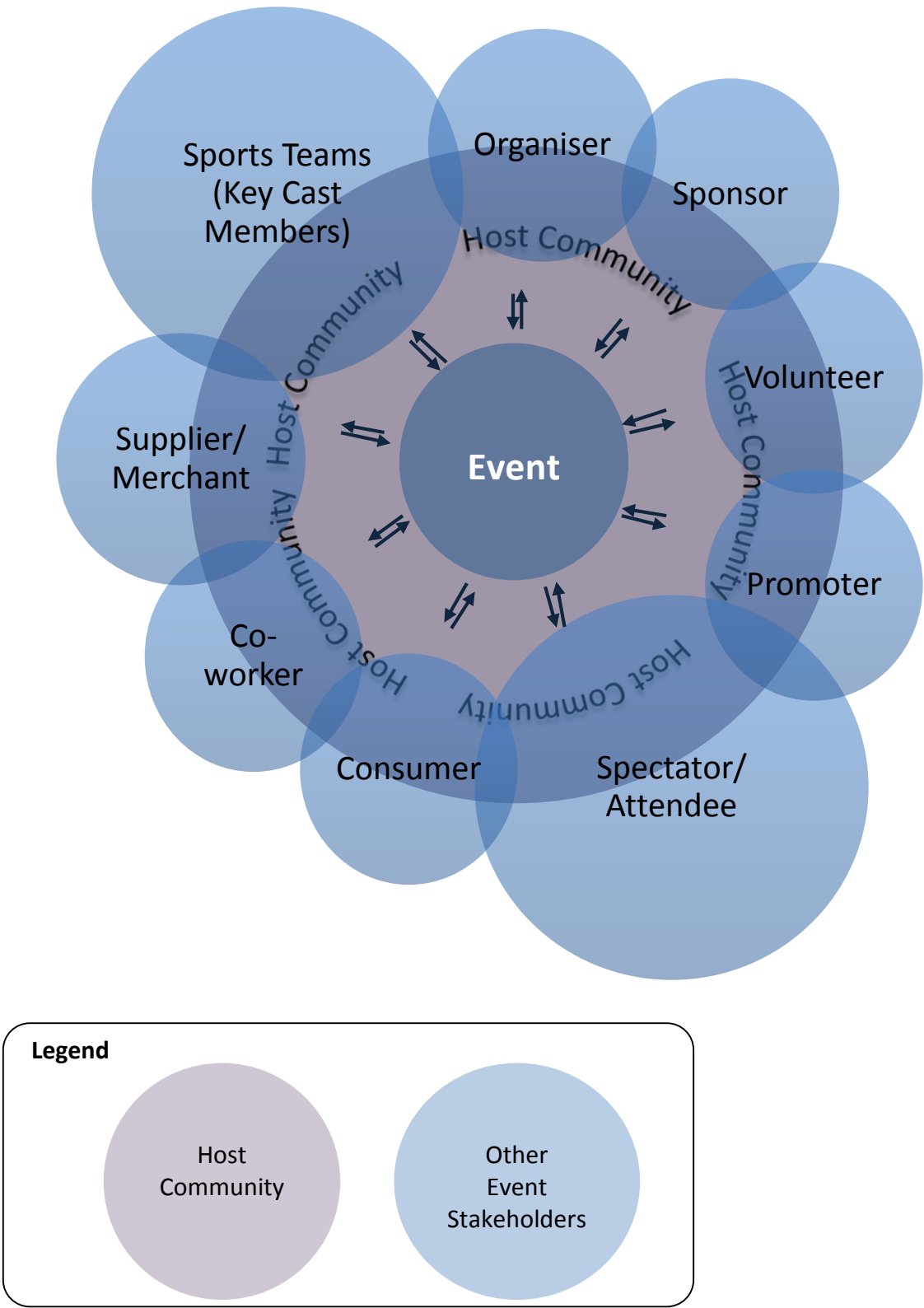
Previous studies have found that participating in a sporting event as a spectator encourages residents to participate in the specific sport at a later date (Preuss, 2007). Stereotyping statements such as “Chinese are not rugby fans” and “Chinese do not play rugby” were made in the interviews. This research attempted to find out the level of fandom of local Chinese compared with that of typical rugby fans, i.e. the general population of New Zealanders. Although empirical results found no significant increase in the proportion of Chinese migrants playing rugby after the RWC 2011 compared with the numbers playing prior to the event, there was a slight and significant increase in the proportion supporting this sport and related teams.

The RWC 2011 was also found to have a positive effect on attracting local Chinese to watch rugby games. The proportion of local Chinese who have never watched any rugby games dropped 17% from the pre-RWC to the post-RWC survey. Thus, through the impact of one event, local Chinese became more supportive of the sport of rugby. Such a transformation is also supported by the change in attitude towards rugby revealed by the Web audit. The online discussion content on how local Chinese sees this sport changed from “a barbaric game based on body power” to a sport requiring teamwork, skill and strategy. This change in perception towards the sport leads to some increase in support for rugby.

8.2.1 Redefining stakeholder relationships

Previous event stakeholder models, such as that presented by Bowdin et al. (2006), developed from traditional stakeholder (Freeman, 1984) and tourism stakeholder maps (Sautter & Leisen, 1999), have placed equal importance on each stakeholder group and neglected the possible prominence of the host community. The host community is an individual entity with equal importance to any other stakeholder entities in the maps. The empirical findings of this research showed that local Chinese, as a subgroup of the host community, participated in various stakeholder roles. The host community does not stand alone as an individual entity but works as a source supplying members (host community members) to every other single stakeholder group. Figure 8.1 displays a proposed event stakeholder relationship map where the host community provides the sources to all other stakeholder groups. In addition to connecting to each other via the event, all stakeholder groups connect and interact via the host community because of the central “supplying” nature of this group.

Figure 8.1. Proposed Stakeholder Relationship Map for a Mega Sporting Event



Unlike previous stakeholder maps, the host community in the redefined event-stakeholder relationship not only interacts with all other stakeholder groups via the event but also mingles with all other stakeholder groups simultaneously. The multiple roles the participants play in the same event indicate that each stakeholder group does not stand alone with little or no direct interaction with other groups. Meanwhile, various stakeholder groups are not purely structured and supplied only by the host community members. A portion of all these stakeholder groups can be from members outside the geographical host community; for example, spectators and attendees from overseas who visited NZ for the RWC 2011 were also stakeholders in the event. Figure 8.1 displays a proposed event stakeholder relationship map that reflects multiple interactions within and outside the host community.

8.2.2 Regrouping of stakeholders

Stakeholders such as the key cast members, suppliers and merchants, and consumers were omitted from Bowdin et al.'s (2006) event stakeholder relationship map. The core product of an event is the experience, and this experience comes from the elements of the event programme. For different types of event, key cast members of the core programme element determine the nature of the event. Examples of cast members include performers for a show and artists for an art event. For a sporting event, the contestants are the key cast members who support the core content of the event.

Suppliers and merchants are those who supply the goods and services that are used in setting up the event. Another group omitted from previous event stakeholder relationship maps are the consumers who purchase event-related merchandise. Findings from the open-ended questions in the post-event survey revealed that respondents considered "other" participation in the RWC 2011 to include buying event-related merchandise and products. Inclusion of the previously omitted groups reflects the real

picture of the event stakeholder relationship and contributes to a better understanding of the background and characteristics of all the event stakeholders.

The empirical research findings also revealed a need to reform notions of various event stakeholder groups. This reclassification is a result of the separation of stakeholder groups based on different modes of participation, namely active versus passive. The original event stakeholder relationship map (Bowdin et al., 2006) classified stakeholder groups based on functions that included both active and passive stakeholders in the same group, whereas the proposed event stakeholder relationship map re-categorises all groups because differences can be found in the mode of their participation, i.e. self-initiated versus context initiated. In the original event stakeholder relationship map, volunteers and employees who work for the event were considered to be in the same co-workers group. However, volunteering for an event is optional while an employee who works for an event may not have a choice as the action is bounded by the decision of the company or organisation where the employee works. This regrouping aims at providing an unambiguous identification of how the event stakeholders interact with and participate in the event.

Another point of difference from the original stakeholder relationship map is that this research also points to an extension of the idea of a stakeholder in a broader sense to include extended groups. Media in the original map contributed to an event by promoting the event; however, from the empirical research findings, WOM was found to be the most important channel contributing to awareness of the RWC 2011 with 58% of the respondents learning about the event from friends. Indeed, the interviewees revealed that the local Chinese media had only a minimal plan for covering the RWC 2011. Local Chinese also indicated in the post-RWC survey that they promoted the RWC 2011, inviting people from COO and NZ to attend the event. This extended group is labelled promoter because this moniker not only reflects the functionality of the stakeholder group

but also includes people as well as organisations (group and corporation) in the stakeholder group.

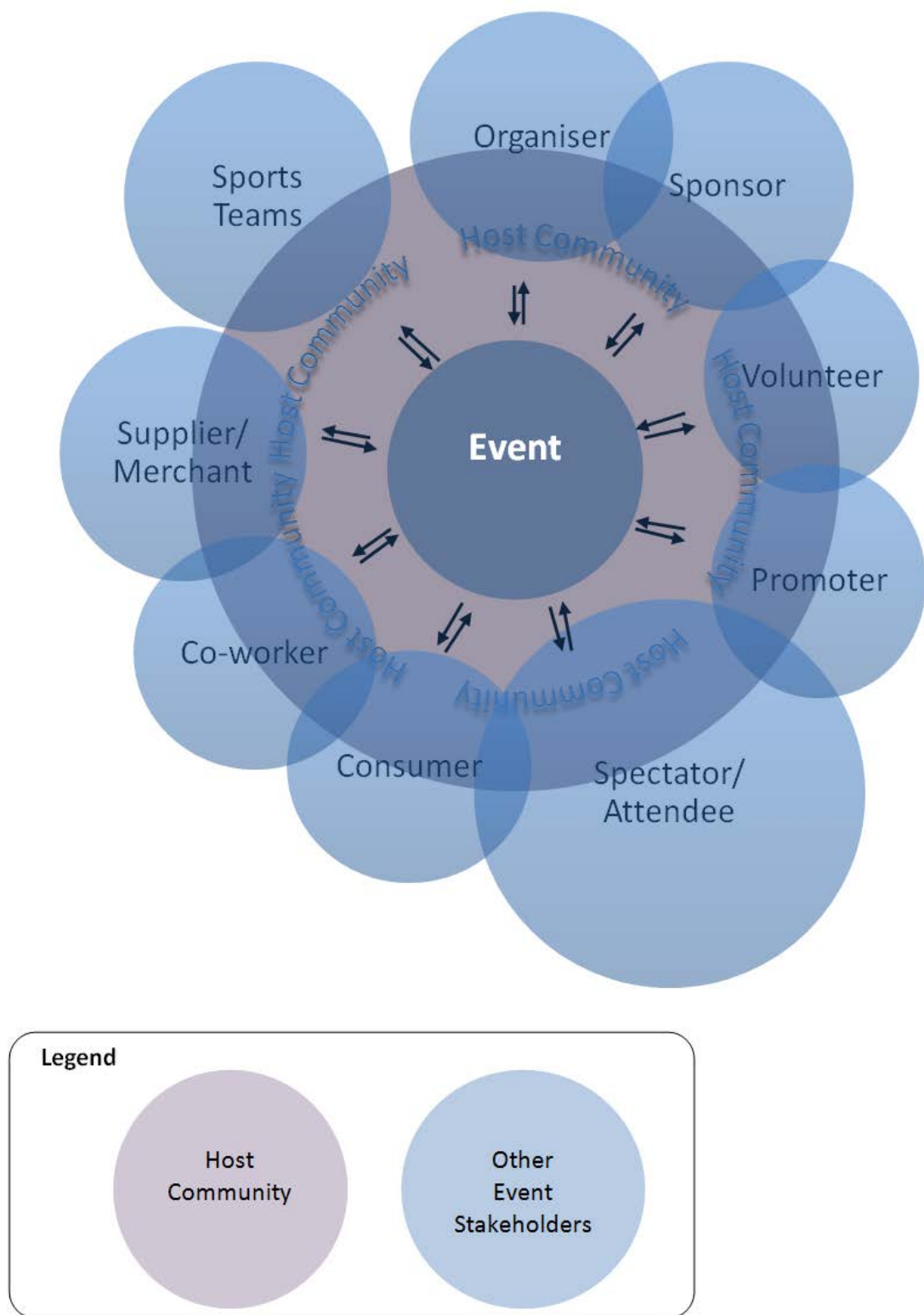
As discussed in Chapter 2, previous stakeholder relationship maps neglect the possible variance in size and involvement of individual groups. The proposed event stakeholder relationship map specifies the relative size, involvement and importance of individual groups, while not attempting to create visual representation that reflects numerical size or calculations. Due to the multiple roles and interaction of the host community, its size in the proposed map attempts to reflect such importance (Figure 8.1). Understanding the host community's redefined relationship with other stakeholders and the relative importance of individual groups can help event organisers at the host destination to plan strategically.

The possible multiple roles identified for the host community represent another key point of difference in the proposed event stakeholder relationship map. In any event, residents as members of the host community can opt to participate in any or all of the stakeholder group roles proposed in Figure 8.1. The stakeholder role is infinite because each stakeholder does not have any limit on the number of roles undertaken. While a resident is a volunteer, he or she can also attend the event and buy event merchandise. Likewise, event suppliers may also attend, promote and develop event-related activities while living in the country as a resident.

The host community contributes to all other stakeholder groups in this map. In the case of the RWC 2011, the results from the surveys indicated that local Chinese participated in various stakeholder roles. The key informants identified for the interviews represented a variety of stakeholders. Local Chinese participated in almost all the stakeholder groups of the RWC 2011, except the sports team/contestant group itself, because there were no NZ Chinese in the 2011 World Cup All Blacks team (something that remains the case to this day). Such non-presence of one stakeholder group may

disconnect the interaction of the stakeholder relationship. Figure 8.2 presents this disconnection of the local Chinese stakeholder participation in the case of RWC 2011. While previous stakeholder relationship maps such as Bowdin et al. (2006) considered all stakeholder groups are connected via the event, this case brings in the new dimension where a stakeholder group can be disconnected while supporting the event through being part of the host community. This disconnection also links to Horne and Manzenreiter' (2006) notion that local residents are conformed to the culture identity by default due to the pre-event publicity created by media. Variety and diversity in culture exist in the host community in reality. Although local Chinese were found using this mega sporting event as one tool to integrate to the COA and with a change in attitude to rugby, this disconnection reflected that the RWC 2011 can be considered only as the start: such change takes time.

Figure 8.2. Local Chinese Stakeholder Participation in the RWC 2011

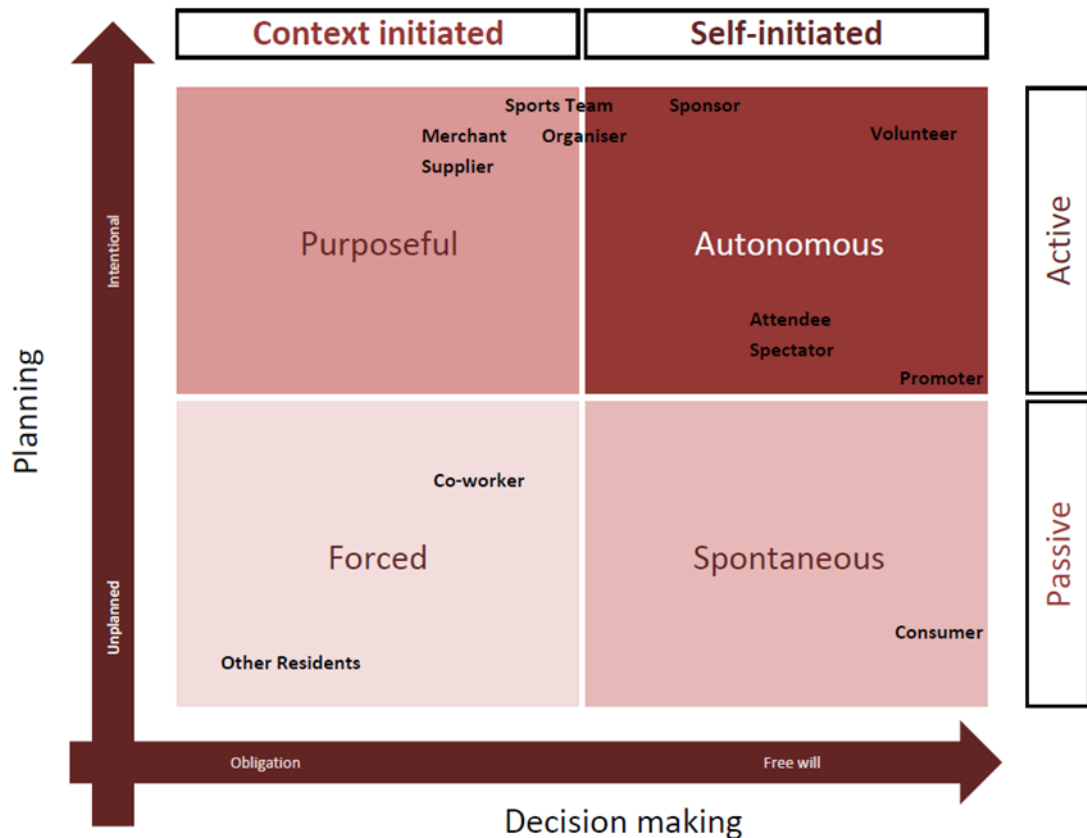


8.2.3 *Modes of participation*

After revising the groupings of stakeholders participating in an event, different modes of participation can be identified and mapped out based on the four modes of event participation framework developed in Chapter 2. Event participation is structured by planning and decision making. Figure 8.3 presents the proposed modes of event stakeholder participation. In terms of planning to participate in the event, stakeholders' choice ranged from unplanned to intentional. Stakeholders make decisions based on their context obligation or self-initiated free will. Merchants set up businesses in either NZ or back in their COO with the intention to manufacture or sell merchandise or products for the event for profit. This purposeful participation is context initiated and active.

In contrast, the residents or tourists who, of their own free will, purchase event-related merchandise, may also be aroused by the event without prior planning. This spontaneous participation is self-initiated but passive. With the same logic, volunteers apply to join the volunteer programme or work voluntarily for the event for personal development and at their own choice, totally of their own free will. Their participation is autonomous because they can also choose not to participate. This is the most active mode of participation; for example, compare their voluntary participation with employees who work for the event simply because of their company's choice to support the event. Other residents who live in the host community are also forced to participate even though they do not choose to partake. This obligated and unplanned resident participation will also be impacted by the event, whether positively or negatively, and is not at their choice. Such forced participation is context initiated and mostly passive.

Figure 8.3. Proposed Modes of Event Stakeholder Participation



8.2.4 Active participation

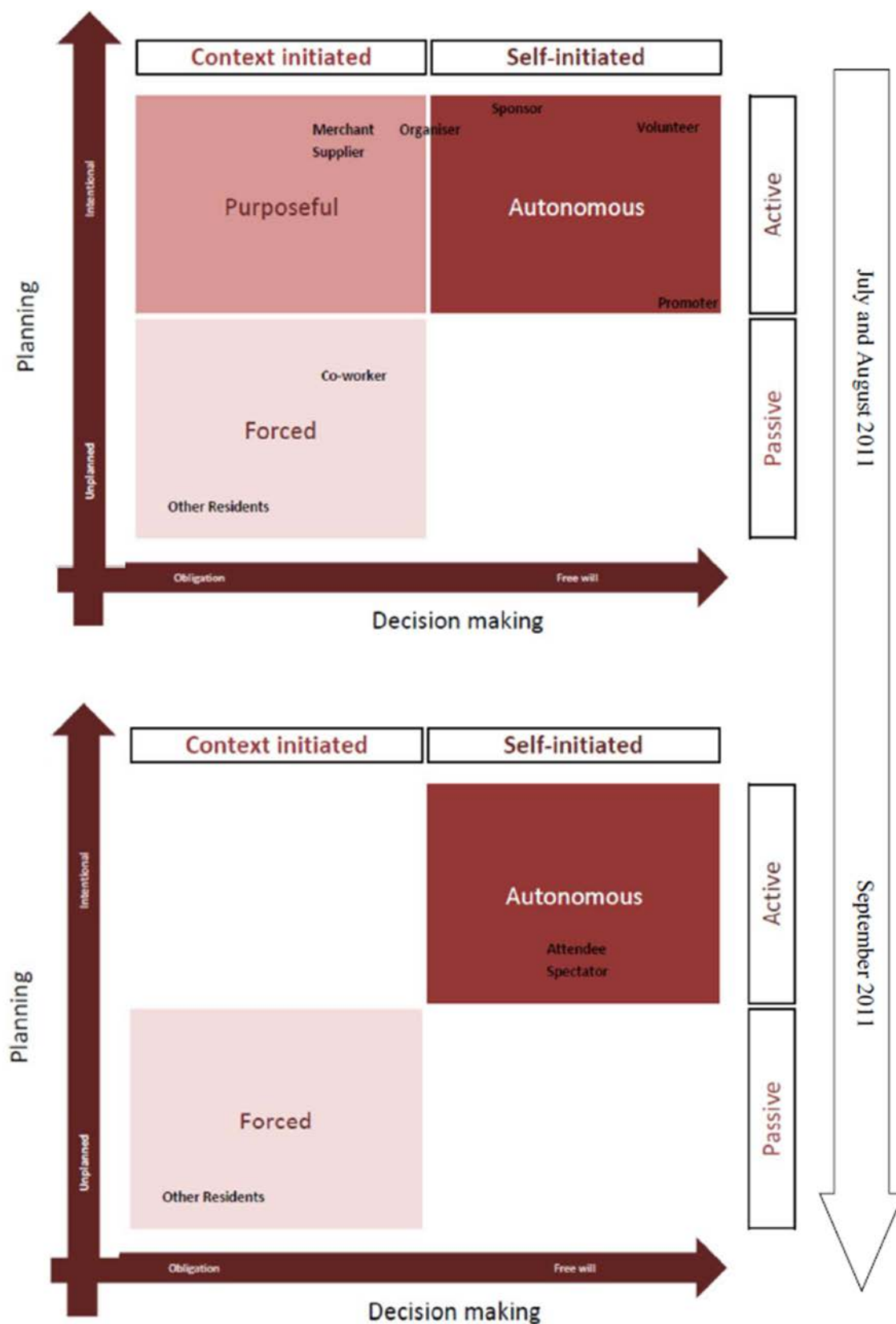
The different stakeholder roles the survey respondents played in the RWC 2011 reflect a mode of active participation. Such active participation included attending, watching, volunteering, sponsoring, inviting people from their COO to attend the RWC 2011 (promoter), recommending the RWC 2011 to friends and relatives from their COO (promoter), and hosting related events (organiser and promoter). The results shown in Table 7.4 and the interview findings detail the various roles played. This participation was self-initiated and autonomous because local Chinese could have chosen not to participate in the event. With business engagement, local Chinese merchants set up some RWC 2011-related businesses in NZ and in their COO (Table 7.5). The engagement by businesses also reflected a purposeful participation that was active but context initiated. The survey results showed local Chinese participated in the RWC 2011 in the active modes rather than those passive modes of participation which are obligated and context

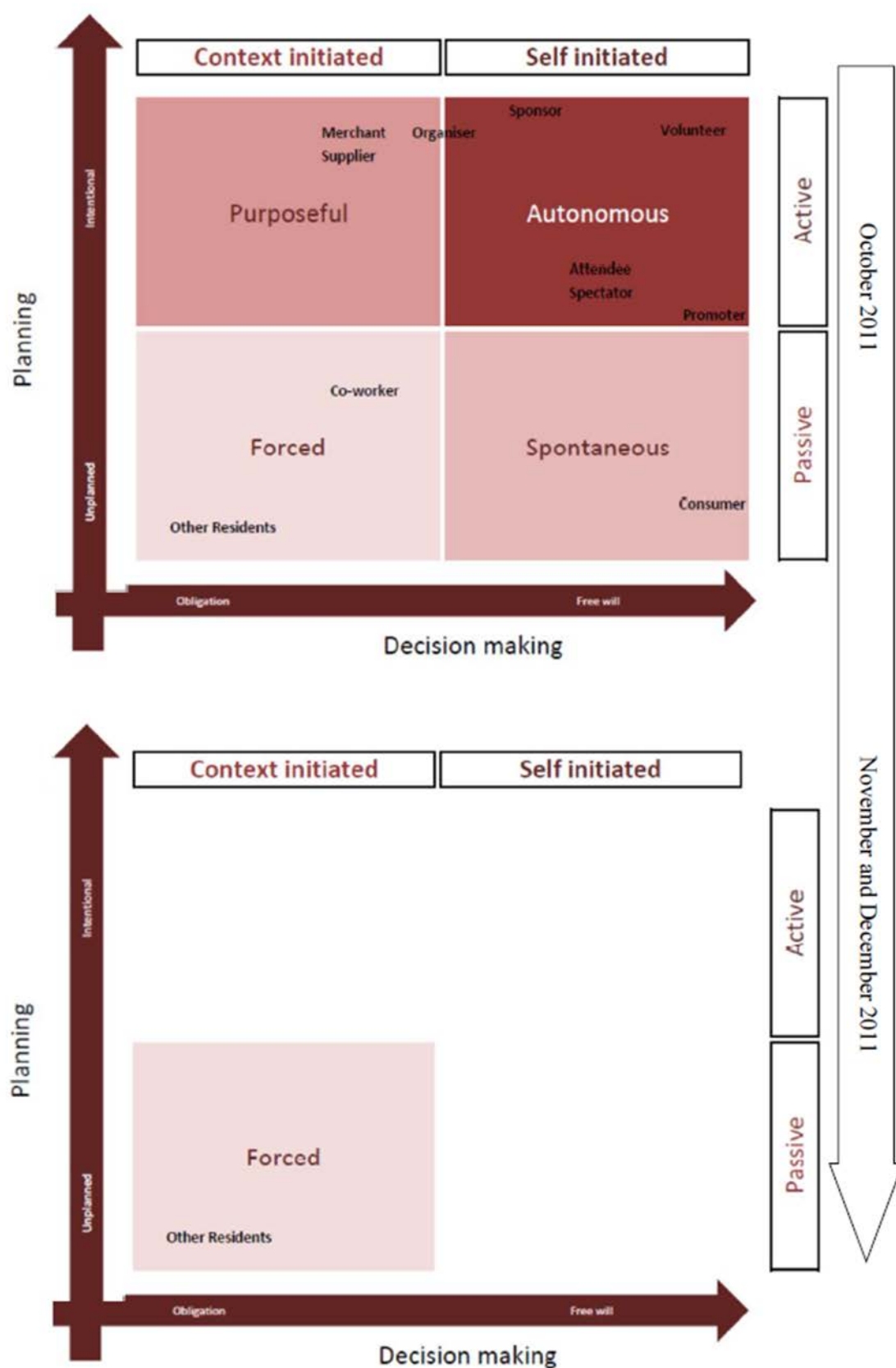
initiated, such as normative commitment bounded by working for or supplying the RWC 2011. These active modes of participation correspond to Bansal et al.'s (2004) view that commitment is more effective when residents (in this case, the local Chinese migrants) desire to be involved in the event. They are involved because they want to be.

8.2.5 Stages of participation

In order to synthesise the temporal dimension with the modes of participation, further stages of participation are presented in Figure 8.4. Translating the online contributors' backgrounds (determined by the discussion areas they participated in), Dominant stakeholder groups were determined by translating the online contributors' backgrounds based on the discussion areas in which they participated (see Table 5.8). Stages were also developed based on which groups were dominant at different periods of the event. In the case of local Chinese participating in the RWC 2011, the key sports team, the All Blacks, does not currently exist as a stakeholder group because at the present time there are no local Chinese in the team. This group was missing in all stages of the event. Promoters only dominated in the pre-RWC stage (July and August 2011). A wide variety of groups participated before the event including suppliers, merchants, co-workers, volunteers, organisers, promoters and the host community. Not surprisingly, spectators and attendees dominated when the event opened (September 2011). Consumers, however, only dominated in the ending stage of the event (October 2011), and almost all the other groups also existed and shared dominance in this stage. As the event closed, all stakeholder groups completed their participation and exited the framework, leaving the host community alone (November and December 2011). The host community was the only group that participated in all stages of the RWC 2011. All residents, including subgroups of migrants, whether they chose to participate or not, were the ones most affected by the event's impacts, be they are positive or negative.

Figure 8.4. Stages of Dominant Participation of RWC 2011





Previous literature has not considered various participation modes at different event stages. Mapping the redefined stakeholder groupings with the proposed modes of participation, Figure 8.4 also displays stages of participation modes. The figure focuses on the dominant modes of participation. In terms of temporal dimensions, forced participation existed at all stages of the event. Before and during the RWC 2011, forced, purposeful and autonomous were all dominant modes of participation. Spontaneous participation only existed in October 2011 when the event was reaching its concluding stages. All modes of participation, except forced, ceased after the event ended. In particular, those residents who opted not to participate in any specific roles were still forced to take part in the event because of its geographical nature. Such context-bounded and unplanned participation represents the most passive mode of participation because of the obligation of residing in the host community.

8.3 Participation Effect – Multidirectional Branching Out Effect

Local Chinese certainly benefited from participating in the RWC 2011. A higher level of socialisation, cultural adaptation and adaptation to NZ's multicultural environment was found by this thesis research. Previous studies found that participation in sport provides migrants with opportunities to adopt an entirely new culture (Allen et al., 2010). Through participating in this mega sporting event, local Chinese found the RWC 2011 provided them with opportunities to socialise with and meet friends from different cultures. Participants were also found to exhibit a higher multicultural value because they participated in the RWC 2011 with individuals from a different cultural background, socialised with others from a different culture, networked with individuals from diverse cultural backgrounds, and met friends of different ethnicities. The empirical findings drawn from the survey research also revealed that participation in the event drove a stronger linkage to NZ. Local Chinese participants considered that the RWC 2011 allowed

them to gain acceptance from others in their new environment, enter into a new cultural environment, and become more connected to NZ's cultural environment, as well as providing them with an opportunity to adapt to the NZ cultural environment. The result reflected a positive perception of the power of the RWC 2011 to enable settlement in the COA of local Chinese in terms of multicultural values and connection with NZ. Similar to the way a bush branches out from the base, the effect starts from participation in a mega sporting event and expands outwards, extending to create positive impact on other aspects including social and cultural.

Participation in various stakeholder roles other than watching and attending the RWC 2011 was also found to be positively associated with economic links and national identity and pride (see aggregate results from Table 7.13 and Figure 7.5). These ways of participating in the RWC 2011 included volunteering, working, supplying, sponsoring, promoting and inviting people to attend the RWC 2011. This finding implies that local Chinese who participated in the RWC 2011 gained a higher level of multicultural value, linkages, sense of identity and pride, and business engagement, and were also more likely to recommend NZ to friends and relatives. Participation is an element that enhanced smoother migrant settlement processes and integration into NZ society.

Participation in various roles in this mega sporting event contributed to the local Chinese research participants having a stronger sense of identity with and pride in NZ. Local Chinese who volunteered for and promoted and invited people to attend the RWC 2011 were proud of NZ successfully organising the RWC, the performance of the All Blacks, and rugby as the sport representing NZ. While participation led to a stronger sense of identity as a New Zealander (with mean scores increasing from 3.5 prior to the RWC 2011 to 3.67 after the event, which is significant using a *t*-test at $p < 0.05$), the decline in participants' scoring for identity as Chinese could be an implication of the stronger linkage and higher multicultural value also found in the research. This result also

connected to the active and self-initiated participation found in the research; i.e. the local Chinese participants had the ability and options to choose in what roles they wanted to participate. With this connection, to optimise such participation effect, event hosting organisations should encourage residents in the host community, including migrants, as participation has been shown to contribute to social cohesion.

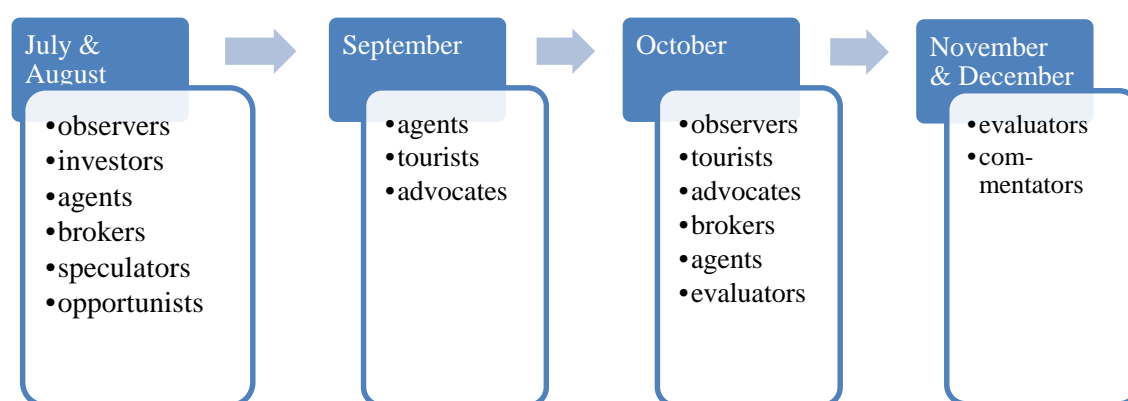
8.3.1 Change of roles

Transnational migration networks that bridged and reinforced transnational social relationships (Castles, 2002; Chui, 2008) between NZ (as the COA) and the COOs of the local Chinese were structured through this mega sporting event. Participation in the RWC 2011 not only related to a higher level of business engagement where participants set up business in NZ and in their COO, but also led participants to recommend to friends and relatives back in their COO that they travel and migrate to, and work and study in NZ. Such participation effects link to the concept of change from Foucault's agent roles proposed by Cheong and Miller (2000), with the local Chinese behaving during and after the RWC 2011 with an increasing sense of being "locals and brokers" rather than tourists. As Foucauldian agents, local Chinese employed strategies that entail instruction, persuasion, advise, interpretation and surveillance, these act as buffers to protect locals from the brokers via the ethnocentrism of agents and the communication of cultural manners and mores (Foucault, 1982).

Translating from the characteristics of the interviewed key informants, online contributors and stakeholder groupings into the above agent roles, the role development and transformation during the RWC 2011 is presented in Figure 8.5. During the event planning stage in July and August 2011, with awareness of the event coming along and expectation of economic benefits, some local Chinese acted as investors and brokers, engaging in RWC 2011-related business in NZ. The uncertainties in this stage led others

to observe, speculate or take opportunities as they arose. There were also people who worked as agents (Cheong and Miller, 2000) to organise the RWC 2011. When the RWC 2011 “kicked off” in September, local Chinese also travelled to attend the games. Devotion to the sport developed in this stage and turned some of the research participants into advocates of the event and of NZ. In October, the devotion extended from the sport to the place, advocates not only supporting the event but also recommending NZ to friends and relatives in their COO as a place to travel and migrate to, and work and study in NZ. In addition, with increased ownership and sense of belonging, local Chinese also evaluated the benefits and costs of the event, like other residents did at this stage. After the event was over, in November and December when the “heat” of the event had cooled down, commentators appeared who critically discussed the merits and faults of the Government’s implementation, as the host, of the event, while other roles developed from previous stages continued to exist.

Figure 8.5. How the Main Roles Transformed Over the Course of the RWC 2011



8.4 Economic Linkage to Awareness

Business association representatives interviewed for the research revealed that local Chinese business owners ignored the importance of the RWC 2011 despite NZTE

considering the event to be critical to the leveraging of economic opportunities for NZ (NZTE, 2009). The passiveness of local Chinese business owners reflects a rather weak business linkage from this migrant community to the RWC 2011. The small number of online discussion postings on business networking (13) and economic impacts (16) out of the hundreds of accumulated postings found from the content analysis of the entire Web audit period supported this finding. Out of such a small number of postings on economic linkages, only seven postings were found during or after the RWC 2011 featuring RWC factual figures and statistics in the message. This posting pattern is consistent with the empirical research results from the survey that the respondents' association of the RWC 2011 with business opportunity dropped significantly from 3.62 to 3.26 (pre- and post-RWC, respectively) and association between the event and economic gain dropped significantly from 3.90 to 3.59 (pre- and post-RWC, respectively) (Table 7.6).

The content of the majority of the pre-RWC postings revealed that local Chinese were full of speculation and uncertainty. The online discussion also indicated that local Chinese were sceptical about the potential benefits that the RWC 2011 might bring. This uncertainty links to the empirical survey results that awareness had a negative effect on business engagement (Table 7.13). This finding may also explain why local Chinese merchants did not consider the business opportunities of the RWC 2011 to be as significant as those from two other mega events, the 2010 World Expo in Shanghai and the 2008 Olympics in Beijing, which were not even held in NZ. Scepticism therefore demotivated purposeful participation in this case. The interview results further support this shift in mode of participation. Suppliers and merchants who showed low or no interest in the event because of perceived unattractive opportunities or uncertain benefits drove down the mean score for intended business engagement from intentional and active

participation to unplanned. Such unplanned participation dropped even further to a passive mode of participation as the event went on.

8.5 Stronger National Identity and Dual Identity

A stronger sense of national identity was recorded within a short period of time after the event's completion. The empirical research findings showed an increase in the respondents' identification with NZ. A statistically significant (at $p < 0.05$) increase from a mean score of 3.50 prior to the RWC 2011 to 3.67 after the event was found in the local Chinese survey respondents' agreement to the statement of "I'm a New Zealander" (Table 7.11). Inclusive descriptions were also revealed in the content analysis of the online discussion with local Chinese, who made statements saying "we" won and "we are the champion" when the All Blacks won the RWC 2011 final. Although respondents' agreement in their identity being Chinese dropped slightly from 4.31 to 4.23, the drop was not statistically significant (Table 7.11) and agreement with Chinese identity even after the RWC 2011 remained extremely high.

These findings imply the possible agreement of local Chinese to a dual national identity; i.e. they consider themselves to be both Chinese and New Zealanders at the same time. This dual identity agreement corresponds to Deaux's (2001) view that countries with migrants may find ways to enable dual identification. Meanwhile, the respondents' relationship with NZ was very close (at 3.98) and remained unchanged over the period covered by the two surveys. These findings show that the RWC 2011 had a positive influence on the national identity of local Chinese, with the event resulting in many Chinese having a stronger sense of being Kiwi and feeling very close to their country of adoption, NZ.

8.6 Stronger Sense of Pride

The empirical research findings showed that the overall sense of national pride among the survey respondents had increased significantly ($p < 0.001$) from the pre-RWC 2011 mean score of 3.35 to 3.53 after the event had finished (Table 7.11). National pride involves both admiration of a country and having the same sense of pride as members of other groups do in a country's achievement (Evans & Kelley, 2002). In the case of the RWC 2011, local Chinese admired and shared the same kind of contentment as other New Zealanders did in NZ's achievement in the tournament. Their opting to actively participate in the event meant local Chinese were also stakeholding members of the host community.

The empirical research findings showed that local Chinese were, in particular, extremely proud of the All Blacks: their mean score for this question increased significantly ($p < 0.001$) from 3.88 before the RWC 2011 to 4.41 after the event (Table 7.10). Another significant increase was found in their extremely high sense of pride in the successful organisation of the RWC (from 3.75 to 4.17; significant at $p < 0.001$; Table 7.10). Furthermore, although the survey revealed that local Chinese were neither rugby fans nor rugby players, they were extremely proud of the country's national sport, rugby, and once again, the mean score for this question increased significantly from the pre-RWC to the post-RWC survey (from 3.67 to 4.11; significant at $p < 0.001$; Table 7.10).

This pride in rugby was supported by the qualitative content analysis from the Web audit on the attitude change towards the sport. Those local Chinese who participated in various roles were also proud of the way democracy works in NZ – the mean score for this question increased pre- to post-RWC 2011 from 3.67 to 4.11, respectively (significant at $p < 0.001$; Table 7.10). This may be because the NZ political climate contrasts strongly with that of one of the local Chinese migrants' major COOs, namely China, which is a communist and non-democratic society. The results of the content analysis of the online


discussion also showed very supportive messages in the postings replying to NZ being the champion of the RWC 2011. (See also Tables 5.16 and 5.17). All of these factors indicate that a single mega sporting event can promote a sense of pride in both a nation and its sporting endeavours.

8.7 Temporal Dimension of the Event

To summarise, the development of the RWC 2011 reflected a process of change in the roles that local Chinese play. Drawing from the Web audit results, the proposed stakeholder relationship map, and the proposed participation modes discussed, a temporal dimension of the RWC 2011 involvement is presented in Table 8.1. Developed from the summary of postings from various topic-specific forum sections, the main contributor groups were identified from the nature of the forum section (see Table 5.8). These contributor groups were then translated to the stakeholders in the proposed event stakeholder relationship map to reflect a timeline. The stakeholders identified were then matched with the main agent roles proposed by Cheong and Miller (2000).

The contributor groups involved in the online discussion changed along with the progression of the RWC 2011 from July to December (Table 8.1). Before the event, the main contributors were investors, employees, professionals and articulators. These categories were defined as follows: investors were those who cared about the event plan and estimated economic benefits; employees were those who were in the NZ workforce; professionals were those who had knowledge, such as about the law; and, finally, articulators were those who disseminated information related to the RWC 2011 which would be of interest to the online discussion contributors. Once the RWC 2011 opened in September, rugby and sport fans dominated the online discussion.

Table 8.1. Temporal Dimension for the RWC 2011 Involvement

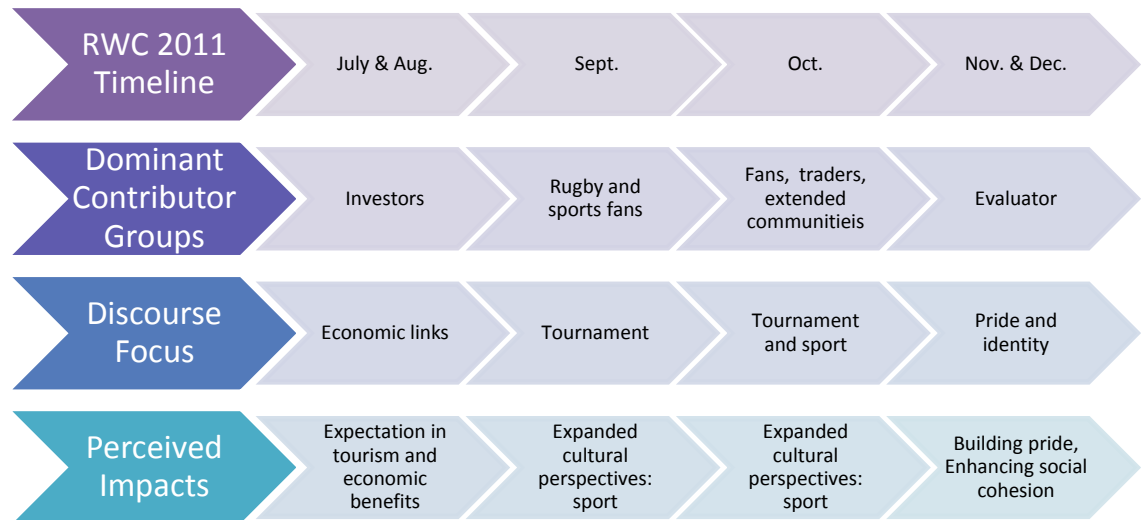
				
Postings from topic-specific forum section	<ul style="list-style-type: none"> • Investment • Amicus Law • News • God's Garden • NZ Working Class • Information Centre 	<ul style="list-style-type: none"> • RWC 2011 Sport Area • RWC Sport Area 	<ul style="list-style-type: none"> • God's Garden • RWC 2011 Sport Area • Hamilton • Sport • Flea Market • NZ Working Class • Skykiwi High Party • Soul Graffiti 	<ul style="list-style-type: none"> • Soul Graffiti • FML Everyday Life Stories
Dominant contributor groups	<ul style="list-style-type: none"> • investors • employees • professionals • articulators 	<ul style="list-style-type: none"> • rugby fans • sports fans 	<ul style="list-style-type: none"> • residents from other regions • rugby fans • sports fans • traders • employees • networkers • evaluators 	<ul style="list-style-type: none"> • evaluators • commentators
Dominant stakeholder groups involved	<ul style="list-style-type: none"> • suppliers • merchants • sponsors • co-workers • volunteers • organisers • promoters • host community 	<ul style="list-style-type: none"> • host community • spectators • attendees 	<ul style="list-style-type: none"> • host community • sports teams • spectators • attendees • suppliers • merchants • consumers • sponsors • co-workers • volunteers 	<ul style="list-style-type: none"> • host community
Main modes of participation	<ul style="list-style-type: none"> • purposeful • autonomous • forced 	<ul style="list-style-type: none"> • forced • autonomous 	<ul style="list-style-type: none"> • forced • purposeful • autonomous • spontaneous 	<ul style="list-style-type: none"> • forced
Main agent roles	<ul style="list-style-type: none"> • observers • investors • agents • brokers • speculators • opportunists 	<ul style="list-style-type: none"> • agents • tourists • advocate 	<ul style="list-style-type: none"> • observers • tourists • advocate • brokers • agents • evaluators 	<ul style="list-style-type: none"> • evaluators • commentators

During and right after the event officially closed in October 2011, contributors to the online discussions included residents from other regions, rugby fans, sports fans, employees, traders, networkers and evaluators. The last three categories were defined as follows: traders were merchants who engaged in business; networkers were those who connected people in the online environment; and evaluators were those who think deeply and carefully. The issues concerned in this stage extended to other areas in addition to sport, as the evaluators who like to think deeply and reflect also started to discuss issues surrounding trade, economy, social life and other communities. After the RWC 2011 tournament, mainly evaluators and commentators stayed with the forum, with not much discussion found. What discussions there were mostly focused on critically evaluating the key benefits and costs of the event.

8.7.1 Temporal dimension: perceived impacts

Drawing from the results presented in Figure 5.3, the online discussion coded contents was used to construct a timeline of perceived impacts. As this research only focused on the pre- and post-RWC period, the perceived impacts discussed here are short-term impacts. Drawing from the case of the RWC 2011, Figure 8.6 presents a pattern of the impacts of the event as perceived by the local Chinese who participated in the research. The discourse focus in the local Chinese community before the event was on economic links, though this focus was somewhat uncertain and featured some scepticism about forecast benefits accruing from the event. During the event, the online discussions focused on the tournament programme and the teams' performances. After the event, the focus of the discourse shifted towards identity and pride.

Figure 8.6. Temporal Dimension of RWC 2011: Perceived Impacts



Perceived impacts created at the pre-RWC stage mainly revolved around expectations. The perceived impacts were mainly tourism and economic benefits (see Table 2.1) and included destination promotion and increased tourist visits, business opportunities and leveraging economies. During the event, the programme content of the RWC 2011 was the centre of focus considered by the local Chinese. The perceived impacts during this stage were mainly social and cultural (as listed in Table 2.2) and related to expanded cultural perspectives.

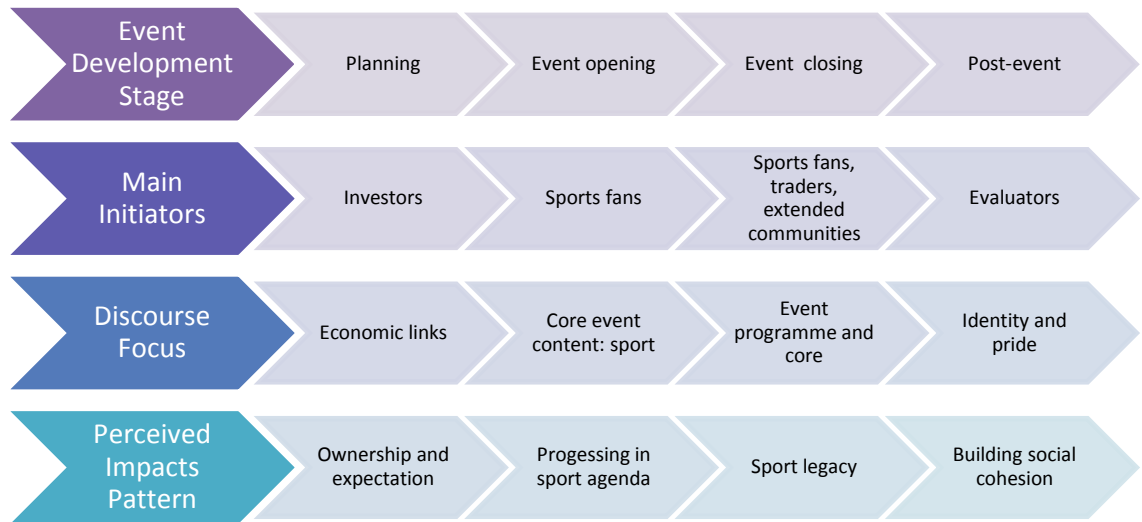
One major positive impact to emerge from the RWC 2011 was the change in attitude of local Chinese towards the sport of rugby. This was supported by the content analysis of the online discussion. When the event drew to its close, impacts generated from the sport and the event helped the local Chinese to become more connected to NZ's cultural, including sporting, environment. The empirical research findings showed more local Chinese played and watched rugby as a result of their exposure to the event. The post-RWC perceived impacts were mainly social and cultural as well as political (Table

2.2) and included building pride and enhancing social cohesion. The quantitative and qualitative analysis of the research shows that the RWC 2011 successfully built national identity and pride in the local Chinese community, which may potentially contribute to another RWC 2011 goal: building social cohesion.

8.8 Proposed Event Stimulation Strategy

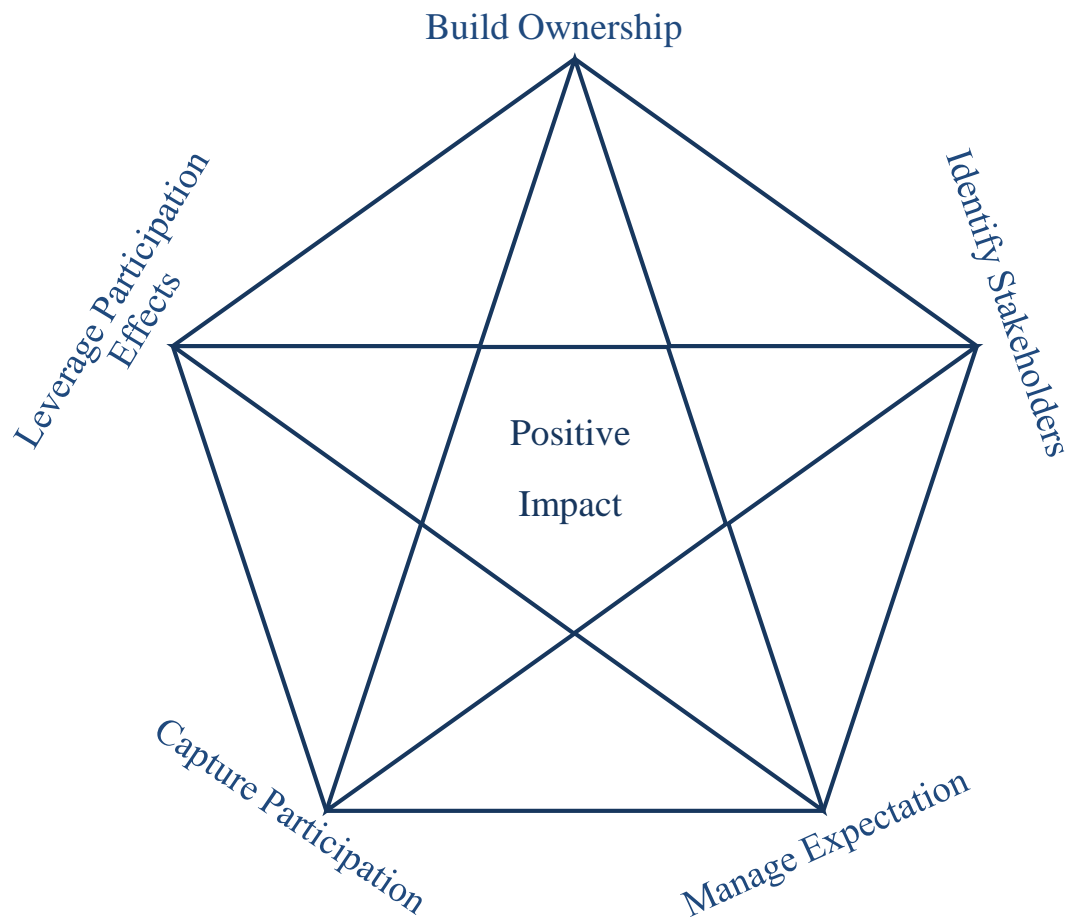
Drawing from the proposed stakeholder framework and event temporal dimension, a strategy is suggested for event planners which can be used to plan in way that will maximise positive impacts of an event for the host community. A general mega sporting event pattern is summarised in Figure 8.7. In this pattern, the event is divided into four stages: planning, event opening, event closing, and post-event. This pattern only highlights the key initiators, discourse focus and perceived impacts. By understanding the event's temporal dimension, event planners can communicate accordingly with the main initiators in each stage to reduce uncertainties and manage expectation. Various initiators can prepare for the event by adopting different ways and modes of participation. Event planners can coordinate their implementation plan with the event focus in different stages to further motivate resident participation. The core nature of the event, such as sport, will be the key once the event begins. Short-term social impacts will be created in each stage and are linked to the discourse focus at the respective stage. Finally, event planners can communicate with various groups and subgroups in the host community to encourage participation and to capture the participation effect. The idea of this strategy is to optimise positive impacts for the host community in various aspects at the different event stages.

Figure 8.7. Mega Sporting Event Pattern



To conclude, an event stimulation strategy is presented in Figure 8.8. This strategy is focused on the host community. Awareness created by the event contributes to the host community by building event ownership. In addition to informing the host community about the event planning, marketing to residents emphasises how they can participate and help the host community in preparing for the event. Event planners must understand the complexity of the subgroups in various stakeholder categories. This process also supports the first attribute of the strategy on building ownership. Various subgroups, such as new migrants in the host community, may require a culturally appropriate approach to enhance their understanding and involvement. Event planners should approach different subgroups within the host community and organise various information workshops in ways that invite and encourage these subgroup members to be involved in the event.

Figure 8.8. An Event Stimulation Strategy



The lure of positive event impacts may be created by various levels of expectation, particularly in the planning stage. Different stakeholders and subgroups may misunderstand the benefits or costs of the event, especially when the first attribute of building ownership is not in place. Such misunderstandings and uncertainties create scepticism. As scepticism demotivates participation, managing expectation by clearly addressing the goals and defining and informing the host community of the benefits and costs can minimise this problem. Based on the above attributes, event planners can encourage various stakeholders and subgroups to prepare to adopt different ways and modes of participation. Factoring in the temporal dimension, event planners can match

up the event focus at different stages to further motivate and capture participation. Leveraging on the participation effect, the host community can be encouraged to optimise the potential positive economic, cultural and social impacts of the event. Supporting all these previous attributes in this stimulation strategy with the event temporal dimension, various potential positive impacts can be optimised towards the goals set for the event.

The five attributes presented in Figure 8.8 support the strategy. All attributes in the strategy are not only individually necessary but also interdependent. These five attributes are all important in structuring the strategy. The attributes are aligned and connected. Changing one point (attribute) will alter all the other points (attributes) that affect the alignment of the whole strategy. When all five attributes are properly in place, the strategy supports the event in optimising potential positive impacts to the host community. Neglecting or omitting any of these attributes will make the strategy incomplete and deficient.

Chapter 9: CONCLUSIONS: CONTRIBUTION OF THIS STUDY

This thesis has argued that more attention should be paid to event-related stakeholder relationships and participation, as well as their linkages to event impacts. Participation in the RWC 2011 resulted in positive impacts on local Chinese in many aspects including economic links, identity, pride, linkage to NZ, multicultural values, and the desire to recommend NZ to others. Merely creating awareness of a mega sporting event is not enough to drive participation, economic links, identity and pride. In particular, scepticism is created when residents perceive this mega-event awareness in a negative way and this scepticism demotivates participation. An event stimulation strategy combined with a temporal dimension can optimise potential positive impacts towards the goals set for the event.

Mega sporting event organisers can benefit from gaining a clearer picture of the way in which the event has impacted on an important stakeholder group in the host country, migrants. This research provided the local Chinese in NZ an opportunity to articulate their roles in the RWC 2011 and their being part of the country they are proud of. The findings offer important insights into the area of building social cohesion, one of the legacies of the RWC 2011 for NZ society aimed for by the event organizer.

9.1 Event Participation Framework Developed

Much previous event literature and research has given equal importance to each stakeholder group and neglected the possible prominence of the host community. The proposed event stakeholder relationship map developed in this thesis (Figure 8.1) emphasised that event stakeholders interact not only via the event. In addition to connecting with each other via the event, all stakeholder groups connect and interact via

the host community because of its supplying nature. The proposed relationship map also specifies the size and involvement of various stakeholder groups, which structures and reflects the importance of individual groups. This redefined relationship stresses the multiple stakeholder roles played by the host community because event stakeholder groups do not stand alone: rather, each group mingles and interacts with the host community simultaneously. While each of these intermingled stakeholder groups contains members from the host community, another portion of group members are from outside the host community area, such as from overseas. The complexity of the host community is also constructed by the various subgroups that comprise it, such as locally born and migrant residents.

The regrouping of the event stakeholders in the proposed relationship map included those originally omitted groups and presents a picture that contributes to a better understanding of the background and characteristics of the real event stakeholder. The new structure of the proposed relationship map focuses on the functions of the different stakeholder groups, and includes both people and organisations. The regrouping provides an unambiguous identification of the event stakeholders interacting with and participating in the event.

9.2 Proposed Stakeholder Framework: Modes of Participation

Four modes of host community participation in an event are developed in this thesis. Early established stakeholder frameworks (Bowdin et al., 2006; Freeman, 1984) focused on relative characteristics linking to social behaviour whereas the framework proposed in this thesis stresses four modes of participation that are structured by planning and decision making. In terms of planning to participate, stakeholders' choices range from unplanned to intentional. Stakeholders' decisions are made based on their obligation to the context or self-initiated free will. While purposeful participation is context initiated, intentional

and active, spontaneous participation is self-initiated, unplanned and passive. In contrast, autonomous participation is self-initiated, intentional and active, while forced participation is unplanned, context initiated and passive. The participation described by migrants in this research is a mode of active participation. Such self-initiated mode of participation refers to a more affective commitment, reflecting the participant's desire to be involved.

Active participation is positively associated with business engagement, national identity and pride, as well as enhanced social integration. The positive perception of the power of a mega sporting event enabled such social integration in terms of a higher level of multicultural value and connection between the migrants and their COA. The mega sporting event RWC 2011 provided migrants with opportunities to participate in the event and socialise with people from different cultural backgrounds.

Within a short period of one mega sporting event's life, a stronger sense of national identity and pride could be seen emerging from the local Chinese population in Auckland. Migrants increased their identity with their COA as a result of the RWC 2011 while still maintaining their COO identity, and this finding reveals that dual identity is possible with migrants. By participating in the mega sporting event, migrants developed their devotion to rugby and the national team. This devotion was further developed into passion for and pride in NZ.

9.3 Strategy Developed

The proposed event stimulation emphasises a strategy supported by five attributes: building ownership, identifying stakeholders, managing expectation, capturing participation, and leveraging participation effect. When all five attributes are properly in place, the strategy can provide support to optimise potential positive event impacts.

Omitting any one of these attributes will make the strategy incomplete and deficient. Supporting all these previous attributes in the stimulation strategy with the event temporal dimension, various aspects of positive impacts can be optimised towards the goals set for the event.

9.4 Methods Advancement

With the research paradigm shift in event studies and methods from positivist and quantitative-based studies to a more balanced approach, this thesis employed a triangulation approach. The advantages of such a multifaceted approach – i.e. employing both quantitative and qualitative methods with a case study – are that the approach is inclusive, pluralistic and complementary. Moreover, such an approach is able to cover different groups, time frames and contexts. With a pre- then post-event approach combining face-to-face interviews with online research technologies to generate an aggregate analysis, this research explores the contextual and temporal relationship between an event, its stakeholders and its impacts.

This thesis provides the first CMC analysis in mega sporting event research. The use of CMC analysis has been adopted in many fields such as political science for problem analysis and to reveal structural patterns that can be useful in examining group member roles (Black, Welser, Cosley, & DeGroot, 2011). The Web audit's nature of unfacilitated focus groups and the macro-analytic approach used in the content analysis introduce new ways to understand event stakeholder participation and attitude change. The qualitative nature of CMC analysis in this study also add dimension to the predominantly used methods limited to frequency counts and other quantitative measures.

This study adopted an approach that combined the strengths of both qualitative and quantitative research methods. One of the advantages of the triangulation approach is that

it can validate findings by using different sources of data. While the quantitative approach has the advantage of providing measurements of relationships, similarities and differences at a surface level, there are limitations to this approach as it cannot provide more in-depth exploration of unstructured insights. The qualitative findings in this research supplement the details of the quantitative analysis by looking at the same case study, its activities, discourses and opinions, in a thematic way.

9.5 Research Agenda

Further research is recommended to build on the findings of this thesis. While previous studies have focused on measurements of the economic benefits of mega sporting events, this thesis reviewed the stakeholder relationship and perception of a mega sport event focusing on a migrant subgroup of the host community. The thesis recommends that a study similar to this research is conducted outside the NZ context. Comparative studies in other countries may provide valuable lessons and help to develop the proposed event stakeholder framework so that is more broadly applicable to other locations.

Content analysis in deliberative CMC discussions in this study demonstrated a relatively high level of problem analysis and provision of information. This way of analysis, in turn, revealed structural patterns useful in examining group member roles. Future research could develop these insights further to assess meta-communicative comments in unfacilitated online discussions in event and tourism planning fields.

The temporal dimension in terms of implementing a participatory community interaction was discussed in the case study. More studies are recommended to research the stages of the planning process and the implementation of an event stimulation strategy. A follow-up study of the RWC 2015 looking at migrants' participation could be a starting point. This method can also be extended to studies of mega events of a different

nature, and there are opportunities to explore the role of smaller events. More case studies would also help to test the applicability of the proposed event stimulation strategy.

This study focused on the short-term perceived impacts of the RWC 2011 as the data collection was concluded a short time after the event. A study to follow up the long-term impacts to confirm the legacy created by the event is recommended. A comparison of the event's impacts under different time frames would also reveal a fuller picture of its legacy. A longitudinal study that gathers empirical data on changes in identity and pride after various events and within subgroups is also recommended.

Further analysis can be conducted to enhance and clarify the statistical model. Confirmatory factor analysis of the indicator items developed in this research can be conducted to validate the unidimensionality of the scales. Cluster analysis can also be considered to determine the potential lifestyle demographics of the participants. It would be valuable information to know the profiles of the most likely to be impacted within the ethnic communities, as well as the least impacted.

While this research focused on participation, further study can be conducted to investigate the non-participant, or residents characterised by forced participation in the host community. Bruce (2013) took a bottom-up approach to interrogate the residents disliking the RWC 2011 and found those who were disinterested in or actively resistant to the event believed themselves to be alienated from the dominant discourse. Further studies in other mega sporting events can build insights into the different modes of participation identified in this thesis.

9.6 A Chosen Stadium of Four Million

As members of “The stadium of 4 million”,⁶ local Chinese were as aware of the RWC 2011 as any other New Zealanders. However, mega-event awareness does not necessarily translate to direct participation, and “The stadium of 4 million” was not simply built by, and attended through, slogans. The active participation of local Chinese reflected the fact that they chose to be part of this “stadium”. The effect of the migrants’ active participation was multidirectional, enhancing their settlement process and contributing to their feeling a stronger sense of “New Zealand-ness” and pride in their adopted country. Their participation also led them to bridge the migration network as they recommended NZ to people in their COOs and set up event-related businesses in both their COA and their COOs.

⁶ New Zealand’s approximate population at the time of the RWC 2011.

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GLOSSARY

browser	an Internet user who surfs and read the postings in the online discussion forum without commenting
cloud	describes a variety of computing concepts that involve a large number of computers connected through a real-time communication network such as the Internet
contributor	an Internet user who posts a comment to reply to a posting
COO	country of origin; the country where the migrant was originally from
COA	country of adoption; the country where the migrant moves to
discussion forum	an online discussion site where people can hold conversations in the form of posted messages. A discussion forum is hierarchical or tree-like in structure: a forum can contain a number of sub-forums or sections
emoji	a small digital image or icon used to express an idea or emotion in electronic communication
forum section	contains topics in the same categories
Internet Protocol	As the primary protocol in the Internet layer of the Internet Protocol suite, it has the task of delivering packets from the source host to the destination host solely based on the Internet Protocol addresses.
Internet Protocol address	a numerical label assigned to each device (e.g. computer, printer) participating in a computer network
Maori	indigenous New Zealanders
migrants	people move to a new country from where they were born
number of views	how many times the Internet users view the posting
number of replies	how many times the Internet users reply to the topic
Pakeha	non-Maori New Zealanders, usually of British ethnic origin or background
posting	a posted message in a discussion forum

Appendix I –INDICATIVE INTERVIEW QUESTIONS

1. Icebreakers/Background of the interviewee

- a. How long have you been in this industry?
- b. What event organising experience do you have?
- c. What mega event(s) have you ever participated?

2. Awareness

- a. Do you expect all communities in NZ to be aware of the RWC 2011?
- b. Are the local Chinese community aware of the RWC 2011?
- c. Are there any particular communities you do not expect to include in RWC 2011?
- d. Why are they not participating?

3. Participation

- a. Do you expect all communities in NZ to participate in the RWC 2011?
- b. Are there any communities with a lower level of participation in the RWC 2011? What contributes to such low level of participation?
- c. What is the level of participation of the Chinese community? In what ways do they participate?

4. Benefits/Cost

- a. What are the benefits for communities that do (or do not) participate in the RWC 2011?
- b. What are the costs for communities that do (or do not) participate in the RWC 2011?

5. Strategies

- a. What are the objectives your organisation has for the RWC 2011?
- b. What strategies has your organisation adopted to include all communities in participating in RWC 2011?
- c. Does your organisation include specific marketing materials to target various communities for RWC 2011?
- d. What are the strategies your organisation is using to encourage participation of various communities?
- e. What activities have you planned to encourage participation of migrants?

Appendix II – INFORMATION SHEET

18 August 2011

page 1 of 2

Participant Information Sheet



Date Information Sheet Produced:

27 June 2011

Project Title

Migrant Community Participation in a Mega Sporting Event: New Zealand Chinese and the RWC2011

An Invitation

My name is Chloe Lau. I am currently working on my research for my Doctor of Philosophy at AUT University. As a member of the Chinese community, you are a very important part of the Rugby World Cup 2011 (RWC2011). You are invited to participate in this research through a survey. Participation is entirely voluntary and you will in no way be disadvantaged should you choose not to take part.

What is the purpose of this research?

This research explores migrant's participation in RWC2011, their awareness of the event and its connection to economic links and identity. This research is being conducted as part of my Doctor of Philosophy at AUT University. Results of the survey may appear in my PhD thesis and/or be used in journal and conference publications.

How was I identified and why am I being invited to participate in this research?

As one of the hundreds visitors or friends who visit the largest migrant service non-government organization in Auckland, the Chinese New Settlers Services Trust's (CNSST) centres, located at Panmure, Botany Down, Howick, Manukau, New Lynn, Glenfield, Onehunga, and New Market, you are invited to fill in the survey by our researchers on duty at these key centres from Aug 2011.

What will happen in this research?

The researchers will approach you and invite you to complete the self-administered questionnaire in person by explaining this information sheet and distributing the questionnaire. You will have time to consider and can complete the questionnaire anytime during the day of the distribution.

Please answer the questions on the survey as accurately as you can. Then return the survey to the researchers by placing your completed questionnaire in the envelope titled [COMPLETED QUESTIONNAIRES] in the collection box located in the centre voluntarily. No one can easily identify who actually participated and submitted the completed questionnaire.

The separate inserts for entering the lucky draw (as a small incentive) and the request for brief summary of results will be collected in separate envelopes titled [ENTER LUCKY DRAW], and [SEND RESULTS OF SURVEY] in the collection boxes with options of leaving names and addresses. The name and address collected will be in no ways linked to any answers or surveys.

Participants are able to choose to complete the survey in English, Traditional Chinese or Simplified Chinese versions. Your answers in Chinese will be translated by me, a native Cantonese and Mandarin speaker. I also teach in Hong Kong and China and have sufficient academic knowledge in Chinese to support all translation in the data collection.

What are the discomforts and risks?

You are giving your valuable time and information to help with this. You may also be concerned about the use of your time - a valuable resource.

How will these discomforts and risks be alleviated?

The survey will take approx 20 minutes to complete. Your participation is completely voluntary and you may withdraw at any time without any adverse consequences.

What are the benefits?

This research will benefit several groups and sectors. This research will assist in the development of strategies to enhance awareness and encourage participation of stakeholders. Mega sporting event organisers will benefit from gaining a clearer picture of the way in which the event is impacting an important stakeholder group in the host country, the Chinese migrants. The work will also provide important insights into the legacy of the RWC 2011 for NZ society. The research may result in the award of a qualification to the researcher.

By completing the survey, you will have a chance to win a petrol voucher @NZD100. Please simply enter a postal or an email address in the separate insert for the lucky draw and submit the insert in the separate envelopes titled [ENTER LUCKY DRAW] in the collection boxes. You can also be assured that the details you provide for the lucky draw are in no way linked to your survey answers and are confidential and will not be used for any other purposes.

How will my privacy be protected?

The survey is anonymous and answers cannot be linked to participants in any way. All the postal or email addresses collected for lucky draw or from requests for summary of the survey results will be in no ways linked to survey answers, are confidential and will not be used for any other purposes.

What are the costs of participating in this research?

It will take approximately 20 minutes to complete the survey.

What opportunity do I have to consider this invitation?

We would like you to fill in the survey now if you agree. However, we will be surveying all day today, so you may be able to participate later in the day if you wish to take some time to think about this further.

How do I agree to participate in this research?

To participate in this research simply complete the survey. **By completing the questionnaire you are indicating your consent to participate in this research.**

Will I receive feedback on the results of this research?

The results of this research will be included in my PhD work and will be available on www.nztri.org in early 2014. Results may also be presented in your local media. To thank you for your participation, I offer to send you a brief summary of what I have found (a synopsis of my thesis). If you would like to receive information about the results of this survey, complete the separate insert after completing the questionnaire by selecting to receive a brief summary with an option of leaving us a postal or email address. Please submit the separate insert to the separate envelopes titled [SEND RESULTS OF SURVEY] in the collection boxes.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Prof. Simon Milne: email simon.milne@aut.ac.nz, phone +64 9 921 9245.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTC, Madeline Banda, madeline.banda@aut.ac.nz, +64 9 921 9999 ext 8044.

Whom do I contact for further information about this research?

Researcher Contact Details: Chloe Lau: email: chloe.lau@aut.ac.nz, phone +64 9 921 9999 ext 8890 or +64 21 0271 1329

Project Supervisor Contact Details: Simon Milne: email simon.milne@aut.ac.nz, phone +64 9 921 9245

Approved by the Auckland University of Technology Ethics Committee on 18 August 2011, AUTC Reference number 11/158.

Appendix III – ONLINE QUESTIONNAIRE INFORMATION SHEET (WEB SURVEY FRONT PAGE SCREEN CAPTURE)


RWC 2011 Survey - Windows Internet Explorer

http://nztri.aut.ac.nz/main/RWC2011/survey.html

File Edit View Favorites Tools Help

Google Search More >> Sign In

Google RWC 2011 Survey X Page Tools >>



Migrant Community Participation in a Mega Sporting Event Web-Survey

移民社群参与大型体育盛会：新西兰华人与2011橄榄球世界杯 - 问卷调查
移民社群参与大型体育盛会：新西兰华人与2011橄榄球世界杯 - 问卷调查

This is your chance to be part of research into understanding the significance of the migrant's participation in the Rugby World Cup (RWC) 2011. As a member of the Chinese community you are invited to be part of research that explores migrant's participation in RWC2011, their awareness of the event and its connection to participation, economic links and identity.

This research is being conducted as part of my Doctor of Philosophy at AUT University. Results of the interview may appear in my PhD thesis and/or be used in journal and conference publications.

The survey will take approximately 20 minutes to complete.

Participation is entirely voluntary and you will in no way be disadvantaged should you choose not to take part. To participate in this research, simply click on the button below. The survey asks a number of questions where you simply use your mouse to click on your answer from a selection given. Some questions ask you to type your comments in your own words into the box provided. All questions are optional. The survey will run until 31st August 2011. You may complete the survey at any point during this time.

All answers are confidential and your answers can in no way be linked to your personal details. By taking this survey you are giving consent to be part of this research.

To thank you for your input, participants in this survey will go into a draw to win a prize (a petrol voucher @NZD100). Prize draw winners will be notified by email.

<Take the survey>
<填寫問卷>
<填写问卷>

The results of this research will be included in my PhD work and will be available on www.nztri.org in early 2014. Results may also be presented in your local media. To thank you for your participation, I offer to send you a brief summary of what I have found (a synopsis of my thesis). If you would like to receive information about the results of this survey, send an email to chloe.lau@aut.ac.nz with "Send Migrant's Participation in RWC survey results" in the subject line.

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Prof. Simon Milne: email simon.milne@aut.ac.nz, phone +64 9 921 9245.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEC, Madeline Banda, madeline.banda@aut.ac.nz, +64 9 921 9999 ext 8044.

Researcher Contact Details:
Chloe Lau: email chloe.lau@aut.ac.nz, phone +64 9 921 9999 ext 8890 or +64 21 0271 1329

Project Supervisor Contact Details:
Simon Milne: email simon.milne@aut.ac.nz, phone +64 9 921 9245

Appendix IV – PRE-EVENT QUESTIONNAIRE

Purpose of this questionnaire

This research explores migrant's participation in RWC2011, their awareness of the event and its connection to economic links and identity. This research is being conducted as part of my Doctor of Philosophy at AUT University. Results of the survey may appear in my PhD thesis and/or be used in journal and conference publications. All responses from the survey are anonymous and will be kept strictly confidential.



The survey will take approximately 20 minutes to complete. **By completing this questionnaire you are indicating your consent to participate in this research.**

Instruction: For each question, please **tick (✓)** your response.

1. Are you Chinese? ☐ Yes (**Proceed to question 2.**) ☐ No (End of the survey. Thank you.)
2. In which year did you migrate to New Zealand (NZ)? _____ (yyyy)
3. Where is your country of origin?
☐ Taiwan ☐ Hong Kong ☐ China (Province: _____) ☐ Other: _____
4. Are you a NZ citizen? ☐ Yes ☐ No
5. Are you a NZ resident permit holder? ☐ Yes ☐ No
6. When was your last travel back to your country of origin? _____ days ago
7. How many times have you travelled to your country of origin in the past 12 months? _____ times
8. Do you have any business back in your country of origin? ☐ Yes ☐ None
9. Do you have any businesses in NZ? ☐ Yes ☐ No
10. Do you play rugby? ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Every week
11. Are you a rugby fan?
☐ No ☐ I support this sport ☐ I support a team ☐ I support some teams ☐ I support everything about rugby
12. Do you watch rugby games? ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Every game
13. Do you know that the Rugby World Cup (RWC) will be held in September in NZ?
☐ Yes (proceed to question 14.) ☐ No (proceed to question 15.)

14. How did you get to know about the RWC? [You can tick (✓) more than one (1) answer.]				
Websites:	<input type="checkbox"/> RWC2011	<input type="checkbox"/> Tourism NZ	<input type="checkbox"/> NZ Immigration	<input type="checkbox"/> NZ Trade Enterprise
	<input type="checkbox"/> Skykiwi	<input type="checkbox"/> Ethnic Affairs		<input type="checkbox"/> Other: _____
Newspaper:	<input type="checkbox"/> NZ Herald	<input type="checkbox"/> Chinese Newspaper: _____	<input type="checkbox"/> Other: _____	
Radio:	<input type="checkbox"/> FM99.4	<input type="checkbox"/> BBC Chinese	<input type="checkbox"/> Radio NZ National	<input type="checkbox"/> Other: _____
TV:	<input type="checkbox"/> TV One	<input type="checkbox"/> Prime	<input type="checkbox"/> Juice TV	<input type="checkbox"/> ESPN: _____
	<input type="checkbox"/> TV2	<input type="checkbox"/> CTV 8	<input type="checkbox"/> WTV	<input type="checkbox"/> Star: _____
	<input type="checkbox"/> TV3	<input type="checkbox"/> TVNZ7		<input type="checkbox"/> Sky: _____
	<input type="checkbox"/> Four	<input type="checkbox"/> TV33		<input type="checkbox"/> Other: _____
Social media:	<input type="checkbox"/> Facebook	<input type="checkbox"/> YouTube	<input type="checkbox"/> Tudou	<input type="checkbox"/> Weibo
	<input type="checkbox"/> Twitter			<input type="checkbox"/> Other: _____
Word of mouth:	<input type="checkbox"/> from friends	<input type="checkbox"/> from School	<input type="checkbox"/> from colleagues	<input type="checkbox"/> Other: _____

15. What are the first 3 words that come into your mind when you hear about RWC?

1. _____ 2. _____ 3. _____

Instruction: please circle your response from 1 to 5 where 1 indicates "Not at all" and 5 indicates "Very strongly".		Very strongly	Strongly	Weakly	Very weakly	Not at all
16. Which of the following do you associate with the RWC?						
All Blacks		5	4	3	2	1
Rugby		5	4	3	2	1
Sport		5	4	3	2	1
NZ		5	4	3	2	1
World Cup		5	4	3	2	1
Economic Gain		5	4	3	2	1
Economic Loss		5	4	3	2	1
International Tourists		5	4	3	2	1
Ticket Sales		5	4	3	2	1
Ticket Price		5	4	3	2	1
A Stadium of Four Million		5	4	3	2	1
Business Opportunity		5	4	3	2	1
Legacy		5	4	3	2	1
Fans		5	4	3	2	1
Costs		5	4	3	2	1
Benefits		5	4	3	2	1
Infrastructure		5	4	3	2	1
Hotel Rates		5	4	3	2	1
Success		5	4	3	2	1
Failure		5	4	3	2	1

17. Will you attend any of the RWC games? ☐ No ☐ One ☐ A few ☐ Several ☐ All

18. How will you watch these RWC games? ☐ No ☐ Yes, via freeview ☐ Yes, via YouTube
☐ Yes, via subscribed channel
19. Will you work for the RWC? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
20. Will you be part of the organization for any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
21. Will you provide any service to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
22. Will you be a volunteer to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
23. Will you promote any RWC related events to other people? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
24. Will you be a sponsor to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
25. Will you/the organization you work for set up business(es) relating to the RWC in NZ? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
26. Will you participate in any of the RWC related events in any ways? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
27. Will you set up any business(es) relating to the RWC with anyone in the Chinese community in NZ? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)

28. Will you recommend anyone from your country of origin to attend to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
29. Will you invite anyone from your country of origin to attend to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
30. Will you be hosting any events in your country of origin relating to the RWC? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
31. Will you set up any business(es) back in your country of origin relating to the RWC? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
32. If you are setting up a business relating to the RWC, how much do you expect to gain?
☐ Yes, to gain _____ (NZD) ☐ Yes, to have _____ % increase
☐ No, to loss _____ (NZD) ☐ No, to have _____ % decrease

Instruction: please circle your response from 1 to 5 where 1 indicates "Strongly disagree" and 5 indicates "Strongly agree" to the following statements	Strongly agree	Agree	Somewhat agree	Disagree	Strongly disagree
33. I will participate in RWC with individuals of a different cultural background	5	4	3	2	1
34. RWC provides me with opportunities to socialize with others from a different culture	5	4	3	2	1
35. RWC allows me to network with individuals from diverse cultural background	5	4	3	2	1
36. Through RWC, I can socialize with individuals from different cultures	5	4	3	2	1
37. I tend to meet friends of different ethnicities through participating in RWC	5	4	3	2	1
38. RWC allows me to gain acceptance from others in my new environment	5	4	3	2	1
39. Participating in RWC allows me to enter into a new cultural environment	5	4	3	2	1
40. RWC participation allows me to become more connected to NZ's cultural environment	5	4	3	2	1
41. Participating in RWC makes me feel like I am part of the NZ community	5	4	3	2	1
42. RWC provides me with an opportunity to adapt to the NZ cultural environment	5	4	3	2	1
43. I am a New Zealander	5	4	3	2	1
44. I am a Chinese	5	4	3	2	1
45. I will recommend friends and relatives back in my country of origin to travel to NZ	5	4	3	2	1
46. I will recommend friends and relatives back in my country of origin to migrate to NZ	5	4	3	2	1
47. I will recommend friends and relatives back in my country of origin to study in NZ	5	4	3	2	1
48. I will recommend friends and relatives back in my country of origin to work in NZ	5	4	3	2	1
49. I will recommend friends and relatives back in my country of origin to set up business in NZ	5	4	3	2	1
50. I will recommend friends and relatives in NZ to set up business in my country of origin	5	4	3	2	1

Instruction: please circle your response from 1 to 5 where 1 indicates "Extremely not close" and 5 indicates "Extremely close" to the following statements	Extremely close	Very close	Somewhat close	Not close	Extremely not close
51. How close do you feel to NZ?	5	4	3	2	1

Instruction: please circle your response from 1 to 5 where 1 indicates "Not Proud at all" and 5 indicates "Extremely Proud".	Extremely proud	Very proud	Proud	Not very proud	Not proud at all
52. How proud are you of NZ in each of the following:					
Organizing the RWC	5	4	3	2	1
All Blacks	5	4	3	2	1
Rugby	5	4	3	2	1
NZ armed forces	5	4	3	2	1
NZ history	5	4	3	2	1
The way democracy works	5	4	3	2	1
NZ's social welfare system	5	4	3	2	1
NZ's political influence in the world	5	4	3	2	1
NZ's economic environment	5	4	3	2	1
NZ's business environment	5	4	3	2	1
NZ's natural environment	5	4	3	2	1

Please provide information about your background by ticking (✓) the appropriate box.

53. Gender ☐ Female ☐ Male
54. Age (years) ☐ 20-24 ☐ 25-29 ☐ 30-34 ☐ 35-39
☐ 40-44 ☐ 45-49 ☐ 50-54 ☐ 55-59
☐ 60-64 ☐ 65-69 ☐ 70-74 ☐ 75-79
☐ 80-84 ☐ 85 or above
55. Highest Education ☐ No school ☐ Primary ☐ Secondary ☐ Matriculation
☐ Diploma ☐ Bachelor Degree ☐ Postgraduate Degree
56. Personal annual income (in NZD) ☐ 0 income ☐ 1-5,000 ☐ 5,001-10,000 ☐ 10,001-15,000
☐ 15,001-20,000 ☐ 20,001-25,000 ☐ 25,001-30,000 ☐ 30,001-35,000
☐ 35,001-40,000 ☐ 40,001-50,000 ☐ 50,001-70,000 ☐ 70,001-100,000
☐ 100,001-150,000 ☐ 150,001-200,000 ☐ 200,001 or more
57. Employment status ☐ Not working ☐ Employee ☐ Employer ☐ Self-employed
☐ Student ☐ Homemaker ☐ Retired
58. Occupation ☐ Unskilled worker ☐ Clerical ☐ Managerial ☐ Professional
☐ Skilled worker ☐ Director ☐ Civil servant ☐ Service worker

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Prof. Simon Milne: email simon.milne@aut.ac.nz, phone +64 9 921 9245.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTECH, Madeline Banda, madeline.banda@aut.ac.nz, +64 9 921 9999 ext 8044.

Researcher Contact Details: Chloe Lau: email: chloe.lau@aut.ac.nz, phone +64 9 921 9999 ext 8890 or +64 21 0271 1329

Project Supervisor Contact Details: Simon Milne: email simon.milne@aut.ac.nz, phone +64 9 921 9245

Thank you for your participation.

Approved by the Auckland University of Technology Ethics Committee on 18 August 2011, AUTECH Reference number 11/158.

APPENDIX V – POST-EVENT QUESTIONNAIRE

Purpose of this questionnaire

This research explores migrant's participation in RWC2011, their awareness of the event and its connection to economic links and identity. This research is being conducted as part of my Doctor of Philosophy at AUT University. Results of the survey may appear in my PhD thesis and/or be used in journal and conference publications. All responses from the survey are anonymous and will be kept strictly confidential.



The survey will take approximately 20 minutes to complete. **By completing this questionnaire you are indicating your consent to participate in this research.**

Instruction: For each question, please **tick (✓)** your response.

1. Are you Chinese? ☐ Yes (**Proceed to question 2.**) ☐ No (End of the survey. Thank you.)
2. In which year did you migrate to New Zealand (NZ)? _____ (yyyy)
3. Where is your country of origin?
☐ Taiwan ☐ Hong Kong ☐ China (Province: _____) ☐ Other: _____
4. Are you a NZ citizen? ☐ Yes ☐ No
5. Are you a NZ resident permit holder? ☐ Yes ☐ No
6. When was your last travel back to your country of origin? _____ days ago
7. How many times have you travelled to your country of origin in the past 12 months? _____ times
8. Do you have any business back in your country of origin? ☐ Yes ☐ None
9. Do you have any businesses in NZ? ☐ Yes ☐ No
10. Do you play rugby? ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Every week
11. Are you a rugby fan?
☐ No ☐ I support this sport ☐ I support a team ☐ I support some teams ☐ I support everything about rugby
12. Do you watch rugby games? ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Every game
13. Do you know that the Rugby World Cup (RWC) was held from September to October in NZ?
☐ Yes (proceed to question 14.) ☐ No (proceed to question 15.)

14. How did you get to know about the RWC? [You can tick (✓) more than one (1) answer.]				
Websites:	<input type="checkbox"/> RWC2011	<input type="checkbox"/> Tourism NZ	<input type="checkbox"/> NZ Immigration	<input type="checkbox"/> NZ Trade Enterprise
	<input type="checkbox"/> Skykiwi	<input type="checkbox"/> Ethnic Affairs		<input type="checkbox"/> Other: _____
Newspaper:	<input type="checkbox"/> NZ Herald	<input type="checkbox"/> Chinese Newspaper: _____		<input type="checkbox"/> Other: _____
Radio:	<input type="checkbox"/> FM99.4	<input type="checkbox"/> BBC Chinese	<input type="checkbox"/> Radio NZ National	<input type="checkbox"/> Other: _____
TV:	<input type="checkbox"/> TV One	<input type="checkbox"/> Prime	<input type="checkbox"/> Juice TV	<input type="checkbox"/> ESPN: _____
	<input type="checkbox"/> TV2	<input type="checkbox"/> CTV 8	<input type="checkbox"/> WTV	<input type="checkbox"/> Star: _____
	<input type="checkbox"/> TV3	<input type="checkbox"/> TVNZ7		<input type="checkbox"/> Sky: _____
	<input type="checkbox"/> Four	<input type="checkbox"/> TV33		<input type="checkbox"/> Other: _____
Social media:	<input type="checkbox"/> Facebook	<input type="checkbox"/> YouTube	<input type="checkbox"/> Tudou	<input type="checkbox"/> Weibo
	<input type="checkbox"/> Twitter			<input type="checkbox"/> Other: _____
Word of mouth:	<input type="checkbox"/> from friends	<input type="checkbox"/> from School	<input type="checkbox"/> from colleagues	<input type="checkbox"/> Other: _____

15. What are the first 3 words that come into your mind when you hear about RWC?

1. _____ 2. _____ 3. _____

Instruction: please circle your response from 1 to 5 where 1 indicates "Not at all" and 5 indicates "Very strongly".					
16. Which of the following do you associate with the RWC?	Very strongly	Strongly	Weakly	Very weakly	Not at all
All Blacks	5	4	3	2	1
Rugby	5	4	3	2	1
Sport	5	4	3	2	1
NZ	5	4	3	2	1
World Cup	5	4	3	2	1
Economic Gain	5	4	3	2	1
Economic Loss	5	4	3	2	1
International Tourists	5	4	3	2	1
Ticket Sales	5	4	3	2	1
Ticket Price	5	4	3	2	1
A Stadium of Four Million	5	4	3	2	1
Business Opportunity	5	4	3	2	1
Legacy	5	4	3	2	1
Fans	5	4	3	2	1
Costs	5	4	3	2	1
Benefits	5	4	3	2	1
Infrastructure	5	4	3	2	1
Hotel Rates	5	4	3	2	1
Success	5	4	3	2	1
Failure	5	4	3	2	1

17. Have you attended any of the RWC games? ☐ None ☐ One ☐ A few ☐ Several ☐ All

18. How did you watch these RWC games? ☐ No ☐ Yes, via freeview ☐ Yes, via YouTube
☐ Yes, via subscribed channel
19. Have you worked for the RWC? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
20. Were you part of the organization for any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
21. Have you provided any service to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
22. Were you a volunteer to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
23. Have you promoted any RWC related events to other people? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
24. Were you a sponsor to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
25. Have you/the organization you work for set up business(es) relating to the RWC in NZ? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
26. Have you participated in any of the RWC related events in any ways? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
27. Have you set up any business(es) relating to the RWC with anyone in the Chinese community in NZ? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)

28. Have you recommended anyone from your country of origin to attend to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
29. Have you invited anyone from your country of origin to attend to any RWC related events? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
30. Have you hosted any events in your country of origin relating to the RWC? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
31. Have you set up any business(es) back in your country of origin relating to the RWC? ☐ No ☐ Directly for the event ☐ Indirectly (via: _____)
32. If you have set up a business relating to the RWC, how much did you gain/loss?
☐ gained _____ (NZD) ☐ had a _____ % increase
☐ lost _____ (NZD) ☐ had a _____ % decrease

Instruction: please circle your response from 1 to 5 where 1 indicates "Strongly disagree" and 5 indicates "Strongly agree" to the following statements	Strongly agree	Agree	Somewhat agree	Disagree	Strongly disagree
33. I have participated in RWC with individuals of a different cultural background	5	4	3	2	1
34. RWC provided me with opportunities to socialize with others from a different culture	5	4	3	2	1
35. RWC allowed me to network with individuals from diverse cultural background	5	4	3	2	1
36. Through RWC, I have socialized with individuals from different cultures	5	4	3	2	1
37. I have met friends of different ethnicities through participating in RWC	5	4	3	2	1
38. RWC allowed me to gain acceptance from others in my new environment	5	4	3	2	1
39. Participating in RWC allowed me to enter into a new cultural environment	5	4	3	2	1
40. RWC participation allowed me to become more connected to NZ's cultural environment	5	4	3	2	1
41. Participating in RWC made me feel like I am part of the NZ community	5	4	3	2	1
42. RWC provided me with an opportunity to adapt to the NZ cultural environment	5	4	3	2	1
43. I am a New Zealander	5	4	3	2	1
44. I am a Chinese	5	4	3	2	1
45. I will recommend friends and relatives back in my country of origin to travel to NZ	5	4	3	2	1
46. I will recommend friends and relatives back in my country of origin to migrate to NZ	5	4	3	2	1
47. I will recommend friends and relatives back in my country of origin to study in NZ	5	4	3	2	1
48. I will recommend friends and relatives back in my country of origin to work in NZ	5	4	3	2	1
49. I will recommend friends and relatives back in my country of origin to set up business in NZ	5	4	3	2	1
50. I will recommend friends and relatives in NZ to set up business in my country of origin	5	4	3	2	1

Instruction: please circle your response from 1 to 5 where 1 indicates "Extremely not close" and 5 indicates "Extremely close" to the following statements	Extremely close	Very close	Somewhat close	Not close	Extremely not close
51. How close do you feel to NZ?	5	4	3	2	1

Instruction: please circle your response from 1 to 5 where 1 indicates "Not Proud at all" and 5 indicates "Extremely Proud".	Extremely proud	Very proud	Proud	Not very proud	Not proud at all
52. How proud are you of NZ in each of the following:					
Organizing the RWC	5	4	3	2	1
All Blacks	5	4	3	2	1
Rugby	5	4	3	2	1
NZ armed forces	5	4	3	2	1
NZ history	5	4	3	2	1
The way democracy works	5	4	3	2	1
NZ's social welfare system	5	4	3	2	1
NZ's political influence in the world	5	4	3	2	1
NZ's economic environment	5	4	3	2	1
NZ's business environment	5	4	3	2	1
NZ's natural environment	5	4	3	2	1

Please provide information about your background by ticking (✓) the appropriate box.

53. Gender ☐ Female ☐ Male
54. Age (years) ☐ 20-24 ☐ 25- 29 ☐ 30-34 ☐ 35-39
☐ 40-44 ☐ 45-49 ☐ 50-54 ☐ 55-59
☐ 60-64 ☐ 65-69 ☐ 70-74 ☐ 75-79
☐ 80-84 ☐ 85 or above
55. Highest Education ☐ No school ☐ Primary ☐ Secondary ☐ Matriculation
☐ Diploma ☐ Bachelor Degree ☐ Postgraduate Degree
56. Personal annual income (in NZD) ☐ 0 income ☐ 1-5,000 ☐ 5,001-10,000 ☐ 10,001-15,000
☐ 15,001-20,000 ☐ 20,001-25,000 ☐ 25,001-30,000 ☐ 30,001-35,000
☐ 35,001-40,000 ☐ 40,001-50,000 ☐ 50,001-70,000 ☐ 70,001-100,000
☐ 100,001-150,000 ☐ 150,001-200,000 ☐ 200,001 or more
57. Employment status ☐ Not working ☐ Employee ☐ Employer ☐ Self-employed
☐ Student ☐ Homemaker ☐ Retired
58. Occupation ☐ Unskilled worker ☐ Clerical ☐ Managerial ☐ Professional
☐ Skilled worker ☐ Director ☐ Civil servant ☐ Service worker

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Prof. Simon Milne: email simon.milne@aut.ac.nz, phone +64 9 921 9245.

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEK, Madeline Banda, madeline.banda@aut.ac.nz, +64 9 921 9999 ext 8044.

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Thank you for your participation.

Approved by the Auckland University of Technology Ethics Committee on 11-11-2011, AUTEK Reference number 11/158.

Appendix VI – QUESTIONNAIRE IN SIMPLIFIED CHINESE

本调查表目的

本研究探讨的是移民对 2011 年橄榄球世界杯的参与、对此盛事的认知及其与经济及身份的关联。本研究是我在奥克兰理工大学博士论文的一部分。调查结果可能会出现于我的博士论文当中，并可能发表于学术期刊与论文。对调查的所有回复皆为匿名并严格保密。



本调查需时约 20 分钟完成。填写本问卷表示您同意参与本研究。

指示: 每道题请勾选 (✓) 您的选择。

1. 您是华人吗? ☐ 是 (请继续回答第 2 题。) ☐ 否 (调查结束。感谢您。)
2. 您在哪一年移民至新西兰? _____ (yyyy)
3. 您来自哪里(原居地)?
☐ 台湾 ☐ 香港 ☐ 中国内地 (省份: _____) ☐ 其它地方: _____
4. 您是新西兰公民吗? ☐ 是 ☐ 否
5. 您是新西兰永久居民吗? ☐ 是 ☐ 否
6. 您上一次回故乡(原居地)是什么时候? _____ 天以前。
7. 过去一年里您回过故乡(原居地)多少次? _____ 次。
8. 您现在在故乡(原居地)有商务业务吗? ☐ 有 ☐ 没有
9. 您在新西兰做生意吗? ☐ 是 ☐ 否
10. 您打橄榄球吗? ☐ 从不 ☐ 很少 ☐ 偶尔 ☐ 经常 ☐ 每周
11. 您是橄榄球迷吗?
☐ 否 ☐ 我支持这项运动 ☐ 我支持一个球队 ☐ 我支持一些球队 ☐ 我支持有关橄榄球的一切
12. 您看橄榄球赛吗? ☐ 从不 ☐ 很少 ☐ 偶尔 ☐ 经常 ☐ 每场必看
13. 您是否知道橄榄球世界杯 2011(橄榄球世界杯)将于 9 月份在新西兰举办?
☐ 是 (请前往第 14 题) ☐ 否 (请前往第 15 题)

14. 您如何知道橄榄球世界杯? [可以勾选 (✓) 多个的选择]			
网站:	<input type="checkbox"/> 2011 橄榄球世界杯	<input type="checkbox"/> 新西兰旅游局	<input type="checkbox"/> 新西兰移民局
	<input type="checkbox"/> 天维网	<input type="checkbox"/> 民族事务处	<input type="checkbox"/> 新西兰贸易发展局
报纸:	<input type="checkbox"/> 英文先驱报	<input type="checkbox"/> 中文报纸: _____	<input type="checkbox"/> 其它: _____
电台:	<input type="checkbox"/> FM99.4	<input type="checkbox"/> 英国广播公司 (BBC)中文频道	<input type="checkbox"/> 新西兰国家电台
电视:	<input type="checkbox"/> TV One	<input type="checkbox"/> Prime	<input type="checkbox"/> Juice TV
	<input type="checkbox"/> TV2	<input type="checkbox"/> CTV 8	<input type="checkbox"/> WTV (28)
	<input type="checkbox"/> TV3	<input type="checkbox"/> TVNZ7	<input type="checkbox"/> Star: _____
	<input type="checkbox"/> Four	<input type="checkbox"/> TV33	<input type="checkbox"/> Sky: _____
社交媒体:	<input type="checkbox"/> Facebook	<input type="checkbox"/> YouTube	<input type="checkbox"/> 土豆
	<input type="checkbox"/> Twitter		<input type="checkbox"/> 微博
口碑相传:	<input type="checkbox"/> 朋友	<input type="checkbox"/> 学校	<input type="checkbox"/> 同事
			<input type="checkbox"/> 其它: _____

15. 你听说橄榄球世界杯时，您脑海里首先想到的三个词是什么？

1, _____ 2, _____ 3, _____

指示: 请圈选 1 至 5 选择，其中 1 表示"完全没有" 而 5 表示 "很强烈"。		很强烈	强烈	弱	很弱	完全没有
16. 下列哪些东西与橄榄球世界杯有关连？						
全黑球队		5	4	3	2	1
橄榄球		5	4	3	2	1
体育		5	4	3	2	1
新西兰		5	4	3	2	1
世界杯		5	4	3	2	1
经济效益		5	4	3	2	1
经济损失		5	4	3	2	1
国际游客		5	4	3	2	1
球票销售		5	4	3	2	1
球票价格		5	4	3	2	1
四百万人的球场		5	4	3	2	1
商务机会		5	4	3	2	1
承传		5	4	3	2	1
球迷		5	4	3	2	1
成本		5	4	3	2	1
收益		5	4	3	2	1
基础设施		5	4	3	2	1
酒店房价		5	4	3	2	1
成功		5	4	3	2	1
失败		5	4	3	2	1

17. 您会出席橄榄球世界杯球赛吗？ ☐ 不会 ☐ 一次 ☐ 几场 ☐ 多场 ☐ 所有

18. 您会观看橄榄球世界杯球赛吗？ ☐ 否 ☐ 会, 通过免费频道 ☐ 会, 通过 YouTube
☐ 会, 通过收费频道
19. 您会为橄榄球世界杯工作吗？ ☐ 否 ☐ 直接为相关活动 ☐ 间接
(通过: _____)
20. 您会组织与橄榄球世界杯比赛相关的活动吗？ ☐ 否 ☐ 直接为相关活动 ☐ 间接
(通过: _____)
21. 您会为橄榄球世界杯相关活动提供服务吗？ ☐ 否 ☐ 直接为相关活动 ☐ 间接
(通过: _____)
22. 您会为橄榄球世界杯活动担任义工吗？ ☐ 否 ☐ 直接为相关活动 ☐ 间接
(通过: _____)
23. 您会向他人宣传与橄榄球世界杯相关的活动吗？ ☐ 否 ☐ 直接为相关活动 ☐ 间接
(通过: _____)
24. 您会对橄榄球世界杯相关活动提供赞助吗？ ☐ 否 ☐ 直接为相关活动 ☐ 间接
(通过: _____)
25. 您或您所在的组织会在新西兰做与橄榄球世界杯相关的生意吗？ ☐ 否 ☐ 直接为相关活动 ☐ 间接
(通过: _____)
26. 您会以其他方式参与与橄榄球世界杯相关的活动吗？ ☐ 否 ☐ 直接为相关活动 ☐ 间接
(通过: _____)

27. 您会在新西兰华人社区中与任何人做与橄榄球世界杯相关的生意吗? ☐ 否 ☐ 直接为相关活动 ☐ 间接 (通过: _____)
28. 您会推荐从故乡(原居地)来的人出席与橄榄球世界杯的相关活动吗? ☐ 否 ☐ 直接为相关活动 ☐ 间接 (通过: _____)
29. 您会邀请从故乡来(原居地)的人出席与橄榄球世界杯相关的活动吗? ☐ 否 ☐ 直接为相关活动 ☐ 间接 (通过: _____)
30. 您会在故乡(原居地)举办与橄榄球世界杯相关的活动吗? ☐ 否 ☐ 直接为相关活动 ☐ 间接 (通过: _____)
31. 您会在故乡(原居地)做与橄榄球世界杯相关的生意吗? ☐ 否 ☐ 直接为相关活动 ☐ 间接 (通过: _____)
32. 如果您做有关橄榄球世界杯的生意,您期望获得多少收益?
☐ 是, 获得_____ (纽币) ☐ 是, 有_____ % 提高
☐ 否, 损失_____ (纽币) ☐ 否, 有_____ % 下降

指示: 请圈选您 1 至 5 的选择, 其中 1 表示"极其同意" 而 5 表示"极不同意" 下列说法。	极其同意	同意	有不同意	不同意	极不同意
33. 我会与不同文化背景的人共同参与橄榄球世界杯。	5	4	3	2	1
34. 橄榄球世界杯为我提供了与不同文化背景的人交往的机会。	5	4	3	2	1
35. 橄榄球世界杯使我可与多元文化背景的人们建立良好关系网。	5	4	3	2	1
36. 通过橄榄球世界杯, 我可以与不同文化的人们交往。	5	4	3	2	1
37. 通过参与橄榄球世界杯, 我愿意见到不同民族的朋友。	5	4	3	2	1
38. 橄榄球世界杯使我在新环境里获得他人的接受。	5	4	3	2	1
39. 参与橄榄球世界杯使我进入新的文化环境。	5	4	3	2	1
40. 参与橄榄球世界杯使我与新西兰文化环境联系更加紧密。	5	4	3	2	1
41. 参与橄榄球世界杯使我感觉自己是新西兰社会的一员。	5	4	3	2	1
42. 橄榄球世界杯为我提供适应新西兰文化环境的机会。	5	4	3	2	1
43. 我是新西兰人。	5	4	3	2	1
44. 我是华人。	5	4	3	2	1
45. 我会推荐故乡(原居地)的亲朋好友到新西兰旅游。	5	4	3	2	1
46. 我会推荐故乡(原居地)的亲朋好友移民至新西兰。	5	4	3	2	1
47. 我会推荐故乡(原居地)的亲朋好友到新西兰学习。	5	4	3	2	1
48. 我会推荐故乡(原居地)的亲朋好友到新西兰工作。	5	4	3	2	1
49. 我会推荐故乡(原居地)的亲朋好友到新西兰做生意。	5	4	3	2	1
50. 我会推荐新西兰的亲朋好友到我的故乡(原居地)做生意。	5	4	3	2	1

指示: 请圈选您 1 至 5 的选择, 其中 1 表示下列说法 "极不紧密"而 5 表示 "极其紧密"	极其	非常	有紧密	不紧密	极不
	5	4	3	2	1
51. 您感觉与新西兰的关系?					

指示: 请圈选您 1 至 5 的选择, 其中 1 表示下列说法 "一点也不骄傲"而 5 表示 "极其骄傲"	极其	非常骄傲	骄傲	不太	可取	一
52. 在以下哪些方面您为新西兰感到骄傲:						
举办橄榄球世界杯	5	4	3	2	1	
全黑球队	5	4	3	2	1	
橄榄球	5	4	3	2	1	
新西兰武装力量	5	4	3	2	1	
新西兰历史	5	4	3	2	1	
民主方式	5	4	3	2	1	
新西兰社会福利制度	5	4	3	2	1	
新西兰在世界上的政治影响	5	4	3	2	1	
新西兰的经济环境	5	4	3	2	1	
新西兰的商务环境	5	4	3	2	1	
新西兰的自然环境	5	4	3	2	1	

请勾选 (✓) 适当的选择提供关于您的背景信息。

53. 性别 ☐ 女 ☐ 男
54. 年龄岁数 ☐ 20-24 ☐ 25-29 ☐ 30-34 ☐ 35-39
☐ 40-44 ☐ 45-49 ☐ 50-54 ☐ 55-59
☐ 60-64 ☐ 65-69 ☐ 70-74 ☐ 75-79
☐ 80-84 ☐ 85 或以上
55. 最高教育程度 ☐ 未上过学 ☐ 小学 ☐ 中学 ☐ 预科
☐ 专科文凭 ☐ 本科/学士 ☐ 研究生或以上
56. 个人年收入 (以 ☐ 0 收入 ☐ 1-5,000 ☐ 5,001-10,000 ☐ 10,001-15,000
纽币计算) ☐ 15,001-20,000 ☐ 20,001-25,000 ☐ 25,001-30,000 ☐ 30,001-35,000
☐ 35,001-40,000 ☐ 40,001-50,000 ☐ 50,001-70,000 ☐ 70,001-100,000
☐ 100,001-150,000 ☐ 150,001-200,000 ☐ 200,001 或以上
57. 就业情况 ☐ 无工作 ☐ 雇员 ☐ 雇主 ☐ 自雇
☐ 学生 ☐ 家庭主妇 (夫) ☐ 退休
58. 职业 ☐ 非技术工人 ☐ 文职 ☐ 管理人员 ☐ 专业人士
☐ 技术工作 ☐ 董事 ☐ 公务员 ☐ 服务员

如对本项目有任何意见, 请立刻通知导师Simon Milne教授: email simon.milne@aut.ac.nz, 电话 +64 9 921 9245。

如对本研究的进行方法有任何意见, 请立刻通知奥克兰理工大学行政秘书 Madeline Banda, madeline.banda@aut.ac.nz, +64 9 921 9999 转 8044 分机。

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感谢您的参与。

奥克兰理工大学首先委员会批准日 18-08-2011, 奥克兰理工大学参考编号 11/158。

Appendix VII – QUESTIONNAIRE IN TRADITIONAL CHINESE

本調查表目的

本研究探討的是移民對 2011 年橄欖球世界盃的參與、對此盛事的認知及其與經濟及身份的關聯。本研究是我在奧克蘭理工大學博士論文的一部分。調查結果可能會出現於我的博士論文當中,並可能發表於學術期刊與論文。對調查的所有回復皆為匿名並嚴格保密。



本調查需時約 20 分鐘完成。填寫本問卷表示你同意參與本研究。

指示: 每道題請勾選 (✓) 你的選擇。

1. 你是華人嗎? ☐ 是 (請繼續回答第 2 題。) ☐ 否 (調查結束。感謝你。)
2. 你在哪一年移民至新西蘭? _____ (yyyy)
3. 你來自哪裡(原居地)?
☐ 臺灣 ☐ 香港 ☐ 中國內地 (省份: _____) ☐ 其它地方: _____
4. 你是新西蘭公民嗎? ☐ 是 ☐ 否
5. 你是新西蘭永久居民嗎? ☐ 是 ☐ 否
6. 你上一次回故鄉(原居地)是什麼時候? _____ 天以前。
7. 過去一年裡你回過故鄉(原居地)多少次? _____ 次。
8. 你現在在故鄉(原居地)有商務業務嗎? ☐ 有 ☐ 沒有
9. 你在新西蘭做生意嗎? ☐ 是 ☐ 否
10. 你打橄欖球嗎? ☐ 從不 ☐ 很少 ☐ 偶爾 ☐ 經常 ☐ 每週
11. 你是橄欖球迷嗎?
☐ 否 ☐ 我支持這項運動 ☐ 我支持一個球隊 ☐ 我支持一些球隊 ☐ 我支持有關橄欖球的一切
12. 你看橄欖球賽嗎? ☐ 從不 ☐ 很少 ☐ 偶爾 ☐ 經常 ☐ 每場必看
13. 你是否知道橄欖球世界盃 2011 (橄欖球世界盃) 已於 9-10 月期間在新西蘭舉辦?
☐ 是 (請前往第 14 題) ☐ 否 (請前往第 15 題)

14. 你如何知道橄欖球世界盃? [可以勾選(✓)多個的選擇]			
網站:	<input type="checkbox"/> 2011 橄欖球世界盃	<input type="checkbox"/> 新西蘭旅遊局	<input type="checkbox"/> 新西蘭移民局 <input type="checkbox"/> 新西蘭貿易發展局
	<input type="checkbox"/> 天維網	<input type="checkbox"/> 民族事務處	<input type="checkbox"/> 其它: _____
報紙:	<input type="checkbox"/> 英文先驅報	<input type="checkbox"/> 中文報紙: _____	<input type="checkbox"/> 其它: _____
電台:	<input type="checkbox"/> FM99.4	<input type="checkbox"/> 英國廣播公司 (BCC) 中文頻道	<input type="checkbox"/> 新西蘭國家電台 <input type="checkbox"/> 其它: _____
電視:	<input type="checkbox"/> TV One	<input type="checkbox"/> Prime	<input type="checkbox"/> Juice TV <input type="checkbox"/> ESPN: _____
	<input type="checkbox"/> TV2	<input type="checkbox"/> CTV 8	<input type="checkbox"/> WTV (28) <input type="checkbox"/> Star: _____
	<input type="checkbox"/> TV3	<input type="checkbox"/> TVNZ7	<input type="checkbox"/> Sky: _____
	<input type="checkbox"/> Four	<input type="checkbox"/> TV33	<input type="checkbox"/> 其它: _____
社會媒體:	<input type="checkbox"/> Facebook	<input type="checkbox"/> YouTube	<input type="checkbox"/> 土豆 <input type="checkbox"/> 微博
	<input type="checkbox"/> Twitter		<input type="checkbox"/> 其它: _____
口碑相傳:	<input type="checkbox"/> 朋友	<input type="checkbox"/> 學校	<input type="checkbox"/> 同事 <input type="checkbox"/> 其它: _____

15. 你聽說橄欖球世界盃時,你腦海裡首先想到的三個詞是什麼?

1, _____ 2, _____ 3, _____

指示: 請圈選 1 至 5 選擇,其中 1 表示"完全沒有" 而 5 表示 "很強烈"。	很強烈	強烈	弱	很弱	完全沒有
16. 下列哪些東西與橄欖球世界盃有關連?					
全黑球隊	5	4	3	2	1
橄欖球	5	4	3	2	1
體育	5	4	3	2	1
新西蘭	5	4	3	2	1
世界杯	5	4	3	2	1
經濟效益	5	4	3	2	1
經濟損失	5	4	3	2	1
國際遊客	5	4	3	2	1
球票銷售	5	4	3	2	1
球票價格	5	4	3	2	1
四百萬人的球場	5	4	3	2	1
商務機會	5	4	3	2	1
承傳	5	4	3	2	1
球迷	5	4	3	2	1
成本	5	4	3	2	1
收益	5	4	3	2	1
基礎設施	5	4	3	2	1
酒店房價	5	4	3	2	1
成功	5	4	3	2	1
失敗	5	4	3	2	1

17. 你有出席橄欖球世界盃球賽嗎? ☐ 不曾 ☐ 一次 ☐ 幾場 ☐ 多場 ☐ 所有

18. 你有觀看橄欖球世界盃球賽嗎? ☐ 否 ☐ 有, 通過免費頻道 ☐ 有, 通過 YouTube
☐ 有, 通過收費頻道
19. 你有為橄欖球世界盃工作嗎? ☐ 否 ☐ 直接為相關活動 ☐ 間接
(通過: _____)
20. 你有組織與橄欖球世界盃比賽相關的活動嗎? ☐ 否 ☐ 直接為相關活動 ☐ 間接
(通過: _____)
21. 你有為橄欖球世界盃相關活動提供服務嗎? ☐ 否 ☐ 直接為相關活動 ☐ 間接
(通過: _____)
22. 你有為橄欖球世界盃活動擔任義工嗎? ☐ 否 ☐ 直接為相關活動 ☐ 間接
(通過: _____)
23. 你有向他人宣傳與橄欖球世界盃相關的活動嗎? ☐ 否 ☐ 直接為相關活動 ☐ 間接
(通過: _____)
24. 你有對橄欖球世界盃相關活動提供贊助嗎? ☐ 否 ☐ 直接為相關活動 ☐ 間接
(通過: _____)
25. 你或你所在的組織有在新西蘭做與橄欖球世界盃相關的生意嗎? ☐ 否 ☐ 直接為相關活動 ☐ 間接
(通過: _____)
26. 你有以其他方式參加與橄欖球世界盃相關的活動嗎? ☐ 否 ☐ 直接為相關活動 ☐ 間接
(通過: _____)

27. 你有在新西蘭華人社區中與任何人做與橄欖球世界盃相關的生意嗎？ ☐ 否 ☐ 直接為相關活動 ☐ 間接 (通過: _____)
28. 你有推薦從故鄉(原居地)來的人出席與橄欖球世界盃的相關活動嗎？ ☐ 否 ☐ 直接為相關活動 ☐ 間接 (通過: _____)
29. 你有邀請從故鄉來(原居地)的人出席與橄欖球世界盃相關的活動嗎？ ☐ 否 ☐ 直接為相關活動 ☐ 間接 (通過: _____)
30. 你有在故鄉(原居地)舉辦與橄欖球世界盃相關的活動嗎？ ☐ 否 ☐ 直接為相關活動 ☐ 間接 (通過: _____)
31. 你有在故鄉(原居地)做與橄欖球世界盃相關的生意嗎？ ☐ 否 ☐ 直接為相關活動 ☐ 間接 (通過: _____)
32. 如果你有做有關橄欖球世界盃的生意,你有獲得多少收益/損失?
☐ 獲利 _____ (紐幣) ☐ 有 _____ % 提高
☐ 損失 _____ (紐幣) ☐ 有 _____ % 下降

指示: 請圈選你 1 至 5 的選擇,其中 1 表示"極其同意"而 5 表示"極不同意"下列說法。	極其同意	同意	有點同意	不同意	極不同意
33. 我有與不同文化背景的人共同參與橄欖球世界盃。	5	4	3	2	1
34. 橄欖球世界盃為我提供了與不同文化背景的人交往的機會。	5	4	3	2	1
35. 橄欖球世界盃使我可與多元文化背景的人們建立良好網絡。	5	4	3	2	1
36. 通過橄欖球世界盃,我與不同文化的人們交往。	5	4	3	2	1
37. 通過參與橄欖球世界盃,我見到不同民族的朋友。	5	4	3	2	1
38. 橄欖球世界盃使我在新環境裡獲得他人的接受。	5	4	3	2	1
39. 參與橄欖球世界盃使我進入新的文化環境。	5	4	3	2	1
40. 參與橄欖球世界盃使我與新西蘭文化環境聯繫更加緊密。	5	4	3	2	1
41. 參與橄欖球世界盃使我感覺自己是新西蘭社會的一員。	5	4	3	2	1
42. 橄欖球世界盃為我提供適應新西蘭文化環境的機會。	5	4	3	2	1
43. 我是新西蘭人。	5	4	3	2	1
44. 我是華人。	5	4	3	2	1
45. 我會推薦故鄉(原居地)的親朋好友到新西蘭旅遊。	5	4	3	2	1
46. 我會推薦故鄉(原居地)的親朋好友移民至新西蘭。	5	4	3	2	1
47. 我會推薦故鄉(原居地)的親朋好友到新西蘭學習。	5	4	3	2	1
48. 我會推薦故鄉(原居地)的親朋好友到新西蘭工作。	5	4	3	2	1
49. 我會推薦故鄉(原居地)的親朋好友到新西蘭做生意。	5	4	3	2	1
50. 我會推薦新西蘭的親朋好友到我的故鄉(原居地)做生意。	5	4	3	2	1

指示: 請圈選你 1 至 5 的選擇,其中 1 表示下列說法 "極不緊密"而 5 表示 "極其緊密"	極其緊密	非常緊密	有點緊密	不緊密	極不緊密
51. 你感覺與新西蘭的關係?	5	4	3	2	1

指示: 請圈選你 1 至 5 的選擇,其中 1 表示下列說法 "一點也不驕傲" 而 5 表示 "極其驕傲"	極其驕傲	非常驕傲	驕傲	不太驕傲	一點也不驕傲
52. 在以下哪些方面你為新西蘭感到驕傲:					
舉辦橄欖球世界盃	5	4	3	2	1
全黑球隊	5	4	3	2	1
橄欖球	5	4	3	2	1
新西蘭武裝力量	5	4	3	2	1
新西蘭歷史	5	4	3	2	1
民主方式	5	4	3	2	1
新西蘭社會福利制度	5	4	3	2	1
新西蘭在世界上的政治影響	5	4	3	2	1
新西蘭的經濟環境	5	4	3	2	1
新西蘭的商務環境	5	4	3	2	1
新西蘭的自然環境	5	4	3	2	1

請勾選(✓)適當的選擇提供關於你的背景資訊。

53. 性別 ☐ 女 ☐ 男
54. 年齡歲數 ☐ 20-24 ☐ 25-29 ☐ 30-34 ☐ 35-39
☐ 40-44 ☐ 45-49 ☐ 50-54 ☐ 55-59
☐ 60-64 ☐ 65-69 ☐ 70-74 ☐ 75-79
☐ 80-84 ☐ 85 或以上
55. 最高教育程度 ☐ 未上過學 ☐ 小學 ☐ 中學 ☐ 預科
☐ 專科文憑 ☐ 本科/學士 ☐ 研究生或以上
56. 個人年收入 (以紐幣計算) ☐ 0 收入 ☐ 1-5,000 ☐ 5,001-10,000 ☐ 10,001-15,000
☐ 15,001-20,000 ☐ 20,001-25,000 ☐ 25,001-30,000 ☐ 30,001-35,000
☐ 35,001-40,000 ☐ 40,001-50,000 ☐ 50,001-70,000 ☐ 70,001-100,000
☐ 100,001-150,000 ☐ 150,001-200,000 ☐ 200,001 或以上
57. 就業情況 ☐ 無工作 ☐ 僱員 ☐ 僱主 ☐ 自雇
☐ 學生 ☐ 家庭主婦(夫) ☐ 退休
58. 職業 ☐ 非技術工人 ☐ 文職 ☐ 管理人員 ☐ 專業人士
☐ 技術工作 ☐ 董事 ☐ 公務員 ☐ 服務員

如對本專案有任何意見,請立刻通知導師Simon Milne教授: email simon.milne@aut.ac.nz, 電話+64 9 921 9245。

如對本研究的進行方法有任何意見,請立刻通知奧克蘭理工大學行政秘書 Madeline Banda, madeline.banda@aut.ac.nz, 電話+64 9 921 9999 轉 8044。

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感謝你的參與。

奧克蘭理工大學首先委員會批准日 *Date of Final Approval*, 奧克蘭理工大學參考編號 11/158。

Appendix VIII – REFERENCE SOURCES FOR SCALE ITEMS

Scale Developed	Question #	Question in Post-RWC Questionnaire	Adapted from / Added for
Multicultural Value	33	I have participated in RWC with individuals of a different cultural background.	Allem et al. (2010)
	34	RWC provided me with opportunities to socialise with others from a different culture.	
	35	RWC allowed me to network with individuals from diverse cultural background.	
	36	Through RWC, I have socialised with individuals from different cultures.	
	37	I have met friends of different ethnicities through participating in RWC.	
Linkage with NZ	38	RWC allowed me to gain acceptance from others in my new environment.	
	39	Participating in RWC allowed me to enter into a new cultural environment.	
	40	RWC participation allowed me to become more connected to NZ's cultural environment.	
	41	Participating in RWC made me feel like I am part of the NZ community.	
	42	RWC provided me with an opportunity to adapt to the NZ cultural environment.	
Recommend NZ	45	I will recommend friends and relatives back in my country of origin to travel to NZ.	understanding how migration network works
	46	I will recommend friends and relatives back in my country of origin to migrate to NZ.	
	47	I will recommend friends and relatives back in my country of origin to study in NZ.	
	48	I will recommend friends and relatives back in my country of origin to work in NZ	
	49	I will recommend friends and relatives back in my country of origin to set up business in NZ	
	50	I will recommend friends and relatives in NZ to set up business in my country of origin	
Pride	52	How proud are you of NZ in each of the following:	
		Organizing the RWC	Understanding pride in RWC 2011
		All Blacks	
		Rugby	
		NZ armed forces	Smith and Jarkko's (2001) ISSP scale decoded by Raney (2009)
		NZ history	
		The way democracy works	
		NZ's social welfare system	
		NZ's political influence in the world	understanding pride in the country's environment
		NZ's economic environment	
		NZ's business environment	
		NZ's natural environment	

Appendix IX – QUESTIONNAIRE LUCKY DRAW LAYOUT

(Separate insert)

Thank you for participating! If you would like to enter the draw to WIN a petrol voucher of NZD100, please fill in your name and contact details. **Please note that these details are in no way linked to your survey answers, are confidential and will not be used for any other purpose.**

Name:	
Postal address:	
Email:	

We will notify the winner directly ONLY via the postal or email address provided above.

Please put this insert in the envelope for [ENTERING LUCKY DRAW] in the box for collecting the questionnaire.

THANK YOU!

-----✂-----✂-----✂-----

The result of this research will be included in my PhD work and will be available on www.nztri.org in early 2014. Results may also be presented in your local media. To thank you for your participation, I offer to send you a brief summary of what I have found (a synopsis of my thesis). If you would like to receive information about the results of this survey, please tell us your option:

- ☐ Yes, please send me a brief result summary by **email**: _____
- ☐ Yes, please **post** me a brief result summary to: _____
- ☐ No, thank you.

Please note that these details are in no way linked to your survey answers, are confidential and will not be used for any other purpose.

-----✂-----✂-----✂-----

Appendix X – ONLINE QUESTIONNAIRE LUCKY DRAW LAYOUT

-----Separate php link-----

Thank you for participating! If you would like to enter the draw to WIN a petrol voucher of NZD100, please enter an email address here:

Remember these details are in no way linked to your survey answers, are confidential and will not be used for any other purpose.

We will notify the winner directly ONLY via the email address provided in this page.

THANK YOU!