



Sports for Business Committee Meeting

MINUTES

15 FEB 2017

5.30PM-6.30PM

PWC JAPAN

MEETING CALLED BY	Sally Townsend, Matthew Walker Sports for Business Committee Co-Chairs
TYPE OF MEETING	Committee Meeting
ATTENDEES	<ul style="list-style-type: none">• Delahunty, Brendan• Kimura, Kazuto• Knuckey, Grant• Koyama, Hiroaki• Merino, Cristina• Miyazaki, Tomoyo• Roxburgh, Don• Spann, Martin• Thomas, Ryann• Townsend, Sally• Walker, Matthew
NOTE TAKER	George Onishi, ANZCCJ Secretariat
APOLOGIES	Byron Frost, Catherine O'Connell

1. Opening and approval of minutes of the previous meeting
2. Presentation from Brendan Delahunty, head of STH Japan
3. Discussion: what SFB Members want from the Committee / Chamber
 - a) How can the committee add value to your business?
 - b) What are your companies doing in the sports area?
 - c) Is there any scope for collaboration?
4. Next meeting date

1. Opening and approval minutes of the previous meeting

Co-Chair ST opened the meeting. Previous minutes approved with amendment: included MS as an apology for previous committee meeting.

2. Presentation from Brendan Delahunty, head of STH Japan

Introduction

BD introduced himself and gave an overview of his company **STH Japan** (Sports, Travel, Hospitality), a joint venture between STH Group in UK and **JTB Corporation** in Japan.

Outlined STH Japan's planned business activity in Japan leading up to the 2019 RWC and 2020 Olympics, noting that they are currently conducting market research with a view to increasing local presence as activities develop.



Event Planning – key dates

- 10 May 10 2017: announcement of World Rugby Pool Allocation Draw
 - ANZCCJ will look to host an event for live or post-draw viewing, followed by discussion and networking
- 20 Sep 2017: test match times and stadiums released.

Discussion on the nature of the Japanese market

- The nature of Japanese corporate entertainment culture, including the 'client entertainment' aspect around major events, presents unique opportunities; how can we leverage this?
- The outcome of previous major events in Japan is encouraging. For example, the Soccer World Cup was successful with a large turnout of Japanese companies entertaining key clients; 80-90% of sales came from local Companies.
 - Judging from these results, the main corporate clients of the upcoming major events are likely to be Japanese businesses and some large multinationals.
- There is a need to increase knowledge about corporate entertainment in Japan ahead of the events.
- It was noted that the upcoming test matches could serve as 'test runs' for the events to gather further information about the nature of the market here.

Potential challenges for operating in the Japanese market

- Hospitality around big events in Japan is still developing;
- Japanese regulations could create obstacles for public / corporate entertainment;
- Lack of experience with major events, particularly in regional Japan (they are keen to engage but may not have the self-marketing know-how);
- Strain on supply of accommodation will be pronounced during the events; hosting the large number of visitors expected to pose significant capacity constraints;
 - Refer to [McKinsey report](#) titled 'The future of Japan's tourism: Path for sustainable growth towards 2020'.
- Local venues for major events in Japan are less developed;
 - As potential solutions to these issues, there may be some scope for collaboration with ANZCCJ members; E.g. temporary floating structures.



Opportunities presented by the Japanese market

- Based on previous major events held in Japan, there are prospects for substantial corporate sponsorship opportunities.
- Businesses seeking to get involved should engage with local organisations and companies.
- Japanese governments at both national and local levels have shown that they are very eager to engage; there is broad awareness in Japan of the huge opportunities presented by the upcoming events.
- How best to capitalise on the anticipated tourism boost generated by the major events, and encourage tourism throughout Japan?
 - Travel agents will be able to book rooms for the RWC through www.rugbyrooms.com (not yet live).
- The nature of the upcoming major events means there is significant scope for catering to families; presents good opportunities for marketing family 'packages'.

3. Discussion: what SFB Members want from the Committee / Chamber

The Committee turned briefly to internal matters; ST notes that the one year anniversary of SFB presented a good opportunity to get feedback. Members were asked to consider the following questions and reply to CM:

- a) How can the committee add value to your business?
- b) What are your companies doing in the sports area?
- c) Is there any scope for collaboration?

4. Next meeting date

Next SFB Committee meeting fixed for **Tues 21 March 2017 at 5.30 pm.**

ACTION POINTS:

1. All Committee members to provide short responses to Item 3: Discussion Questions to CM	All	
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