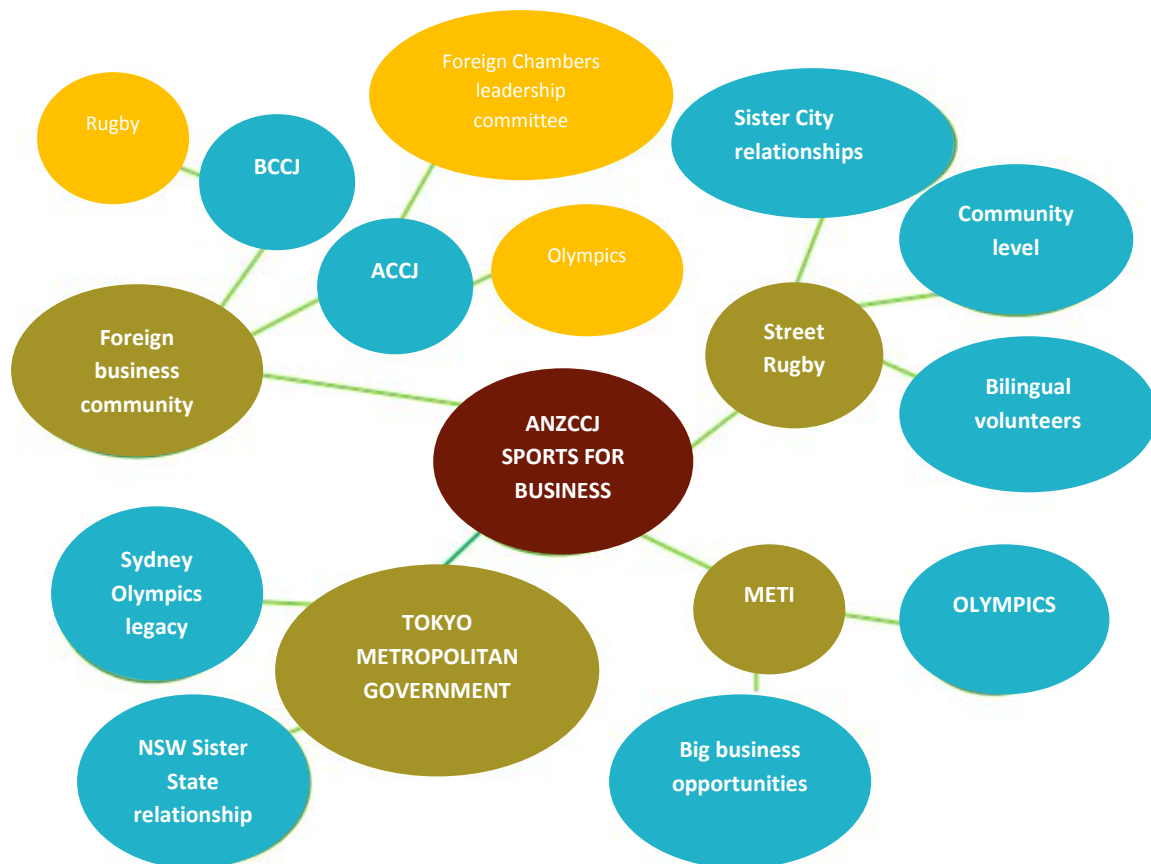


ANZCCJ SPORTS FOR BUSINESS PROGRAM



ANZCCJ Sports for Business is an Australian and New Zealand Chamber of Commerce in Japan program to create opportunities for Australian and New Zealand companies to gain business from major sporting events hosted in Japan.

Strategic Objectives

With a specific view towards the 2019 Rugby World Cup and 2020 Olympic and Paralympic Games, Sports for Business will be a core component of the ANZCCJ's activities and events calendar. In line with our broader objectives, ANZCCJ Sports for Business aims to:

Inform: Provide our members with information about opportunities related to RWC2019 and 2020 Olympics and Paralympics (events information, ways to get involved, Japanese Government initiatives, etc);

Represent: Leverage major sporting events held in Australia and New Zealand to promote our businesses and people as having the necessary sporting expertise to assist the Japanese Government and other stakeholders achieve their goals (for example, hosting events that are well managed, safe and leave a positive legacy); and

Create opportunities for commercial connections: Create business networking opportunities among Australian/New Zealand and Japanese business through participation in a range of speaker and community events.

Key Stakeholders:

- ANZCCJ Members
- Australian and New Zealand Governments (Embassies, trade promotion agencies such as Austrade and NZTE)
- Japanese Government and public institutions (TOCOG, METI, Tokyo Metropolitan Government, regional governments)
- Japanese sporting associations (eg Japan Rugby Football Union, Street Rugby Alliance)
- Japanese tournament host cities
- Australian Rugby Union Japan Chapter

ANZCCJ Sports for Business Events and other Activities

In order to achieve the program's strategic objectives as stated above, ANZCCJ will establish a sub-group that will be responsible for planning and delivering sports-themed events and other activities.

The sub-group will be made up of the ANZCCJ Executive Director and ANZCCJ members who sign up as members. The ANZCCJ Executive Council will provide input during the planning stages of an event and grant final event approvals.

In order to further develop the network with other stakeholders, the ANZCCJ will work in collaboration with other Chambers of Commerce.

Sports for Business event objectives

When planning for Sports for Business events, the sub-group will:

1. Collaborate with relevant Japanese Government bodies and sporting/community organisations to deliver sporting events that increase understanding, knowledge and capability in the sporting sector.
2. Invite Japanese government and business representatives to attend our sporting events to create networking opportunities for our members.
3. As part of the Tokyo 2020 Foreign Chambers Leadership Committee (ACCJ initiative that includes BCCJ and ANZCCJ) work with other foreign chambers of commerce to organise events related to the Olympic and Paralympic Games.
4. Work in collaboration with Australian and New Zealand Embassies to deliver events that are in line with their sports diplomacy strategies. Key messages: Sports are an essential part of the Australian and New Zealand way of life; Australia and New

Zealand are home to top athletes; our cities host world-class sporting events; our businesses have the necessary expertise to help Japan achieve its sporting goals

Summary of sports-themed events hosted by ANZCCJ to date

| Event Title | Event Outline | Partners | Date |
|--|--|--|-----------|
| Road to Rugby World Cup 2019: A Special Evening with Eddie Jones | Eddie Jones, Head Coach of the Japan National Team speaks to ANZCCJ members about his expectations and strategies for the Japanese team in RWC2015 as well as his vision for Japan as the first Asian nation to host the Rugby World Cup tournament in 2019. | | Dec 2014 |
| Nihonbashi Street-Rugby | ANZCCJ has been working closely with Chuo-ku, Tokyo to promote Sutherland NSW - Chuo-ku Sister City relations. Since 2013, ANZCCJ has partnered with Chuo Rugby Football Union to launch a series of projects to promote the development of rugby in Japan and the Rugby World Cup in 2019. This event was Japan's first Street Rugby event to take place in Nihonbashi. | Chuo-ku, Tokyo Street Rugby Alliance | July 2015 |
| Rugby Legends lunch | ANZCCJ holds a rugby legends lunch to celebrate the Launch of the Australian Rugby Foundation's (ARF) Japan Chapter. Former Wallaby and Waratahs Captain and 79 Test veteran, Phil Waugh, recent former Wallaby, Pat McCabe, and former Wallaby, Brumbies Captain and current ARU Director, Brett Robinson, share their predictions for RWC2015. | Australian Rugby Foundation | Sep 2015 |
| ANZCCJ Event: Street Rugby in Tohoku with Jiro Ishiyama | The Street Rugby Alliance, Club Australia and ANZCCJ partner to take Street Rugby games for the first time to Tohoku. Japanese Rugby legend, Jiro Ishiyama, Chairman of Scrum Kamaishi, attends the event as a special guest. The games were followed by a BBQ for the community in Minamisanriku. | Chuo-ku, Tokyo Street Rugby Alliance | Nov 2015 |
| Street Rugby at Chichibunomiya Rugby Stadium | ANZCCJ supports a large scale Street Rugby event at Chichibunomiya Rugby Stadium hosted by Cheer!NIPPON. ANZCCJ members participate as corporate teams while others set up Australian and New Zealand food & beverage stands. | Chuo-ku, Tokyo Street Rugby Alliance | Dec 2015 |
| ANZCCJ New Year Reception 2016 | ANZCCJ Sports for Business launch event. A stellar rugby panel – including professional Rugby players Kosei Ono and Ryan Nicholas and Street Rugby Alliance Head Producer, Kazuhira Onishi – discuss the RWC2019 road to success | Australian Rugby Foundation Street Rugby Alliance | Jan 2016 |