



ANZCCJ Event Guidelines Sports for Business Committee

1. Purpose of Manual

The purpose of the manual is to provide a set of guidelines, and ensure that events support Committee objectives and are managed in a consistent and fair way. It is intended to be a 'living document' and continuously updated with new information.

2. Focus

Sporting Code Focus

Rugby and Soccer have been chosen as flagship sports with sports such as Swimming, Surfing, Baseball, Tennis, Horse Racing, AFL, Golf along with Olympic & Paralympic sports etc identified as 'Tier 2' or opportunistic sports.

3. Event Selection

i. Purpose of ANZCCJ Sports for Business Events

ANZCCJ Sports for Business aims to develop and strengthen Australian, New Zealand and Japanese business relationships through participation in sporting events and related activities.

These events should also be in line with the ANZCCJ's mission to support Australian, New Zealand and Japanese businesses with interest in the AU/NZ-Japan commercial relationship.

ii. Selection Principles

The following selection criteria should be applied when determining the suitability of an event:

- ⇒ Representation
- ⇒ Commercial connections
- ⇒ Popularity & Connectivity to AU/NZ and potential to attract an audience and in some cases media coverage

Events will be chosen according to the degree to which they meet the Sports for Business aims to develop and strengthen Australian, New Zealand and Japanese business relationships through participation in sporting events and related activities. Along with the Chamber's objectives of providing members with opportunities for information, representation and commercial networking. Also taken into account will be the event's potential to attract strong participation by members and whether it allows the Chamber to conduct a good spread of different types of events throughout the year.

It is not possible for prospective speakers or companies to 'buy' their way into an ANZCCJ speaking role. Attendees come to an ANZCCJ Sports for Business event

expecting to participate in some form of sporting event or interact with a sports person or team or to learn something new and / or to be inspired, not to face a commercial sales pitch. Accordingly, proposed events that are likely to promote sales by a specific company should not be accepted.

From time to time, select events may be agreed to be "sponsored" but those will be clearly labelled as such after going through a sponsorship approval process. (See section below.)

In assessing the proposal, against the criteria, the following should be considered.

Representation

- ⇒ Event provides an opportunity to advocate the interests of Australia/New Zealand interests in Japan
- ⇒ Event provides an opportunity to showcase Australian/New Zealand sports people/teams/capabilities in Japan

Commercial connections

- ⇒ Event facilitates the bringing together of potential business partners in areas of particular interest to Australia/New Zealand businesses or is held in conjunction with a sports person/team from Australia/New Zealand visiting Japan

Potential to attract an audience

Events likely to attract a strong audience are those which are:

- ⇒ Entertaining
- ⇒ Related to sports where Australia/New Zealand are globally competitive in and which are popular in Japan
- ⇒ Include participation from highly regarded Australia/New Zealand sports people/sporting teams visiting Japan

iii. Selection Process

Internally Driven

Internally driven events are to be planned with consideration given to both the Chamber's and the Sports for Business Committee's priorities and objectives.

Externally Driven - When a request for an event is received:

- (i) The Sports for Business Committee judges whether the proposed event broadly conforms to requirements
- (ii) If the Sports for Business Committee judges that the proposal conforms with requirements, it is passed to the events committee for final decision, in consultation with the Chair.
- (iii) The Secretariat informs the applicant whether or not the application was successful, and the reasons the application was rejected.

3. Planning Events

When planning events, a variety of factors need to be taken into consideration as detailed below:

- ⇒ Lead time
- ⇒ Date & time selection

- ⇒ Pricing
- ⇒ Venue
- ⇒ Suppliers & service providers

i. Lead Time

It generally takes a minimum of 1 month to plan an event. Proposals should preferably be made at least two months in advance of any proposed event dates.

ii. Date Selection

a. Day of the Week

Ideally events should be scheduled on a **Tuesday, Wednesday or Thursday**. This is historically the most convenient time for members to attend events, thus maximising attendance levels.

Avoiding multiple events in the same week, particularly on consecutive days, should be done in order to not overload the Events Schedule and potentially reduce attendance numbers for a particular event.

Avoiding Date Conflicts

Various sources should be consulted in order to avoid date clashes with other major events.

The Secretariat should regularly consult with: ANZCCJ Annual Events Calendar (includes internal, external, confirmed and tentatively scheduled events), the Australian Embassy Events Calendar, New Zealand Embassy, Executive Council members, Platinum Sponsors, other Chambers and business organisations, Australia Society Tokyo, Kiwi Contacts, and Japanese national holiday calendar.

Suitable Spread of Sports/events formats

As well as the need to spread out events in order to reduce event fatigue, it is also important to be mindful of the spread of sports and format for events.

b. Time Slots

The majority of our functions are held in the evening as Members have indicated a preference for this time slot. Morning and lunch-time functions should also be considered on occasion as some members find it difficult to attend evening functions. The sports person/team availability will also sometimes dictate the time slot that will ultimately be used.

The general time-slots are outlined below:

<i>Breakfast Events</i>	<i>Lunchtime Events</i>	<i>Evening Events</i>
<i>7:30 – 9:30am</i>	<i>12:00 – 2 pm</i>	<i>6:30 – 8.30pm</i>

iii. Pricing

Cost-plus pricing is employed for the majority of Chamber events. A charity contribution of 500 yen per paid registration is also added to the cost.

The Non-member Price is typically priced as 2,000 yen above the member price. One reason for the price differentiation is to offer a financial incentive for non-members to consider membership.

Note that in instances where the member price is greater than 6,000 yen, the 2,000 yen non-members surcharge may be reduced to prevent limiting the attendance of non-members and therefore potentially maintaining a larger audience (as the price point rises, member signups may also decrease).

Example 1

Cost of event per person (catering, venue charge etc.)	¥ 2,500
Charity contribution	¥ 500
Administration cost	¥ 300 - 500
Member price	¥3,500
Non-member price	¥5,500

Example 2

Cost of event per person (catering, venue charge etc.)	¥ 7,500
Charity contribution	¥ 500
Administration cost	¥ 500 - 1000

Member price	¥8,500
Non-member price	¥10,000

iv. Choosing Venues

Venues should be chosen after consideration given to:

- ⇒ **Access for members/speaker** – The venue should be in a location that is convenient for members to travel to. Generally, close proximity to a major train station is desirable.
- ⇒ **Size of venue** – the size of the venue should be appropriate for desired / anticipated audience.
- ⇒ **Cost of venue** – In general, preference will be given to the most cost competitive venue.
- ⇒ **Quality of service** – Corporate member venues that have demonstrated exemplary service and preferential treatment to the Chamber will be considered favourably.
- ⇒ **Venue’s relevance to the event** – the venue should reflect the mood, atmosphere and theme/ focus of the event taking place. Consideration should be given to the name / associations of the venue so that Australian team welcome receptions are not held at the Tokyo American Club / New Zealand Embassy, for example.
- ⇒ **Member venues** – All other factors being equal, preference should be given to member companies. Moreover, members should be given the opportunity to match or better a non-member quote when appropriate.

- ⇒ **Venue Support of Australia / New Zealand** – venues that incorporate Australian and New Zealand products should be treated favourably, as should venues that employ a significant number of Australians / New Zealanders.
- ⇒ **Uniqueness of venue** – Venues that bring a freshness or newness to events, so generating interest and potential new members, to be considered

v. Choosing Suppliers & Service Providers

All other things being equal, Chamber members should be given preference over non-members when selecting service providers such as catering, food & beverage sales, live entertainment and technical advice, services. However, where a non-chamber member offers a better product or more competitive price, the Chamber is at liberty to select that supplier, in the interests of the overall membership.

Caterers/venues should be requested to incorporate Australian/New Zealand products and ingredients (e.g. Australian beef, New Zealand cream cheese). *At all times, venues should serve Australian/New Zealand beer and wine rather than other country products.* Exceptions should be made only where no other options are available, or where the cost would make the event uneconomical.

General Rules for Beverage Catering

1. In warmer months, more beer and white wine will be consumed.
2. In cooler months, more red wine will be consumed.
3. It's best to have approximately the same amount of red and white wine for general events. Sparkling should be available for the initial toast.
4. Beer catering for outdoor/summer events should be the number of guests X 2-3 bottles. (e.g. 48 guests = 144 bottles of beer)
5. Beer catering for cooler months should be 1-2 beers per person.
6. Wine catering is generally 1/2 bottle per person. (e.g. 100 guests = 50 bottles of wine)
7. Juice and oolong tea – 1 litre / 10 people

4. Event Promotion

i. Event Announcements

Event announcements should look professional, convey a clear summary of the topic being presented and not mislead the audience. Announcements should also not be commercial in nature, with the exception of when an event is clearly marked as being sponsored.

ii. Promotion Vehicles

The following avenues are available for advertising and promoting *ANZCCJ events*:

- Email blast announcements
- ANZCCJ website advertising (event listing)
- LinkedIn (event listing on LinkedIn; comments about the event)
- Twitter (comments about the event with link to event listing)
- Facebook (event listing on Facebook; comments about the event)
- GPlus Media

- Australian Society (request to promote the event to their members)
- Australian and New Zealand Embassies (request to promote the event to their staff; request to post event details on their website)
- AJBCC, JABCC (request to promote the event to their members)
- Other Japan Chambers (see below)

5. Joint Events

When appropriate, and agreed to by the sports person/team, the Secretariat / hosting Committee should seek the participation by other Chambers / group members / local sporting clubs and associations. Such functions will usually attract a larger audience, the economy of scale resulting in lower attendance fees, as well as broader networking opportunities and strengthened ties with other entities which will lead to the ANZCCJ also being invited to join external events, again increasing networking opportunities to members, and broadening the range of sports related events that we are able to offer.

Events that are appropriate to seek involvement from external groups will have the following features:

- Sports person/team has high profile in Japan.
- Sports person/team and other key stakeholders are in agreement to opening the presentation up to a broader audience
- The venue can cater to a larger audience
- Members would benefit from having a broader audience present

i. Logistics for Joint Events

There are several options for pricing and event registration when events are held jointly / supported by another group.

Registration alternatives:

- a) Chambers handle their own registration and fee collection, as well as registration at the venue. ANZCCJ invoices chambers the fees as described above.
- b) Chambers handle their own registration and fee collection, ANZCCJ takes care of registration (incl. name tags) at the venue. ANZCCJ invoices chambers the fees as described below.
- c) Chambers ask their members to register directly with the ANZCCJ. Non-ANZCCJ members will register at the guest price. There will be no need for an invitation from an ANZCCJ member for the non-ANZCCJ member to register themselves. ANZCCJ will look after payments, registration etc of all guests booking directly.

Managing Registrations and Payments

Although there are two options for setting fees for registration alternatives a) and b), usually one option would be selected by the ANZCCJ and offered to the external group, rather than offering other options. Price and anticipated level of interest / participation will help determine the best option.

Option 1

The group sets their own prices in order to include their own administration charge. External Groups are discouraged from charging a lower guest price than that set by the ANZCCJ. External Groups are also discouraged from increasing the member price by more than 1,000 yen.

Option 2

The ANZCCJ sets the member and guest price to be charged by all participating groups in order to keep consistent pricing. The price set by the ANZCCJ would allow a small margin for the external group to allow for administration costs to be covered / allow for a small profit to be made.

Option 2 Example

Cost: Actual estimated cost per person = 6,700 yen
Set price: members - 7,500 yen; non-members - 8,500 yen
External groups invoiced at 7,000 yen per attendee (regardless of membership status)

Other Logistics

- Set initial **space allocation* to each of the participating groups
- Set an initial RSVP date and final RSVP date and advise that unreserved spaces will be reallocated after the initial RSVP date according to demand to each group should maintain waiting lists
- Collect registration numbers and reallocate remaining spaces according to demand and size of participating group. N.B. - maintaining a number of spaces within the ANZCCJ for late requests by VIPs

*When several groups are supporting the event and space is limited, spaces will initially be allocated giving consideration to the size of the participating group. For example as the ACCJ is far larger than the FCCJ, the ACCJ would initially be allocated more spaces than the FCCJ. If the ANZCCJ is the lead organiser, no group should be allocated more spaces than the ANZCCJ initially. It is preferable to reserve a small number of spaces separately for the sports person/team, VIPs and in case of last minute agreement to participate by a valued partner.

6. Product Donations & Event Sponsorship

Product Donations

Event sponsors may provide donations in the form of products, services or financial contributions that are determined by the Executive Council to be in accord with the mission of the Chamber and to be to the direct benefit of the Chamber, its members and event participants. Donations with a clear and strong Australian, New Zealand and Japanese affiliation will be considered favourably.

Proposals for event sponsorship and donations are encouraged to be initially submitted in writing to the Secretariat at least 4 weeks prior to the event, for preliminary evaluation by the Events Committee representatives. If required, the Events Committee may request samples of products, as well as promotional materials to be used, to aid in evaluation.

If deemed an inappropriate donation by the Events Committee, the Sponsor may request re-evaluation and ruling by the Executive Council.

Event Sponsorship

1. Publicity of sponsorship and donations will be included in event notifications.
2. Printed promotional materials and advertisements may be displayed, at the sponsor's expense, at or near the event registration desk.
 - Sponsors may not erect displays, booths, posters, etc. within the event space unless approved by the Events Committee.
 - Sponsors may provide notices that are necessary in identifying donated products such as food and/or beverages types being consumed.
3. Sponsors' logos will be projected on presentation screen (when possible).

4. Gratitude and recognition will be afforded to Sponsors by the Event MC during the event.

8. Casual Staff and Volunteers

Standard Tasks

- Prepare nametags
- Greet guests
- Prepare and issue receipts
- Receive payments
- Manage cloak area
- Help with microphones during Q&A time
- Help caterers (where necessary)
- Wash and dry plates/cutlery/glasses (where necessary)
- Remove rubbish