

ANZCCJ Sports for Business (SFB) Strategy Programme

About

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); participation in a range of speaker and community events.

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 Committee that will be responsible for planning and delivering sports-themed events and other activities.

The Committee 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

ANZCCJ-hosted Sports Themed Event Summary

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; April 2016
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	Australian Rugby Foundation	Sep 2015

	Director, Brett Robinson, share their predictions for RWC2015.		
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
Breaking new boundaries: What bringing the Rugby World Cup to Japan means for the sport	ANZCCJ held a breakfast session with Murray Barnett, World Rugby's Head of Commercial, Marketing and Broadcast. It covered a number of essential topics related to the success of the previous Rugby World Cup, and its potential commercial future. Discussion revolved around the general growth of the game and Rugby's	BCCJ SACCJ	April 2016

	reintroduction into the Olympics, as well as why the Rugby World Cup has been brought to Japan and what that can mean for the sport.		
NSW Waratahs Team Welcome Reception	The ANZCCJ held a reception at the Australian Embassy on the occasion of the visit to Tokyo by the NSW Waratahs who faced Japan's new Super Rugby franchise, the Sunwolves.	Macquarie Capital Securities Minato Rugby Football Union	June 2016
The Business of Rugby: An Evening with Brett Gosper	Celebrating preparations for the Rugby World Cup 2019 ANZCCJ co-hosted "The Business of Rugby" with the CEO of World Rugby, Brett Gosper. Themes included: the evolution of rugby, the business of sport in the modern era, and Japan's plan for 2019. It was a unique opportunity to network with members from other rugby-loving Chambers.	Irish Japan Chamber of Commerce BCCJ	Oct 2016
Melbourne Cup 2016	ANZCCJ invited members and friends to the annual AST Melbourne Cup extravaganza, which consisted of the live Calcutta Auction, sweeps, a three course luncheon, premium Australian wines & beers, the screening of the race itself on three separate screens and live entertainment. It also featured the annual Melbourne Cup raffle which raises funds for animal shelter, Heart Tokushima.	The Australia Society Tokyo	Nov 2016

Leveraging the Olympics and Paralympics for Changes in Society, Economy and Environment	Mitsubishi UFJ Research and Consulting and the University of Queensland Business School and Municipal Research Institute hosted a workshop discussion on the opportunities presented by Olympic and Paralympic games and the management, planning, impacts, and legacy of mega sporting events.	Mitsubishi UFJ Research and Consulting The University of Queensland, Business School Queensland Government Tokyo Office	Nov 2016
AIG Japan and ANZCCJ All Blacks Welcome Reception	ANZCCJ held an event at the New Zealand Embassy in honour of visiting members of the New Zealand All Blacks rugby union team.	AIG Japan The New Zealand Embassy Tokyo	Dec 2016
Enhancing success supplying to Major Events	This highly interactive peer-to-peer event catered for companies looking at opportunities to network and learn from commercial companies and organising committees. Guest speakers shared their experience of working with commercial companies, plus it provided a platform to network.	Major Events International (MEI) DLA Piper	Dec 2016
RWC 2019 Pool Allocation Draw	Marking the beginning of the planning by teams and fans for the Rugby World Cup 2019 experience, the results of the rugby pool allocation have an implication for business services such as hospitality, ticketing, tours and travel. This event features an expert panel to discuss the implications of the	Air New Zealand STH Group CSM Sports & Entertainment	May 2017

Rugby World Cup.			
Lions versus All Blacks Live Viewing	The British & Irish Lions will take on the New Zealand Super Rugby team, the All Blacks. Held at the New Zealand Embassy, this event will provide a networking opportunity as those corporations interested in rugby can not only enjoy the game but share business experiences.	New Zealand Embassy	July 2017