

4. GENERATE AND SHARE REVENUE

The New Zealand Team is proud to be supported by leading New Zealand and international companies and much-loved brands. Through their combined investment and services, New Zealand Team partners provide critical support for our New Zealand Team to the Games. In turn, the New Zealand Team works with our partners to support them in their brand, marketing and community engagement objectives.

The NZOC’s commercial programme currently attracts 20 brands with New Zealand-specific rights, and 15 global companies through the IOC Olympic Partner (TOP) programme. In the prior quadrennial, we had 13 New Zealand partners and 15 TOP partners – as such, 2024 saw a 25 per cent increase in the number of partners of the New Zealand Team for Paris 2024.

We were delighted to welcome new New Zealand Team partners 2degrees, Lotto NZ, My Food Bag™ and Westfield to the commercial partner whānau in 2024.

Following on from the disruptions of the COVID-19 era, Paris 2024 provided a significant opportunity to showcase our partnerships to key audiences and amplify their relationship with the New Zealand Team through innovative campaigns and activations, without any restrictions.

A total of 19 out of 20 (95 per cent) of our New Zealand partners and 11 out of 15 (73 per cent) of Worldwide partners activated with the New Zealand Team for Paris 2024. All either achieved or exceeded their campaign and activation objectives.

Combined partner investment into the Paris 2024 New Zealand Team campaign was estimated to be more than \$8m across all partner marketing, activation, athlete ambassador, broadcast investment, campaign execution, and value-in-kind (VIK) and media-in-kind (MIK) expenditure.

A special thanks to all those partners and suppliers who supported us in our events and activations during 2024.

Ticketing and Hospitality

Paris 2024 represented the first major Games under the new global On Location hospitality programme and a new NOC institutional and global ballot ticketing programme, significantly impacting the structure of our own programme and the scope of services. The NZOC hosted an institutional programme for key stakeholders and provided friends and family ticketing support to ensure athletes’ whānau were able to cheer them on at Games. Like previous pinnacle Games, New Zealand Olympic Travel provided wrap-around services, including accommodation, ticketing management and travel bookings, for those who required them.

Merchandise and Licensing

The year 2024 saw the appointment of Business of Sport as a Master Licensee who directly managed partner merchandising. Business of Sport also drove a licensing and merchandise programme which was distributed through a range of retail channels, making it easily accessible for fans to show their support of the New Zealand Team.

With little effort, a new online store was launched and a pop-up New Zealand Team Shop was hugely successful at New Zealand House in Paris.

We look forward to extending this partnership and expanding the programme further in the next quadrennial.

Brand Protection

A key part of our commercial programme is ensuring that the exclusive rights of our New Zealand Team partners and suppliers are not compromised through ambush or naïve behaviour of other companies and organisations.

We scaled up our efforts for Paris 2024 to safeguard commercial rights and protect against intellectual property breaches, which rose significantly compared to Tokyo 2020.

We implemented a commercial waiver programme, provided comprehensive proactive education on Rule 40 via Games-Ready Workshops, simplified guidelines, and delivered newsletters, NSO briefings and Agency/Manager briefings. We closely monitored breaches, managing 145 incidents in total, most involving social media. The work programme increased awareness of Olympic and New Zealand Team rights protection and delivered new opportunities.

New Zealand Olympic Foundation Acknowledgement

We continue to benefit from the generosity of the philanthropic donors that contribute to the New Zealand Olympic Foundation (NZOF) and our member sports. Having streamlined the architecture of the Foundation in 2023, a huge focus into 2025 and the next quadrennial is to create an endowment fund that will support greater sustainability of our financial base. We extend thanks to our external Trustees in New Zealand (Jonty Edgar, Kent Gardner, Gretchen Hawkesby, Mikayla Plaw and Mark Stewart), along with NZOC Honorary President Mike Stanley, President Liz Dawson and CEO Nicki Nicol and in the USA (Leon Grice and Anthony Mosse), for their leadership and support as we grow the role of philanthropy to our organisation’s future strength and financial security.

We also acknowledge the support of HPSNZ and Ihi Aotearoa Sport NZ as critical partners in our ambition for supporting New Zealand athletes to excel on the world stage.

The NZOC continued to share commercial and philanthropic revenue directly with sports and athletes as detailed later in this report.

We warmly extend our thanks to the IOC and Olympic Solidarity for their ongoing help and collaboration as they provide much-needed financial resources and expertise to support the organisation. We acknowledge the contribution and leadership from Sheila Stephens Desbans and her Olympic Solidarity team for their support for Aotearoa New Zealand and across the Pacific.

