



FIFA Women's World Cup 2023

Tāmaki Makaurau Auckland

Key Information

Tuesday, 18 July 2023

Two Days to Go!

As we celebrated Matariki and the start of the Māori New Year, Saturday 15 July also saw a warm welcome to the FIFA Women's World Cup 2023 (FIFA WWC) teams based in Tāmaki Makaurau with a [pōwhiri hosted by Ngāti Whātua Ōrākei](#) at Spark Arena. Feedback has been very positive, and it was great to see extensive media coverage of the event both domestically and internationally.

We are now only two days short of the New Zealand v Norway opening match at Eden Park and the excitement is building. A global audience will tune into the tournament opener when the Auckland Harbour Bridge, Sky Tower, Auckland Museum and Eden Park will light up in the tournament's Unity colours to mark the opening night.

This week also marks the opening of the FIFA Fan Festival at The Cloud. Be sure to tune into TVNZ's Breakfast show from 6am - 9am this Thursday 20 July for a special broadcast live from the FIFA Fan Festival.

This information has been compiled by the Host City programme team to provide what you need to know about Tāmaki Makaurau Auckland's FIFA WWC 2023 activities, where to watch the matches, how to promote tournament-related activities and other key information.

While this information is up to date at 18 July, we recommend that people keep referring to the latest information here: <https://www.aucklandnz.com/fifa>

Activity taking place this week

Team arrivals and training

- All teams based in Tāmaki Makaurau have now arrived and commenced their training, with the last team (Argentina) arriving today, Tuesday 18 July.
- As detailed in the last update, invite-only open training sessions are being held with all teams based in Tāmaki Makaurau. Below are the remaining sessions taking place this week:
 - Philippines at Olympic Park on Tuesday 18 July
 - Vietnam at Fred Taylor Park on Tuesday 18 July
 - Argentina at Michaels Avenue Reserve on Wednesday 19 July



Eden Park matches

- Opening match: [New Zealand v Norway](#) – Thursday 20 July - 7pm kick off.
- [USA v Vietnam](#) – Saturday 22 July - 1pm kick off.
- The streets around Eden Park will come to life two hours before every FIFA WWC 2023 match with this week's performers including:
 - **New Zealand v Norway:** roller-skaters, colourful tinsel monsters, NZ Drumline, Hiwa's Kapa Haka, LED suited Vospertron dancers, and face painting.
 - **USA v Vietnam:** big band beats of the Auckland City Scoundrels, traditional Vietnamese hat dances and stunning costumes from cultural organisation VietNZ, and face painting.
- Friendly volunteers will be stationed throughout the area, ready to provide any information needed about transport, the FIFA WWC 2023, and Tāmaki Makaurau.
- Details on transport to and from Eden Park can be found further down in this document.

FIFA Fan Festival

About

- The FIFA Fan Festival at The Cloud on Queens Wharf opens on Thursday 20 July and will show 48 World Cup matches live on a giant screen over 24 days from Thursday 20 July to Sunday 20 August. Entry is free for all ages.
- In addition to screening live matches, it is also a hub for live music, entertainment, local culture, food, beverages and interactive activities.
- The FIFA Fan Festival is a cashless event.
- Details on transport to and from the FIFA Fan Festival can be found further down in this document.

Entertainment line-up

- The FIFA Fan Festival entertainment line-up this week; includes:
 - **JESSB** - Saturday 22 July, 6:00pm
 - **Oceania's #1 female Freestyle Footballer**, Susan Sohar, will perform and run skills clinics inside the FIFA Fan Festival from 20 - 24 July 2023 (Freestyle Football is a fusion of acrobatics, music, dance and exciting skills with a ball).
 - The **FIFA Women's World Cup Trophy** will feature at the FIFA Fan Festival on Saturday 22 July from 4pm-7pm and Sunday 23 July 2pm-5pm.
 - **Face painting** to support the team of your choice will be available on Saturday 22 July 10am-1pm and Sunday 23 July 2pm-5pm.
 - See the [full schedule of performing artists here](#).

Opening hours

- The opening hours for this week are:
 - Thursday 20 July: 12pm - 12:15am* (extended closing time)
 - Friday 21 July: 12pm – 11pm*
 - Saturday 22 July: 10am – 11:30pm*
 - Sunday 23 July: 10am – 11pm*
- * Last entry and bar closure is 30 minutes before venue closing hour.



Elemental AKL

- [Elemental AKL](#) 2023 celebrates the best arts, eats, and beats of Tāmaki Makaurau Auckland. From 20 July – 13 August, festivalgoers can experience art, food, music, and activities in an ever-growing programme of free and ticketed events across Auckland, boosting the buzz in the region throughout the FIFA Women's World Cup 2023.
- Some of this week's Elemental AKL line up that Aucklanders and visitors can enjoy:
 - [Whānau Mārama New Zealand International Film Festival 2023](#)
 - [New Zealand Lamb a Masterclass Feast](#)
 - [Winetopia](#)
 - [Lasers at Aotea Square](#)
 - And so much more! See the full [schedule of Elemental AKL events](#).

Public transport

- Travel on match days will be busier than normal. Event goers are encouraged to plan their journey ahead of time and use the [Journey Planner](#) or [AT Mobile](#).
- Travelling by train and on buses (normal scheduled services, rail replacement, and special event) is included with match tickets. Users must simply show their ticket to the bus driver when boarding or to gate staff if asked. Match tickets are also required for the journey home.
- Residents living near Eden Park are encouraged to cycle and/or walk as the best way to get there. Eden Park free valet bike parking is available for all matches at Gate C.
- Regular bus, train, and ferry services can be used to get to the FIFA Fan Festival at The Cloud. Standard fares apply for ferry travel.
- The FIFA Fan Festival at The Cloud is an easy walking distance to the Downtown Ferry Terminal and Britomart Transport Centre. There are also many bus services located near The Cloud.
- Information on Accessible Travel can be found at at.govt.nz/bus-train-ferry/accessible-travel.
- All match day travel information including special event bus services can be found at [AT.govt.nz/events](https://at.govt.nz/events).

Other Transport

- There are three dedicated taxi drop off / pick-up locations available 5-10 minutes' walk from Eden Park:
 - New North Road between Stormont Place and George Street
 - Morningside Drive between Argyle Street and Sainsbury Road
 - Bellwood Avenue between Cromwell Street and Dominion Road



Social media promotion suggestions

Posting on social media is a great way to build engagement and encourage Aucklanders and visitors to get in on the action during the FIFA WWC 2023.

Please feel free to use the copy below as example and share it with any of the images and videos available [here](#).

Social media post idea – pre-event build-up

The largest event that Aotearoa New Zealand has ever hosted kicks off on 20 July at Eden Park. If you haven't got your tickets already, make sure to secure them now before you miss out. #FIFAWWC #BeyondGreatness #UniteinAuckland @FIFAWomensWorldCup

Social media post idea – FIFA Fan Festival™ promotion

FIFA Fan Festival™ at The Cloud is free entry for all ages and will show 48 world cup matches live on a 34m screen. Come and enjoy live music, entertainment, local culture, food, beverages and interactive games.

Topline event key messages

- The FIFA Women's World Cup is the world's premier women's sporting tournament. The competition is held every four years from June – August.
- In June 2020, New Zealand was awarded hosting rights for the tournament alongside Australia, marking the first time the event has been held in the Southern Hemisphere or been jointly hosted by two countries.
- The global reach through international broadcast is expected to be higher than the FIFA Women's World Cup 2019 in France which was watched by 1.12 billion viewers.
- Tāmaki Makaurau Auckland's hosting of the event will be broadcast to millions of households in more than 200 countries, enhancing our destination brand and generating future opportunities to travel and do business here among a captive global audience.

Further information can be found on the Tāmaki Makaurau microsite:

<https://www.aucklandnz.com/fifa-womens-world-cup>