



## **Major Events Management (IRB Junior World Championship 2014) Order 2014**

Hon Sir John McGrath, Administrator of the Government

### **Order in Council**

At Wellington this 22nd day of April 2014

Present:

His Excellency the Administrator of the Government in Council

Pursuant to sections 7, 8, and 9 of the Major Events Management Act 2007, His Excellency the Administrator of the Government makes the following order, acting—

- (a) on the advice and with the consent of the Executive Council; and
- (b) on the recommendations of the Minister for Economic Development made after the consultation required by, and compliance with every other requirement for the making of those recommendations that is specified in, sections 7 and 8 of that Act.

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## **Order**

- 1 Title**

This order is the Major Events Management (IRB Junior World Championship 2014) Order 2014.
- 2 Commencement**

This order comes into force on 22 May 2014.
- 3 Interpretation**

In this order, unless the context otherwise requires,—

**IRB** means the International Rugby Board, an organisation founded in 1886 and based in Dublin, Ireland

**IRB Junior World Championship 2014** means the seventh annual under-20 rugby world championship that is scheduled to take place in New Zealand from 2 June 2014 to 20 June 2014.

- Declaration of major event*
- 4 IRB Junior World Championship 2014 declared to be major event**

The IRB Junior World Championship 2014 is declared by this clause to be a major event.

**5 IRB is major event organiser**

The IRB is the major event organiser of the IRB Junior World Championship 2014.

*Declarations of protection period, major event emblems, and major event words*

**6 Declaration of protection period**

The protection period for the IRB Junior World Championship 2014 is declared by this clause to start on 22 May 2014 and end on the close of 4 July 2014.

**7 Declaration of major event emblems**

The emblems set out in Schedule 1 are declared by this clause to be major event emblems for the protection period for the IRB Junior World Championship 2014.

**8 Declaration of major event words**

The words or combinations of words, and words if combined with other words, set out in Schedule 2 are declared by this clause to be major event words for the protection period for the IRB Junior World Championship 2014.

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**Schedule 1**

cl 7

**Major event emblems**

The major event emblems are as depicted below or as depicted below but in a different colour or, where the emblems depicted include words or letters, as depicted but without any of those words or letters.

Tournament Primary Mark: landscape



Tournament Primary Mark: portrait



Tournament Secondary Mark: landscape



Tournament Secondary Mark: portrait



**Schedule 2**  
**Major event words**

cl 8

**Part 1**

**Words or combinations of words**

International Rugby Board  
International Rugby Football Board  
IRB  
IRFB

**Part 2**

**Words if combined with other words**

The words in an item in column A if used in combination with the words in an item in column B

**Column A**

IRB Junior World Championship 2014  
IRB JWC 2014  
Junior Rugby World Cup  
JRWC  
JRWC 2014  
Junior World Championship 2014

**Column B**

Hospitality Agent  
Hospitality Partner  
Host Nation  
Host Union  
Investor  
Junior Championship  
Licensee  
Partner  
Sponsor  
Supplier  
Ticketing Agent  
Ticketing Partner  
Tournament  
Travel Agent  
Travel Partner  
Trophy

Michael Webster,  
Clerk of the Executive Council.

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### **Explanatory note**

*This note is not part of the order, but is intended to indicate its general effect.*

This order, which comes into force on 22 May 2014, is made under the Major Events Management Act 2007 (the **Act**). It relates to the IRB Junior World Championship 2014, which is the seventh annual under-20 rugby world championship and is scheduled to take place in New Zealand from 2 June 2014 to 20 June 2014.

The order—

- declares the event to be a major event:
- identifies the major event organiser for the event:
- declares the protection period for the event:
- declares emblems and words to be, for that period, major event emblems and major event words.

The Act contains, in subpart 2 of Part 2, protections against ambush marketing by association. Those protections restrict, during the protection period of a major event, a person's ability to make a representation (such as in an advertisement) suggesting that there is an association between the major event and goods or services, a brand of goods or services, or a person who provides goods or services. There is a presumption that a representation that includes a major event emblem or major event words suggests such an association.

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Issued under the authority of the Legislation Act 2012.

Date of notification in *Gazette*: 24 April 2014.

This order is administered by the Ministry of Business, Innovation, and Employment.

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