



## Major Events Management (Rugby League World Cup 2017) Order 2016

Patsy Reddy, Governor-General

### Order in Council

At Wellington this 14th day of November 2016

Present:

The Right Hon John Key presiding in Council

This order is made under sections 7, 8, and 9 of the Major Events Management Act 2007—

- (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 (Rugby League World Cup 2017) Order 2016.

### **2 Commencement**

This order comes into force on 31 December 2016.

### **3 Interpretation**

In this order, unless the context otherwise requires,—

**Rugby League World Cup 2017** means the Rugby League World Cup tournament to be held in Australia, New Zealand, and Papua New Guinea from 27 October 2017 to 2 December 2017 in which 14 international men's rugby league teams are expected to participate

**Rugby League World Cup 2017 Limited** means the company of that name incorporated under the laws of Australia.

### *Declaration of major event*

### **4 Rugby League World Cup 2017 declared to be major event**

The Rugby League World Cup 2017 is declared to be a major event.

### **5 Rugby League World Cup 2017 Limited is major event organiser**

Rugby League World Cup 2017 Limited is the major event organiser of the Rugby League World Cup 2017.

### *Declarations of protection period, major event emblem, and major event words*

### **6 Declaration of protection period**

The protection period for the Rugby League World Cup 2017 is declared to start on the day that this order comes into force and end on 1 January 2018.

**7 Declaration of major event emblem**

The emblem set out in Schedule 1 is declared to be a major event emblem for the protection period for the Rugby League World Cup 2017.

**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 to be major event words for the protection period for the Rugby League World Cup 2017.

## Schedule 1

### Major event emblem

cl 7

The major event emblem is as depicted below or as depicted below but in a different colour or as depicted but without any of the words or figures.



## Schedule 2

### Major event words

cl 8

#### Part 1

#### Words and combinations of words

League World Cup  
Paul Barrière Trophy  
Rugby League World Cup

#### 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

RLIF  
RLWC  
Rugby League International Federation

##### Column B

2017  
Broadcaster  
Caterer  
Champions  
Finalists  
Hospitality agent  
Hospitality partner  
Host  
Licensed product  
Licensee  
Merchandiser  
Partner  
Retail agent  
Sponsor  
Supplier  
Ticketing agent  
Ticketing partner  
Travel partner  
Trophy  
World Cup championship  
World Cup hospitality  
World Cup licensed

**Column A**

**Column B**

World Cup nation  
World Cup qualifier  
World Cup retailer  
World Cup ticketing  
World Cup travel

Michael Webster,  
Clerk of the Executive Council.

**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 31 December 2016, is made under the Major Events Management Act 2007 (the **Act**). It relates to the Rugby League World Cup 2017, an international multi-team men’s rugby league tournament that is scheduled to take place in Australia, New Zealand, and Papua New Guinea from 27 October 2017 to 2 December 2017.

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 an emblem and words to be, for that period, a major event emblem and major event words.

Subpart 2 of Part 2 of the Act contains protections against ambush marketing by association. Those protections restrict, during the protection period for 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.

Issued under the authority of the Legislation Act 2012.

Date of notification in *Gazette*: 17 November 2016.

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