

# THE FIRST ONE HUNDRED YEARS



## A WORD FROM EDEN PARK TRUST

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Welcome,

This colourful and informative booklet reflects on a century of vision, dedication and personal commitment by a host of New Zealanders.

It represents a small tribute to those who have ensured we can enjoy the highest quality sporting and cultural events in a state-of-the-art stadium.

This booklet has a wealth of information about the nation's most iconic multi-purpose stadium.

Eden Park is a hallowed ground for sports people and fans alike and it has witnessed some world-famous sporting moments. There will be many people who will be able to recall momentous personal occasions. You can look back nostalgically at games won and lost, at Empire Games triumphs and defeats, at the wonderful camaraderie of the embankment and the terraces, at heartbreaking results and at wonderful victories.

Many have contributed to the success of Eden Park. And many continue to do so in the form of our foundation partners, Auckland Cricket Association, Auckland Rugby Union and those who've catered to our appetites over the years.

Inside you will find a list of our 2014 fixtures as well as financial information that demonstrates the massive contribution Eden Park makes to the economies not only of Auckland but also the nation.

On behalf of the Eden Park Trust I thank you for taking the time to read about our home.

David Kennedy, CEO  
Eden Park Trust Board

CRICKET GROUND KINGSLAND, AUCKLAND, N.Z.



## OWNERSHIP OF EDEN PARK – THE TRUST DEED

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From its beginnings as a cricket ground in 1903, Eden Park became the primary venue for major summer and winter sport in Auckland when in 1913, the owner Auckland Cricket leased winter use of the ground to Auckland Rugby.

A Deed of Trust replacing the lease arrangement and establishing Auckland Cricket and Auckland Rugby as the beneficial owners of Eden Park, was finally signed in 1926. This was enshrined in statute by the passing of the Eden Park Trust Act 1955, subsequently amended by the Eden Park Trust Amendment Act 2009, at the time of the redevelopment of the park for Rugby World Cup 2011.

Today Eden Park is a statutory, not for profit body corporate registered as a charitable trust with the Charities Commission. It is the home of both Auckland Cricket and Auckland Rugby as it has been for the whole of the past century.

The terms of the current Deed recognise the historic interests of Auckland Cricket and Auckland Rugby in Eden Park.

In pursuance of this, the trustees are required “to promote, operate and develop Eden Park as a high quality multi-purpose stadium for the use and benefit of rugby and cricket (including under the organisations of ARU and ACA respectively)”.

However the objects of the Trust have now been extended to include other sporting codes and a wider community interest in the park has been recognised, by including in the objects other recreational, musical and cultural events for the benefit of the Auckland region. It seems likely that this wider community of interest in the park will be an increasing feature of its future programme of events.

There is also a requirement in the Deed that the trustees’ stewardship of the trust assets is both prudent and commercial so that Eden Park continues to be “a successful financially autonomous community asset”.

Recognising the wider community of interest and the substantial grant by the Crown to the redevelopment of the park for Rugby World Cup 2011, the governance of the Trust now comprises a board of a maximum of nine trustees, up to five appointed by the Minister of Sport with the remaining four trustees being appointed two by each of Auckland Cricket and Auckland Rugby.

The current trustees appointed by the Crown are; John Waller (Chair), Michelle Boag, Morris Pita and Derek Dallow, by Auckland Cricket, Rex Smith and Paul Lucas and by Auckland Rugby, Grant Carruthers and Ken Baguley.

## MILESTONES IN DEVELOPMENT

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**The vision of the founders of Eden Park and the unflinching dedication, sacrifice and personal commitment of those who have followed in their footsteps has resulted in a state-of-the-art international stadium of which Auckland and all New Zealand can be proud.**

The development of Eden Park over the past 100 years, from a marsh to a world class stadium has been achieved without any public funding, apart from the most recent development of the Southern and Eastern stands which required a grant of \$190 million from the Crown and \$10 million from the Auckland Regional Council, to ensure that New Zealand would secure Rugby World Cup 2011.

Eden Park throughout its history has also never received any public funding for its day to day operations. The Park continues to this day to be a self-sufficient community asset.

**Major development milestones in the 100 year history of Eden Park have been:**

**SOUTHERN BOUNDARY** has seen 3 major developments over the past 100 years

### 1914

- Main Stand completed – cost £3,431 – moved to Massey Park Papakura in 1958
- Members Stand – cost £1,835 – now located on the Eden Park Outer Oval

### 1959

- New Main Stand – cost £189,670 – Corporate suites were added to this stand in 1988. A stand in the South West corner incorporating suites and a members lounge was added in 1992

### 2010

- For Rugby World Cup 2011 - Main stand replacing the existing stand and South West Stand – cost \$270m, including development of the eastern end of the ground





**NORTHERN BOUNDARY** was originally a grass embankment progressively developed as concrete terraces and finally, over the past 50 years, with two stands

#### 1965

- Original North Stand - cost \$391,064 - seating only, no lounge facilities

#### 1998

- New North Stand - cost \$34m - including corporate suites and a large lounge/conference facility. Also installed floodlights to permit night sport in the new professional era

**WESTERN BOUNDARY** open space until 1950 when a temporary stand was erected for the British Empire Games.

#### 1956

- Permanent open stand - cost \$20,000 - removed and donated to North Harbour Rugby union in 1991

#### 1992

- New open deck stand incorporating lounge facilities and players area cost \$12.5m. For Rugby World Cup 2011 a temporary stand was erected at the back of this stand adding circa 5,000 capacity

**EASTERN BOUNDARY** was originally joined with the Northern embankment as an open partly grassed area incorporating the large scoreboard

#### 1966-1972

- Area progressively developed with initially concrete terraces, to which in time were added wooden seats - cost \$385,000. The area became known as No's 5,6 & 7 stands. Demolished 2008

#### 2010

- Part of the Rugby World Cup redevelopment incorporating a two level open stand. This stand was augmented by a temporary stand for Rugby World Cup 2011 adding circa 5,000 capacity

# 1965

North Stand opens. Before this the northern boundary was a grass embankment.

# 1966-1972

Eastern end progressively developed to become No's 5, 6 & 7 stands.



# 1992

Open deck West Stand incorporates lounge facilities and players area.



# 1998

North Stand completed for cost of \$34m



# 2010

NZ wins rights to host the RWC2011, South stand redeveloped at cost of

# \$270m

# EDEN PARK TIMELINE

## 1914



First International cricket match: Auckland v Arthur Sims' Australian XI. First rugby match was a club match, Ponsonby v City

## 1930



New Zealand v Lions third rugby test. NZ won 15/10

## 1966

Visit by the Queen Mother

## 1935

Hockey: New Zealand v India

## 1949

First women's international cricket match, New Zealand v England

## 1955

Cricket test New Zealand v MCC notable for New Zealand scoring 26 in the 2nd innings, still the lowest test score in cricket history

## 1959

Rugby New Zealand v Lions, won by Lions 9/6

## 1921

First International Rugby: New Zealand v South Africa, won by South Africa 9/5

## 1933

Cricket test: New Zealand v MCC Walter Hammond 336 no, scored the first triple century in a test in New Zealand

## 1937



New Zealand v South Africa, won by South Africa 17/6

## 1950



British Empire Games, opening ceremony and athletics. Rugby final test New Zealand v Lions, won by NZ 11/8

## 1957

International soccer Auckland v FK Austria.

## 1961

New Zealand Governor General Lord Cobham captains his invitation cricket team v MCC

## 1956

Historic first cricket test win for New Zealand v West Indies.

Historic first rugby test series win for New Zealand v South Africa, final test victory 11/5



**1970**

Public welcome for Royal tour party, the Queen, Duke of Edinburgh, Prince Charles and Princess Anne



Famous "waterpolo test": New Zealand v Scotland



Secondary school mass celebrated by Archbishop Pat Dunn

**2012**

Rugby League Test v Australia - Australia won 20/12

**2014**

Rugby League Dick Smith NRL Auckland Nines. First tournament of its kind. Won by Cowboys who beat Broncos 16/7

**1972**

First Class cricket matches commence on the No 2 (outer) oval

**1982**

One Day Cricket game v Australia - attendance 43,000 - record for a cricket game in New Zealand

**1988**

Rugby League World Cup Final. Won by Australia who beat New Zealand 25/12

**1994**

Rugby New Zealand v France, won by France 23/20. Last time NZ lost at Eden Park

**2011**

7th Rugby World Cup. Won by New Zealand who beat France in the final 8/7

**1974**

Cricket test: New Zealand v Australia - the first against Australia with full official test status.

Visit and display by Russian gymnasts including Olga Korbut.

**1975**

Donny and Marie Osmond concert in front of 12,000 crowd

**1987**

Inaugural Rugby World Cup with Eden Park as the major host venue. Won by New Zealand who beat France in the final 29/9

**1992**

Cricket World Cup, hosted jointly with Australia

**2005**

Rugby Lions Tour: New Zealand won the final test 38/19

**2013**

Cricket Test NZ Black Caps v England - England held out the whole of the last day for a draw



Infamous "flour bomb" rugby test: New Zealand v South Africa, won by New Zealand 25/22

**1983**

Royal function for children attended by Prince Charles and Princess Anne

**2002**

Visit by the Dalai Lama



Auckland EID Day

## FOUNDATION PARTNERS

**Eden Park has been the home of Auckland Cricket and Auckland Rugby for the past 100 years. With the Eden Park Trust Board they have worked in partnership to progressively develop the park and have overseen the transition of both codes from a completely amateur to a fully professional status. Cricket and rugby players and spectators alike now enjoy events and facilities which are truly world class.**

### AUCKLAND CRICKET ASSOCIATION



Cricket was first played at Eden Park in 1903 when the Kingsland Cricket club leased the land from John Walters (Walters Road). Subsequently the land was purchased by the Eden Cricket Club (into which the Kingsland Club had merged) and in 1912 Auckland Cricket moved its headquarters to Eden Park by purchasing the land from the Eden club.

Initially club and provincial cricket was played on wickets throughout the ground, but since 1972, provincial cricket has been mainly confined to the Outer Oval, with mainly international cricket being played on the main oval.

Eden Park has been the scene of many great moments in cricketing history, including New Zealand's first test victory (against West Indies in 1956).

Auckland Cricket in conjunction with New Zealand Cricket hosts international cricket at Eden Park and each season an exciting and varied programme is assured.

Contact **Auckland Cricket Association**

[www.aucklandcricket.co.nz](http://www.aucklandcricket.co.nz)

09 815 4855

Follow Auckland Cricket on:



### AUCKLAND RUGBY UNION



Rugby arrived at Eden Park in 1914 with club games under the control of the Auckland Rugby Union, followed by provincial games and international rugby for the first time, in 1921, when the All Blacks played South Africa.

Auckland Rugby has enjoyed notable success over its history and still holds the record for the greatest number of consecutive defences of the Ranfurly Shield, the fabled "Log of Wood", - 61 - stretching from 1985 to 1993.

It has been at the forefront of the development of professional rugby in New Zealand and Eden Park is the home of the "Blues", Auckland's Super Rugby franchise.

Auckland Rugby in conjunction with the New Zealand Rugby Football Union hosts international rugby at Eden Park and works to provide an international rugby programme of the highest quality.

Contact **Auckland Rugby Union**

[www.aucklandrugby.co.nz](http://www.aucklandrugby.co.nz)

09 815 4850

Follow Auckland Rugby on:



### EDEN PARK CATERING



Established in 2007 Eden Park Catering is the successor to the proud heritage of quality catering carried out at Eden Park over the decades. Names such as Langton and Ah Chee have been at the forefront of the catering evolution at Eden Park over many years, from the pies, soft drinks and lollies of yester year, to the comprehensive selection of food and beverages now enjoyed by patrons at the park.

Eden Park Catering has a highly experienced management team who look after the needs of over 5000 corporate clients at Eden Park on game day and who are also responsible for the management of all retail food and beverage outlets at the park.

Eden Park also has a significant year round function business managed by Eden Park catering and with its range of lounges and facilities, the park is an ideal venue for weddings, business and private functions.

Contact **Eden Park Catering**

[www.edenpark.co.nz/catering](http://www.edenpark.co.nz/catering)

09 815 3030

## FRIENDS OF EDEN PARK





## CATERING AND FUNCTION CENTRE

**Walk through the tunnel to the hallowed turf where Champions are made and dreams come true!**

At Eden Park we offer options for every event, conference or meeting. Banquet or theatre seating, break out rooms, natural light and free parking with over 300 car parks on-site all only 10 minutes away from Auckland's CBD. We also have New Zealand's largest super screens available for your presentation – now that's impact! Tours of the grounds, access to areas like the players and coaches boxes and, of course, the Hall of Legends will add that point of difference no other venue can offer. Plus leading cuisine to fit any need and themes. Think outside the box – contact us to discuss your next event!

Contact **Eden Park Catering**  
09 815 4743  
Gate G, South Stand, Reimers Ave,  
Kingsland, Auckland 1024  
functions@epcatering.co.nz  
[www.edenpark.co.nz](http://www.edenpark.co.nz)



## STADIUM TOURS

**Come visit New Zealand's most iconic national sporting venue.**

Our Eden Park tour programme started up again in January 2014. Guided by experienced Eden Park staff, this one hour exclusive, behind-the-scenes tour is an unforgettable experience tailored to sports fans of all ages, from all over the world.

Your tour includes behind-the-scenes access to:

- Changing Rooms
- Coaches' Box
- Corporate Facilities
- Redeveloped South Stand
- Historic No 1 field (subject to availability)

Tours are \$15 per adult (discounts apply for children, students, seniors and tour groups). Private tours also available.



## SCHOOL HOLIDAY PROGRAM



**Don't miss out on our School Holiday Programme in 2014!**

The programme will be running in the April, July and September holidays for primary schools.

For further details on both please go to [www.edenpark.co.nz](http://www.edenpark.co.nz), phone 09 815 5551 or email [info@edenpark.co.nz](mailto:info@edenpark.co.nz)

## EDEN PARK TRUST FINANCE



Eden Park's financial highlights for the year ended 31 October 2013 were:

- Achieved a profit before depreciation of \$1.181m (prior year \$434k)
- Repaid \$2.6m of commercial loans
- Paid all interest due on loans and all council rates
- Forecast to contribute almost \$90m to New Zealand's GDP in 2014

Eden Park hosted 24 fixtures on the number 1 ground in FY2013. The resulting net operating profit of \$2.203m is better than budgeted.

Revenue from the sale of memberships and corporate boxes was ahead of last year, as was venue hire revenue and related food and beverage revenue.

EPT's asset base remains strong with the balance sheet showing net equity of \$234.2million.

An increased schedule of events is planned for FY2014. There will be two All Blacks tests, the inaugural NRL Nines event, the Vodafone Warriors have three matches scheduled and the finals matches of the Junior Rugby World Cup (U20's) will be held at Eden Park in June 2014.

Greater utilisation of the stadium by other sporting codes such as rugby league and soccer will help to achieve ongoing revenue growth. Further growth and cost management are necessary to achieve the long term objectives of the Trust, which include the obligation to provide, from income, sufficient reserves to meet the future costs of repairs, refurbishment and replacement of Eden Park's facilities.

*The financial results are briefly summarised as follows:*

Results (\$000)	FY2013	FY2012
Total operating income	12,731	12,563
Total operating expenses	(10,528)	(10,277)
Net operating profit/(loss)	2,203	2,286
Interest (net)	(1,913)	(2,187)
Other comprehensive income	891	335
Profit before depreciation	1,181	434
Depreciation	(8,395)	(8,397)
Net loss after depreciation	(7,214)	(7,963)



It's On!

# 2014 EDEN PARK ACTION

**All Blacks Tests /  
BLACKCAPS / NRL /  
Super 15 / ITM Cup / Soccer  
/ Dick Smith NRL Auckland  
Nines / Junior Rugby  
World Cup Finals**

**Exclusive  
membership  
packages for the  
best seats in town  
from only \$795  
a year!\***

**0800 EDEN PARK**  
**edenpark.co.nz**



\*T&Cs apply. For further details please see [edenpark.co.nz/membership/become-member/](http://edenpark.co.nz/membership/become-member/)

JANUARY—AUGUST

## 2014 FIXTURES

ON NO. 1 FIELD

### JANUARY

3	Auckland Aces v Otago Volts	7.10pm
11	Blackcaps v West Indies T20	7.00pm
25	Blackcaps v India ODI	2.00pm

### FEBRUARY

1	Wellington Phoenix v Adelaide United	7.30pm
6-10	Blackcaps v India	11.00am
15-16	Dick Smith NRL Auckland Nines	12.00pm
28	Blues v Crusaders	7.35pm

### MARCH

15	Vodafone Warriors v Dragons	5.00pm
22	Blues v Cheetahs	7.35pm
29	Blues v Highlanders	7.35pm

### APRIL

13	Vodafone Warriors v Bulldogs	4.00pm
25	Blues v Waratahs	5.35pm

### MAY

2	Blues v Reds	7.35pm
10	Vodafone Warriors v Raiders	5.00pm
31	Blues v Hurricanes	7.35pm

### JUNE

7	All Blacks v England	7.35pm
20	Junior RWC Final (winner match 21 v winner match 22)	2.35pm
20	Junior RWC Final (loser match 23 v loser match 24)	5.05pm
20	Junior RWC Final (winner match 23 v winner match 24)	7.35pm

### JULY

11	Blues v Chiefs	7.35pm
18/19	Super Rugby qualifiers	tbc
25/26	Super Rugby semifinals	tbc

### AUGUST

2	Super Rugby final	tbc
23	All Blacks v Australia	7.35pm

  
EDEN PARK

100  
YEARS  
100



  
EDEN PARK

Gate G, South Stand, Reimers Ave, Kingsland, Auckland 1024  
09 815 5551 [www.edenpark.co.nz](http://www.edenpark.co.nz)

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