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### NZ Herald Poll

On 11 September 2011 a NZ Herald Poll asked: "What did you think of the RWC Opening?" Of the 10,500 respondents, 64 percent said it was "Amazingly awesome" and/or "Exceeded expectations".

### Rugby World Cup (RWC) 2011 was held in New Zealand over

**September and October.** The Opening Ceremony on 9 September was a spectacular display with Māori tikanga imbued throughout. National and international media coverage of the event was full of praise. The following samples from a range of media outlets in New Zealand and overseas.

**Show held crowd entranced** A "spectacular" opening ceremony did New Zealand proud ... Tasman Rugby Union chairman Nick Patterson was particularly impressed with the changing light displays, the dancing and hakas, and a lone Māori woman calling a karanga whose "incredible voice filled right across the stadium ... It was just an unbelievable sort of experience." [NZ, Nelson Mail](#)

**Huge crowds celebrate RWC opening** "A traditional Māori call of welcome, known as the karanga, opened the ceremony, followed by a highly energetic performance featuring dancers, singers, fireworks and a dazzling light show." [NZ, RNZ](#)

**Almighty ceremony opens RWC** "... A grand city-wide ceremony .. traditional Māori welcome .. the crowd was wowed by an almighty display of kapa haka .." [NZ, Newstalk ZB](#)

**Majestic waka make stunning impact** "Māori culture proudly to the fore in an unforgettable start to the tournament" [NZ, NZ Herald](#)

**World Cup ceremony a Winner with the World** They loved the drama, the rumble of the haka and that young man in red and black - through the world's eyes, our opening ceremony was ka pai. Media reports from around the globe bandied about words like spine-tingling, mesmerising, spectacular and dazzling to describe the much anticipated opening event. [NZ, NZ Herald](#)

**A spectacular Kiwi welcome** "Earlier, the crowd were treated to an at times spine-tingling opening ceremony that drew on New Zealand's Māori and rugby heritage. Anyone tuning in would have been in no doubt about New Zealand's cultural heritage." [NZ, Nelson Mail](#)





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**Kiwis say Kia Ora to the world** The World received a traditional Māori welcome in New Zealand today as the Rugby World Cup 201 was officially opened. [UK, The Independent](#)

**Spectacular opening ceremony ticks all the boxes** " ... a string of events ... arrival of a fleet of 26 waka (traditional Māori boats) .. week of spine-tingling flash mob street haka .. most potently by Te Matarae I O Rehu whose stadium filling performance was highlight of an event that was mesmerising, spectacular .." [UK, The Guardian](#)

**London 2012 Olympics: New Zealand's All Blacks have their haka – but dare we unleash our Morris Dancers?** "What [NZ] have is something of huge worth: a defining cultural pivot around which the whole event could spin ... How [Boyle, Olympics 2012 coordinator] must have envied [NZ's] cultural coherence... the haka is one of the grand sights of world sport ..the haka was at the heart of the whole opening ceremony..." [UK, Telegraph](#)

**Opening ceremony wows at Rugby World Cup NZ** "1 billion saw an incredible spectacle as the event unfolded .. the karanga, a traditional Māori call of welcome kicked off the ceremony ... unbelievable ceremony" [UK, Only Kent: Breaking World News](#)

**Time is now for our golden generation** "ABSOLUTELY sensational – and that was just the opening ceremony. Leaning heavily on Māori culture and protocols, Eden Park was electrified for the most incredible spectacle I have ever witnessed on a rugby pitch. As an opening statement from the tournament organisers, it could not have been more striking" [IRELAND, Irish Examanier](#)

**Minister's traditional welcome** He said "It is fascinating to gain an understanding of the work that New Zealand does to promote indigenous culture and bilingualism ... share stories regarding our experiences ..." [WALES, South Wales Evening Post](#)

**RWC off to spectacular start** " ... Dazzling ... spectacular .. a traditional Māori greeting was followed by a dazzling light display that traced Māori motifs and the country's landscape .. the world's largest Pacific city ..." [CHINA, Xinhua News](#)

**Spectacular fireworks and pageantry herald rugby world cup opening** " ... Rugby World Cup Limited Chairman Bernard Lapasset welcomed the world to New Zealand in the language of the Māori ...[the opening] culminated in a massive, intense and passionate haka, devised with the input of Māori throughout New Zealand ..." [SRI LANKA, The Sunday Leader](#)

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