

NEW ZEALAND'S

MARCH/APRIL 2024

meeting newz

● The Meeting, Incentive, Conference & Events Magazine

Queenstown –
Southern Lakes

Manawatu –
Palmerston North

Adelaide

AIME Review



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Front cover:
 Salvador Dalí Sculpture on display at
 d'Arenberg Cube in McLaren Vale, Adelaide,
 South Australia.
 Photo by Terry Holt

meeting newz is registered as a magazine and is published by Tourism Media Group Ltd, 4/1 Montrose Terrace, Mairangi Bay, PO Box 65343, Mairangi Bay, Auckland, 0754

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ISSN 1172- 5893 (Print)

ISSN 2703-1942 (Online)

Additional photos by unsplash.com



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Note from the publishers...

QUARTER ONE IS DONE; ON TO QUARTER TWO

Looking back at the past three months, it's hard to figure out where the time has gone. At last, we have had the summer we were looking forward to, without any major weather incidents like last year.

Workwise this quarter, we have been inspired and informed with news and stories. We have been educated at the events we attended and have had plenty of opportunity to network and stayed connected. After all, that is what our industry is all about.

As a spectacular and inspiring start to the year, the largest AIME tradeshow held in a decade took place in Melbourne, with attendees from 33 countries, 595 hosted buyers, 570-plus exhibitors and over 17,000 meetings held. It was the third event delivered by Silke Calder and the team at Talk2Media & Events and it was impressive!

Destination South Australia held its 20th Business Events Showcase in Adelaide and, closer to home, DMS Connect, Destination Gold Coast and AucklandNZ have all held industry events in recent times, to name just a few.

Organising events is both challenging and rewarding and sometimes things just don't go to plan! New Zealand Prime Minister, Chris Luxon missed important meetings in Australia recently due to an aircraft technical issue; and endangered Hector dolphins were

spotted in Lyttleton Harbour which meant the SAILGP race was cancelled. These are just two examples of factors that event and meetings organisers can be caught out by. That an aircraft may cancel is always on the cards, and there had been some previous concern about the dolphins, but it just goes to show that a critical part of event planning is to consider all factors and stakeholders... including the local community, on and off the water.

March April Magazine

This edition of Meeting Newz profiles Queenstown and Southern Lakes, Adelaide, South Australia and AIME24. We bring you the latest happenings from our key partners BEIA, NZEA and PCOA. As always, we keep you abreast of the latest industry news, events, social scene and people on the move.

Here's to a successful Q2 and we look forward to sharing the news both online and in the May/June Meeting Newz and the MEETINGS 24 preview magazine, late next month.

Enjoy the read.

Best wishes,
Paul, Terry and Gary



Meeting Newz Magazine features 2024/2025

May June 2024

- Central Otago
- Dunedin
- Hamilton & Waikato
- Whangarei & Northland
- Australia
- Technology 2024
- MEETINGS Preview magazine 2024

July August 2024

- Southland & Fiordland
- Wellington & Wairarapa
- West Coast
- Australia
- Entertainment & Team Building
- MEETINGS24 review

September October 2024

- Rotorua, Tauranga & BOP
- Taupo
- Australia
- End of year celebrations & events
- Eventing The Future 24 review
- Sustainability & CSR
- PACIFIC Business Events Magazine

November December 2024

- Christchurch & Canterbury
- Marlborough
- Nelson/Tasman
- Australia Next Review
- Business Events Expo
- Company Profiles
- PCOA24 Preview

January February 2025

- Auckland
- Napier/Hawke's Bay
- Gisborne
- Australia – AIME25 Preview
- PCOA 24 review
- Incentive travel & events 2025

March April 2025

- Palmerston North / Manawatu
- Queenstown & Southern Lakes
- Whanganui
- Australia
- AIME25 Review
- Technology Solutions



Features subject to change

For any enquiries regarding the upcoming features please contact

Terry: terry@meetingnewz.co.nz or
Paul: paul@meetingnewz.co.nz





We're doing it for *all kiwi*

In 2023 Millennium Hotels and Resorts joined the Toitū Envirocare carbonreduce programme to certify our sustainability pathway.

We're now a Toitū carbonreduce certified organisation, in accordance with ISO 14064-1, helping to protect the future of those that rely on us the most.

As part of our sustainability improvements we've moved to Meridian Energy for our electricity supply, whose energy is solely generated from renewable resources including wind, hydro and solar power, aligning with our climate goals.



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Business Events Expo registrations open

Exhibitor registrations have opened for the Business Events Expo being held on 19 November at Viaduct Events Centre, Auckland.



High demand from suppliers has led to a reconfiguration of this year's floor plan to cater for more exhibition booths. With last year's event selling out by August, exhibitors

are encouraged to register early to avoid disappointment.

The format will again provide flexibility for buyers to book pre-scheduled appointments but also be able to walk the floor and have free flowing meeting and networking opportunities.

The expo will run from 9.30am to 4.30pm with buyers able attend at their convenience throughout the day.

Tourism Media Group will again be working with supporting partners Event Solutions, Coast Group, Collective, The Production Agency, TRAVELinc MEMO, Tourism Marketing Solutions and Auckland Conventions Venues & Events.

The 2024 Exhibitor Prospectus and booking form can be viewed and downloaded on the website businesseventsexpo.co.nz

ICCA Researcher of the Year Award for Te Pae Christchurch



Erwin Matheeuwsen, research coordinator at Te Pae Christchurch Convention Centre, has been awarded the 2023 ICCA Researcher of the Year Award.

The International Congress and Convention Association (ICCA) is a global community and knowledge hub for the global association and governmental meetings industry. ICCA offers data, education, communication channels to the international meetings sector, as well as business development and networking opportunities.

Te Pae Christchurch director of business development, Gillian Officer says, "I am proud of this achievement for Erwin. He works incredibly hard to source lead-opportunities for Te Pae Christchurch, is well connected within the ICCA community and has made a significant impact in a short space of time. We're off to an amazing start here at Te Pae Christchurch, achieving results in our first 18 months of operation that we were not expecting to achieve until year 10, and Erwin's abilities as a researcher to generate quality leads for our team has been invaluable to this result."

To recognise this year's top ICCA Data Provider, ICCA says in an announcement: "It gives us great pleasure to select Erwin Matheeuwsen as ICCA Researcher of the Year 2023 for which he will receive a certificate, together with a sum of €500 to be put against any ICCA product."

The ICCA judges showed appreciation for Matheeuwsen's cooperation to help contribute excellent meetings information to the ICCA database. "We are confident he will be an inspiration for other members who are not yet using the database and its update functionality to their fullest potential."

NZ outbound incentive scene strong

New Zealand incentive operators have clearly expanded their businesses over the past year and are looking for new and different experiences offshore to offer clients, says Marissa Fernandez, managing director of DMS (Destination Management Services).

The company's annual visit to Auckland in late March attracted 45 registrations and Fernandez says a number of new entrants to the industry took the opportunity to attend the educational event.

"Some companies registered their whole team."

Fernandez says the interest reflects the strength of the New Zealand outbound incentive scene in general.

"We've had a great year out of New Zealand. Vietnam was probably the



Sienna, Marissa and Christian Fernandez, all of DMS at the roadshow at SO/Auckland

number one Asian destination from this market, followed by Thailand and Japan."

She says further afield, Malta has seen a lot of success, while Portugal, Cyprus, Spain and Turkey are generating interest.

Closer to home, Fiji remains a favourite while New Caledonia is making strides in the market.



A few changes outside...
...and a few more changes
to come inside!



MEETINGS

We are getting ready to host you all at MEETINGS later this year!

Our exterior is looking a little different with the removal of our 'wave', an internal refurbishment to various facilities is underway!

The chef is trying out new recipes and Warren is getting a new suit! See you all soon!



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More accommodation planned for Hamilton



Hamilton's central city will soon be home to a \$120 million high-end hotel and development across three prime riverside properties.

Hamilton City Council has signed a conditional agreement to sell properties at 242-254 Victoria Street to one of New Zealand's largest developers, Templeton Group.

Templeton Group has one year to complete all requests made by the council to make the agreement unconditional. Following this, it is anticipated the four-star development will take about four years to complete. The company will now proceed with planning and design for the minimum 10-storey, mixed use building. Aspirations for the site include a world class food and entertainment precinct on the ground level opening to the riverfront area, with a chic new hotel, office space and residential apartments above.

Mayor Paula Southgate and chair of the Economic Development Committee, councillor Ewan Wilson, have been longstanding campaigners for a second four-star hotel in the city.

"We need this," says Mayor Southgate. "It's been a top priority for me since taking on this role and we couldn't be prouder to partner with Templeton, who support our vision of connecting the central city with the river, with their reputation for creating vibrant places where people love to be."

Council's vision for the Victoria on the River (VOTR) area started back in 2009, with hopes to attract a development of this calibre.

In 2018, the four strategic property purchases of 242-266 Victoria Street were made using \$6.49 million from an allocated fund. Council will retain ownership of the land and building at 260-266 Victoria Street, which will be developed into public space extending the footprint of VOTR.

"This development will continue the work already done through previous projects in the nearby VOTR and the exceptional work of Stark Property," says Mayor Southgate.

Templeton has a long track record of creating hotel and apartment developments that become vibrant destinations. With a range of multi-billion-dollar developments across New Zealand underway, this is Templeton's first project in the Waikato region.

"There were several key factors at play when we set our sights on the properties nestled along the river," says Templeton Group founder Nigel McKenna.

"Hamilton Kirikiriroa has experienced robust economic and population growth in recent years. The revitalisation of the central city and riverfront has begun to transform the city and we're excited to contribute to that.

"Opening up this site to the mighty Waikato River will give Hamiltonians and visitors the opportunity to enjoy stunning views with an outstanding food and beverage precinct and hotel.

"We know Hamilton and the wider Waikato has been experiencing a resurgence in visitor numbers. Investing in a high quality hotel will continue to attract tourists and business travellers to the city, boosting the local tourism industry and supporting related businesses."

Along with the boost for the economy, Councillor Wilson is also excited about how the apartments will help rejuvenate the central city.

"This is a huge economic driver, it's exactly what we wanted and what we've been talking about for decades," he says.

"This is transformational for Hamilton's

central city, it gives effect to our long term planning and Mayor Southgate's economic development strategy of attracting another hotel because it is complementary to the existing Claudelands, Seddon Park and FMG Stadium Waikato where we know there is demand for additional hotel-night stays."

Local business and tourism leaders say the development is not only great news for the city but for the wider Waikato region and proof of the region's growth and potential.

New wing for Regent of Rotorua



Boutique hotel Regent of Rotorua has a new wing, adding 12 Superior Rooms and expanding its total capacity by 35%. The development caters to the rising demand for premium accommodation in the city.

"This expansion is testament to our unwavering belief in the potential of Rotorua as a world-class tourist destination," says Bruce Garrett, managing director of Brook Serene. "By adding 12 new rooms, we're contributing to the local economy and creating new employment opportunities. The rooms not only expand our capacity but also offer guests a luxurious haven with thoughtful amenities and modern comforts. We're confident this expansion will further solidify Regent of Rotorua's position as a leading destination for memorable stays in the heart of Rotorua."

Previously made up of 35 accommodation rooms, the new wing comprises 12 across two floors and includes an accessible room. This brings the total inventory for the hotel to 47 rooms per night and 8,760 bed nights per annum.

Samoa Tourism Exchange 2024

Buyer registrations are now open for the Samoa Tourism Exchange (STE) in late April.

It is Samoa's biggest annual B2B event, specifically for the travel and hospitality industry. This year marks its 16th anniversary since it was established in 2008.

The event has become a major tourism exchange in the South Pacific region. It is coordinated by the Samoa Tourism

Authority on behalf of the Government and with the support of the industry.

STE brings together Samoa's suppliers of tourism products and services with travel product and contracting managers from across a number of source markets in a business-to-business setting.

www.samoa.travel/tourismexchange

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Pre and post travel sorted for your event

New Zealand hospitality company, Mitchell Corp has introduced its Delegates Discover New Zealand programme, a comprehensive pre and post event travel solution that simplifies the leisure travel element for conference delegates.

By integrating the travel options, details and booking links into conference materials and websites, supported by a dedicated locally-based call centre and sales staff, Delegates Discover New Zealand elevates conference programmes and delegate experiences, helping to increase delegate attendance.

"These first programmes focus on the West Coast and are a true asset to conferencing at Te Pae Christchurch Convention Centre, with more regions coming," explains Ali Smith, head of product and innovation for Mitchell Corp, who emphasises the ease and convenience the programmes bring to a delegate's conference experience.



Collaborations with Te Waonui Forest Retreat, Scenic Hotel Punakaiki, the TranzAlpine train and other local operators further enrich delegates' experiences, enabling them to immerse themselves in the country's natural landscapes and heritage.

When deciding which conference to attend, delegates are often looking for exceptional experiences offered beyond conference walls, an opportunity to check off bucket list items and seamlessly blend business with leisure, says Smith.

www.shsl.co.nz/delegates-discover-nz

Te Pae achieves Toitū net carbonzero status

Te Pae Christchurch Convention Centre has been recognised as Toitū net carbonzero certified, reflecting the organisation's ongoing commitment to leading the industry in world class sustainable operations.

Just one year after committing to the milestone – and almost two years in operation – Te Pae Christchurch has met Toitū Envirocare's internationally-recognised standards of measuring, managing and reducing lifecycle emissions from its operation. From the design of the building and the use of renewable energy, through to the recovery and reuse of food waste and the installation of a chemical-free e-water system, Te Pae Christchurch has applied a broad range of sustainable solutions across its operation.

Joining forces and breaking boundaries: Event Impressions welcomes dynamic new business partner



There is a new business owner in the New Zealand business events family. Daniela Olphert and Deb Wootton have worked together for 20-plus years but now it's official, they are business partners with the recent acquisition of Event Impressions Aotearoa Ltd.

"This is a dream come true for me," says Wootton. "The person who has stood beside me through the ups and downs of business and been my rock is now an invested partner. I feel invincible and ready to achieve even bigger and better goals.

"The support from our industry partners and clients has been second to none and

we are committed to delivering the best experiences for our clients, our suppliers and our growing team."

The duo is focusing on an overall strategy and key messages for the market with Event Impressions Aotearoa Ltd joining Wootton's group of business events companies. Each of the businesses, while part of a group, are run as individual entities and have independent teams and clients.

"We offer a full suite of services for business events including event management, event styling, theming and marketing for events too," explains Wootton. "A PCO, for example, may use Activities & Events Unlimited or Event Impressions but will likely not need event management or marketing."

Event Impressions' expertise is in elegant, corporate styling for smaller events as well as for events for 500 to 1000-plus people. The company will be operating full time in Auckland again soon and sights are set on other locations around the country.

"This strategic move signifies Event Impressions' commitment to expanding our presence and delivering even more

captivating and unforgettable experiences for our clients," explains Olphert.

"MEETINGS 2024 will be an incredible opportunity to showcase our brands and vision for each. Professional conference organiser HPCE (Higher Perspective Conferences & Events) has had a rebrand and will be launching with a new website," says Wootton.

Exhibiting for the first time at MEETINGS this year, Right Turn Agency is a full service marketing agency specialising in marketing for events. "This is uncommon in New Zealand," says Wootton. "Right Turn's marketing team can develop event websites, social media, collateral, branding, logo creation and more."

Meanwhile, Activities & Events Unlimited has a new creative head – Jodie Edgington. "Jodie has an amazing creative eye, her background in fashion design translates well for theming when we are working with colours, textures and design."

Activities & Events Unlimited specialises in building props. "This works for activations, events like Fieldays, school balls or for clients wanting themed events like Alice in Wonderland etc."



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Rotorua set for stellar New Zealand business events' showcase

With 230 stands already booked and hosted buyer places filling quickly, MEETINGS 2024 at the Energy Events Centre in Rotorua this June is set to be another record-breaker for Business Events Industry Aotearoa (BEIA).

Day buyer registration is now open and includes priority entry to MEETINGS' education sessions, networking activities, plus complimentary return transport to Rotorua from Auckland on 19 and 20 June. Day buyers who register by 30 April will go in the draw to win flights to MEETINGS 2024.

BEIA chief executive, Lisa Hopkins says the 28th MEETINGS will be another must-attend show for anyone responsible for planning conferences, meetings, product launches, incentives, roadshows, or any business event in New Zealand.

"Registration is free for the day buyer programme, there is no mandatory time commitment, and extra benefits have been designed to boost knowledge and

experience," she says.

"We've made some dynamic changes this year to give day buyers opportunities to meet exhibitors of their choice. In addition to the usual breaks, appointment-free time has been scheduled each morning and a networking period is set for the end of day one."

Registered day buyers also receive priority registration to lunchtime education sessions of their choice, plus access to a pre-MEETINGS online workshop 'Networking with Intent'. A special Team Up Events activity will give day buyers the chance to experience an inspirational CSR (corporate social responsibility) legacy component of team building.

Day buyers staying in Rotorua on Wednesday night will have a choice of complimentary activities to enjoy, including Wai Ariki Hot Springs and Spa, Polynesian Spa, Hell's Gate geothermal mud spa, and Secret Spot Hot Tubs. Industry accommodation rates

with Rotorua partner hotels will be available throughout the week of MEETINGS.

Auckland-based buyers can take advantage of a daily complimentary coach service to Rotorua courtesy of Johnston's Coachlines. Day buyers who attend for three hours or more can also apply for a \$100 flight rebate following their attendance at MEETINGS 2024. Complimentary shuttle buses will run from Rotorua airport to the venue for key inbound and outbound flights.

Business Events Industry Aotearoa's 28th annual event on 19 and 20 June 2024 will showcase the best of New Zealand's business events products and services at Rotorua's Energy Events Centre, opening with a spectacular welcome event on 18 June at the Sir Howard Morrison Centre.

Day buyers can add extra options to their registrations to enhance the value of their attendance. These include educational sessions during lunch on 19 and 20 June and the chance for a Hobbiton™ Movie Set Tour on 21 June. Host-hotel partners are offering special rates for day buyers, available on the MEETINGS website.

The MEETINGS 2024 hosted buyer programme is open to key decision makers and organisers of business events, including conferences, tradeshow and travel incentives from Australia and New Zealand.

Hosted buyer applications are open until 19 April on the MEETINGS website. Opportunities to experience surrounding regions and activities are available prior to and after MEETINGS, including a Hobbiton™ Movie Set tour on 17 or 21 June, Rotorua Host City famil on 18 June, and post-MEETINGS Waikato or Taupō famil. RotoruaNZ is inviting hosted buyers to a special Matariki dinner to celebrate the start of the Māori New Year during MEETINGS.

River cruising gains traction with incentives

Incentive travel organisers are being encouraged to consider a European cruise for a future event.

Claire Whiteman, MICE (meetings, incentives, conferences and events) and strategic business manager for Globus family of brands, says the company has seen traction for incentives on its Avalon Waterways cruises out of USA and, more recently, Australia and New Zealand.

"We have 16 ships operating around Europe and the largest capacity is 166

people. So groups can take a full charter and we can tailor to their needs."

Whiteman says four to seven nights is the 'sweet spot' for incentive programmes aboard the ships.

"Customers get all their meals, plus wine and beer with meals, and optional activities. So much of the work is work done by us for the organisers. We can arrange off-site dinners in castles and other interesting venues, along with various activities in the destinations we visit."



Claire Whiteman, Globus family of brands, Samantha Milligan, C&I Travel Specialists at the recent DMS (Destination Management Services) event at SO/Auckland

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REGENERATIVE, LOW IMPACT, HIGH-END DELIVERY

By Stu Freeman

Queenstown operators have embraced the region's goal to achieve regenerative tourism and a carbon zero visitor economy by 2030, and are presenting their experience propositions in new and innovative ways in line with that message. This is clearly showing through in offerings to the business events sector and, is being well received by PCOs, corporate meeting planners and others in the market.



Queenstown

Mat Woods, Destination Queenstown chief executive, says the region's Destination Management Plan (a joint commitment between Destination Queenstown, Lake Wānaka Tourism and Queenstown Lakes District) has a focus on encouraging high contributing visitors to stay longer, delve deeper with experiences, connect with the community and environment and give back to the region.

“The regenerative tourism strategy has become the ‘north star’ for the industry in Queenstown, and we are very proud of the incredible work our operators are doing to embrace this ambitious goal.

“Queenstown is a world-class business events destination with a strong reputation, and the evolution toward regenerative tourism has strengthened that further, setting the region up for a strong future for both businesses, the community and the environment.”

These are objectives which are increasingly embraced by organisers and delegates of meetings, conferences and incentives. Many Queenstown operators are ‘walking the walk’ and providing ways for BE organisers to build sustainable practices with a local flavour into their programmes – enhancing delegates’ experience in the process.



Nadia Lim – Royalburn Station

Passionate food advocates Nadia Lim and Carlos Bagrie took over Royalburn Station, a 1200-acre working farm, in 2019. With a motto of ‘Grow, Feed, Connect’ they have diversified the farm in pursuit of sustainable and circular solutions to protect the land and help animals thrive. They have trialled sunflowers and other produce, with soil health improvements supported by on-farm animal-waste compost and have an on-site abattoir and butchery helping to reduce transport costs and emissions.

Chefs around the region are serving (and raving about) the farm’s tender lamb and fresh produce. Destination Queenstown’s Convention Bureau can guide event organisers towards establishments serving the farm’s products.

Sarah McDonald, Queenstown Convention Bureau manager, says “The business events industry presents a perfect opportunity to accelerate and share Queenstown’s regenerative journey.”

“As corporate organisations give increased attention to sustainable and socially responsible C&I programmes, business events delegates are an important group to align with Queenstown’s future goals.”

Heritage event hub

Five minutes from Queenstown Airport is Country Lane Retail Village, a vibrant community of local businesses encompassing gardens, boutique shops, farm animals and food trucks. It serves as a lively hub for events as well as for artists

and craftspeople.

Fourth generation guardians of the property (originally a working sheep farm) Tineke Enright and her brother Bruce Grant have a strong emphasis on conservation and protecting the farm’s heritage.

“We love to upcycle and give unused items a new purpose,” explains Enright.

The sheep yards have been transformed into a functional space that’s family friendly and welcoming. Tables are crafted from old farm trailers, bike stands have been repurposed and planters are made from old fish shop fryers.

In 2020, six cabins destined for landfill were restored and now house local shops and eateries – many of which are start up and sole-trader businesses.



Sundays Eatery
Photo: Anee Freeman Photography

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Queenstown famil

Sustainable flying

Another local tourism business leading the regenerative journey is Air Milford, which aims to become New Zealand’s most sustainable general aviation airline. Currently the airline claims to have the lowest carbon footprint of any scenic flight company in Queenstown, having measured and produced a detailed emissions report in 2022.

As well as voluntarily offsetting its carbon emissions, sponsoring local planting groups and educating guests on the importance of caring for the local environment, Air Milford gives back to the Queenstown community through its involvement with the Uplift in Kind programme. This programme works with aviation across New Zealand to make seats available to unwell or underprivileged families.

Conserving biodiversity

Southern Lakes Sanctuary is a group that was officially established in 2021. For years,

local conservation groups, landowners and businesses have long recognised the need for a cohesive effort to protect and restore the declining biodiversity of the Southern Lakes region.

In 2020, the Jobs for Nature programme administered by DOC and championed by AJ Hackett Bungy, provided the funding for a consortium to link these groups together and formed the Southern Lakes Sanctuary (SLS).

Southern Lakes Sanctuary now manages over 80 community trapping groups and employs a team of people to help coordinate the removal of predators and promote biodiversity across an area of over 660,000ha.

Showing up differently

Destination Queenstown CEO Mat Woods says these examples and many more show that many operators in the district are taking a proactive approach towards the region’s revised regenerative tourism strategy.

“We’re excited to connect with business events planners who support the region’s ambition and are keen to bring their innovative and sustainable events to Queenstown – our commitment to this goal means delegates will continue to experience something unique and special here.

“We would love all delegates to leave the region feeling aligned with our values, have a deeper sense of connection to our people and place and feel like they are leaving a positive impact on their host community. We believe this approach can also add huge value to the programmes offered to business events planners.”



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Meticulously restored Victorian-era decor sets the stage for an unparalleled experience, elegance and charm. With seven stunning suites Hulbert House is perfectly suited for intimate senior retreats or exclusive board meetings and the chance to secure the exclusive use of the entire property.

“Let Hulbert House be the exquisite backdrop for your next event, where luxury meets legacy, and every moment is infused with timeless grace,” adds Torrington.



Love Queenstown Tourism Industry Planting Day

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Crowne Plaza Queenstown

for events and conferences is another key innovation for us. We recently created a canape menu crafted with 95% rescued food showcasing repurposing and reducing food waste. The hotel is currently the only corporate partner for KiwiHarvest's Food Rescue Ebike. We provide team members each week to ride to several local cafes where we pick up food and deliver to the Salvation Army.”

In addition to this, as a result of the partnership between KiwiHarvest and IHG in New Zealand, any business event confirmed with an IHG Property before 1 June will contribute to the worthy cause. For each \$5,000 spent, IHG will donate 50 meals to KiwiHarvest to help feed people in need.

Crowne Plaza Queenstown is a registered hotel with IHG Hotels & Resorts’ Meeting For Good programme ensuring that the hotel hosts sustainable business events. This includes a range of initiatives across the meeting experience to reduce waste, support local communities and conserve energy where possible.

The hotel has also upgraded its in-room facilities and lighting in the conference rooms to continue stepping in the right environmental direction.

Crowne Plaza Queenstown is a leading light in the region’s focus on sustainability and many of the hotel’s initiatives are directly applicable to enhancing the social and environmental impact of conferences, incentives and other business events.

“We are 100% no food waste to landfill with our head chef Alvaro Morales partnering with Waste to Wilderness. They compost our waste and provide

this to community gardens and worthy causes,” says director of sales and marketing, Katie Robertson. “Our partnership with KiwiHarvest



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‘A MOSS MOMENT’ FOR REFRESHING BREAK

In the fast-paced world of conferences where agendas are packed and schedules are tight, finding moments of relaxation and rejuvenation can seem an unlikely luxury.

Sudima Hotels is changing that with its ‘A Moss Moment’ initiative, an addition that introduces a wellness element to elevate a conference experience.

Health and wellness is a leading industry trend and organisers are seeking ways to promote wellbeing by incorporating health and wellbeing activities into agendas. Sudima Hotels’ ‘A Moss Moment’ offers conference attendees a perfect way to sneak in a mini escape during conference intermissions, with in-room therapists and options to suit



all size of events, allowing attendees to enjoy an opportunity to relax, recharge and rejuvenate.

Incorporating ‘A Moss Moment’ into conference agendas not only provides a refreshing break from the demands of the event but also promotes mental wellbeing

and enhances productivity.

Integrating wellness breaks into conference agendas also benefits organisers by enhancing attendee engagement and satisfaction.

‘A Moss Moment’ is available at Sudima Queenstown Five Mile. conference@sudimahotels.com



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Banquet Hall

The New Zealand Parliament Functions and Events spaces are now being managed by the Parliamentary Service's Catering team and is branded Huihui, meaning come together. Huihui exists to bring people together so they can meet, break bread and share unforgettable experiences. The team brings world-class ability and warm-hearted hospitality to every event, welcoming everyone from visiting dignitaries to our local community.

New general manager, Bryce Hughes joins the team bringing valuable experience from a background in hospitality management in Melbourne.

"We are thrilled to unveil Huihui - Parliament Events and Functions, a fresh chapter in our commitment to providing exceptional event experiences in the heart of New Zealand's democracy. Together with our talented new team, we are excited to

deliver an unparalleled level of service and a reimagined food offering, positioning Huihui as a leader in the Wellington events and functions space." Says Hughes

New head chef Marco Muteze oversees all functions and events, adding a global touch, infusing the team with his extensive culinary expertise and fervour for exceptional dining experiences. Premium catering packages celebrate the essence of New Zealand

cuisine and is tailored to accommodate diverse budgets.

THE VENUE:

The New Zealand Parliament buildings are found in Wellington CBD, close to the main train station, government, business and retail. There are four main venue spaces available which can accommodate intimate functions through to the larger events for up to 450 attendees.

THE SPACES:

The Banquet Hall is a bright, semi-circular space featuring floor-to-ceiling windows with panoramic views of Wellington, creating a stunning backdrop for large events. (Maximum capacity 450). The very first event held here was on the 28th of February 1977 when Queen Elizabeth II officially opened the Beehive.

The Grand Hall exudes timeless charm with arched stained-glass ceiling domes and magnificent architecture, making it a sought-after venue in Parliament House.

This space is found beside the Debating Chamber and use to be the MP's billiards room. (Maximum capacity 220)



Legislative Council Chamber

Galleria



GALLERIA

Experience the contemporary ambiance of the Galleria, perfect for more intimate cocktail functions and events. (Maximum capacity 80)

LEGISLATIVE COUNCIL CHAMBER

Step into the history of the LCC, surrounded by upper floor galleries, which was originally used as the Upper House of Parliament between 1853 and 1950. (Maximum capacity 220)

BELLAMYS RESTAURANT

Offers onsite fine dining open for public dining and for private events. The venue provides guests with a chance to soak up the atmosphere of the historic Beehive parliamentary dining room overlooking parliament grounds. Head Chef Joshua Ross can also create bespoke menus for larger functions wanting an added flair with fine dining service. (Maximum capacity 100)

FACTS

- Holding an event at Parliament provides an instant wow factor, gravitas and works well if MPs are needed as they are already on site.
- 24/7 security is provided at no added cost.
- Dedicated AV team on site who are available to help with all AV requirements.
- Guided tours of Parliament - private guided tours of Parliament can be arranged for guests before an event. Guests will experience Parliament buildings and visit the debating chamber and the halls where history and democracy combine to help create a memorable event.

Further Information and Connection:

huihui@parliament.govt.nz
www.parliamentarycatering.nz/huihui
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BRUCE PULMAN PARK

MORE THAN MEETS THE EYE

Bruce Pulman Park is a world-class Sport and Recreation Park in Takanini/ Papakura South Auckland

Across its facilities, Bruce Pulman Park can offer spaces for all types of meetings and conferences. From a 10-person meeting room to 350 person seminar in our state-of-the-art Conference Room inside Pulman Arena. With a fabulous range of options for any size groups, we can cater for your next workshop, team meeting, multi-day conference, or social function.

Over the years we have hosted many corporate functions, from local AGMs and board meetings to national organisation conferences and team meetings. We are also the preferred venue for many local business meetings and occasions.

Spanning 64 hectares of manicured park-like grounds we can also offer Team Building initiatives for your event.

Pulman Lodge is conveniently situated within walking distance and provides upscale group and team accommodation perfect for multi-day events.

Our modern venues offer:

- Great variety of spaces with breakout room options

- Natural light and air conditioning
- Attractive Park setting
- Plenty of complimentary parking
- Dedicated Event Coordinator

What we can cater for:

- Full catering services
- Accommodation onsite
- Daily delegate rates available
- AV Equipment
- White boards/ flip charts
- Free wifi
- In-house Team Building

Private Function Rooms

We have hosted many different functions, from sports tournaments, corporate events to birthday parties and weddings.

Team Building

We offer team-building sessions for groups, from sports teams to corporates. From indoors to out we can build a great programme for your next event. Take your conference, meeting, or event to the next level by incorporating a team-building option. Whether you are looking for something

in between meetings and presentations or an afternoon of fun, we can provide a range of exciting team-building sessions for your group - large or small. Inject some energy into your timetable and turn your event from work to some lively, engaging sessions.

From indoor facilities to out on the Park, Bruce Pulman Park is the perfect location to carry out active team-building sessions as part of your conference or meeting.

Our programs are run inhouse by a qualified and experienced team and can be tailor made to suit your specific needs with the added bonus of having access to the fully equipped Gymnastics & Arena facilities & the expansive Park grounds.

Sports Accommodation

Pulman Lodge offers quality & affordable sports team & group accommodation and meeting spaces.



OUR ROOM LAYOUTS			
Room Name	Theatre	Banquet	Cocktail
Arena Function Room	350	240	300
Teamsport Main Lounge	150	80	200
Teamsport Upper Lounge	40		60
Pulman Recreation Centre	50		60



Surrounded by fields the tranquil setting is conveniently located a short walk from the Park’s facilities.

With a combination of room layouts, the Pulman Lodge is designed to provide flexible options to cater for a multitude of accommodation requirements.

Featuring studio rooms, two- & three-bedroom apartments with kitchens & kitchenettes, along with large dormitory & bunk style rooms ideal for sports teams & conference groups. Full in-house catering services are available. Pulman Lodge is ideally located just 5 minutes from the motorway & 25 minutes from Auckland Airport, with the local shops, restaurants & bars just down the road, it’s the perfect location to escape the hustle and bustle.

Pulman Arena & Function Room

A world-class, six-court multisport facility that is host to an array of sports groups & activities including netball, basketball, volleyball, futsal, turbo touch, indoor frisbee and karate along with many other community activities requiring indoor stadium facilities. The Arena is also home to our 576 sqm Function room with state-of-the-art AV & PA system, ideal for hosting conferences & events.

Major Events

Bruce Pulman Park is host to several major annual community events, including Sikh

Games, Diwali Khed Mila, Iwi of Origin and the CM Games, to mention a few. These significant events bring tens of thousands of people to the Park and celebrate culture & diversity whilst incorporating traditional and mainstream sports for all to participate in.

Around the Park

Bruce Pulman Park has 13 playing fields, 3 artificial cricket wickets & 2 grass ovals, 22 outdoor netball courts and a purpose built Gymnastics centre. The Park is home ground for a number of regional sports clubs and leagues including National Netball Team - Stars, Ardmore Marist Rugby, Papakura Cricket, Papakura Netball, Bears Basketball, Counties Manukau Basketball, Counties Manukau Gymnastics, Papakura Futsal & numerous community Volleyball leagues, all whilst regularly hosting Regional, National and International tournaments and championships for schools, clubs and country.

National training camps for elite sports teams Silver Ferns, Black Ferns, Tall Ferns and Football Ferns are a regular throughout the year.

The Blues Women’s Rugby Team are the most recent elite athletes to call Bruce Pulman Park home, enjoying the first-class facilities during their season campaign for 2024.

History of Bruce Pulman Park

In the late 1980’s the Papakura District



Mohamed Mansour is the CEO of Bruce Pulman Park.

Mohamed has a wealth of experience in hospitality, conference and sports team management including working closely with elite teams such as All Blacks, Silver Ferns and Prada.

Council originally purchased the Park land. In a unique structure, the Trust has leased the park from the Council to provide the improvements and amenities. The Trust’s philosophy is that everyone in the community irrespective of age, gender, physical ability, or nationality can use the facilities and services provided, for recreation, leisure, or sporting pursuits.

For the Community

The Trust is very conscious of the economic demographics of people who live in this region. The Bruce Pulman Park Trust has been set up specifically to maintain and manage the park on a self-funding basis.

In essence, Bruce Pulman Park is more than just a sports and recreation facility, it’s a testament to the power of community, inclusivity, and excellence. With its unparalleled amenities, commitment to accessibility, and vibrant calendar of events, whether you’re a seasoned athlete, a recreational enthusiast, or a corporate professional, Bruce Pulman Park offers something for everyone to enjoy.



**90 Walters Rd, Takanini, Auckland, 2112
0800 PULMAN 09 295 0020**

For enquiries & to book, please contact:
Sarah Howlett - Sales & Marketing Manager
sarah.howlett@brucepulmanpark.com
Phone: 027 880 2430

PULMAN LODGE	Units	Beds	Kitchen facilities
Studio Apartment	8	3	None
2 Bedroom Apartment	4	3	Kitchenette
3 Bedroom Apartment	2	8	Kitchen
Dormitory Room	2	8	Kitchenette
Bunk Rooms	2	18	None

KIRIKIROA

WHERE STORIES COME ALIVE FAMIL



By Paul Hailes

Claudelands Conference & Exhibition Centre

A famil to Hamilton Kirikiriroa in late February saw a group of New Zealand meeting planners uncover new and exciting developments in the city.

Hosted by Claudelands and Novotel Tainui Hamilton, the two-day famil had attendees explore the city during a Hamilton History walking tour with Waikato Museum, getting creative with a pottery lesson and painting, and dine alfresco with Claudelands and Montana Group.

Additionally, they visited Made, Hamilton's newest urban precinct and home to a diverse hub of bustling retailers, foodies, creators and artisan vendors including Grey Roasting Co. Perennial favourite Hamilton Gardens, Ruakura Superhub – the next-generation business park for new premises in Hamilton, FMG Stadium Waikato and Tieke Golf Estate wrapped up a comprehensive



Hamilton Gardens

showcase of the region.

Melissa Williams, business development and sales manager – business events for H3 Group and co-host of the famil says the Waikato is a well-established business events destination with the capability and experience to consistently deliver.

“We are centrally located, with award-winning venues, unique attractions and a track record for delivering exceptional event experiences.

“Our goal was to wow, surprise and delight our guests on this famil, providing them with a highly memorable, immersive experience, allowing them to explore and enjoy a taste of what Hamilton, our venues and services have to offer,” she says.

Rick Smith, New Zealand Schools Trustees Association was suitably impressed with what Waikato could offer to business delegates.

“Claudelands as a venue, as well as Kirikiriroa’s geographic location to the rest of the North Island is a big plus. Challenges have been the availability of accommodation and distance to from that to the venue, but I don’t believe these are now major roadblocks to being able to host a 1,000-plus attendee conference. Traditionally, until recently we’ve only held conferences in Rotorua and Dunedin. But I sincerely believe Kirikiriroa could be our next host,” he says.

Glen Roff, Building Officials Institute of New Zealand found plenty of highlights during the famil.

“The food offered during our stay at Novotel Tainui Hamilton and Montana Food & Events in particular was exceptional. Another



Yoga in the morning overlooking the Waikato River

noteworthy aspect was the eye-opening infrastructure of the Inland Port Ruakura Superhub, which holds significant potential for enhancing New Zealand's distribution and supply chains,” he says.



Famil Group welcomed at Novotel Tainui Hamilton



Dinner at Claudelands catering by Montana Food & Events



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Milestone celebrated for Waka Pacific Trust

Waka Pacific hosted around 70 guests in late February to celebrate 100,000 students and youth engaged in its schools' programme in 2023. The trust provides high quality educational events through Due Drop Events Centre and Vector Wero Whitewater Park.



Diliara Khafizova, Marsden Group, Angharad Sturrock, Waka Pacific Trust, Dianne Lasenby, Auckland Netball



Richard Jeffery, Due Drop trustee; Michael Osborne, Marsden Group

Urban Polo with Coast Group

Exhibition Hire Services and Show Light & Power hosted industry clients and colleagues to some fun at the Lexus Urban Polo in Christchurch in February. Sport, music, fashion, food, drink and sunshine provided the perfect way to start the year.



Rosie McKimmie, Georgia Costain, Kelly Hird, Shaun Dalgetty, Nicola Ransome, Coast Group



Glenda Harding, Chris Korako, Harding Consultants



Charlotte Sloane, Terri Lowsley, Rachel Cook, Conference Innovators, Nicola Ransome, Coast Group



Brad Isherwood, Te Pae; Sarah Jane Cave, Venues Otautahi; Darren Tait, Gillan Officer, Te Pae

The BUSINESS EVENTS expo Tuesday 19 November 2024 Viaduct Events Centre Auckland

A Force for Good

About 250 delegates attended A Force for Good – an event dedicated to equity, inclusion and diversity in the travel industry – at Crowne Plaza Auckland in March.

Organiser Helene Taylor says this year’s conference also had an increased emphasis on sustainability, environment and wildlife preservation.

The event was designed to coincide with International Women’s Day and returned this year after three year pandemic enforced break.



Stacey Paranjpe, Air New Zealand; Jodie Burnard, Flight Centre; Nic Mason, Air New Zealand



Kelly Thomas, Kate Amiss, both FCM; Mariana Gualberto, IHG



Angie Forsyth, Corporate Traveller; Suzanne Milthorpe, Sandra Sopin, both World Animal Protection



Jenny Ramos, The Star Gold Coast; Jenna McGregor, Brown Fox; Bernadette Thoroughgood, Experience Gold Coast

Gold Coast Connects in Auckland

Experience Gold Coast hosted a group of New Zealand buyers recently for lunch at Hotel Britomart in Auckland. Twelve operators from the region – Currumbin Wildlife Sanctuary, Expo Event Services, Kiff & Culture, Top Golf, Dorsett Gold Coast, Hilton Surfers Paradise, Mercure Gold Coast Resort, Village Roadshow Theme Parks, Dreamworld and SkyPoint, InteCcontinental Sanctuary Cove Resort, The Star Gold Coast and YOT Club – gave updates on their products and services. The event format included canapes and pop-up networking, followed by a sit down lunch with spot prizes on offer for a lucky few.



Cassie Cox, Mercure Gold Coast Resort; Braydon Pavia, YOT Club; Nicky Remkes, Tom Dick & Harry



Malcolm Jordan, Total Event; Brooke Campbell, Experience Gold Coast



Renee Roberts, Dreamworld & SkyPoint; Jill Schirnack, Outshine Ltd; Jackie Coyne, S2N Events

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Terry Holt, terry@tourismmedia.co.nz
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Tomasina Boone

has been appointed as the new MICE business development manager for the Pacific market for Club Med. Boone joins Club Med after more than a decade working with blue chip companies in the US and Australia. Her most recent role was business development executive for American Express.



Angelique van der Merwe

has joined Colab Connects, a marketing and strategy company that develops sustainable marketing strategies that use innovation, insights and creativity for good. Van der Merwe has 20 years of sales and marketing experience ranging from major chains to boutique hotels.



Judith Dixon

is the new business development manager for business events at Fable Hotels and Resorts. Dixon holds a Bachelor's honours degree in Biotechnology and an MBA with majors in finance, sales and HR. Dixon has previously worked as an event and sales manager in New Zealand, overseeing four properties for VR group.



Vincent Park

has stepped into a business development manager role for Auckland Conventions Venues & Events on a year-long secondment. He brings to the role a strong background in events across Auckland venues and hotels.



Leigh Stock

is the new general manager at Edgewater – Lake Wānaka. Stock is returning to familiar territory, as he previously held the role of general manager at Edgewater from 2003-2014. As well as recent hotel roles, he was senior accommodation manager for the FIFA Women's World Cup held in 2023.



Charmaine Hylla

has joined Auckland Conventions Venues & Events as business development manager in a permanent capacity. Hylla has an extensive background in the tourism and business events industry, along with knowledge of the conventions market.



Burzis Ustad

has been appointed GM for Parkside Hotel and Apartments. Before joining Capstone Group Ustad worked at Skycity Casino, Hilton Auckland Hotel, Cordis Auckland and Sudima Hotels. His experience includes working in several hotel departments over the last 16 years.



Seema Goundar

has joined Hilton Hotels as cluster commercial director, North Island for its three properties; Hilton Auckland, Hilton Lake Taupo, and DoubleTree by Hilton Karaka. Goundar is a seasoned marketing and hospitality professional and boasts a diverse career spanning consumer goods, banking, and the hotel industry.



Mudra Joshi

has joined Hilton Hotels as the cluster commercial manager, North Island for its three properties; Hilton Auckland, Hilton Lake Taupo, and DoubleTree by Hilton Karaka. Joining the world-renowned Taj Hotel & Resorts right after finishing her studies in hospitality, Joshi worked across multiple properties that include Mumbai Taj President, Taj Lands End and a one year internship in the esteemed Taj Mahal Palace, Mumbai.



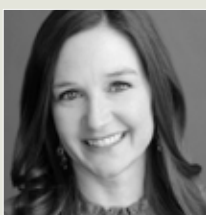
Lisa McCloskey

has been appointed as business development executive for Urban Gourmet. McCloskey has a wealth of experience in the corporate hospitality sector and has most recently been at The Events Group as business development manager. Prior to that, she worked at NZICC in its pre-opening team and was also employed by SkyCity as sales manager for SkyCity Convention Centre.



Kelly Dodd

has been appointed senior associate for hotels, resorts and accommodation for Tourism Talent. Originally from the USA, Dodd brings over 18 years' experience in the sector from her most recent role as area manager at Expedia Group. She has a Master's Degree in Hotel and Restaurant Management, and a background in food and beverage, hotels and travel-tech.



Marna van Blerk

is the new head of sales and commercial for Te Papa. With over two decades of experience, van Blerk brings a wealth of expertise to her role where she will play a crucial part in overseeing the business needs of both Te Papa and Tākina Events. Her previous role was the director of sales, marketing and revenue for InterContinental Wellington part of IHG Hotels & Resorts.





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He Ara Kotahi Bridge

BEST OF BOTH WORLDS

By Shannon Williams

WITH THE RANGES, CITY AND SEA AT YOUR FINGERTIPS, THE MANAWATŪ BRINGS TOGETHER URBAN AND RURAL ADVENTURES, SO BUSINESS EVENTS PROFESSIONALS CAN HAVE THE BEST OF BOTH WORLDS WHEN CREATING THE ULTIMATE ITINERARY.

The Manawatū-Palmerston North region stands out as an exceptional destination for business events and conferences, offering convenience and a wealth of amenities. Strategically located at the geographical centre of Aotearoa, 140km north of Wellington, Palmerston North offers big-city amenities minus the congestion and access issues.

The city is only 10-minutes from Palmerston North Airport which has gained Level 4 of the internationally recognised Airport Carbon Accreditation Programme. With over 40 daily flights connecting to major city centres, accessibility is a breeze, ensuring seamless travel for delegates.

When it comes to venues, Palmy and Manawatū present a diverse array of options. Whether opting for the grandeur of a historic theatre, the thrill of an international motorsport track, or the charm of a bespoke country club, organisers can find the perfect setting to make their event truly memorable. Palmerston North city boasts more than 35 conference venues and a range of accommodation options, totalling 3,000 beds.

But the Manawatū-Palmerston North region isn't just about venues—it's a hub of exciting activities. From adventurous mountain bike trails to serene mountain ranges, premier parks, and captivating glow worm caves, there's something to captivate every delegate's interest. And let's not forget the city's award-winning coffee, cafes, and



Caccia Birch, Hokowhitu Lagoon

restaurants, providing delectable dining experiences.

“Business events are a big deal for us, they’re one of the top contributors to our region’s tourism,” says Jessica Papple, marketing manager at Palmerston North City Council.

“Our venues and suppliers go above and beyond when delivering events.”

“You’ll be able to explore our venues in a matter of minutes. Whether you’re walking, driving, catching a taxi or taking an e-scooter, you’ll be between venues in no time. Plus, most of our accommodation providers are only a hop, skip and a jump away from your event,” says Jessica.

Jessica says the region is well set up for education, medical and technology conferences.

“We have more than 3,000 scientists and researchers working here, and we’re home to three Crown Research Institutes and FoodHQ,” she says.

And looking ahead, Jessica says Manawatū will only have more to offer visitors, with the region set for expansion.

“Manawatū is experiencing unprecedented levels of growth fuelled by significant public and private investment, with more than \$8 billion of transport and infrastructure investment planned and underway in the next 10 years.”



In terms of venues, Palmy and Manawatū offer a wide array of choices, for events big and small. As well as standard hotel and conference settings, the region provides some out-of-the-box venues too – from an historic theatre and international motorsport park that can be transformed

to create an unforgettable experience for delegates.

Awapuni Function Centre

The Awapuni Function Centre is a short 10-minute drive from Palmerston North Airport and is located at the Awapuni

Racecourse. With 10 meeting rooms of various sizes, including a main plenary that seats 700, the function centre offers a vast array of function lounges or conference for trade show event hire. The Silks Lounge has its own sound system, dancefloor, ceiling to floor curtains, with the ability to divide the space into three separate areas. Outside there is a covered balcony with tables and chairs overlooking the Tararua Range, ideal for a large break out space for full venue conferences.

Central Energy Trust Arena

The Central Energy Trust Arena, conveniently situated just a short seven-minute stroll from the city centre, stands as a premier venue offering unrivalled proximity to an array of top-notch hotels and motels. The venue is just a few minutes’ walk to bustling bars, charming cafes, delectable restaurants, engaging museums and vibrant retail shops.

With its versatile spaces, the arena can accommodate up to 2,500 delegates for

WHERE TO STAY

Palmerston North City and Manawātū offers a range of accommodation options, from boutique lodges and lush country estates, to city-central hotel rooms and suites.

Hiwinui Country Estate offers luxury accommodation set in rural Manawātū, just 15 minutes from Palmerston North.

Copthorne Hotel Palmerston North, located just off the city centre, is ideal for explorers and business travellers alike. The hotel offers 89 contemporary rooms and is home to Jimmy Cook's Kiwi Kitchen, an award-winning restaurant.

Distinction Coachman Hotel is nestled in the heart of Palmerston North, a mere 800 metres from the city centre. Offering 73 contemporary-style rooms and suites.

Distinction Palmerston North's elegant 4-star hotel & conference centre is situated in the hub of Palmerston North's buoyant city centre near the main cafe streets. The 5-story Distinction Hotel includes 85 well-appointed guest rooms and an onsite bar and restaurant.

Quest Palmerston North is the city's newest accommodation option and has 41 stylish serviced apartments comprising Studio, 1–2-bedroom apartments. Conveniently located in the city centre.



Awapuni Function Centre

conferences and 1,500 for gala dinners. The venue features six arenas, including three interconnected indoor facilities. This flexibility allows planners to host a diverse range of events, from trade shows and exhibitions to sports events, weddings, dinners, conferences, festivals, concerts and more. With a sprawling indoor venue space of 14,000m2, the arena hosts over 3,000 events annually.

From professional meeting rooms and sporting facilities during the day to themed gala dinners, cocktail parties, and awards ceremonies by night, the spaces effortlessly adapt to various event needs.

Among its standout features is the Fly Palmy Arena, a purpose-built indoor sports and event venue boasting 3,400m2 of floor space. Ideal for exhibitions and trade shows, it offers ample room for trade booths, along with breakout spaces, media rooms, offices, an inbuilt ticket booth, and direct links to Arena 3.

The Fly Palmy Arena and Ballroom are popular choices for gala dinners, while the Fly Palmy Arena corporate lounges and J.A. Russell Supplies Lounge are preferred options for cocktail parties or functions.

Palmy Conference + Function Centre

The Palmy Conference + Function Centre offers a versatile range of function spaces all conveniently located under one roof. The centre's team of experienced coordinators provides expert assistance, along with onsite catering, audio-visual services and operational support.

From the spacious Elwood Room suitable for conferences, large meetings, exhibitions, trade shows, gala dinners, dances and social occasions, to the Conference Room perfect for business meetings, product launches, awards dinners, and high-profile events like keynote speakers and conference dinners, the centre offers a range of spaces for functions. Smaller rooms such as the Gallery are ideal for morning/afternoon teas or lunches, while the Boardroom suits more intimate meetings and presentations.

Massey University Sport & Event Centre

Nestled within Massey University Campus, the Massey University Sport & Event Centre offers on-site accommodation, catering, training, recovery pools and recreation facilities—all set against the backdrop of the Tararua ranges and beyond. The venue offers multiple conference rooms, providing flexibility, and is equipped with modern technologies, printing facilities and complimentary internet access.

Frances Healy, commercial services manager, says there is an exciting year ahead for the Massey Sport & Event Centre.

"We have the addition of extra accommodation options in the form of a university hostel, Walter Dyer, with 94 beds, single rooms and shared kitchen and bathroom facilities," says Frances.

"It's nice to see many corporate groups becoming aware of the SEC and using it," she says.

Frances says the SEC is place of



Central Energy Trust Arena

teambuilding and productivity – providing spacious conferencing rooms, onsite parking, and disability access.

"Our conference and event spaces can host groups as small as six or as large as 300. Whether you need a quiet setting for a private meeting or a flexible indoor space for large functions and award ceremonies, the Sport and Event Centre can meet your needs," she says.

"There is also a magnificent view across the sports fields and the Tararua Ranges."

Orlando Country

Orlando Country is well established as one of the region’s top event venues, renowned for hosting many corporate events, team building days and conferences, along with private functions.

This large events venue is also home to a full-length driving range, café and bar, and 9-hole golf course.

"Orlando Country has been off to a great start for 2024 with real estate as the hot topic of conversation," say Emma and Jet of Orlando Country.

"We were very fortunate to once again host Property Brokers ‘Bid Day Out’, which brings together agents, their listed properties from around the Manawatu and



Massey University Sport & Event Centre

their potential buyers all to one location for multiple auctions throughout the day. With a higher-than-expected turn out, the Orlando Pavilion was jam packed.

"Finally, we can now announce an exciting new development which will extend the current Orlando Golf Course to add in two new par-5 holes. Made possible with the purchase of our neighbouring property, the extension is scheduled for opening in November 2024."

FACTS AND FIGURES

2023 saw 57,969 delegates come to the Manawatu-Whanganui region. There were 81,445 delegate days overall, with 318 events. Total guest nights for Palmerston North city for 2023 were 443,000, up from 417,100 the year before, while the entire Manawatu region saw 514,400 total guest nights, up from 484,000 in 2023. Total visitor spending for Palmerston North \$521 million for the 2023 year.



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For more info head to ManawatuNZ.co.nz/meet or email conference@pncc.govt.nz



chat with IMPACT

Professor Carmel Foley with Jan Tonkin,
The Conference Company at The Chemistry of
Collaboration Famil in Christchurch

CONFERENCES CREATE LASTING BENEFITS

ChristchurchNZ's three-year research programme — The Conference Legacy Project — is evaluating the 'Beyond Tourism' legacy impacts of business events. Supported by Tourism New Zealand, the research will provide insights into how conferences are making a difference, not only for Christchurch, but across New Zealand.

Internationally-recognised business events researcher Professor Carmel Foley from University of Technology Sydney is leading the study. Key focus areas include the impact of hosting business events on scientific advancement, industry innovation, attraction of global talent, improved social policy, community well-being, cultural and regenerative initiatives, and trade and investment.

"Conferences leave lasting benefits and professional conference organisers can be highly influential in the process. PCOs have a huge role in helping to plan and execute these successful outcomes," she says.

SERENDIPITY MEETS INNOVATION

What makes conferences so worthwhile, and how can we plan and design them to allow for the full range of potential benefits and outcomes? Prof. Carmel Foley says PCOs all have stories of serendipity and innovation to share.

"Ideas sparked at conference events can lead to major shifts in practice and can have huge impact on outcomes.

Conferences deliver knowledge, innovation, and best practice creating an enormous amount of good in the world, and these stories need to be told.

"Beyond the short-term boost to the visitor economy of the host city, there's an immediate impact from new knowledge going straight into the community.

However, the full legacy of an international conference can often only be measured years after that event has taken place. "Our research is showing discussions, ideas and relationships initiated at conferences lead to important innovations, significant discoveries and positive shifts in social practice and reform. We want to inspire conference organisers and their clients to think big and give them the courage and passion to use these events to help drive social change and create a lasting legacy."

PRACTICAL TIPS FOR PRACTITIONERS STAGING CONFERENCES

- **Know your audience:** delegates are often highly self-directed and problem-focused
- **Consider the successful outcomes** the hosting organisation would like to achieve. This may involve setting short-term objectives and long-term legacy goals, as well as being alert to the need to adapt and be flexible
- Welcome **diverse disciplines**
- Provide **engaging speakers** who can deliver cutting-edge research
- Facilitate **plenty of interaction** by considering how to create environments where attendees can casually speak to each other, in addition to conference dinners and informal events
- Consider **accessibility in terms of cost** for early career academics and practitioners to help them gain the exposure, education and opportunities needed to make them the next generation of high achievers

FURTHER READING *The Power of Conferences: Stories of serendipity, innovation and driving social change* by Deborah Edwards, Carmel Foley, Cheryl Malone

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BUSINESS EVENTS



PCOA IS ACTIVE WHERE IT MATTERS

PCOA President Barry Neame has made PCOA's presence matter at recent Australian Chamber of Commerce & Industry (ACCI) meetings held in Canberra. The membership of ACCI has provided a great platform for access to our Federal politicians and an increased profile for PCOA and the Business Events Industry.

Tough questions and solid discussion are being brought to the table:

- Federal Industrial Relations Legislation
- Trade Relations and Business Events Sector
- Policy Committee Presentations
- Cybersecurity and Emerging Immigration Policy
- Education and more funding to deliver diploma courses
- Skill shortages and what can be done to support the industry

Online learning is the focus of our PD Program

Members and non-members are welcome to join the webinars.

Register for this insightful webinar as we uncover the critical steps to creating an effective Reconciliation Action Plan – RAP.

Discover how to foster meaningful relationships with First Nations business and communities, promote diversity and inclusion, and contribute to positive social impact. Whether you're an individual, organisation, or business, this webinar will empower you to take real steps towards reconciliation and contribute to a more inclusive and equitable society.

Join Rebecca Wessels, the founder and CEO of Ochre Dawn Pty Ltd for this empowering webinar on 23 April 2024 at 1.30 AEST.

Webinar registration is complimentary to PCOA members and business partners. A small fee of \$30.00 per attendee applies to all non-members. Everyone who registers will receive a link to view the recording following the webinar.

PCOA Webinar Series 2024 is proudly hosted by Connected Event Group. extraconnect.co/pco-association



Rebecca Wessels, founder and CEO, Ochre Dawn Pty Ltd



CEO of ACCI Andrew McKellar welcomes PCOA President Barry Neame to the ACCI General Council Meeting

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The BUSINESS EVENTS expo 2024

EXHIBITOR PROSPECTUS



**Tuesday
19 November
2024**
Viaduct
Events Centre
Auckland

EXHIBITOR REGISTRATION NOW OPEN

The Business Events Expo (BEE) will take place at the Viaduct Events Centre (VEC) on Tuesday, 19 November 2024, filling a specific need in the market and complementing existing events in the conference, incentive and business travel sectors.

EXHIBITOR REGISTRATION NOW OPEN



THE EVENT

Once again The Business Events Expo will promote both national and international business events solutions under one roof in one day.

Exhibitors will include regional, national and international business events and tourism offices (NTOs and RTOs), event venues, accommodation, conference and exhibition services, destination management companies (DMCs), transport providers, entertainment, team building, catering, niche and boutique operators.

Tourism Media Group, working with industry partners The Coast Group, The Production Agency, Tourism Marketing Solutions, Event Solutions, Collective and TRAVELinc Memo, will deliver a mix of pre-booked and free flow meetings along with educational and networking opportunities.

THE VENUE

The Viaduct Events Centre is located in Auckland's CBD within easy walking distance for many business organisations, accommodation, transport and parking options.

The Business Events Expo will be held in the Waiheke main floor, level 1, with additional space in the Rangitoto Room on level 2.

The VEC has easy pack-in and pack-out access for exhibitors.

THE FORMAT

The event will run from 9.30am to 4.30pm. There will be networking opportunities for guests to catch up, connect and build relationships with event suppliers.

Sponsorship Opportunities

Business event suppliers/exhibitors can maximise their attendance through high profile sponsorship activity. Sponsorship opportunities include:

- Accommodation
- Coffee Carts
- Delegate Gift
- Networking Event Hospitality
- Transportation

For other sponsorship opportunities please contact Paul Hailes, paul@tourismmedia.co.nz 021 217 3628 or Terry Holt, terry@tourismmedia.co.nz 021 042 8232

EXHIBITOR COSTS

Pop-up leaner and two stools

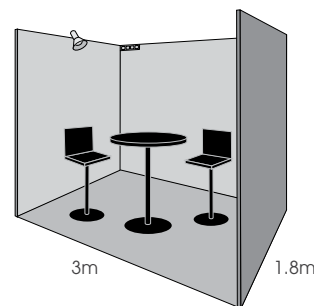
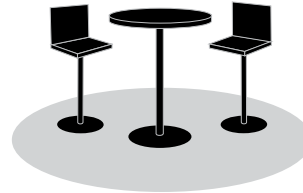
\$1250+GST if booked before 31st May 2024

\$1550+GST if booked after 31st May 2024

This is for one delegate with the opportunity to secure pre-booked meetings.

Additional delegate \$350+GST.

No power or lighting. Includes catering.



Booth 3m x 1.8m

\$3050+GST if booked before 31st May 2024

\$3350+GST if booked after 31st May 2024

This is for two delegates with the opportunity to secure pre-booked meetings.

Additional Delegate \$350+GST.

Power and lighting on the stand. Includes catering.

A floor plan of the expo will be available online.

About the organisers

Tourism Media Group was established in 2018 to inform, inspire, educate and connect. The company is well-known to the New Zealand business events, incentives and corporate travel management sectors through its print and digital publications Meeting Newz, Pacific Business Events magazines, and Find A Venue website.

TMG has extensive experience across the events, hospitality, travel and tourism sectors providing sales and marketing solutions including graphic design, marketing campaigns and publishing.



an immersive three-day pre-familiarisation programme and a host city day famil with a captivating blend of culture, attractions, venues and culinary delights.

And on the Wednesday night of MEETINGS, hosted buyers and VIP industry guests will discover the allure of Matariki, the Māori New Year, at the Rotorua Hosted Matariki Dinner – an enchanting celebration featuring traditional cuisine and meaningful connections.

Meanwhile, day buyers will enjoy also complimentary experiences in Rotorua, enhancing their event participation. After meeting with exhibitors on the show floor, they will be able to redeem spa and other vouchers before returning to their home destination.

In a MEETINGS first, host city Rotorua will extend its manaaki to exhibitors by offering a self hosted famil where exhibitors can enjoy generous discounts on a range of activities through the city.

“Open to esteemed colleagues in the business events industry, an industry famil offers firsthand exploration of Rotorua’s exceptional charm, promising unforgettable encounters with our unique geothermal wonders and adventure activities.

“All of our visitors will be able to explore Rotorua’s hidden gems and immerse themselves in an experiential famil designed to provide personal experiences and insights into our destination,” explains Wallace.

“Working with BEIA has been an absolute pleasure, they too have some surprises in store for the official Welcome Function and Celebration Evening but my lips are sealed. We feel incredibly grateful to have been given the opportunity to host MEETINGS this year, and we’re excited to share what makes our destination so special with attendees,” says Wallace.

As Rotorua prepares to welcome attendees to MEETINGS in June, it stands ready to provide an exceptional mix of rich Māori cultural heritage and a distinctive showcase of local partners while reinforcing its position as a premier business events destination in Aotearoa, New Zealand.

“We’re absolutely thrilled to announce the lineup of operators exhibiting alongside us at the Rotorua regional stand for MEETINGS 2024,” says Vanessa Wallace, business events manager. “Joining us are Activities & Events Unlimited, Agrodome, Millennium Hotel Rotorua, Polynesian Spa, Pullman Rotorua, Right Turn Agency, Rotorua Canopy Tours, Rotorua Events & Venues, Skyline Rotorua, Te Pā Tū and Te Puia.

“We’re also delighted to welcome some first-time exhibitors to our stand, including Level 13 Theme Rooms & Bar, Motion Entertainment, Plenty Group, and Wai Ariki Hot Springs & Spa.”

After clinching the prestigious Best Regional Stand award at MEETINGS last year,

Wallace says they are working hard to ensure this year’s exhibit is even more extraordinary.

“Get ready for a few surprises, including the unveiling of a rejuvenating Relaxation Retreat by Polynesian Spa, indulgent wine tastings courtesy of Volcanic Hills Winery and an exclusive selection of premium destination-themed cocktails expertly crafted by the talented team at Black Pineapple.”

Manaaki (hospitality) for all

Rotorua is also pulling out the stops to ensure buyers and exhibitors alike experience the best Rotorua has to offer.

“Our local operators have shown remarkable dedication and manaaki (hospitality) by offering experiences to attendees. These efforts are all aimed at highlighting the distinctive qualities of our region and underscoring our collaborative commitment as a leading business events destination,” says Wallace.

MEETINGS hosted buyers will be able to experience Rotorua’s hospitality during

Cruise industry honours former CINZ chair

Craig Harris, who was independent chair of Conventions and Incentives New Zealand (now known as BEIA) from 2002 to 2004 was inducted into cruising’s Hall of Fame at the 21st Cruise Industry Awards for Australasia in Sydney recently.

Harris was announced as the 18th member of the Hall of Fame by Ben Angell, chairman of CLIA in Australasia and vice president and managing director of Norwegian Cruise Line APAC.

As the New Zealand managing

director for ISS-Mckay Ltd since 2008, Harris has been responsible for facilitating smooth cruise operations throughout the country as a provider of port agency and maritime services. Having founded Cruise New Zealand in 1994, he has fostered collaborations between ports, cruise operators and the local tourism sector, opening new doors for the industry around the country.

His other accolades have included becoming a Member of the New Zealand Order of Merit and receiving the 2012



Craig Harris with Ben Angell at the Cruise Awards in Sydney

Horwath HTL Sir Jack Newman Award for outstanding leadership in the New Zealand tourism industry.

Location, location, location!

PANORAMIC VIEWS ARE ALL PART OF THE EXPERIENCE ON OFFER

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Grand Millennium Auckland unveils enchanting ballroom makeover

Grand Millennium Auckland has unveiled its ballroom transformation following an extensive makeover that features a custom-designed lighting sculpture by James Russ Studio, an 11.5m LED wall and updated interiors.

Adorning the entire ballroom ceiling, The Sky Garden lighting sculpture features more than a million meticulously hand-assembled LED lights.

Drawing inspiration from graceful spring blossoms of pink, purple and white wisteria flowers, the lighting sculpture embraces

viewers in an immersive experience, adaptable across three dimmable settings. According to James Russ Studio: “The Sky Garden stands as a testament to artistry, innovation and perseverance. As light dances and bounces off every surface – a sensation akin to ‘floating in a glass of champagne’ – it captivates those below.”

The bespoke carpet design is inspired by the Wai o Horotiu stream that charts its course under the city and flows to Te Waitematā harbour. Changing colour tones reflect a widening of the

river connecting to a sense of place and grounding the ballroom’s interior and experience to the past, and the city’s future.

The Grand Ballroom is one of the largest ballrooms in Auckland, ideal for catering for a 1,000-guest cocktail function, 800 delegates theatre-style or a 550-guest banquet. The 830sqm space can be separated into four sections for smaller events that are all accessible via the pre-function area with views of Auckland city.

“We’re ecstatic to showcase what is arguably one of Auckland’s best ballrooms for captivating conferencing, weddings, and gala events.” says Grand Millennium Auckland general manager, James Billing. “The new design is even better than we had envisaged thanks to our refurbishment partners, James Russ Studio and Material Creative who have brought to life our vision, elevating the elegance and grandeur that has always been here.”

To celebrate the new-look ballroom, Grand Millennium Auckland is offering complimentary usage of the LED wall for gala dinners with 300-plus guests booked and held in 2024. For enquiries, email meetings@millenniumhotels.co.nz

The Grand Ballroom refresh forms part of Grand Millennium Auckland’s extensive \$30 million makeover across food and beverage venues, meetings and events spaces and guest rooms.

NZEA ~ THE NEW ZEALAND EVENTS ASSOCIATION

Kia ora,

March has been a whirlwind of activity for the New Zealand Events Association (NZEA) as we launched our sustainable events framework in Auckland. Our aim? To rally stakeholders around the cause of enhancing sustainability practices in events across the country.

We envision a future where our industry operates at levels comparable to international standards, setting a common 'norm' for sustainability in New Zealand events. By doing so, we not only bolster the reputation of NZ events but also contribute meaningfully to a more sustainable future.

Tickets for Eventing the Future 2024 are now on sale. Day one promises something for everyone, with numerous breakout sessions, and tips and tricks from event directors such as Jason Cameron from Victory Events, Andrew Tuck from Homegrown, Meg Williams from WoW and Sarah Meikle, while day two offers a

broader perspective with updates from NZ Major Events and discussions on the impact of events on tourism.

The NZEA New Zealand Awards gala dinner will be taking place after day one of conference, where we'll celebrate the best and brightest in the industry. Keep an eye out for award entry openings in the coming weeks.

And if you're looking to take your career to new heights, consider joining our mentorship programme. Applications are open now. Whether you're eager to share your expertise as a mentor or seeking guidance as a mentee, this programme is free for NZEA members.

As always, take care, and we look forward to seeing you soon at Eventing the Future, being held in Palmerston North on 27 & 28 August.

www.eventingthefuture.co.nz

www.nzea.co

**Ngā mihi,
Elaine Linnell**



By Elaine Linnell

general manager
New Zealand Events
Association (NZEA)



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LOCAL SMARTS

Full house at the Destination SA welcome event at EOS

FEATURE STRONGLY IN ADELAIDE EVENT SHOWCASE

This year's 20th anniversary of Destination SA in Adelaide highlighted not only the creative nature of the city but the people who make the region stand out.

By Brad Foster

South Australians are a canny bunch who enjoy making a difference. Good news if you're an event planner seeking an inspirational destination with a twist for an upcoming program.

After two days in Adelaide, it's easy to understand that this city is a little bit out of the ordinary. And that feeling only grows when you move beyond the city limits.

Business Events Adelaide's Destination SA has been hosting event planners from around the country for one day of one-on-one meetings with local operators for the past 20 years. It also includes pre and post-event site inspections of hotels and venues in and around the city. For those who can afford the time, a tour of regional South Australia follows, with two groups this year heading out to either McLaren Vale or the Adelaide Hills.

But the seed of local entrepreneurship and a creative bent started well before that with visits to some of the city's unique offerings and organisations that simply scream 21st

century. This included Immersive Light and Art in downtown Adelaide that incorporates event spaces, bars, dining and the kind of video projections that has AV geeks weeping with joy.

The venue's mission is to help showcase local artists and does so through a funding programme. Its funky feel is making it popular for events, proceeds of which all return to



Business on the show floor

ILA's goal of promoting artists and innovation.

Destination SA attendees also visited the nearby Lot Fourteen – a seven-hectare innovation district that is home to tech companies like Google and Microsoft, the Australian Institute for Machine Learning, and the Australian Space Agency. Our group were given a tour of the Australian Space Discovery Centre and learnt a little more about how the impact of space research affects our lives in ways many of us had never considered previously.

Destination SA attendees also heard about the impressive multi-billion-dollar South Australian Health and Medical Research Institute near the Adelaide Convention Centre, home to 700 researchers, and the more recent news of the state's growth as a Defence Innovation Hub.

The Adelaide-based experts in science, medicine, space and defence who work within one of the South Australian innovative hubs are often utilised at national and international conventions held in the city.

Be Surprised...

We invite you to Be Surprised with what South Australia has to offer.

A visit to Adelaide offers delegates easy access to beautiful beaches, with the world-famous regions of the Barossa and McLaren Vale less than an hour away. Adelaide has an enviable variety of globally renowned restaurants and wine bars and a fun laneway culture.

Plan your next business event now, visit:

www.businesseventsadelaide.com.au



The Best South Australian Experiences to Enjoy Pre or Post the Business Event



Discover South Australian Wine



Explore the wild side at Port Lincoln



Luxury escapes, Kangaroo Island



(The team at Business Events Adelaide are more than happy to provide introductions).

For the conference market the Adelaide Convention Centre is a great place to base yourself. It offers a variety of conference spaces and a think outside the square philosophy, evidenced by hosting a luncheon in the kitchen during Destination SA for the 100-plus group.

Smaller groups are also well catered for in Adelaide with around one dozen quality hotels, most of which offer meeting space.

The Destination SA group took site inspections of properties including Pullman, Sofitel, Hilton, Playford, and Crowne Plaza, all of which are within walking distance of the convention centre. There is plenty of excitement about a Marriott opening later this year.

Additionally, a welcome event was held high above the city at EOS by SkyCity Adelaide, and a breakfast at the impressive Adelaide Oval. A few brave souls later donned overalls and harnesses and experienced RoofClimb. Right at the tippy top of the southern stand are seats where participants are encouraged to sit down and enjoy the view hundreds of feet above the ground. Can I pass?

Let the entrepreneurs run free

The creative and entrepreneurial spirit continues beyond the Adelaide city limits and our little group of event adventurers were lucky to experience a few of them.

Mount Lofty Estate in the Adelaide Hills, co-owned by local David Horbelt and Melbourne businessman, Malcolm Bean, epitomizes the can-do attitude of South Australia and the beauty of this region. Mostly destroyed by fire in the 1980s, it has been rebuilt to exact standards that retain its



Mount Lofty in the Adelaide Hills

history and charm.

The property now includes Sequoia, which has just 14 stunning rooms each offering spectacular views.

A short distance away is the UKARIA Cultural Centre which was built by the co-founder of skin product company Jurlique, Ulrike Kline. This concert hall, on the location of what was once the Jurlique farm, plays host to more than 40 concerts each year and can be hired for private events.

Also in the region is The Bend Motorsport Park at Tailem Bend which includes a Rydges Hotel right on the track. The Bend was constructed by an entrepreneurial family who owned service stations in South Australia, and it offers a full calendar of races annually and plenty for the corporate market with opportunities to experience hot laps, go-karting, drag racing, and catered events. A hot lap in a V8 Mustang for some members of our Destination SA group was a real highlight.

Adelaide Hills post-Destination SA famil

QUOTE FROM BUSINESS EVENTS ADELAIDE CEO, DAMIAN KITTO:
"Adelaide truly is the '20-minute city', allowing for seamless business events, underpinned by excellent cost-effective infrastructure. Adelaide is also a proud gateway to some of the most authentic Australian delegate touring activities and renowned globally for its vibrant festivals."

goers were also privileged to see the latest and greatest offering at the Monarto Safari Park, described as the largest open-range zoo in the world outside of Africa.

The Destination SA group were one of the first to undertake a hardhat tour of the soon to be complete 78-room hotel that will be the centerpiece of the zoo's expansion in housing endangered African animals. Rooms will overlook a watering hole where it is anticipated animals will come each evening as the sun goes down.

Also, part of the project are 20 high-end glamping tents, with the total cost of \$40 million. This is another investment by an entrepreneur with strong ties to the state – founder and CEO of Jayco Caravans, Gerry Ryan.

Even when you don't focus on the fact that South Australia accounts for almost 80 per cent of Australia's premium wines and that just under half of all Australian vineyards are situated in South Australia, it's not hard to see why this destination continues to punch above its weight.

If you want to know more about how you can take a group to South Australia, contact the helpful team at Business Events Adelaide by visiting www.businesseventsadelaide.com.au

And a final tip: if you do go for a site visit, make sure you take a bigger bag for all those goodies you'll be bringing home with you, not to mention the award-winning wines.



Lunch in McLaren Vale

MEDIA MARVEL AT MELBOURNE

The Melbourne Convention Bureau hosted international media to experience the diversity of Australia's event capital first-hand.

BBC Earth Experience

Locker rooms were personalised for the group



Melbourne River Cruises



The Botanic pop up venue

Brunch in the Botanical Gardens

It is only natural that there should be dancing flowers at a brunch in the Royal Botanic Gardens, home to some 52,000 plant species. Attendees enjoyed a wander through the 38 hectares (94 acres) of this nearly 200-year-old park. A welcome to country, live music, those dancing flowers and plenty of networking was enjoyed before moving inside the Botanic venue for a formal seated brunch.

Marvel Stadium – Multipurpose event venue open post \$225m upgrade

Of course, you can't separate football and the stadium and so the group was met on arrival by an eager team, keen to have us get into the 'footy' life and have a go at kicking and passing the ball through a few challenges, before a formal welcome from the stadium team. There was a back, or HEART, of house tour of the changing rooms and facilities that are used by the

many visiting teams. All are available for private events. Following the stadium tour, the group was shown the refurbished formal function and event spaces, before networking on the stadium rooftop deck overlooking the Yarra River and Docklands area. After plenty of time to take in the atmosphere, the group experienced a multicourse seated lunch in the newly refurbished Horizon Room, one of 20 event spaces within the venue.

BBC Earth Experience

Following a water taxi ride from Marvel Stadium to the Melbourne Convention & Exhibition Centre the group headed to the BBC Earth Experience, an impressive, immersive event using 360-degree audio visual technology. This is narrated by Sir David Attenborough and brings together state-of-the-art audio-visual technology and breath-taking footage from the BBC epic Studios Seven Worlds, One Planet.



Lunch in the Horizon Room at Marvel Stadium



Media were transferred from Botanic Gardens to Marvel Stadium by Lux Coach

AIME 2024: PLANNING WITH PURPOSE

AIME 2024 Welcome Event at Grazeland

People, Planet, Purpose and Profit: That was the theme of this year's Asia-Pacific Incentives and Meetings Event, where top-tier event planners converged with exhibitors from around the globe.

Held over three days from 19-21 February and hosted by Talk2 Media & Events and Melbourne Convention Bureau, AIME 2024 welcomed more than 600 buyers, 3500 visitor buyers, and featured 570+ exhibitors. This year's theme, the 4 Ps of Glocalisation: People, Planet, Purpose and Profit, aligned with the MICE industry's aspirations to foster positive change for the environment and local communities through the impactful lens of gatherings and experiences.

The event's highly anticipated Knowledge Program explored the dynamics of glocalisation's transformative impact, and featured keynote speakers, Lisa Ronson and Sebastian Terry, with a mix of industry business leaders and renowned professionals also presenting.

Breakout sessions highlighted how to align a glocalisation mindset with the 4Ps to achieve deeper brand engagement and sustainable business success.

This year's programme saw attendee numbers more than double from last year, with some sessions completely full.

NZ BE industry applauds AIME 2024 showcase

Lisa Hopkins, chief executive for Business Events Industry Aotearoa, says it was great to see some destinations return to AIME – 27 countries were represented at this year's event.

“From a BEIA perspective, Sharon Auld (general manager, Australia) was busy with over 46 appointments and her post AIME report makes for fantastic reading. New Zealand is definitely back, and Sharon was able to find a number of key connections and opportunities for BEIA members, as well as buyers who would benefit from attending MEETINGS.”

Hopkins says she particularly enjoyed the Leaders Forum hosted by Melissa Williams, chief executive of Australia Business Events Association.



AIME Knowledge Program was a huge success

“There is no doubt that both countries share some of the same opportunities and challenges.

“Melissa and I have identified opportunities that we can work on together for the benefit of both countries,” she says

Tourism New Zealand general manager New



Kritpad Inpohakdee, Yoso Service, and Heather Matthews, Great Journeys of NZ



Talking Marriott are Oliver Wells, Julian Lowry of Marriott and Jo Meredith, Fortis Events



Experience Gold Coast's Bernadette Thoroughgood and Liz Maxwell, ESP Ventures



Talking New Zealand



Silke Calder AIME event director

Zealand and business events Bjoern Spreitzer says AIME 2024 was a huge success.

“This was the largest New Zealand contingent we've ever had at AIME, with 30 partners from across the sector including bureaux, hotels, venues, experiences and airline,” he says.

“We really showed up as ‘Team New Zealand’, with everyone wearing branded Tiaki t-shirts, highlighting the size and strength of New Zealand's business events sector.

“We are continuing to innovate and expand our on-stand presence and this year we held 21 Showcase Presentations for the first time, which generated a lot of interest. All of our partners have reported making new connections and are positive about the future conference and incentive business to come for New Zealand.”

Liz Maxwell, ESP Ventures NZ, says she had a busy few days of Knowledge Sessions and a packed appointment schedule.

“It was great to catch up with a

comprehensive range of exhibitors, including some new product and valuable meetings with cruise companies,” she says.

“I thought the inclusion of the DMC Network stand this year was a great idea, and I look forward to that continuing at future shows.”

Prue Daly, general manager NZICC, says AIME enabled NZICC to strengthen existing client relationships and uncover new business prospects that the team is now working on converting for 2025 and beyond.

“Being on the vibrant and bustling trade show floor, the discussions and promising leads really underscored the importance of events like AIME for those of in-person connections and fostering opportunities,” Prue says.

“I was also thrilled to participate in the Leaders Forum, which provided valuable insights and conversation into industry-wide challenges such as talent acquisition and sustainability.”

AIME FACTS

- AIME has released analysis from its 2024 event, with business traded between exhibitors and buyers estimated to be worth more than \$330 million over the next 12 months - a 65% increase on 2023.
- The tradeshow was AIME's largest in a decade, with more than 570 exhibitors, 595 hosted buyers and 17,000 meetings occurring on the show floor across the two days.
- More than 4,000 people attended AIME 2024, including 70 media representatives from around the world, and more than 89,500 connections were made across the event.
- More than 90% of exhibitors and visitors were satisfied with their attendance.
- Almost 1 in 2 visitors were first-time attendees.
- More than 85% of visitors report that their objectives for attending were met. More than 9 in 10 exhibitors are likely to return next year.

By Lisa Hopkins

chief executive
Business Events Industry
Aotearoa (BEIA)



Piata Mai, the National Strategic Direction for the Business Events Industry

Developing an industry strategic direction shouldn't be rushed but deserves due consideration, consultation, and deliberation amongst those who will ultimately be responsible for its assimilation into the sector. In my last column, I wrote about the creation of a strategic direction for Business Events, and I am pleased to give an update on this important work.

Piata Mai means to shine bright, and we consulted with our friends at New Zealand Māori Tourism for the right title for this work. It is also important to note that this is a strategic direction, not a strategy. It is up to each business to develop its own strategy, but we hope this strategic direction provides a framework for developing a strategy.

We look forward to sharing the final version of Piata Mai very soon.

The development of this document represents a significant step towards a more integrated, sustainable and community-focused approach to the sector. The effort, led by an Industry Steering Group and supported by the BEIA board, also places importance on comprehensive planning, consultation, and the incorporation of feedback from a broad range of stakeholders within the industry, including those in tourism and hospitality who are closely linked to the success of business events.

One of the key focus areas within Piata Mai is 'Telling our Story'. BEIA sees itself as one of the many guardians of great BE stories and will be dedicating a section in our soon-to-be-launched new website to this purpose. Stories shared demonstrate the depth of our sector and the impact it makes. When a medical specialist shares their knowledge of a particular specialism, they tell their story. We hear a story when we listen to music at an awards dinner. When someone shares their experience in leadership, in business, in sport, in any kind of inspirational success, it's a story. The role of storytelling will be particularly important in the success of Piata Mai, so start thinking about the story you want to tell someone about this sector, what you do or have done, what you have experienced and how it has impacted others.

Meeting Minister Doocey

New Zealand's crafty weather system meant it was a briefer interaction than initially intended, but Chair Martin Snedden and I met with the Minister for Tourism, Matt Doocey in Auckland recently. On the agenda from our side was support for Tourism 2050 and the tie in with Piata Mai, and the key principles BEIA would seek to focus on.

One subject near and dear to many within the business events community is the Medicines Act and how it treats advertising. The Minister displayed fair knowledge of the situation, with further discussion to take place soon. It is critical for the Minister to understand the situation that is proving to be a roadblock for some medical

conferences to be held in New Zealand. We are hoping to have his support and guidance in clearing these barriers.

Immigration NZ

Ending on a positive note, I would like to thank the team at Immigration New Zealand and look forward to sharing this with the minister, the Hon. Erica Sandford.

Last year, Immigration NZ, BEIA, and a couple of our PCOs sat around a virtual table to see if we could find a solution to what was becoming a big problem: providing visitor visas for delegates attending a conference and coming from a non-visa-waiver country.

We saw challenges for these delegates, who, due to the time it was taking to hear back about their visa, were unable to travel, and for PCOs who felt powerless to help.

But thanks to a genuine desire from all parties to resolve the problem, we are in the early stages of a new process, which is providing the right solution.

The first thing we discovered is that not everyone understands how we work in the business events sector and how different we are from tourism. The second thing is the power of information – magic truly happens when information is shared.

Every two months, BEIA sends a list of upcoming conferences to Immigration NZ. The organisers provide this information, which gives Immigration a couple of key pieces of information: first, an idea of how many people may wish to enter the country and when for a conference, and secondly, that the conferences listed are bona fide.

The collaboration between the PCOs and Immigration NZ is streamlined, enabling organisers to support delegates and ensure the process of coming to New Zealand is simplified. After all, we want these visitors to spend more time planning where they want to visit after the conference than worrying about their visas.

The process is under constant review, as any good process should be, but we are thrilled with the impact to date.

*Nga mihi nui,
Lisa Hopkins*



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As the winter event season approaches, Coast Group and its affiliated businesses, Exhibition Hire Services, Carlton Events, and Show Light and Power, reflect on a successful period marked by collaboration and memorable events. These companies have been diligently providing top-notch services and support to a diverse range of clients across various industries, leaving behind a trail of successful events. Their dedication to excellence and commitment to delivering exceptional event solutions have solidified their reputation as event management and production industry leaders.

Throughout the summer, Coast Group and its affiliated companies have had the pleasure of working with clients ranging from small businesses to large corporations spanning different sectors.

Collaboration has been a central theme for Coast Group and its subsidiaries during this season, as they have worked closely with clients, vendors, and industry partners to create seamless and successful events that have made a lasting impression on attendees. Whether it's stand builds, lighting solutions, event coordination, or branding services, the companies within Coast Group have showcased their versatility and expertise in meeting the unique needs of each event.

As they gear up for the conference and business event season, Coast Group is preparing for a busy period ahead with a robust lineup of events in New Zealand. National manager Dane Botherway is particularly excited about the upcoming TRENZ exhibition, organised by Tourism Industry Aotearoa, set to take place at Takina in Wellington in mid-May. This venue

holds special significance for the company, having previously worked on notable events like MEETINGS 2023 and Association X in March 2024. Botherway and the team are enthusiastic about the opportunities presented by Takina, alongside other prominent venues like Te Pae in Christchurch and the upcoming NZICC in Auckland, which are reshaping the events industry landscape in New Zealand.

Coast Group and its subsidiaries are well-prepared to handle a wide range of event requirements, ensuring a seamless and successful experience for all involved. With a focus on innovation, customer satisfaction, and attention to detail, the companies are poised to deliver exceptional services that exceed expectations and set new standards for event excellence. Exhibition Hire Services is eagerly gearing up to provide stand builds, branding, and furniture supplies for TRENZ, setting the stage for another successful event. Following TRENZ, the company will be involved in a series of events across the country, including the significant Fieldays 2024 in Rotorua.

Botherway reveals that they will be constructing a substantial number of stands for MEETINGS, showcasing the diverse offerings of the Coast Group in the Bay of Plenty region. Attendees can look forward to surprises and special touches, promising an engaging and memorable experience.

As they look ahead to the conference and business event season, Coast Group, Exhibition Hire Services, Carlton Events, and Show Light and Power are excited about the possibilities within New Zealand and the Pacific region. With a proven track record of

success and a commitment to excellence, they are ready to showcase their abilities and make a lasting impact on the events landscape in New Zealand. Contact us today to learn more about how Coast Group and its subsidiaries can support your upcoming events and help you achieve your event goals.



TATIYANA ISAAC

Joined Exhibition Hire Services in Wellington in October 2023 as an exhibition & event coordinator. Isaac has an Applied Hospitality & Hotel Management degree from Pacific International Hotel Management School and worked at Novotel New Plymouth, CPG Hanmer Springs Hotel and Hilton Lake Taupo.



BRYONY SPENCE

Joined Exhibition Hire Services Auckland team in late 2023 as exhibition and event coordinator. Spence joins the team, having previously worked for Sky City Entertainment, and is keen to share her experience and willingness to make your next event a difference.



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