



Business Events Strategy

2020 started with Ōtautahi Christchurch winning accolades for its transformation, unveiling brand new infrastructure, and welcoming visitors back to our lively boutique city.

Our city new had become world famous for a special brand of Christchurch cool, driven by our outdoor environment, our forward-thinking people and our globally-recognised innovation.

There can be no doubt that the COVID-19 outbreak has, and will have, significant economic impacts on our country and city. But Ōtautahi Christchurch is well positioned to meet those challenges. Attracting business events, and people, to the city, presents huge opportunities, both economically and socially.

We need to be ready to grasp all these opportunities at this critical time especially with the opening of Te Pae Christchurch Convention Centre just around the corner.

2020

2020

We have a riverfront city designed with business events in mind, featuring stunning new venues and high-end hotel accommodation.

Ōtautahi Christchurch is an event organiser's dream – compact, safe, walkable, with fantastic new hotels, shopping, bars and restaurants, gardens and heritage character. Ōtautahi Christchurch is the gateway to the legendary South Island scenery and attractions, just 20 minutes from our world-class international airport, and less than a two-hour drive from Canterbury's stunning alpine, coastal and river attractions.

As we enter a new decade, the time is right to be revealing a Business Events Strategy that takes us into the future with confidence and success.

Joanna Norris
Chief Executive, ChristchurchNZ



Introduction

This framework will help shape activity to attract large international, Australasian and domestic conferences into the city over the next three years.

ChristchurchNZ Convention Bureau will work closely with key stakeholders in a collaborative approach – promoting the city and region to target audiences. The focus will be to attract conferences aligned with our sector strengths and future focus areas, and promoting our strong knowledge economy, innovation and local expertise.

Christchurch is at a turning point in its development, as exciting new infrastructure comes on line allowing us to secure much larger-scale events and boost our reputation on the global stage.

ChristchurchNZ is working with its stakeholders to position the region as a world-class conference destination, bringing opportunities for economic growth, innovation, knowledge-sharing and social change for years to come.

This strategy outlines the framework for Christchurch to capture the unique opportunity it has right now to capitalise on new infrastructure and a new city. It will give ChristchurchNZ, the Convention Bureau and key industry partners the platform to attract new business, create partnerships and to understand the impact of business events on the city. It will give a focus to attracting business events within the strategic context.

Vision

ChristchurchNZ has the vision of a sustainable, thriving business events industry for Christchurch. We have a focused approach to attracting high-value business events that build a strong profile for Christchurch and Canterbury, nationally and internationally, attracting visitors throughout the year, leaving a positive legacy for the community and wider region.

What is a business event?

Business events contribute to the knowledge economy, innovation industry and community wellbeing. They bring people together to exchange knowledge and ideas, build business relationships and, over a longer term, attract investment and talent flows.

Business events is a collective term referring:

- | Trade shows and exhibitions (not accessible to the general public)
- | Conferences, conventions, congresses, large meetings
- | Incentive travel reward programmes

Business events make a large intangible contribution to the city in addition to the direct tourism spend

How do business events create impact?

Alongside the direct economic benefits to local and regional businesses across accommodation, dining, retail and transport – and the indirect benefits to their own suppliers – there are also economic and social opportunities, which extend beyond the duration of each event. These include new business and professional relationships, knowledge sharing and legacy impacts, which will benefit Christchurch well into the future.

Related and independent industries in which the sector has a positive impact include ground transportation, hospitality, hotels and retail.

Conference delegates and those travelling on incentive programmes tend to be high-net-worth individuals and professionals who stay in high-end hotel accommodation for which employers

usually cover the cost of their travel and attendance. These delegates often undertake pre and post touring, often with partners or families, which represents a significant flow on benefit for the economy.

Business events make a large intangible contribution to the city in addition to the direct tourism spend. Business events deliver wider benefits in lead business generation, particularly for our Supernode industries. They allow access to new information, people, skills and networks. This translates into new behaviours for everyone attending and touched by the event, including local communities. Knowledge gain leads to professional development; collaboration leads to funding; and visibility and reputation lead to invitations to participate on the world stage.



Why are business events important to Christchurch

Business events have a significant positive impact on our economy, tackling visitor seasonality by bringing visitors into our city during shoulder seasons, with delegates to Christchurch staying an average of 4.6 nights and spending an average of \$347 per night, nearly twice that of other visitors.*

Christchurch currently holds 9% market share for all conferencing in New Zealand (MBIE Business Events Activity Survey YE June 2019).

Among many other benefits, they promote and showcase Christchurch's expertise and innovation to the world and attract global leaders and decision makers who may have otherwise not come here.

Early 2020 saw the announcement of up to four new hotels – which will bring their own economic benefits to the city – a sign that Te Pae Christchurch is on the right track to deliver value and benefit to Christchurch beyond the venue's direct impact.

*(MBIE Business Events Delegate Survey YE December 2019)

ChristchurchNZ Convention Bureau

Destination marketing

The ChristchurchNZ Convention Bureau is a business partner based unit within ChristchurchNZ dedicated to destination marketing, and promoting business events and business tourism in Christchurch and Canterbury.

Its primary functions are to:

Position Christchurch and Canterbury as a premium business events destination. Help business event planners, buyers, and conference and incentive professionals put together successful events and find unique experiences and locations with the right venues and activities.

Showcase the city through hosting familiarisations and site visits. Actively identify and bid for future business event opportunities aligned to the city's sector strengths and knowledge expertise. Increase the attraction of business events to Christchurch from both the domestic and international markets. Deliver return on investment for local businesses and stakeholders - especially members of the Convention Bureau Business Partner programme and Christchurch City Council. Leverage business events to maximise the economic benefit and return to the city. Advocate for the local industry.

ChristchurchNZ Convention Bureau will influence and/or support third party initiatives that are likely to improve outcomes in the sector with the aim of enhancing Christchurch's reputation as a business events destination, grow the city's profile in key markets such as Australia, Asia and America and leverage opportunities to grow Christchurch's economy.



The ChristchurchNZ Convention Bureau is a business partner-based unit within ChristchurchNZ dedicated to destination marketing, and promoting business events and business tourism in Christchurch and Canterbury



The
Christchurch
opportunity



Christchurch is the knowledge hub of the South Island with world-class tertiary institutions, knowledge intensive businesses and public institutions

The Christchurch opportunity

Christchurch is at a turning point of opportunity for business events. The opening of new, state-of-the-art venues as part of the city's wider post-earthquake rebuild provides the city with a strong platform to host business event visitors.

They will experience a transforming city with a world-class convention centre (due to open 2021), new hotels and hospitality venues, in an exciting future-focused emergent central city.

As the gateway to the stunning Canterbury region and South Island, Christchurch is also a hub from which business events visitors can easily explore the highlights of New Zealand.

Christchurch is a highly accessible and connected city. It is easy to get to, with unparalleled international connectivity for a city of its size in Australasia. Once here, the flat compact city is easy to explore, enabling highly effective use of 'time on the ground'.

It also supports the capture of benefits from business events visitors to the wider city through delegate programme activities.

Christchurch is the knowledge hub of the South Island with world-class tertiary institutions, knowledge intensive businesses and public institutions. Hosting business events helps profile Christchurch's knowledge experts and leading enterprises, leading to increased opportunities for trade and collaboration.

In addition to this core opportunity there are some specific opportunities for Christchurch right now:

- | In the context of COVID-19 a strong focus on the domestic market in the immediate future, including a push towards new domestic incentive opportunities.
- | The city championing the hybrid meeting space - we have a competitive advantage with new venues having excellent technical capacity and a collaborative local network ensuring we are perfectly positioned to lead the way in this space.
- | In the context of COVID-19 the recovery of the Business Events sector needs to change focus with an emphasis on the domestic market and in time Australian market as time permits.
- | During the post-earthquake recovery and regeneration period Christchurch did not have a compelling proposition for the business incentives market. As regeneration continues there is an opportunity to embrace this new opportunity and start to enter the market over the next three years.
- | Business event organisers are increasingly taking a sustainable development approach to their activities. Christchurch is well-positioned to create compelling corporate social responsibility (CSR) products to leverage this opportunity.

Capitalising on Tourism New Zealand's efforts to partner Australian Associations with their New Zealand equivalents and build the market from South East Asia, working with them to market into Australia initially.

Attraction of business events to amplify the industry growth areas identified as Christchurch's Supernodes (see appendix 1)

Christchurch is unique in New Zealand for its approach to sustainability. The city has set a goal to be carbon-neutral by 2045, five years ahead of the deadline for the country as a whole.



Challenges

There remains an uncertain perception of Christchurch from some sectors in the market. This is most seen in Australia with some unsure of Christchurch 'being ready' post-earthquake, including whether we have sufficient infrastructure and experiences in place.

In the context of COVID-19, as a destination we will need to consider the appetite for travel to business events, and how we can highlight the local capability to provide safe and well managed events.

The distance of New Zealand to international visitors has always been a challenge. This is now being compounded by sustainability and climate change concerns, making the development of CSR products even more critical. Current limitations in direct air connectivity that most significantly affect the attraction of certain business events are routes to Canberra and North America.

At the operational level, limited Convention Bureau resource compared with competitor cities drives a need to partner with others to maximise city opportunities, e.g. Tourism New Zealand and Te Pae Christchurch. Further to this a national approach is key for maximising International markets.

Christchurch's unique selling points



Accessible and connected

International airport, flat compact city, easy for delegates to explore.



Basecamp for South Island exploration

Christchurch is the central hub to explore the most diverse island in the world, an ideal playground for pre and post conference activities



New Zealand's newest city

A transforming, future-focused city. A refurbished urban centre boasting a mix of old and new. New conference facilities, hotels, shops and retail markets.



Collaborative approach

Christchurch is well-known for its tight-knit conference industry with a strong networking culture that allows us to work closely together to stage events that benefit our whole city.



Knowledge hub

Home to three world-class universities, a patient-oriented and innovative healthcare system and precinct, and excellent access to experts on a range of conference topics.



Sustainable Development Goals

Christchurch is unique in New Zealand for its approach to sustainability. The city has set a goal to be carbon-neutral by 2045, five years ahead of the deadline for the country as a whole.

Our values

Tikanga Māori

ChristchurchNZ and our partners embrace Tikanga Māori as a unique part of New Zealand and the South Island's culture and with help from local iwi we appropriately reference elements of Tikanga Māori within every business event opportunity.

Manaakitanga

Showing respect, hospitality, generosity and care for others.

Whanaungatanga

A sense of family and belonging
- relationships built on shared experiences and working together.

Sustainability

We look at sustainability broadly, to encompass economic, social, and environmental impacts. The United Nations' 2030 Agenda Sustainable Development Goals provide a framework for Christchurch's sustainable economic growth, environmental protection and climate change action.

Business events legacy investment fund

ChristchurchNZ is funded through public and private investment from Christchurch City Council and the ChristchurchNZ Convention Bureau Business Partner Programme. ChristchurchNZ's investment demonstrates its commitment to business events in Christchurch with much support from Tourism New Zealand.

It is important to note that to be successful in the international market, further investment will be required from the public and private sector to ensure success in achieving this plan's vision and goals.

As part of the wider Business Events Strategy, ChristchurchNZ will manage a Legacy Investment Fund to make strategic investment decisions in order to secure specific events.

This type of fund is often referred to as "subvention" and is common in global cities and destinations looking to secure business events.

The INTECOL International Wetlands Conference, to be held in Christchurch in October 2021, is the largest, most influential international conference in the field of wetland science and applications. Delegates can witness first-hand our extensive rehabilitation work on the central city Ōtākaro/Avon River, where fish are thriving, the water is flowing faster and the riverbed is cleaner.



Preparing a bid to host the 11th International INTECOL Wetlands Conference has been an incredibly challenging but very worthwhile experience. The support of Tourism NZ and ChristchurchNZ was invaluable in helping us overcome some of the crucial steps needed to deliver a quality bidding document. Our committee was so grateful. Our success was largely the result of working collaboratively with such highly professional people.

Philippe Gerbeaux,
Department of Conservation
- Conference Chair

Investment decisions will be made based on the framework set out below:

Legacy Investment Fund
Outcomes Framework

Business events deliver a variety of benefits that enrich host communities, including some that are not easy to quantify or able to be monetised

The implementation of this strategy, and Convention Bureau investment decisions, will be guided by four outcome areas:

Economic value - deliver significant economic benefits for the city

City and regional profile - enhance Christchurch's profile both nationally and internationally

Leverage and business and knowledge legacy - capture additional visitation benefits and increase business activity and knowledge sharing, particularly in alignment with ChristchurchNZ's supernodes

Reduce seasonality - Business events improve visitation in off-peak seasons, driving vibrancy in the city year round

The overall impact of the combined portfolio needs to be balanced across all outcome areas. Individual events will likely impact strongly in one or two areas, contributing to a portfolio that delivers all four outcomes.



Studies have shown that business event visitors typically spend twice that of leisure visitors



Leverage and legacy

Business events enrich the lives of residents by generating additional benefits to Christchurch around the event itself (leverage) and long-term benefits to the city's economy (legacy), such as new knowledge, skills and business connections gained through hosting and attending events.

City and regional profile

Business events enhance the profile of Christchurch and Canterbury, amplify the engagement and connectivity of our talented people, attract visitors and talent that enable business opportunities and investment. Conference events provide an opportunity to engage local experts as ambassadors for our city's business community.

Economic value

Business events generate immediate, direct and indirect economic benefit for the city through visitor spending, as well as to the professional communities involved in the event.

Studies have shown that business event visitors typically spend twice that of leisure visitors, and often they will bring family and spend time touring locally or nationally, either before or after their event.

International visitors stay a week on average, each spending thousands of dollars that can benefit small business owners, retail outlets, accommodation and transport providers, restaurateurs, produce suppliers and attraction operators, in and around the city.

Business events provide opportunities for economic activity in traditionally quieter shoulder periods



Reduce seasonality

Business events occur throughout the year, while leisure visitor markets are highly seasonal. Seasonal visitation creates significant operating challenges for accommodation and hospitality businesses and other visitor service providers. A focus on attracting visitors to business events in off-peak seasons helps address this. With many conferences taking place outside of our busy summer tourist season, they provide opportunities for economic activity in traditionally quieter shoulder periods.



Market share

Pre-earthquake market share

In 2010, Christchurch was home to New Zealand's only purpose-built convention centre, alongside the Town Hall, complemented by several large hotel venues including Hotel Grand Chancellor, with over 3,000 hotel beds within walking distance of these venues.

Ministry of Economic Development data showed multi-day conventions contributed \$398 million to New Zealand's GDP in the year to June 2010. Christchurch and Canterbury region captured 23% of New Zealand's delegate days during that period, worth an estimated \$90 million per annum based on the economic data at the time.

ChristchurchNZ estimates the Canterbury region is missing out on up to \$90 million in economic benefit annually, from the business events market.

\$398 million

to New Zealand's GDP
in the year to **June 2010**

\$477 million

to New Zealand's GDP in
the year to **December 2019**

Post-earthquake market share

Directly after the earthquakes, Christchurch's share of delegate days dropped to 3%, then gradually climbed to 9% in 2014, dipped to 8% and climbed back to 9% in 2019.*

In the year to June 2019, 35 per cent of all delegate days were in Auckland, followed by Wellington 21%, Christchurch/Canterbury 9% (up 1% from the previous year), and Hamilton/Waikato 7%.

In the year to December 2019, a total of 377,500 domestic and international delegates went to conventions in New Zealand, bringing in around \$477 million to the New Zealand economy.**

Auckland hosted the greatest proportion of multi-day conferences and conventions, generating 32% of total multi-day conference and convention delegate days. Wellington was second with 21%. Rotorua hosted 8%, and Hamilton/Waikato 6%. Without a convention centre or Town Hall open, Christchurch hosted just 5% of multi-day conference and convention delegate days for the year to June 2019.

*(MBIE Business Events Activity Survey YE June 2019).

** (MBIE Business Events Delegate Survey YE December 2019)

Data upgrade 2020

Following the discontinuation of MBIE's Business Events research programme in 2019, a new Business Events Research Programme (BERP) has been set up to take effect FY 20/21. It is being led by CINZ with industry stakeholders including Tourism New Zealand and New Zealand Convention Bureaux (NZCB).

ChristchurchNZ Convention Bureau recognises the need for robust data and the new BERP process will enable the Bureau to monitor progress and give its stakeholders more data in future. It will also allow ChristchurchNZ to invest in additional reports, including measurement of impact post-events, to help predict the value and impact of future events.

Goals

Our objective is to achieve four key outcomes:

| **Economic value**

| **City profile**

| **Leverage and legacy**

| **Reduce seasonality**

To measure progress towards these outcomes three goals have been identified related to

| **Volume of visitors and growth in spending**

| **Reducing seasonality**

| **Awareness and perception of Christchurch**



“

Ōtautahi Christchurch is a superb destination for business events, and we can't wait to showcase this smart city to our New Zealand, Australian and international buyers and media at New Zealand's premier business events showcase, CINZ MEETINGS in 2021.

Working together with ChristchurchNZ, Air New Zealand, Te Pae Christchurch, Vbase, Christchurch Airport and Tourism New Zealand we will be bringing influential buyers into the heart of the South Island for an unforgettable experience.

Lisa Hopkins, Chief Executive,
Conventions & Incentives New Zealand (CINZ)

City goals

CNZ Convention Bureau goals

1

Increase Christchurch's market share of business events in New Zealand from 9% to 15% by end June 2023

Increase visitor spend impact through business event attraction from \$15m to \$25m by June 2023

2

Increase Christchurch's market share of Australian business events held in New Zealand to 25% by end of June 2023

Win a minimum of 20 business events per year including one supernode-related event

3

Increased business event visitor arrivals into the city over low and shoulder seasons

With support from Tourism New Zealand have at least one conference per year which contributes to their leverage and legacy project annually

4

Build awareness of Christchurch's Supernodes, medical abilities/facilities and knowledge sectors

Increase awareness of the city's world class universities and seek to secure a minimum of two events per year that align with their knowledge expertise and chosen sectors



Roles and responsibilities

The Convention Bureau is a business unit within ChristchurchNZ. Destination marketing is its overarching focus, and the Bureau's role is to promote the city and region to attract major business events through an extensive network of business partners and local knowledge.

Key partnerships

Developing excellent partnerships will be critical to success. See appendix 2 for the key partner relationships for ChristchurchNZ, and each of their roles in supporting the delivery of this strategy.

“As the international gateway to the South Island and home to an exciting new convention centre precinct, Christchurch plays an integral role in New Zealand's business events ecosystem.

Tourism New Zealand works closely with ChristchurchNZ Convention Bureau and the city's leading knowledge hubs, including the University of Canterbury, Lincoln University and Crown Research Institutes, to support bids for international conferences through our Conference Assistance Programme.

Bringing international conferences to the city not only highlights Christchurch's key strengths and Supernodes, but attracts high-value visitors to New Zealand - both in terms of economic value, and the knowledge they can share.

Lisa Gardiner, Global Business Events Manager,
Tourism New Zealand

The Bureau's role is to promote the city and region to attract major business events through an extensive network of business partners and local knowledge



Implementation

In implementing the strategy, ChristchurchNZ will focus on events that deliver on the four key outcomes as outlined on page 17.

When considering support for a potential business event our efforts will be prioritised to opportunities that will:

Align with Tourism New Zealand's key sectors of expertise and/or ChristchurchNZ's Supernodes (see appendix 1) programme

Increase the contribution that business events make to the city's economy

Achieve a spread of visitation over the year by focusing on winter and the shoulder seasons

Have the potential to increase opportunities and connections for local businesses

Generate significant economic, social, cultural or environmental legacy benefits for the city

Have the potential to increase opportunities and connections for local businesses



Special consideration will be given to business events that also:

Align with the city narrative

Support close trusted working relationships between ChristchurchNZ and key partners

Assist in developing an incentives market in Christchurch

Showcase Christchurch and Canterbury and our sector strengths and expertise including our Supernodes* (see Appendix 1)

Make a positive contribution to our communities' perceptions of their quality of life

Focus on key markets

Domestic

Christchurch has always benefited from solid growth in the New Zealand domestic business events market. These domestic market opportunities will continue to be important especially in the context of COVID-19, generating a large proportion of our repeat business. Domestic and local business events generally offer much shorter lead times for booking than international business events.

Australia

ChristchurchNZ Convention Bureau has developed strong relationships within the Australian market and regularly participates in TNZ and CINZ activities and events there, as well as in market visits. By being based in Christchurch, the Bureau team's in-depth, first-hand knowledge allows us to provide constant updates on products and developments in the city to ensure Australian event planners are fully informed.

International associations

International association meetings are considered the most desirable for the business events sector. They attract high spending delegates and have the potential to deliver wider benefits through knowledge exchange and business networking. About 23,000 association meetings are regularly held throughout the world each year.

International events require long lead times, and bidding for international events is a complex process (usually taking 2 to 4 years), working with Tourism New Zealand Business Events and our venue partners. Globally we need to promote New Zealand first.





The international space is a fiercely competitive market. We are competing with other Australian, South-East Asian and Chinese cities.

New Zealand took 48th place in the ICCA (International Congress & Convention Association Ranking) for YE 2019, with New Zealand hosting 62 conferences. (Note: ICCA Rankings relate to the number of International Association Conferences, that rotate to three continents or more, hosted in a country in a year).

Globally, the USA was very strong as a convention destination due to its 'conference at home' culture.

Europe was also historically strong, and had growing links with Asia Pacific. In the Asia Pacific region the top three countries in the rankings are; China (7), Japan (8) and Australia (12).



International target markets

Asia

TNZ is focused on increasing conference opportunities from the Asia Pacific region, and has identified memberships / or attendance at Asia Pacific events to target relationships and business opportunities. ChristchurchNZ will work closely with TNZ and Te Pae Christchurch on these opportunities, as borders re-open.

West Coast USA

Once borders re-open, AA is still committed to its plan to run three weekly flights between Los Angeles and Christchurch. This opens Christchurch and Canterbury to the North American incentive market. No other airline is planning a direct route to the USA from Christchurch.

TNZ has an office in Los Angeles providing support to ChristchurchNZ particularly for the North American incentive market.

ChristchurchNZ works in co-operation with Te Pae Christchurch to ensure either Te Pae Christchurch or ChristchurchNZ (or both) attend international tradeshow events to represent the city.

UK/Europe

Major tradeshows in Europe are attended by TNZ and Te Pae Christchurch, which also has a representative based in this market. ChristchurchNZ recognises Europe as an important market for international association decision makers, aiming to increase its presence in this market in collaboration with our partners.

No other airline currently flies a direct route to the USA from Christchurch

ChristchurchNZ will work to formalise future relationships and create dual destination offerings



International membership

ChristchurchNZ will consider ICCA Membership (International Congress & Convention Association).

Te Pae Christchurch has membership, however ChristchurchNZ would benefit from its own membership. Other New Zealand destinations with ICCA membership include Auckland, Wellington and Rotorua. The membership gives us the opportunity to research international association conference information. The ICCA New Member Package includes: one complimentary registration to the first upcoming ICCA Congress after joining, one complimentary tailor-made selection in the ICCA Association Database and free online training on how to use the database.

Destination consultancy support

Te Pae Christchurch has engaged international representation in Europe and in Asia (Singapore) which can be leveraged for the wider Christchurch industry.

TNZ works with various business events consultants worldwide. ChristchurchNZ benefits from the work TNZ undertakes with these consultants (events, lead generation, research). TNZ shares all their insights and targets specific projects if requested.

Dual destination partnerships

Partnering with other New Zealand destinations will be key to global success. ChristchurchNZ will work to formalise future relationships and create dual destination offerings. By working with the right partners at the right time, ChristchurchNZ can leverage opportunities for conference rotations with Auckland and/or Wellington, for example, and the city can partner with Queenstown for incentives and/or Australian Associations.

Data & research

By partnering with CINZ, TNZ and NZCB, plus our Christchurch venue and accommodation partners, we will be able to pool resources to provide meaningful data and research through the new Business Events Research Programme. We will commit to taking a deep-dive approach to measuring outcomes for each event, to help inform future events and forecast impact.

Packaging city-wide support from ChristchurchNZ, Te Pae Christchurch and our partners will be an important tool for competitive bid pitches

Strategically incentivise events

Subvention (Business Events Legacy Investment Fund - see page 12)

Packaging city-wide support from ChristchurchNZ, Te Pae Christchurch and our partners will be an important tool for competitive bid pitches. This will also help generate a more compelling case by demonstrating the extent to which Christchurch and its partners are supporting each bid. It shows how the city works collaboratively together to support events, giving the international association confidence in our destination.

A value can also be placed on discounted services such as accommodation and airline discounts. An example of city-wide packaging co-ordinated by ChristchurchNZ could include:



Christchurch City Council providing access to street banner installations, traffic management and security or hosting civic receptions for VIPs

Public transport services providing complimentary or discounted transportation for delegates

Venues providing VIP reception, venue discounts, free ancillary rooms and value add components to the package

Convention Bureau providing promotional materials, bid assistance, facilitation of site inspection, event promotion support tools, product and supplier selection

Air New Zealand providing discounted or FOC (Free of Charge) airfares for site inspections, and speakers

Christchurch Airport providing welcome signage and group reception counters

Volunteer programmes with universities and other appropriate institutions for event operational support and local guides

Hotels collaborating to provide standard contract terms and conditions for large scale events

Funding

ChristchurchNZ is funded through Christchurch City Council, and a wide range of external partners and sponsors. The Convention Bureau has a strong business partner programme. Its role in co-ordinating partnerships between the public and private sectors will be at the core of successful collaborative destination marketing.

Increased investment is now needed to achieve increased results and amplify business event activity. To undertake the programme outlined in this document, new ways of funding these activities must be explored, including pooling financial resources through public and private partnerships.

Tactical activities

Associations Forum National Conference – Senior Australasian executives, board members, and experts in their field gather to lead discussions on the key issues affecting the associations, charities and not-for-profit sector, with an exhibition component attended by ChristchurchNZ Convention Bureau and partners.

PCOA Conference The PCOA Association is the leading body representing the interests of Professional Conference Organisers and Event Managers in Australia and New Zealand. ChristchurchNZ Convention Bureau and partners attend and exhibit at the PCOA annual conference in Australia.

Tradeshows Australia and New Zealand

ChristchurchNZ Convention Bureau develops business leads by taking part in the following annual tradeshow events in Australia and New Zealand:

AIME (Asia-Pacific Incentives and Meetings Event) is one of the leading exhibitions for the meetings, incentive and events industry.

As the largest international event of its kind in Australia, each year the exhibition brings together over 4,000 suppliers and meetings and events planners in Melbourne.

MEETINGS hosted by CINZ, is New Zealand's only national business tourism event for the conference, meetings, events, exhibition and travel incentive industry, usually held in Auckland. CINZ MEETINGS 2021 will be held in Christchurch, opening up the event to all ChristchurchNZ Bureau partners.



AuSAE (The Australasian Society of Association Executives) is the leading association for association and not-for-profit (NFP) leaders in Australia and New Zealand and runs the annual ACE Conference and Exhibition, and the LINC Conference, both of which ChristchurchNZ attends.

Domestic and Australia sales calls are an important component of the Convention Bureau's annual schedule, with regular appointments in both New Zealand and Australia. In Australia, the Bureau team is assisted by CINZ and TNZ to set up and attend meetings with key qualified professional conference organisers, association executives and corporate meeting planners.

International

The teams from TNZ and Te Pae Christchurch also attend key international trade events throughout the year. Going forward, once borders re-open, it will be critical for ChristchurchNZ to be at some of these events to ensure the city is represented to an appropriate level.

Europe/UK

IMEX Frankfurt, Germany

ChristchurchNZ would attend this important showcase with TNZ, partnering with Te Pae Christchurch to exhibit and meet high-quality decision makers with qualified buying power from around the globe, including Europe.

Either Te Pae or ChristchurchNZ should also attend:

IBTM World, Barcelona

CINZ MEETINGS 2021 will be held in Christchurch, opening up the event to all ChristchurchNZ Convention Bureau partners



North America

IMEX Las Vegas, USA. Either Te Pae or ChristchurchNZ should represent the city at this event.

China

There is no need for direct representation in this market. The leading event in China is CIBTM, which is attended by TNZ, and they will forward any specific enquiries through to ChristchurchNZ.

Asia Pacific

Through the CINZ and Professional Convention Management Association (PCMA) APAC strategic alliance, we will now have access to PCMA's education content, including the Digital Events Specialist (DES) certificate programme, and COVID recovery resources. With TNZ, we will attend future PCMA Convening Leaders' summits, and Knowledge Exchange Programmes.

ASAE (American Society of Association Executives). TNZ is also working with ASAE. They will host an Asia Pacific Conference, probably in September.

IBTM Asia Pacific, April Singapore from 2021 is an opportunity to meet with a curated mix of industry suppliers and pre-qualified hosted buyers from throughout the region.

Marketing, communications and destination promotion

ChristchurchNZ will provide dedicated support from its internal marketing team to assist with work specific to the Business Events market.

A marketing, brand, and communications plan will inform all future campaigns and promotions. This will include overarching direction and brand guidelines, tone of voice, imagery and digital content.

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New assets, tools and content

A set of marketing assets for ChristchurchNZ Convention Bureau will be created and regularly updated, including:

Website and content

Brand assets, Infographics, imagery, video content and graphics for bid documentation

Increased content and collateral will include:

Case studies

Impact studies

Digital advertising in international markets

ChristchurchNZ Convention Bureau will work with key partners and stakeholders to develop its own advocate programme

Advocate programme

An advocate is a person of knowledge and standing in their field who represents a destination and works with local meetings professionals to secure business events. Highly successful advocate/ambassador programmes have been created in major business event destinations around the world. Melbourne, Sydney and Auckland convention bureaux all run successful programmes.

ChristchurchNZ Convention Bureau will work with key partners and stakeholders to develop its own advocate programme, acknowledging and utilising the talents and skills of local experts, who are passionate about Christchurch and who are recognised in their fields.



Communications plan

ChristchurchNZ recognises the need to communicate widely on the benefits and outcomes of business events, amplifying the positive outcomes for its stakeholders, its industry and the wider community.

Communications will employ the following tactics:

Regular Electronic Direct Mails to ChristchurchNZ's client database

Working with stakeholders to produce case studies of events, and publish online, as well as targeting for publication in key local and international industry media

Media releases announcing wins for the city, milestones, and key events, seeking opportunities for mainstream local, national and international media coverage, when relevant and appropriate, to create wider awareness for the outcomes and legacies of business events

Building strong media relationships and a reputation for providing timely, useful information and content for local, Australian and international industry media

Positioning ChristchurchNZ spokespeople and the city's experts and advocates as thought leaders, making them accessible for media comment, and identifying opportunities for speaking engagements in key markets and in local forums

Develop greater online presence, including a strong social media programme

Building a Fact Sheet of Christchurch knowledge and FAQs

	City goals	How	CNZ Convention Bureau goals	How
1	Increase Christchurch's market share of Business events in New Zealand from 9% to 15% by end June 2023	The city has the capacity to host more and larger business events once Te Pae Christchurch opens. New campaign activity	Increase visitor spend impact through business event attraction from \$15m to \$25m by end June 2023	Focus on domestic, Australian and some Asian markets. Run a Legacy Investment Fund to secure events
2	Increase Christchurch's market share of Australian Business events held in New Zealand to 25% by end of June 2023	Campaign activity into Australia The city has the capacity to host more and larger business events once Te Pae Christchurch opens	Win a minimum of 20 business events per year including one supernode-related event	Work alongside local sector 'supernode' champions to identify appropriate opportunities to bid for
3	Increase business event visitor arrivals into the city over low and shoulder seasons	Measurable once new data-sets are available	With support from Tourism New Zealand have at least one conference per year which contributes to their leverage and legacy project annually	Research relevant opportunities with TNZ, identify local host and PCO - work in collaboration in the lead up to event, and produce case study post-event
4	Build awareness of Christchurch Supernodes, medical abilities/facilities and knowledge sectors	Cross collaboration activity with key stakeholders Promotion of supernodes and key knowledge sectors	Increase awareness of the city's two world class universities and seek to secure a minimum of two events per year that align with their knowledge expertise and chosen sectors	Profile tertiary institutions and knowledge experts in campaign activity, and work with these local hosts to identify appropriate conference opportunities



Impact of external events

ChristchurchNZ is also aware that outside influences can affect the industry and could impact on decision-making for event organisers to come to Christchurch. ChristchurchNZ Convention Bureau will maintain vigilance, monitoring potential threats and external shocks, using its connections within ChristchurchNZ and industry bodies to help mitigate any negative outcomes. The Convention Bureau will endeavour to always be in a position to alert and advise partners, and act in a timely manner to manage opportunities or threats.

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Appendix

Appendix 1

Supernode strengths

Through city-wide collaboration, ChristchurchNZ has identified four key areas of potential industry growth, called Supernodes – sectors where our future economy can grow and prosper. These are areas experiencing global growth, where Canterbury has existing capability or local advantage. ChristchurchNZ will actively seek new business events opportunities aligned with these industries, working with our city partners.

Our four Supernodes are:

Aerospace and Future Transport

With Christchurch's open airspace and transport innovation, the city is becoming an international centre, supporting niche industries through ease of prototyping and launch activity.

Hi-Tech Services

With an international reputation for producing the smartest services, Christchurch's high-end outsource market is accelerating due to our local advantages. Building on its current growth and reputation, Christchurch is positioning itself as a strong, English speaking, Hi-Tech Service global centre of knowledge.

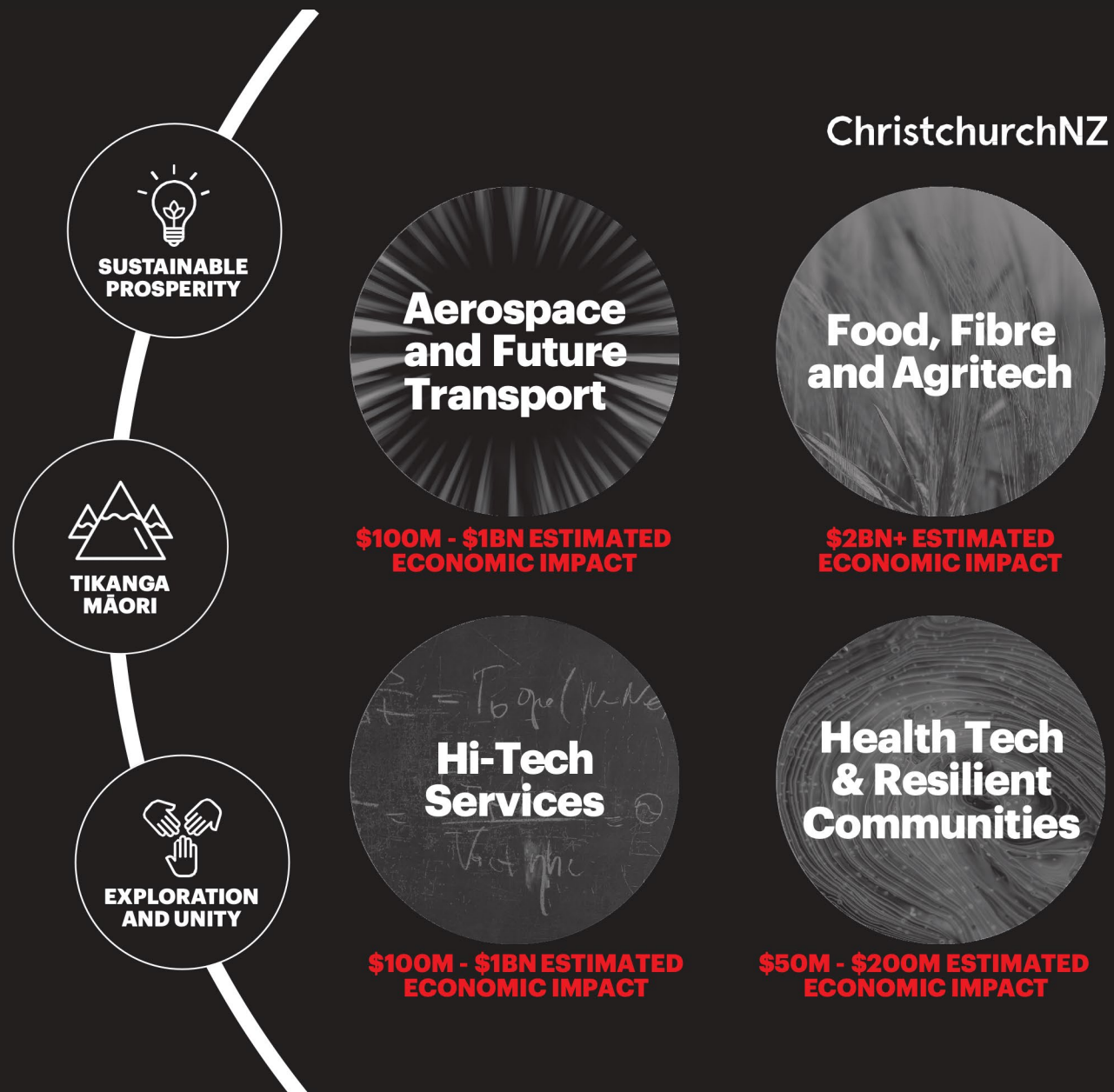
Health Tech and Resilient Communities

Having developed a range of approaches to increase our resilience post-earthquake, Christchurch is well positioned internationally to lead in resilience, whether it is natural disaster or climate related. With the establishment of a centralised health precinct creating a much closer connection between research, testing and commercialisation, Christchurch is accelerating the R&D process. Christchurch's consolidated health precinct will accelerate research into analytics and machine learning, virtual healthcare, bio-metrics, health wearables and insurance tech.

Food, Fibre and Agritech

The Food, Fibre and Agritech industry combines many of the technologies that are shaping the 4th Industrial Revolution, including, big data / artificial intelligence, automation, internet of things, sensors and analytics, genomic breakthroughs, plant based proteins, food bi-products and geo-spatial analysis. With a growing global population and the impact of climate change, Canterbury can leverage its current global reputation as a leader in smart food and fibre production.

Supernodes: Activated Canterbury Growth Clusters



ChristchurchNZ

Appendix 2

Te Pae Christchurch Convention Centre is New Zealand's newest convention centre, opening in early 2021.

Operated by ASM Global, it will be the primary venue in the city for large conferences and events.

Te Pae Christchurch is the Convention Bureau's only platinum level business partner.

The Convention Bureau works closely alongside the Centre's sales and research team to identify new conference opportunities for the city, as well as in bid production, sourcing events that support our universities and ChristchurchNZ growth industries and super nodes.

As of early 2020, Te Pae Christchurch had more than 65 confirmed events through until 2024, estimated to bring around 41,000 people to the city and worth close to \$40 million in direct economic value. A further 50 events are part of the Centre's rolling pipeline of potential business.

Te Pae Christchurch has implemented a purchase local philosophy, reaching out to Canterbury suppliers in the first instance; and partnering with likeminded local businesses and organisations to maximise opportunities for Christchurch residents, through training and employment, and community support.

Vbase is a gold level business partner with the Convention Bureau and currently manages five venues in Christchurch; Christchurch Town Hall, Horncastle Arena, Air Force Museum of NZ (AFM), Hagley Oval Pavilion, and Orangetheory Stadium.

The Town Hall is the most relevant venue as it hosts conferences and events. The other venues are more at the periphery of the business events sector - Hagley Oval, AFM and Horncastle will all hold events and evening functions which are relevant, but do not often host conferences. The Bureau works closely with Vbase on new conference opportunities.

Tourism New Zealand (TNZ) has a dedicated Business Events (BE) team. This unit is predominantly tasked to research and bid for new conference opportunities. The team is based in New Zealand and Australia, with other offshore offices that are more focused on the incentive market. The Bureau leverages the resource and research capability of the TNZ Business Events team, as well as the relationships they hold, particularly in the Australian market. The Bureau works alongside TNZ Business Events to establish relationships with local conference champions, on bid production, and on post-win delegate marketing. It also works in co-operation with TNZ on joint marketing campaigns and ventures.

Conventions & Incentives New Zealand (CINZ) is New Zealand's official industry association, providing advocacy, education, and lead generation to its members. The Convention Bureau is a member. CINZ has developed longstanding, strong relationships in the Australian market, mostly for conferences and events. They have expertise in sectors ChristchurchNZ is targeting for new conferences. CINZ owns and manages New Zealand's premier business events trade exhibition, MEETINGS, which Christchurch hosts in June/July 2021, for the first time since 2008. MEETINGS is a crucial showcase for the city to close to 500 buyers, including 115 from international markets, and over 180 exhibitors.

New Zealand Convention Bureaux (NZCB) is an alliance of all of New Zealand's regional bureaux, who meet regularly to share knowledge, contacts and develop potential business. ChristchurchNZ Convention Bureau is a member of New Zealand Convention Bureaux (NZCB), which is focused on capitalising on opportunities for co-operative marketing and improving networking and information sharing.

Christchurch Airport (CIAL) is New Zealand's second largest airport, with 12 partner airlines coming from 25 destinations. A record 6.93 million passengers travelled in and out of Christchurch Airport in the 2019 financial year. It is positioned as the Gateway to the South Island, and takes a role in leading innovation and collaboration for the region. ChristchurchNZ collaborates with CIAL to provide a welcome desk for international delegates to major business events, to make sure they experience our manaakitanga (warm hospitality) as soon as they land in Christchurch.

Air New Zealand is ChristchurchNZ's key airline partner and works with city partners to enhance Christchurch's position as both a gateway and a destination. In 2018 Christchurch ratified a memorandum of understanding with Air New Zealand and the airline is working with ChristchurchNZ to explore joint marketing activity, enhanced passenger capacity, and signature events.

ChristchurchNZ Convention Bureau Business Partners make up a broad business partner network, including venues, hotel accommodation providers, and event service providers. They are a highly collaborative group, with extensive product knowledge of the city and region, who provide the Bureau with support and valuable connections within the local industry.

Te Rūnanga o Ngāi Tahu is the principal iwi of the South Island incorporating both Christchurch and the Canterbury region. Te Rūnanga o Ngāi Tahu works closely with major stakeholders, providing cultural advice and close support. It is also a major operator in the South Island tourism market through Ngāi Tahu Tourism, supporting business events with pre and post event high quality touring options, and incentive programme elements.

Christchurch's tertiary institutions include world class universities – University of Canterbury, Lincoln University and the Otago School of Medicine, and Crown Research Institutes. As well as the supernode industries supported by ChristchurchNZ, regional sector strengths include earth science, health science, agriculture and engineering and construction technology. Our universities are key players in enabling the city to identify local conference champions to bid for international conferences.

Canterbury Employers Chamber of Commerce has approximately 2,900 members and is the largest business support agency in the South Island. It works with ChristchurchNZ to help develop business opportunities for the city and region.

ChristchurchNZ has internal expertise within its Innovation and Business Growth Team that will be leveraged to support the attraction of business events.