

EventsUpdate

FEBRUARY 2018

editorial@nzea.co — New Zealand Events Association, C/- PO Box 24018, Auckland 1345 ISSN 1179-3678

**VOLVO OCEAN RACE
OPPORTUNITY** — See page 3

**ASB CLASSIC'S EVENT
CANCELLATION INSURANCE** — See page 4

**ETF18 CONFIRMED FOR
CHRISTCHURCH** — See page 5



2018 Kicks Off!

Happy New Year! With our first Board meeting for the year already behind us, we're looking forward to a busy and bright 2018.

First off the rank is an amazing opportunity for our Auckland members to get a behind the scenes look at the Volvo Ocean Race's Auckland Stopover. Tom Mayo, Stopover Director, and Aaron Lloyd, legal counsel to the Volvo Ocean Race Auckland

Stopover team, are generously hosting a presentation and tour looking at the operational considerations of delivering this Major Event, with particular focus on Health and Safety. It's an excellent opportunity that I hope many of you will clear your diaries for. See page 3 for more information.

Another appointment for your diary is Eventing the Future 2018, confirmed for

Christchurch's Rydges Hotel on August 6 & 7. Always a worthwhile investment of time, as much for the chance to gather with our peers as for the calibre of speakers and sessions on offer. See page 5 for more information.

With ex-cyclone Gita causing havoc this week, this issue also contains a timely reminder from Stuart Hartley of Marsh Insurance, NZEA's Official Supplier, that event

insurance should always be considered. Stu's column on page 4 outlines the cover provided to Tennis Auckland for the ASB Classic which suffered rain delays and cancellations. Marsh treat NZEA members very well, and we recommend a chat with Stu if you are interested in options for your events.

Ségolène de Fontenay
General Manager
NZEA

VolunteerNet

Connecting New Zealand Volunteers & Events

Te Taura Here Tangata

Currently Seeking Volunteers

volunteernet.org.nz

Partners Life Dual, 24th March 2018, Auckland



Staged on one of the most prized landscapes in New Zealand - the Hauraki Gulf islands of Motutapu and Rangitoto - the Partners Life DUAL is an incredible event offering trail run and walk, off-road triathlon and mountain bike options.
www.volunteernet.org.nz/event/partners-life-dual-2018

Oxfam Trailwalker
10th to 11th March, 2018
Whakatane



Oxfam Trailwalker is a community event, bringing people together. By volunteering you'll be helping to support communities in the Pacific to overcome poverty.
volunteernet.org.nz/event/oxfam-trailwalker

Auckland Arts Festival - Festival Playground Team
8th to 25th March, 2018 Auckland



Auckland Arts Festival is seeking enthusiastic volunteers to work with us at the brand new Festival Playground, Silo Park featuring exciting local and international acts in the Music Arena, the stunning House of Mirrors experience, art and installations, and an exciting line up of food options to tempt the taste buds, it's going to be the place to be this summer.
volunteernet.org.nz/event/auckland-arts-festival-festival-playground-team



NEW ZEALAND
EVENTS
ASSOCIATION

NETWORKING | INDUSTRY RECOGNITION

PROFESSIONAL DEVELOPMENT | RESOURCES

ADVOCACY | INDUSTRY UPDATES

JOIN TODAY

WWW.NZEA.CO

Cover image: ETF18 Confirmed for Christchurch, August 6 & 7.



NEW ZEALAND
EVENTS
ASSOCIATION

Navigating the perils

Insights into the Volvo Ocean Race Stopover - Auckland

With Aaron Lloyd & Tom Mayo

The NZEA have secured a rare opportunity for members and non-members to get an inside look at delivering a major event within our tight regulatory environment. From governance structures to on the day operations, this presentation will touch on the legal and practical requirements as applied to the Auckland Stopover.

Aaron Lloyd, legal counsel to the Volvo Ocean Race Auckland Stopover, teams up with Tom Mayo, Director of the Volvo Ocean Race Auckland, Melbourne and Hong Kong. The 30 minute stand up, dynamic presentation will be complimented with a behind-the-scenes tour of the Race Village and concluded with a networking opportunity at the Village's Peroni Bar (cash bar).

Grab this opportunity for a privileged insight into one of Auckland's largest events!

Aaron Lloyd, Partner at Minter Ellison Rudd Watts, specialises in problem solving and risk management in a range of areas including employment law, public law, regulatory matters, and sports law. Aaron's client list includes international sports teams, athletes and major events. Aaron will speak from a legal perspective on the risk management considerations of hosting a Major event with reference to the Volvo Ocean Race and the wider legal environment.

Tom Mayo, Co-Founder of Mayo and Calder and Director of the Volvo Ocean Race Auckland, Melbourne and Hong Kong stopovers for 2017 and 2018, presents on the health and safety implications of hosting over a quarter of a million people in a single stopover. Tom will cover the practical ramifications of applying the Health and Safety at Work Act 2015 to a Major Event.

BOOK NOW! This a unique opportunity not to be missed.

DATE: Tuesday 6 March 2018

TIME: 4.00 pm

VENUE: Volvo Ocean Race Village, Viaduct Events Centre

TICKETS: Register [here](#).

INCLUDES:

- A 30 minute stand-up, live & dynamic presentation
- Behind-the-scenes tour of the Race Village
- Networking opportunity in the Peroni Bar at the end of the tour (cash bar)

NZEA Members \$40.00 pp, non NZEA members \$60.00 pp (Or become a NZEA member now to get the discounted member fee)



ASB Classic and Event Cancellation Insurance

New Zealand now sits firmly on the world stage as a destination for exceptional events, with the ASB Classic as arguably one of the biggest and best. With the event forming part of both the ATP and WTA World Tours, the eyes of the world are fixed firmly on Auckland for two weeks in January.

For the 2018 event, Tennis Auckland decided again to take a macro view in respect of their insurance exposure rather than focus on specific elements. Like previous years, cover was put in place to provide full protection for their Ticket and Catering revenue plus also cover for their contractual obligations in respect of the revenue from Sponsorship and TV revenue. Taking

advantage of additional policy enhancements available to NZEA members, Tennis Auckland had a robust event cancellation policy equipped to provide protection for a global sporting event and the unpredictable Auckland weather.

Event Cancellation Insurance provides effective cover for the ascertained net loss following the necessary cancellation, abandonment, disruption or rescheduling of the event, which is the sole and direct result of a cause not otherwise excluded.

With the main exposures including costs and expenses, contractual obligations, tickets refunds and lost revenue, its pays to work with insurance experts who know

your business and anticipate your needs as well as guiding you through the available coverage and advising you of any exclusions.

The rain delays and cancellations of sessions suffered at the 2018 ASB Classic highlights the need to purchase a robust insurance policy specifically tailored to the geographical exposures. Exposures such as Adverse Weather can cause extreme disruptions to the event but can also have a knock on effect with reputational damage. Having the revenue from tickets sales insured can allow spectators to receive a full refund which in turn can mitigate any future damage.

To explore your options contact [Stu Hartley](#).



THE ROCK FACTORY.net

Michelle & Mark Rawstron

+64 21 358 577

+64 9 589 1861

therockfactory@gmail.com

www.therockfactory.net

- Event Production
- Sound Systems • Staging
- AV • Lighting • Backline
- Hire • Instalation

Need
guidance on
managing
volunteers?

VolunteerNet

Connecting New Zealand Volunteers & Events

Te Taura Here Tangata

volunteernet.org.nz

Eventing The Future 2018



ETF 2018 will be hosted by Christchurch City this year, after a successful conference in New Plymouth in 2017, where the industry support for a regional location was fantastic. The feedback confirms that the hosting of ETF by the regions should continue to be offered at least every four years rotation of venues.

The return to Christchurch and a South Island venue marks a return to the city where ETF started, but also the city which was in early stages of rebuild at the last conference 4 years ago.

The dates have been set as **Monday 6th August and Tuesday 7th August** with a return to Rydges Hotel, Christchurch, one of the best hotel conference venues.

We have deliberately chosen to align the conference with a weekend to allow people to travel down for skiing, outdoor activities and field trips which will be scheduled prior to the conference programme.



Change and responsiveness is ongoing in the programme!!

The 2018 conference will offer more opportunity for engagement and participative experiences. Delegates will have the choice to engage more as we challenge the status quo and consider the disruptions and changes ahead for our industry.

‘We will do this but we will still aim for high quality, content-rich presentations and keynotes, and keep the focus on ETF being at its core about networking opportunities with the industries best’, says co-organiser Peter Burley.

Part of the conference programme will include a visit and exploration of a growing event - the House of Travel

Botanic D’lights which will “light up” the Arts Centre quadrant and the Botanic Gardens. We will experience the event pre opening night and explore behind the scenes, with exclusive access to venues, the technology, and the expertise behind this event.

Christchurch is coming back as a major event destination with amazing new venues under development. Nearly half a billion dollars’ worth of development are nearing completion and due to open across the city during 2018 including: The \$140m Terrace Riverfront Bars and development, a new \$50m Hoyts complex, \$92m Central Library, \$133m Town Hall redevelopment, \$38m Nga Puna Wai Sport and

Events Hub and an \$80m Indoor Farmers Market and international food hall will be completed by November. A \$475m new convention centre is just getting started and a popular central city green space Victoria Square will be reopened in March after a \$6m restoration programme. All this makes for a fascinating look at a city in complete rebuild.

Make this one of your personal and business goals for 2018 and commit by securing your flights now! ETF 2018 is the National Conference for Event Professionals, so don’t miss out!

Further details will be updated regularly on the website www.eventingthefuture.co.nz



WELCOME TO NZEA’S NEW MEMBERS!

Individual Members:
Lance Cathro
Jon Tamihere-Kemeys
TJ Johnstone

Charlote Meiklejohn
Organisations:
Convene Group
NZ Young Farmers

Global Compliance
Consultancy Pty Ltd
JLP Presents Ltd

Supplier members:
LIL REGIE LIMITED

FOR A COMPLETE LIST OF MEMBERS, PLEASE VIEW OUR [MEMBER DIRECTORY](#).

Partnership 'un-conference' offers unique opportunities

In a world of direct digital communication, event and sports team partnerships are still a popular marketing tool for brands and rights holders alike however the world of sponsorship is evolving to adapt with the digital world.

Auckland-based commercial strategist Sarah Lewis and brand advocacy specialist Nick Rowland have collaborated to create a new event named The Partnership Huddle in recognition of this shift.

"It came about as Nick and I have a combined 34 years'

experience in the industry yet struggled to find a conference that really connected all the key players in the sector and The Partnership Huddle is an 'un-conference' taking away the 'lectures' and creating a forum for brands and rights holders to pull back the curtain and have some good honest dialogue about how to work together more effectively.

Sarah Lewis is an expert in media, events, sports and tourism marketing. Her experience includes delivering the VIP Arrival and Departure programme for the 2012

Olympics and 2012 Queens Jubilee through to leading the NZ stage of the Rugby League Four Nations Tournament, the Steven Adams Invitational. She has also worked in senior sponsorship and marketing roles for APN, Telecom, TVNZ and The Vodafone Warriors. Sarah is currently managing director of Sursum Consulting

Nick Rowland's expertise lies in activating commercial, sports, media and event partnerships. As the founding director of Side by Side, he has played on both sides of the commercial sports 'fence', working on events with the TAB, the Steven Adams Invitational, NZ Golf, Zoomy, New Zealand Football, KartSport New Zealand, and advised high profile individuals including Tim Southee, Monty Betham, & Sam & Emmett.

The Partnership Huddle will launch on 28 March 2018 with an inaugural one day event at the Hilton Hotel Auckland. This day will see some of NZ's top Marketing and Partnership professionals sharing ideas, objectives and even frustrations with each other and some of NZ's leading Social Media influencers.

'The day is broken up into four parts with plenty of opportunity to share ideas, says Rowland. You will have an opportunity to ask questions and talk to the brand manager you've been chasing for months. With segments such as Speed Flirting, Influencer Confab and Dragons Den, the day is set to be unique and interactive.

Linked In NZEA Group



Over 250 members have already signed up to the Linked In exclusive NZEA Group.

Visit our Linked In page [HERE](#).

Need advice on BUDGETS for your Event?

NEW ZEALAND MAJOR EVENTS Resource Bank

NZEA Facebook Page



Like our Facebook page [HERE](#).

THE PARTNERSHIP HUDDLE
IGNITING BRAND ADVOCACY

Wednesday 28 March 2018
8:30am to 7pm
Hilton Auckland

**World-class Partnership Experts,
Social Media Influencers,
Commercial Brands &
Rights Holders**

For more info and to register head to
partnershiphuddle.co.nz

Festival pulls out all the accessible stops

**SOURCE: Press Release:
Auckland Arts Festival, 25
January 2018**

Auckland Arts Festival 2018 has “pulled out all the stops” by providing accessible services for 15 of its events in March and offering positive experiences for people with access needs.

The Festival’s accessible performances are for people who are blind or have low vision; Deaf or hard of hearing; or have a learning disability, sensory or communication disorder. This year also sees the introduction of a hugely discounted Accessible Programme ticket price of \$20 each for patrons with access needs and one companion.

The events include dance, theatre, circus and music from both New Zealand artists and international artists. The full programme of events can be found on the Festival’s website.

Aucklander Mary Schnackenberg, a blind advocate for audio description, is a keen arts enthusiast and audience member. “Auckland Arts Festival has pulled out all the stops to be accessible, building on their work over previous festivals. They’re offering very discounted tickets, have got staff operating the booking process and have been very accessible in their approach to marketing.



Cesar Corrales in Akram Khan’s Giselle CREDIT: Laurent Liotardo

“I hope the different communities will get behind this wonderful range of accessible events because their response will impact on future festivals.”

Two Festival staff, Helen Winskill (Programme Administrator) and Marama Lloyd (Creative Learning and Community Engagement Manager), are responsible for the Accessible Programme.

“Being more inclusive is a sign of the times and it feels like we’re part of something global,” Marama says. “This year, we’ve made a significant investment in funding, time, energy and passion, so we would love to see all the events really well-attended. People buying tickets would be the best feedback we could have right now.”

Helen and Marama have spent a lot of time engaging and communicating with the various communities to ensure they are providing what people most want to experience. For example, they presented the Festival programme in August to both the blind and Deaf

communities, seeking feedback about the shows they wanted audio described and sign interpreted.

They also sought advice on appropriate language and the best formats for communication. There are accessible and large print documents; New Zealand Sign Language videos; and a “visual story” for patrons of the autism-friendly performance on Friday 9 March of the Australian Flying Fruit Fly Circus show, Junk.

The number of accessible events has increased significantly from the 2017 Festival and Marama hopes that the accessible ticket price of \$20 for a patron and \$20 for a companion will enable people to attend multiple events.

Another feature is that people with access needs can book their tickets in-house, making it easier to talk to a Festival staff member about their particular requirements and eliminating booking fees.

The Auckland Arts Festival runs from 8 to 25 March.

SIDEKICKER
in partnership with **seek**

The event staff you need in under 4 hours

Join the likes of Spark Arena, Event Impressions and Orange Production to hire high quality staff on Sidekicker.

PH: +64 800 004 013 | E: info@sidekicker.co.nz | W: www.sidekicker.co.nz

Waipa enhances reputation as the home of cycling after securing the 2019 World track cycling championships

SOURCE: Stuff.co.nz, 16 Feb 2018

Cambridge is set to enhance its reputation as the home of cycling after securing a World Cup cycling event for the second time.

Plans are afoot for a ten-day cycling festival on the back of Cycling New Zealand's confirmation that Cambridge is to host the Tissot UCI Track World Cup as well as the New Zealand Classic in January 2019.

The UCI Track World Cup is likely to attract up to 550 competitors, staff, officials and media from over 40 countries.

And the Classic, held for the past 31-years in the Wairarapa, attracts over 100 riders from six nations.

Organisers are also planning at least three other major cycling events to coincide with the period which will draw domestic and international competitors and spectators to the Waikato town.

Hamilton and Waikato Tourism chief executive Jason Dawson said accommodation, retail, and hospitality sectors should expect a considerable increase in patronage during the event which is said to be the most significant cycling event ever held in the country.

Dawson said he was excited about the prospect as Waikato had an unbeaten track record of delivering large-scale international sporting events.

"Track cycling's high fan engagement provides a fantastic opportunity to showcase our region to the world," he said.

Dawson said such events also had a broader benefit for the whole community as visitors would also visit other major regional attractions.

Cambridge Chamber of Commerce chief executive Tania Witheford said the news was a "testament to the proven capability of Cycling New Zealand".

"This is fantastic news for the community and local business," Witheford said.

"Having other event organisers collaborating, leveraging off other events, it expands the audience and the length of stay leading to increased spending by visitors.

"It presents a real opportunity for our region to leverage other events by organisers."

Witheford is confident of the region's ability to host events, but the challenge continued to be the supply of accommodation to meet demand over the peak period.

The ten-day cycling event will centre around the UCI Track World Cup and the New Zealand Classic five-stage road cycle race.

Organisers have plans to include other activities using the streets of Cambridge.

Cambridge hosted the event in 2015 and Cycling New Zealand



Cycling New Zealand CEO, Andrew Matheson is looking forward to the AvantiDrome hosting the UCI Track Cycling World Cup in 2019. CREDIT: MIKE BAIN/STUFF

chief executive Andrew Matheson said that laid the foundations and proved capability was in place for a successful event in 2019.

"The benchmarks set, and we're excited to be giving track cycling fans another opportunity to see our world-class and world champion riders taking on their international rivals here at home.

"For our elite riders themselves, it's a rare chance to take on their biggest rivals in front of a home crowd, which will no doubt drive some impressive performances and exciting racing as we saw in 2015."

Confirmation of plans to base the five-stage cycle road race The New Zealand Classic in Cambridge were also announced recently. It will be held around the same time as the Track World Cup.

Race director Jorge Sandova

l has taken up the offer of financial support by the Brian Perry Charitable Trust who wanted the event in the Waikato as it fits into the home of cycling branding.

Brian Perry Trust spokesperson Amanda Till said proposals and discussions are taking place to see if they can encourage other standalone events to be a part of the festival.

"We aim to have as many people participate in some form or another during the ten days," Till said.

"Whether they be participants, supporters, spectators, or just someone with a bike we want them included."

Till said she was aware that other significant sporting events were in place at the same time so discussions were underway with Waipa District Council to assist with planning around those.