

EventsUpdate

MARCH 2018

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The NZEA in more regions!

Thanks to all who attended our networking presentation early in the month at the Volvo Ocean Race Village. It was a great turn out and what a treat to get a behind-the-scenes look at the Auckland Stopover event. For those who couldn't make it, you can get a glimpse of it on our [Facebook page](#). Thanks again to our presenters, Tom Mayo and Aaron Lloyd, who gave generously of their time and knowledge.

This month, I'm excited to officially welcome a few new

additions to the NZEA team – firstly, our new Board member, Kevin Murphy. Many will know Kevin as NZEA Regional Rep and Napier City Council's Events Manager. He's been a prominent figure in the events landscape for a number of years and we're pleased he has agreed to join our Board. Along with his vast industry knowledge, Kevin brings the local government perspective back to the Board which is important given Council's various roles in so many events.

Our team of Regional Reps has grown too, and we're thrilled to introduce Samantha Young from Marlborough District Council and Jan Maxwell from Queenstown Lakes District Council who have this year taken on the Rep role for their regions. Both Sam and Jan were of enormous assistance in delivering our Marketing and Digital Media Seminars last year, and we're looking forward to utilising their skills to deliver more activations in these regions over the coming year.

Auckland too, has a new Regional Rep. We welcome JT Kemeys of PwC to the fold. JT is an incredibly passionate events player who is well connected both in New Zealand and abroad. We're currently working with our amazing Regional Reps to plan a calendar of networking events throughout the country.

Ségolène de Fontenay
General Manager
NZEA

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Cover image: The BDO Lake Taupo Cycle Challenge has appointed a new Event Director - See page 4

A Social Entrepreneur to Facilitate ETF18



ETF 2018 would like to introduce Jason Pemberton (Finalist Young New Zealander of the Year 2014) and well established Social Entrepreneur who will be our conference facilitator.

As a musician, speaker and thought-leader Jason is described as having “an energy that inspires and recharges people”.

He is best known for his work with the Christchurch earthquake response as a co-founder of the Volunteer Army Foundation, however this young visionary has achieved an incredible amount in a short time and offers ETF

insights on community building, social enterprise and visioning.

ETF will in 2018 be more collaborative and participative in its approach. We have invited Jason (a self-proclaimed extrovert) to help with this focus and really ensure delegates’ get the chance to be heard and to engage. To facilitate this we will create a framework to connect people to ideas proposed by keynotes on design disruption and change, whilst letting people do their own thinking around these topics and sharing in three unique post keynote collaborative sessions.

As a visionary Jason often asks the tough questions about what happens next,

how can we make this happen? why does our organisation exist? what’s our purpose? His frame of reference is typical of those of his generation, he thinks about putting things into a wider social context and how this can benefit; your business; your community; and the planet.

The annual conference is a valuable opportunity to get new information and network with leading professionals who operate in your space. The draft programme is out and registrations are open now so get online at <http://eventingthefuture.org.nz/delegate-information/registration/> and get the early bird discount!



Jason Pemberton

Special rate for NZEA members and a discount when 3 or more delegates book from the same organization.

In the next edition of EU we will announce the details on our next keynote. Further details will be updated regularly on the website www.eventingthefuture.co.nz



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High achieving Wintec students receive Baldwin scholarships

Source: New Zealand National Fielddays Society Release, 14 March 2018

The New Zealand National Fielddays Society Inc was pleased to recognise academic success at a congratulatory ceremony held at Wintec.

The yearly scholarships given by the Society are awarded to Wintec students in their third year of study showcasing academic excellence in event management and applied management. Recipients will also participate in hands-on experience based at the Society's headquarters.

Awarded the Doug Baldwin Event Management Scholarship Jamie Hodge is no stranger to Fielddays. Hodge regularly attends Fielddays with friends and said the scholarship was an exciting chance for her to gain

invaluable experience.

"This is a once in a lifetime opportunity in the events industry". I've always had a passion for events and it doesn't get much bigger than Fielddays, so this is a really exciting opportunity".

The second scholarship, the Kaye Baldwin Bachelor of Applied Management Scholarship, was awarded to Kimberley Snook and demonstrates the diversity of the events industry. Snook who is a third-year accounting student will join the finance team and will gain hands on experience working on some specific projects related to both events and finance aspects.

"The scholarship will enable me to apply the theory I am studying into a practical environment and real-life situations", said Snook.



Kimberley Snook receiving the Kaye Baldwin Bachelor or Applied Management Scholarship and Jamie Hodge receiving the Doug Baldwin Event Management Scholarship, pictured with Doug and Kaye Baldwin

"I am looking forward to learning about the systems and the integrations the finance team are implementing and how they contribute to the overall organisation".

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BDO Lake Taupo Cycle Challenge Announces New Event Director

SOURCE: Release, 19 March 2018

Following the resignation of current BDO Lake Taupo Cycle Challenge Event Director, Aaron Carter, the event has pleasure in announcing the appointment of Debbie Chambers as the new Event Director for New Zealand's largest cycling event.

Debbie has been with the Lake Taupo Cycle Challenge for the past 18 months as event manager and will now be responsible for the overall strategic direction for the event moving forward, working alongside the existing management team and board of trustees.

Of the appointment, Chair of Lake Taupo Cycle Challenge Trust, Doug Simmons comments "We received a number of applications for the role from across New Zealand, which demonstrated the high regard in which the industry places the Lake Taupo Cycle Challenge. Debbie stood out from other applicants bringing experience, passion, drive and commitment to the role".

Doug goes on to say "The last three years have seen the Cycle Challenge rebuild and go from strength to strength. We now feel we have the right team in place to take this event into the future. It is an exciting period for the BDO



Lake Taupo Cycle Challenge and all those involved with it".

Debbie adds "As a recent resident to Taupo, I'm excited by the challenge ahead and am looking forward to working with a great team of

passionate people, with the objective to drive innovation and improvements on an already iconic event. I'm keen to see where we can take the BDO Lake Taupo Cycle Challenge in the years ahead".

Thousands gather for Waka Odyssey and the opening of the New Zealand Festival

SOURCE: Stuff.co.nz, 28 February 2018

Roughly 3000 years of voyaging history were summed up in one night as about 20,000 people gathered at Wellington's waterfront at dusk to witness the arrival of a fleet of Waka, and the opening of the New Zealand Festival.

People watched from apartments, rooftops, Mt Victoria, and ironically some even climbed Kupe's statue to view the event.

One thousand stood to perform a haka for Wellington at the event, and four double-hulled waka horua canoes circled the harbour as the sun set, marking the end of the Waka Odyssey.

The night was designed to honour the legacy of famous Pacific explorer, Kupe.

The number of waka that were involved was unprecedented, and the event had brought whanau together, Renwick said.

Standing on raised platforms, with their voices projected across the harbour, actor Te Kohe Tuhaka, from Shortland Street, and Maori songstress Maisey Rika told the story of Kupe and his wife Kuramarotini.

A choir paid tribute to Polynesian explorer Kupe's discovery of Aotearoa, with the Odyssey symbolising the first landing of the waka Matahorua in the harbour.

Kaitiaki for the waka and coordinator Morrie Love said they had never organised something on this scale before.

"I suspect we'll never see anything like this again. It's ambitious."

Love said the waka travelled from the Far North, Auckland, Tauranga and even Samoa to the event.

The event's creative director Anna Marbrook said the journey of the waka and the performance aimed to capture the stories of the voyage to New Zealand.

"At the heart of that are 3000 years of voyaging history."

Warren Maxwell, who is known for his work with Fat Freddy's Drop and Trinity Roots had composed the music for the event.

"A Waka Odyssey is a story about where humanity sits in the universe, it comes from navigating by the stars and that has meant the music has been on a fully Bowie galactic trip.

"It went from being a cultural trip to a galactic adventure."

One of the waka captain, Raihania Tipoki, said it had taken massive preparation to coordinate the many crews.

"The first week of the New Zealand Festival has been dedicated to the voyaging kaupapa so it's a great way to launch into this festival," he said.

There were plenty of challenges to overcome, including ex-Tropical Cyclone Gita, which saw the fleet temporarily backtrack and take refuge in Napier Harbour.

The participation was led by Hoturoa Barclay-Kerr, a leader in the movement to teach the skills and traditions



Thousands decked Wellington's waterfront for the opening night of the New Zealand Festival, three weeks of arts events. CREDIT: Monique Ford / Stuff

of voyaging and celestial navigation to across Aotearoa.

The opening night marks the beginning of a week of festival events inspired by waka

hourua and Pacific voyaging.

The festival is New Zealand's leading arts festival and extends for three weeks, once every two years.

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Car Park Cannon Ball wins at Canterbury Sports Awards

SOURCE: Release, 12 March 2018

The Urology Associates Car Park Cannonball beat off international rugby, rugby league and hockey events to win the Nexia New Zealand Sports Event of the Year at the 2018 Canterbury Sports Awards.

Chief Executive of Sport Canterbury Julyan Falloon said the Urology Associates Car Park Cannon Ball was considered against a tough line-up of international events that included the

BNZ Crusaders verses British and Irish Lions and the International Hockey Test Series women's match between the Black Sticks and USA.

With a DJ, band and energetic MC providing a party atmosphere, spectators enjoyed the event's hospitality as 120 riders battled it out as the sun set over the city skyline providing a spectacular night of entertainment in late November last year.

"What set this urban cycle

race apart was the strong sense of innovation," he said. "This first-time event leveraged the current Christchurch mindset – a city embracing new approaches, and the appetite of Cantabrians for everything on two wheels. It bought enthusiastic crowds into our new city, ready to be entertained and see something never done in a New Zealand car park before – it was bound to be a winning formula."

The event finalists in the Christchurch City Council

Outstanding Sports Event of the Year also included GymSports New Zealand Trampoline National Championships and Rugby League's Pacific Series Rugby League Event.

"It was amazing to win and was a win for cycling too," Urology Associates Car Park Cannonball organiser John McKenzie from enthuse media & events said. "It was great to be recognized for all the effort made for a new innovative event in its first year."

Earliest ever sell out for Jim Beam Homegrown

SOURCE: Excerpts from Release, February 2018

Jim Beam Homegrown is celebrating its 11th year in the capital and there will be no shortage of people coming to the party. Over 21,000 people are expected to enjoy the 5 stages set up along the Wellington waterfront on April 7th.

Its popularity is not surprising given the line-up includes Shapeshifter, Fat Freddy's Drop, Dave Dobbyn, Devilskin, Savage, Elemno-P, Kings and another 38 impressive Kiwi acts. This year's ticket sales are well ahead of previous years and organisers are predicting that they will be gone by the end of next week.

"Sales are tracking better than they ever have", says organiser Rachel Turney.

Turney attributes the popularity to the complete line-up as opposed to any

one band, as well as the addition of the new City Stage "The individual acts are all drawcards in their own right but get them all together and it does make for an awesome day. Also, the new City Stage is more laidback with the likes of Dave Dobbyn, Opshop and Che Fu so I think that's attracting a slightly different crowd too".

Whilst selling out is testament to the strength of the festival and Kiwi music, it does come with its challenges this far ahead of the event. Turney explains, "selling out is awesome, but the begging and the scalping can get annoying. Last year we were surprised how many people were blatantly scamming; getting money transferred to their accounts for tickets that were fake or didn't exist and even saying they could get people their name on the gate. We had to get the police involved on a few occasions".



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