

New Zealand Events Association Election Manifesto 2023





Who are NZEA?

The New Zealand Events Association (NZEA) is dedicated to promoting and supporting the vibrant events industry in our beautiful country. We recognise the significant economic contribution that events make to the New Zealand economy, generating employment opportunities, attracting tourists, and fostering community engagement. Events showcase our culture, heritage, and creativity while driving economic growth. As we embark on this election, NZEA presents a comprehensive manifesto that outlines our key priorities for working with Government to ensuring a thriving events industry for the benefit of all New Zealanders.

Our why | To Tatou

Kaupapa Mā te mahi, te ako, te auaha, me te whakanui tāhi ka tipu tātou
By working, learning, innovating and celebrating together, we grow

Definition

NZEA define the events sector as the individuals and organisations that professionally organise (and/or support) occasions or activities of defined duration that bring people together for a shared experience.

Our Purpose

“Elevating the New Zealand events sector”



What does NZEA represent?



1,084 members
(Aug 23)



6,464 followers
on social media
(Aug 23)



33,428 website views
(Year to date, Aug 23)



14 webinars
(Year to date, Aug 23)



2,916 active subscribers
(Aug 23)

Estimated value of events industry in New Zealand - \$770 million per year



4,870
Events



11,716,904
attendees



\$194,783,270
accommodation
spending



\$419,086,421
hospitality
spending



\$157,827,678
transportation
spending



\$771,697,369
total event
economic
impact

**Statistics for attended events in New Zealand between '2022-08-22' and '2023-08-23' provided by PredictHQ*

Key Priorities for 2023 and beyond

The New Zealand Events Association calls on the next Government to:

Recognise events as a pillar of the tourism portfolio:

Events play a crucial role in attracting tourists and enhancing the visitor experience. Events delivered an economic impact of over \$771 million in the last 12 months. While major events are huge drivers of multiple tourism outcomes, with over 4,800 events taking place across New Zealand in one year, smaller, domestic events also have a significant impact on tourism. We call on the Tourism Minister to leverage the industry's contribution, recognise its strategic importance and champion its interests. The minister would work collaboratively with NZEA, BEIA and other industry stakeholders to develop policies, secure funding, and advocate for the events industry's growth and recognition.

Advocate for enduring funding for the events industry:

To ensure the long-term sustainability and growth of the events industry, we must establish enduring funding mechanisms including grants, subsidies, and tax incentives. Funding will enable the industry to plan and deliver high-quality events while maintaining affordability for attendees. We will work closely with government agencies to establish funding programs that are accessible, transparent, and responsive to the needs of the event industry across all scales and types of events.

Support a Sustainable Events Industry:

The NZEA is committed to fostering a sustainable events industry that minimises environmental impact and promotes social responsibility. Events are vehicles for social change. We will work closely with event organisers, local communities, and government agencies to develop guidelines and best practices for sustainable event management and in doing so socialise these behaviours with millions of event attendees annually. These efforts will include waste reduction, energy efficiency, carbon offset initiatives, and promoting local sourcing, ensuring that events contribute positively to the environment and society.

Support the Events Industry career pathways:

We believe in fostering career pathways within the events industry by collaborating with educational institutions, industry bodies, and event organisations to develop comprehensive training programs, internships, and apprenticeships. The NZEA welcomes the opportunity to work with Government to attract more New Zealanders to work in the events sector, rectify the distorted perception of working conditions, and support the positioning of a career in events as a viable, attractive, long term employment pathway.

Address special license issues:

NZEA recognises the need for updates to the alcohol policy framework to address the unique requirements and challenges faced by events. We advocate for a streamlined and standardised process for event organisers and promoters to obtain alcohol licenses, ensuring fair and efficient procedures that facilitate responsible alcohol consumption. We will work with relevant stakeholders to develop guidelines and best practices for alcohol management at events, prioritising the safety and well-being of attendees.



Minister of Tourism

In New Zealand, our vibrant events industry plays a pivotal role in fostering tourism, stimulating local businesses, and strengthening the bonds within our communities. The New Zealand Events Association would like to strengthen the relationship with the Tourism Minister to advocate for the events sector in relevant areas.

Events are not just fleeting moments of entertainment; they are economic powerhouses. In a single year, events in New Zealand generated over \$771 million, contributing significantly to our nation's prosperity. The Tourism Minister, as a representative of our nation's economic interests, must champion events, as a crucial pillar of our economy. This includes advocating for increased investment in event infrastructure and supporting the development of new and exciting events that attract both domestic and international visitors.

Events are also vehicles to celebrate our unique heritage, showcase our artistic talents, and bring together diverse communities. The Tourism Minister, as a promoter of New Zealand's cultural identity, must recognise the cultural significance of events. By actively engaging with event organisers and promoters, they can ensure that our events reflect our nation's rich cultural tapestry, attracting tourists who seek authentic and immersive experiences.

Events not only benefit businesses and tourism; they also uplift local communities. Festivals, sports events, and cultural gatherings create a sense of belonging and pride among residents. They foster volunteerism, build social cohesion, and leave a lasting legacy of goodwill. The Tourism Minister, with a mandate to promote the well-being of our communities, must actively support events that have a positive social impact. New Zealand Events Association would like support to expand the current research on the social impacts of events in local communities.

To make these visions a reality, the New Zealand Events Association will work tirelessly to advocate for the events industry at the government level. We will engage with policymakers, highlight the economic and cultural significance of events, and emphasise their positive impacts on tourism, local businesses, and communities.

Together, we can leverage the power of events to ensure that they thrive, bringing joy and prosperity to all of New Zealand.



Enduring funding for the events industry

The NZEA recognises the significant contribution of the events industry to the country's economy and cultural fabric. We would like to prioritise the long-term sustainability and growth of this industry by advocating for enduring funding mechanisms.

Events play a vital role in fostering community engagement, promoting tourism, and showcasing New Zealand's unique culture and talent. However, organising successful events requires substantial financial resources, making it challenging for event organisers to plan and deliver high-quality experiences while maintaining affordability for attendees. To address this issue, we propose the implementation of various funding mechanisms, including grants, subsidies, and tax incentives.

Grants will be a key component of our enduring funding strategy. We will work closely with government agencies to establish transparent and accessible grant programmes that cater to event organisers across all scales and types of events. These grants will provide financial support for various event-related expenses such as venue rentals, equipment, marketing, and talent acquisition. By offering financial assistance, we can alleviate the burden on event organisers and promoters and enable them to focus on creating exceptional experiences for attendees.

In addition to grants, we will advocate for subsidies aimed at reducing the costs associated with organising events. These subsidies may include discounted rates for venue rentals, reduced permit fees, or subsidised transportation and accommodation costs. By lowering these operational expenses, event organisers will have greater flexibility in allocating their budgets to enhance the overall quality of the event. This, in turn, will attract more attendees and contribute to the industry's growth.

By investing in the events industry, we can foster its long-term sustainability, boost economic growth, and celebrate New Zealand's rich cultural heritage.



Creating a Sustainable Events Industry

The NZEA acknowledges the imperative task of fostering a sustainable events industry within our nation. We firmly believe in the dual mandate of delivering unforgettable experiences while concurrently mitigating our environmental footprint and advancing social responsibility. The NZEA is dedicated to this cause, advocating for the cultivation of a resilient and eco-conscious events sector.

To achieve this vision, we firmly request the active participation and support of the New Zealand government in propelling our sustainable event management initiatives. We recognise the pivotal role that the government can play in catalysing change and creating a framework conducive to sustainable event practices. In line with this, we outline key strategies that underscore our commitment to this mission.

Firstly, it is noteworthy that a substantial portion of the NZEA's member base comprises local councils, constituting 24% of our association. Local councils serve as vital partners in realising our sustainability objectives within the events sector. Therefore, we call upon the government to forge a closer collaboration between local councils and event organisers to facilitate the implementation of sustainable event management practices.

Secondly, we urge the government to provide financial incentives and grants to event organisers who demonstrate a commitment to sustainability. These incentives can be allocated to initiatives such as reducing carbon emissions, waste reduction, and promoting eco-friendly transportation options. Such measures will encourage event organisers to adopt sustainable practices while simultaneously supporting the growth of a sustainable events industry.

Furthermore, we propose the development of a comprehensive set of guidelines and best practices for sustainable event management in conjunction with government agencies. These guidelines should be made readily accessible to the event industry and serve as a roadmap for conducting eco-conscious events. Collaborative efforts between NZEA, BEIA and government agencies can ensure that these guidelines are practical, effective, and tailored to the unique needs of the New Zealand events industry.

Lastly, we advocate for increased public awareness campaigns championed by the government, promoting the importance of sustainability through events. By raising awareness among event attendees and the general public, we can foster a culture of sustainability that extends beyond the event itself and into everyday life.



Supporting the Events Industry career pathways

The NZEA's commitment to supporting career pathways within the events industry is a pivotal component of our Election Manifesto. We firmly believe that this sector has immense potential to grow its contribution to New Zealand's economy and cultural vibrancy. Our approach to fostering these pathways involves collaboration with educational institutions, industry bodies, and event organisations, and can be summarised in several key points.

First and foremost, we advocate for close cooperation with educational institutions, particularly Ringa Hora, to design and implement robust training programs. These programs will be tailored to equip aspiring and seasoned event professionals with the skills and knowledge necessary for success in this field. By engaging with educators, we aim to ensure that the curriculum aligns with industry needs and incorporates the latest trends and technologies.

One of the core challenges faced by the events industry is the distorted perception of working conditions. Many people have misconceptions about the nature of event-related work, often perceiving it as unstable or unsustainable. To rectify this, the NZEA aims to collaborate with the government on awareness campaigns that highlight the stability and potential for long-term employment in the events sector. We want to showcase the industry's contributions to New Zealand's culture and economy, emphasising the diverse career opportunities it offers.

Additionally, we propose a reconsideration of the events sector's role within the tourism portfolio. Events play a crucial role in attracting tourists and enhancing the visitor experience. By working with the government to recognise and support this, we can secure more resources and attention for the industry, which, in turn, will lead to more job opportunities.

Immigration policy is another area we seek to address. We believe that it should be refined to better acknowledge the specific needs of the events sector. This includes facilitating the entry of international talent with specialised event management skills when necessary, allowing the industry to thrive and grow.

Lastly, regional advertising campaigns are a critical component of our strategy. By prioritising the importance of the events sector in regional advertising, we can promote local events and tourism opportunities. This will not only drive economic growth but also create jobs in various regions of New Zealand.



Improving Special License Issuing Process for Event Organisers

One of the major challenges faced by event organisers is the inconsistency in the criteria and requirements for obtaining special liquor licenses. Currently, there seems to be a lack of clarity in the process, resulting in unnecessary issues, inconsistencies, and hassles for event organisers. This inconsistency not only poses a burden on event planning but also hampers the ability of our members to provide a safe and enjoyable environment for attendees.

To address these concerns, the New Zealand Events Association (NZEA) proposes a series of changes to the issuing of special licenses. We believe that a more streamlined and transparent process will not only benefit event organisers and promoters, but also ensure public safety and the growth of the events industry in New Zealand.

In our efforts to understand the extent of these issues, NZEA conducted a survey among our members. Our members pointed out that starting with lower alcohol serving limits, such as two drinks instead of four, can lead to long lines and frustrations from patrons. These inconsistencies create confusion and hinder the ability of event organisers to plan effectively.

To address these concerns, NZEA proposes the introduction of a certification system that distinguishes experienced event organisers from those who may be less experienced. This certification would be granted to license holders who have successfully run events in the past, demonstrating their commitment to prioritising public safety and adherence to regulations.

By implementing such a system, we believe that event organisers will have a clearer understanding of the requirements and expectations set by the Alcohol Licensing Panel. This approach will reduce inconsistencies and provide a more efficient licensing process, allowing our members to focus on delivering exceptional experiences to attendees.



In conclusion:

The New Zealand Government has the opportunity to usher in a new era for the events industry by implementing a comprehensive set of strategies. Firstly, providing financial support is paramount, with a dedicated portion of tourism funding allocated to promote events, develop infrastructure, and enhance safety measures.

Sustainability is a core component of this vision, and incentivising eco-friendly practices among event organisers, promoters and local councils through grants, tax incentives, and subsidies is crucial.

Integrating the events sector into broader tourism initiatives will boost tourism and allocate appropriate funding and attention.

By championing these initiatives, the government can contribute significantly to the creation of a sustainable and prosperous future for New Zealand's events sector.

The NZEA is ready to collaborate and support these efforts, ensuring that the industry remains a source of pride and economic vitality for the nation. Together, these measures will not only drive economic growth but also create memorable experiences that benefit communities and the entire country. The events industry has the potential to flourish and contribute significantly to New Zealand's identity and economy with the government's active involvement and support.

Together, let's create unforgettable events that celebrate the spirit of New Zealand!

Yours sincerely,

Elaine Linnell
General Manager
New Zealand Events Association



Appendix

Statistics for attended events in New Zealand between '2022-08-22' and '2023-08-23'

category	event count	phq attendance	total accommodation spending	total hospitality spending	total transportation spending	sum total event economic impact
community	102	60,078	\$40,895	\$819,309	\$372,764	\$1,232,968
concerts	1,860	1,847,942	\$11,174,391	\$50,453,975	\$23,356,608	\$84,984,974
conferences	314	217,888	\$12,753,691	\$12,877,463	\$4,267,107	\$29,898,261
expos	258	1,517,762	\$101,722,476	\$76,611,513	\$21,924,812	\$200,258,801
festivals	462	579,672	\$3,151,705	\$16,011,881	\$7,615,192	\$26,778,778
performing-arts	688	743,664	\$1,528,444	\$10,647,557	\$7,512,712	\$19,688,713
sports	1,186	6,749,898	\$64,411,668	\$251,664,723	\$92,778,483	\$408,854,874
total	4,870	11,716,904	\$194,783,270	\$419,086,421	\$157,827,678	\$771,697,369

Statistics for attended events in Australia between '2022-08-22' and '2023-08-23'

category	event count	phq attendance	total accommodation spending	total hospitality spending	total transportation spending	sum total event economic impact
community	1,425	560,937	\$139,164	\$7,011,357	\$2,935,042	\$10,085,563
concerts	13,419	8,578,205	\$45,046,341	\$220,325,252	\$96,833,267	\$362,204,860
conferences	1,919	1,459,067	\$127,643,245	\$124,800,333	\$35,012,964	\$287,456,542
expos	1,660	6,346,919	\$426,902,225	\$284,947,067	\$77,280,119	\$789,129,411
festivals	6,375	17,721,765	\$261,245,496	\$659,965,644	\$230,285,756	\$1,151,496,896
performing-arts	1,626	10,106,078	\$67,326,782	\$353,369,744	\$123,664,549	\$544,361,075
sports	5,789	41,188,258	\$553,508,144	\$1,575,779,014	\$527,465,053	\$2,656,752,211
total	32,213	85,961,229	\$1,481,811,397	\$3,226,198,411	\$1,093,476,750	\$5,801,486,558

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