

NZAEP Event Industry Awards 2008



The third annual New Zealand Association of Event Professionals (NZAEP) Event Industry Awards were held in Dunedin as part of the NZAEP official conference, Eventing the Future.

The impetus behind the NZAEP Event Industry Awards is to recognise excellent business practice in the events industry and encourage industry professionals to raise the overall standards of practice in New Zealand. The awards, presented annually by NZAEP, recognise outstanding achievement in five categories, being: Best Emerging Event; Best Established Event; Best Marketing of Event; Best Partnership for Event; and Best Environmentally Sustainable Event.

The introduction of a new category Best Environmentally Sustainable Event has ensured that the association is actively encouraging best practice in an area that will increase its influence over events in the coming years.

The winners of each category were:

Best Emerging Event Step Up Canterbury - World Environment Day 2008, 360 Degree Events Limited

Best Established Event Forrest Estate Graperide, Top of the South Events Ltd

Best Marketing of Event Motatapu Icebreaker, Iconic Adventures Limited

Best Partnership for Event WOMAD NZ, Taranaki Arts Festival Trust (TAFT)

Best Environmentally Sustainable Event Oxfam Trailwalker, Oxfam New Zealand

Commended awards in each category went to:

Best Emerging Event Fantasia, Invitation Only Events in association with empire PR & Events

Best Established Event Taranaki Rhododendron and Garden Festival, Taranaki Arts Festival Trust (TAFT)

Best Marketing of Event New Zealand Cup and Show Week 2007, Christchurch City Council

Best Partnership for Event ERUPT Lake Taupo Festival, Lake Taupo Arts Festival Trust

Best Environmentally Sustainable Event WOMAD NZ 2008, Taranaki Arts Festival Trust (TAFT)

NZAEP Board member Karen Watkins says that the NZAEP Event Industry Awards offer event professionals with a unique opportunity to benchmark themselves against their counterparts and be recognised for outstanding achievement.

The NZAEP Event Industry Awards are judged by a panel of industry judges. The 2008 panel comprised: Jonathan Hannon from Zero Waste Academy; Vanessa Browne, Senior Associate URS New Zealand Limited; Peter Cox, Senior Advisor Events at SPARC; Aaron Joy, Games Manager Zealand Masters Games; Lexie Matheson, Senior Lecturer Diploma in Event Management AUT; and Karen Watkins, Sponsorship and Events Marketing Executive Communications and Marketing Hamilton City.

CATEGORY WINNERS

Step Up Canterbury – World Environment Day 2008

The inaugural Step Up Canterbury was held to commemorate the United Nations Environment Programme (UNEP) initiative World Environment Day, on 5 June 2008. The event was hosted by Environment Canterbury and managed by 360 Degree Events Ltd.

Step Up Canterbury incorporated two separate projects; one rewarding and encouraging commuters to use sustainable modes of transport and the other celebrating the efforts to-date of Canterbury residents who have taken steps to be more sustainable in their homes. Both projects also aimed to attract interest from new segments of the marketplace by demonstrating a variety of sustainable and energy efficient alternatives. This event achieved carboNZero accreditation from Landcare Research for measuring, managing and mitigating CO2 emissions. It demonstrated environmental, economic, social and cultural sustainability.

Forrest Estate Graperide

The Forrest Estate GrapeRide traverses a 101km circuit through some of the most stunning scenery New Zealand has to offer. It starts and finishes at the renowned Forrest Estate Winery in the capital of the New Zealand wine industry, Renwick and takes in the beautiful Marlborough Sounds. It has been described by sporting icons Steve Gurney and Mark Inglis as one of the best 100 plus kilometre courses in the world. It is a ride for every level and is the biggest mass participation ride in the South Island.

The Forrest Estate GrapeRide is a stand alone event in its class. It became the biggest cycle event in the South Island in just 3 short years. It has built strong and long lasting relationships with its family of sponsors and the entire Marlborough community. The event has used a developmental program that has seen the introduction of many innovations, ensuring patrons have come back year after year, and in turn encouraged their friends and families to experience the fun factor and unique soul of this special occasion.

Motatapu Icebreaker

The Motatapu Icebreaker is New Zealand's Premier Mountain Bike & Off-Road Marathon Event.

The high country 50km trail runs through the iconic Motatapu, Soho and Glencoe stations starting from Glendhu Bay, Lake Wanaka and finishing at Arrowtown. This landmark event gives access on one day each year, over a route that is not otherwise open to the public.

The event started in 2005, and this year (2008) it attracted 2903 competitors. Since 2006 it has been the largest mountain bike event and third largest marathon in New Zealand.

The event has achieved growth every year through a marketing strategy based around exclusivity and creativity for competitors and sponsors. All entries have been online since 2006. Most events spend their marketing dollars on

getting people to enter. Motatapu Icebreaker is in the hard earned but luxurious position of being able to spend the marketing budget on enhancing the competitor's experience and promoting the sponsors' brands, rather than marketing for entries only.

WOMAD NZ

Since the first Festival in 2003 WOMAD NZ has grown to become one of New Zealand's most successful outdoor festivals, attracting thousands of people for 3 days of international music, culture and celebration.

WOMAD NZ is recognised as a premier event, providing significant leverage for economic, social, tourism and creative sector development in the Taranaki Region. The success of the festival has been made possible by the critical support of the event partners, funders, sponsors and supporters - representing an excellent example of 'Best Partnership'.

The WOMAD NZ Partnership Strategy has been in place since 2003 and whilst some of the programme and event partners have changed the core partnerships have not. These partnerships are highly valued and continue to be critical to the development of WOMAD NZ. The quality of the managed Partnership programme is based on a mutual understanding and respect for each others outcomes. The partnership management element of TAFT's operations is a key component of the Chief Executives role and one that is visited, reviewed and nurtured monthly.

Oxfam Trailwalker

Oxfam Trailwalker is Oxfam's flagship annual fundraising event and New Zealand's only charity ultra-challenge. The inaugural New Zealand Event was held in 2006 and saw 182 teams line up at the start. Team numbers grew in 2007, and consolidated at 263 this year.

Four people, one goal - to complete 100km in 36 hours to help overcome poverty and injustice. In April, hundreds of everyday-people converge on Taupo, making their way through 7 checkpoints spread across a stunning 100km trail for the annual Oxfam Trailwalker. Trailwalker is not only a demanding physical challenge, but also includes the challenge to raise funds for Oxfam. Trailwalker Fundraising brings real change to the lives of real people living with violence and conflict, in the wake of natural disasters, and communities with limited access to basic services such as healthcare & education.

Oxfam Trailwalker operates under the fundamental values of Oxfam New Zealand which govern its economic, environmental, social & cultural sustainability. Throughout their work towards a safer, fairer and more sustainable world, Oxfam New Zealand is committed to minimizing and continuously reducing the negative impacts of its own operations.



AWARD NIGHT PHOTOS

Best Emerging Event Step Up Canterbury - World Environment Day 2008, 360 Degree Events Limited

Best Established Event

Forrest Estate Graperide, Top of the South Events Ltd



Best Marketing of Event

Motatapu Icebreaker, Iconic Adventures Limited



Best Partnership for Event

WOMAD NZ, Taranaki Arts Festival Trust (TAFT)



Best Environmentally Sustainable Event

Oxfam Trailwalker, Oxfam New Zealand

