

The NZ Events Association - Strategy 2022

Te Rautaki mō te Ngā Ahumahi Huihuinga o Aotearoa 2022

Te Tiriti alignment

NZ Events Association acknowledges Te Tiriti O Waitangi (Treaty of Waitangi) as a founding document of Aotearoa New Zealand, one of the most multicultural and diverse nations of the world. A living document, whose interpretations, like our own industry, has undergone transformation over the years. We honour our commitment to its core principles of partnership and consultation, participation, and protection for Māori and non-Māori through our strong vision-led purpose, and a set of guiding values that engender respect and trust.

How we honour the principles

- Te Reo Māori use is promoted throughout our organisation
- Our own events engage with and acknowledge tāngata mana whenua regionally and nationally and we promote consultation with Iwi
- We support a diverse and inclusive Aotearoa
- We acknowledge the responsibility of the members of our industry to respect the spaces and places that events utilise, and to champion sustainable practices

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.

Purpose

“Elevating the New Zealand events sector”

Whanonga Pono | Our Values

Whakapuāwai mā te Mahitahi | Thrive through Collaboration

We deliver exceptional results for our members by developing strong and mutually beneficial collaboration with our industry and community stakeholders. We treat all partners with respect (Manaakitanga) and kindness (Atawhai) and act with the industry's best interests at heart.

Whakauru me te Tautoko | Inclusive and Supportive

We welcome members of all backgrounds who have a commitment to the events industry, whether from large or small organisations, including independent individuals within the sector and associated sectors including events, marketing, sponsorship and promotion. We are committed to actively listening to our members and providing the support, opportunity and advocacy that is required to enable them to thrive.

Pono me te Mārama | Honest and Transparent

We are open, honest and transparent in our ways of working and ways in which we communicate our initiatives, actions and outcomes. Through this we act with integrity, continue to build and maintain trust with our partners, professionals and participants.

Arotahi otinga | Committed to delivering and celebrating results

We work for the greater good of our industry. We are resolutely focused on delivering results for our members with professionalism and integrity. We believe in celebrating as an industry and sharing knowledge with others.

Maia me te Auaha | Bold and Innovative

We believe in pushing boundaries and are not afraid to challenge or be challenged in our pursuit of driving success. We seek to be inspired and to inspire others.

To Tatou Aha | Our What

Tautoko me te Taunaki | Support & Advocacy

- Advocate on issues that matter to the industry
- Develop relationships that deliver meaningful outcomes for the sector

Our Plan

- Actively listen to and support our members through effective communication channels, trouble shooting and a solutions-focused approach
- Nurture effective relationships including those with central and local Government, and other industry associations
- Joint advocacy with the 'NZ Event & Entertainment Working Group' in line with the MOU
- Grow NZEA media coverage and relationships - particularly on advocacy issues
- Maintain and grow relevant resource materials for members
- Advocate for funding allocation to the events sector (NZ Major Events funding, REF spend and/or others, Council funding rounds)

KPIs

- Number of 'advocacy emails' received / responded to

- Number of engagements / meetings p.a. with:
 - NZ Major Events
 - LGNZ and other Crown agencies (via GM)
 - MBIE
 - Other industry associations
- Effectiveness and outcomes driven by the 'NZ Event & Entertainment Working Group' as per defined KPIs – monitored by the Chair & Vice-Chair
- Foster stronger relationships with other industry associations in the sector – monitored by the GM
- Number of NZEA media interviews / coverage on issues when applicable
- 3% annual increase in engagement with our comms channels as measured by open/click rates and social media engagement metrics
- 10% increased use of NZEA Resources as measured through website analytics

Tāngata | People

- Develop a deeper understanding of the people in the events sector, in particular
 - The size of the events sector in terms of workers
 - Industry wages by identifying a baseline remuneration survey measure
 - To include living wage data
- Support the attraction and retention of talent in the events sector
- Support the professional development of people within the events sector

Our Plan

- Survey the number of people working in the events sector (via third party)
- Support, retain and develop NZEA staff and ensure Board succession plan in place
- Spotlight event management as a skilled professional career path
- Maintain our professional development programmes i.e. mentoring, seminars, webinars, scholarship, etc.
- Explore the development of certification programmes

KPIs

- Sector valuation scoped and progressed including industry intelligence on salary band, minimum wages practice, Fair Pay etc (via third party)
- NZEA staff report job satisfaction and take advantage of growth opportunities
- Board succession plan in place
- NZEA Job advertising service revenue growth of 5%
- 15% Increased engagement with NZEA's Mentorship Programme, webinars, seminars, scholarship, conference and awards programme
- Press coverage highlighting events as a skilled profession

Whakanui | Celebrating the Industry

- Recognising leaders and delivering best practice within the events industry, through
 - Awards
 - Mentorship
 - Webinars
 - Seminars
- Coming together to learn, share and engage, through
 - Eventing the Future
 - Networking events
 - Awards
 - Mentorship

- Webinars
- Seminars
- NZEA website and comms channels

Our Plan

- Celebrate and acknowledge excellence in the events sector
- Attract, retain, and grow the quality and profile of the Awards judging panel
- Increase the reputation, scope, visibility, and participation of the Awards Campaign
- Increase the profile and participation of the Eventing the Future Conference
- Embrace, celebrate and tell the story of best practice to highlight event management as a skilled profession
- Explore options to grow participation in the Mentorship Programme

KPIs

- Growth of Awards entries
- Growth of Awards campaign and ETF as measured by press coverage and engagement with NZEA comms channels
- Grow of pool of high-profile Awards judges
- Growth of Awards Campaign and ETF sponsorship
- Showcase best practice through our professional development opportunities and our comms channels
- Facilitate opportunities for members to learn, share, network and engage with each other

Tipu | Growth

- Retain our annual membership at 1000+ members
- Grow new NZEA members by 5% p/a
- Support the capability-building of our members through NZEA activities, measured through
 - Increased attendance at NZEA events
 - NPS
 - General satisfaction surveys
- Grow our pillar programmes (professional development offering, Awards campaign, industry conference, mentoring)
- Grow opportunities for collaboration
- Grow the NZ Events Association's activities, staffing, and resources
- Secure more funding to enable growth
- Ensure that the NZEA is financially sustainable

Our Plan

- Project manage our pillar programmes (professional development offering, Awards campaign, industry conference, mentoring)
- Articulate membership benefits
- Grow relationships with media
- Identify areas for NZEA growth – funding, programmes, staffing, resourcing
- Sustainably allocate NZEA resources, including time and funding
- Launch new NZEA programme(s) as required to address the needs of the sector

KPIs

- Measure the growth of the diversity and reach of our members
- NZEA revenue grows by 5% p/a
- 5% growth in NZEA -generated and associated media coverage for the events sector

Toitū me te Manawaroa | Championing Sustainability

- Raise awareness and educate members on the importance of good sustainability practices including environmental sustainability.

Our Plan

- NZEA enables, educates and showcases best practice in environmental sustainability

KPIs

- Develop specific sustainability resources through collaboration
- NZEA meets with major councils to discuss sustainability measures