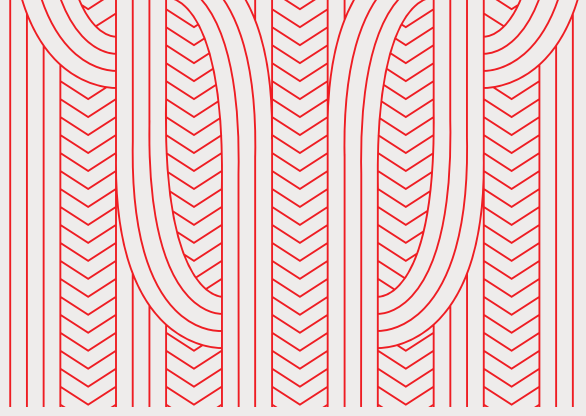


Prospectus 2024



**DESTINATION
PARTNER
PROGRAMME**

ChristchurchNZ



“Mā te mahitahi ka whakakaha te whanaungatanga”

Working together
strengthens relations



Tram on New Regent Street

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About the 2024 Destination Partner Programme

We are thrilled to present to you an updated and refined version of our partnership structure and benefits taking into account the valuable feedback we have received.

2023 was the first time ChristchurchNZ has incorporated Tourism and Business Events into one programme and through this we have developed a strong and collaborative destination partnership community. The programme has delivered exceptional outcomes and as we move towards 2024, it is timely to refine and tailor this, so it serves the distinct needs of our Tourism and Business Events partners.

Whether your organisation's primary focus is tourism or business events, you can now select a partnership package that aligns with your specific needs and objectives.

Please be assured that all partnerships include regular communication and invitations to networking events. Opportunities to be involved in selected destination activities, tradeshows and showcases will also be available with business partners having priority.

Here's to a fantastic year ahead.

Megan & Kath
Head of Business Events and Tourism



“It was wonderful to see the revival of the city and I feel much better prepared to talk about Christchurch and it’s offering for business events going forward.”



Partnership Tiers & Fees

TIER & SECTOR	DESCRIPTION	FEE
<p>PRESTIGE PARTNER Business Events & Tourism</p>	<p>You are a key player in the visitor economy and wish to contribute and be part of the strategic direction of business events and tourism in Christchurch and Canterbury.</p> <p>Your organisation is likely to be invested or represented internationally.</p>	<p>\$11,000 excl. GST</p>
<p>PREFERRED PARTNER Business Events & Tourism</p>	<p>You are a key player in the visitor economy (Business Events and/ or Tourism) with a mid-range or larger company with an office in Christchurch or the wider region.</p> <p>Your organisation is likely to be invested or represented in the Australian and New Zealand market.</p>	<p>\$5,950 excl. GST</p>
<p>PCO PARTNER Business Events only <i>(includes automatic Affiliate status and opportunity to participate in tourism Pay to Play activity)</i></p>	<p>You are a PCO with an office in Christchurch.</p> <p>Your project teams are experienced in managing complex International and Australasian conferences and are skilled in preparing financial feasibilities for international bids.</p> <p>You are a BEIA approved PCO adhering to their code of ethics and are an active part of the Christchurch business events community.</p>	<p>\$3,950 excl. GST</p>
<p>FOUNDATION PARTNER Business Events & Tourism</p>	<p>You are a small to medium sized company within the visitor economy.</p> <p>You're likely a service provider to industry, and for those who are providing an attraction you are an emerging business, finding your feet and wanting to be actively involved in destination promotion activity and considered as an option for conference planners.</p> <p>You want to be given the opportunity to participate in JV activity that aligns with your business.</p>	<p>\$1,750 excl. GST</p>
<p>AFFILIATE PARTNER Tourism only</p>	<p>You are a business that values the work ChristchurchNZ and the tourism team does.</p> <p>At our discretion you will be notified of opportunities to participate in specific activity on a Pay to Play basis.</p> <p>You would like to be kept informed of what is taking place at CNZ and within the wider industry. As well, you would like the opportunity to attend industry capability building and networking events.</p>	<p>\$595 excl. GST</p>
<p>BOOSTER PARTNER Business Events & Tourism</p>	<p>Limited to up to six new or developing businesses. This partnership tier has been designed to support and empower business events or tourism operators that have products or services supporting diversity, environmental or sustainable practices, cultural or social legacies.</p> <p>Refer to page 10 & 11 for more information and eligibility criteria.</p>	<p>One year complimentary partnership</p>

Partnership Benefits

	PRESTIGE PARTNER	PREFERRED PARTNER	PCO PARTNER	FOUNDATION PARTNER	AFFILIATE PARTNER	BOOSTER PARTNER
SECTOR	BE & Tourism	BE & Tourism	BE Only	BE & Tourism	Tourism Only	BE & Tourism
Advisory Group	✓	×	One elected representative	×	×	×
Website Listing Meet section on CNZ website	5	2	1	1	×	1
Account Manager	✓	×	×	×	×	×
Inclusion in Master Image Gallery Toolkit for media, PCO's, event planners, trade	Priority	✓	×	✓	×	✓
Bid Inclusion	Priority in all markets subject to client brief	Priority for AU market subject to client brief	As appropriate subject to the client brief	As appropriate subject to the client brief	×	As appropriate subject to the client brief
BE Tradeshow's* Invitation to participate alongside CNZ	Priority Int AU NZ	AU NZ	✓	NZ	×	As appropriate
Tourism Tradeshow's* Invitation to participate alongside CNZ	Priority Int AU NZ	AU NZ	✓	NZ	As appropriate & by invitation	As appropriate

* Additional Pay to Play charges apply

Partnership Benefits

	PRESTIGE PARTNER	PREFERRED PARTNER	PCO PARTNER	FOUNDATION PARTNER	AFFILIATE PARTNER	BOOSTER PARTNER
SECTOR	BE & Tourism	BE & Tourism	BE Only	BE & Tourism	Tourism Only	BE & Tourism
Partner Networking Events	✓	✓	✓	✓	✓	✓
Networking Opportunity to provide your venue or destination for a networking event	Priority	✓	N/A	×	×	×
City Referrals	✓	✓	✓	✓	✓	✓
ChristchurchNZ Education Events	✓	✓	✓	Ability to purchase tickets	Ability to purchase tickets	✓
Destination Showcase Events*	Priority	✓	✓	Subject to availability	Subject to availability	✓
Financial Feasibilities International bids	×	×	As appropriate subject to the client's wishes	×	×	×
Familiarisations and Site Visit Inclusions	Priority subject to client brief	As appropriate subject to the client's wishes	As appropriate subject to the client's wishes	As appropriate subject to the client's wishes	As appropriate subject to the client's wishes	As appropriate subject to the client's wishes

* Additional Pay to Play charges apply

Partnership Benefits

	PRESTIGE PARTNER	PREFERRED PARTNER	PCO PARTNER	FOUNDATION PARTNER	AFFILIATE PARTNER	BOOSTER PARTNER
SECTOR	BE & Tourism	BE & Tourism	BE Only	BE & Tourism	Tourism Only	BE & Tourism
Sales Activity Inclusion in presentations	Priority subject to client	As appropriate	As appropriate	As appropriate	As appropriate	As appropriate
Campaigns	Priority as appropriate	As appropriate	As appropriate	As appropriate	As appropriate & with a Pay to Play element	As appropriate
Communications & Reporting Quarterly report, eDM's, data insights	Includes 6 monthly 1-2-1 partner benefit reporting & end of year report	✓	✓	✓	✓	✓
Public Relations Inclusions in opinion pieces, case studies, industry publications	Priority as appropriate	As appropriate	As appropriate	As appropriate	As appropriate	If appropriate
Partner Mark ChristchurchNZ Destination Partner Mark for use on your website	✓	✓	✓	✓	✓	✓
Special Events VIP invitations to CNZ hosted events	Priority as appropriate	×	Priority as appropriate	×	×	×

Introducing our exclusive Booster partnership opportunity for emerging, small and diverse business events or tourism operators

We are excited to offer a limited opportunity for up to six organisations to receive a complimentary one-year business partnership with ChristchurchNZ.

Key Benefits



A collaborative
business events and
tourism community



Complimentary partnership
for one calendar year
valued at \$1,750 + GST



Business partner
Benefits as listed in
this prospectus



Inclusion on the Meet
section of the website
as appropriate



Business events or
tourism mentor sessions
(2 x 1 hour sessions)

This special package has been specifically designed to support and empower emerging business events or tourism operators that have products or services supporting diversity, environmental or sustainable practices, cultural or social legacies.

As part of this exclusive partnership, you will receive a range of benefits and resources to help you thrive. We understand the unique challenges faced by emerging and small operators, and we are committed to providing you with the necessary tools and support to succeed.

Throughout the year, you will have access to experienced industry professionals who will guide and advise you on various aspects of your business. From strategic planning to marketing and operations, our mentors will share their expertise and help you navigate the business events or tourism sector.

Please note that this complimentary one-year partnership opportunity can only be awarded once to each organisation. Our aim is to provide a stepping stone for your organisation's growth and development, with the ultimate goal of transitioning into full business partnership with ChristchurchNZ in 2025.

Eligibility

- ✓ Independently owned small or emerging businesses with fewer than 10 full-time employees
- ✓ Accepted businesses must comply with ChristchurchNZ business partnership terms and conditions
- ✓ Is a business that has significant or potential legacy impact from their products and services
- ✗ Excluded businesses are any type of accommodation, airline or venue.
- ✓ Minimum of one year in business

Applications for the 2024 cohort are now open — places are limited and will be considered on a first in basis subject to availability.



“Christchurch Tourism did an amazing job hosting our group. All incredibly knowledgeable, friendly and enthusiastic – proud to show off the changes to their city.”



Partner Mark




Digital Badges




Application Example (Website Footer)

JOIN THE STREAM

#theobservatoryhotel


 **THE OBSERVATORY HOTEL**

ROOMS

- Observatory Rooms
- Prestige Rooms
- Prestige Skylight Rooms
- Royal Skylight Room
- View All

ABOUT

- The Observatory Hotel
- Facilities
- Things To Do
- FAQs



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FAQs

Our company or business has numerous attractions – which partnership option should I choose?

For many businesses with multiple venues or attractions, the most appropriate levels will be Prestige or Preferred. We recommend getting in touch with us to discuss your individual needs and we can recommend the level which will be most beneficial to you and your business.

Will I still need to maintain my newzealand.com listing if I want to be considered by business event planners?

Your website listing (if you have one) on Tourism New Zealand's operator database will remain as is and if you wish to also be considered by conference planners looking for venues, services and attractions you will need to upload an additional web listing relating to business events via the Business Events portal. This additional listing will feature on the Meet section of the ChristchurchNZ website.

How long is my partnership valid for?

12 months from the date of sign up. An invoice will be generated upon completion of the Partnership Sign Up & Agreement Form.

Can I log in and update my website listing at any time with images, offers, descriptions etc.?

Yes, full instructions and support will be provided to create and maintain your listing on the Meet section of the website. **excludes Affiliate partner*

How do I upload my images to feature in and on the public facing christchurchnz.com Image Gallery / Toolkit?

A link and guidelines will be provided for you to upload your professional images.

FAQs

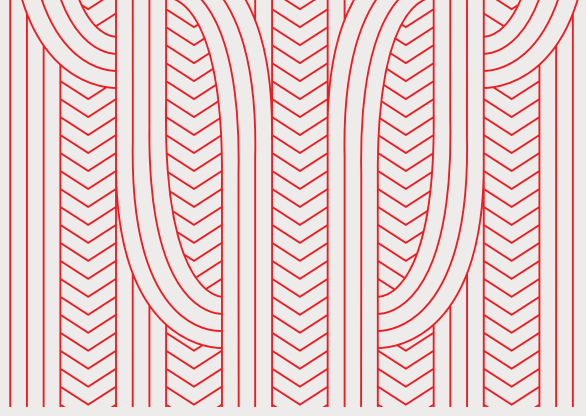
What does 'Pay to Play' mean?

Throughout the year there are marketing campaigns to drive business events and leisure visitation. There are also tradeshows/roadshows run by Business Events and Tourism where key stakeholders (PCO's, DMC, Trade Agents, wholesalers, media and other influencers who book/buy product) are invited to meet and engage with operators. For events such as these our business partners are given the opportunity to participate at an additional cost to their partnership fee. This is referred to as Pay to Play.

Why have you changed the programme?

Destination marketing is a key role of the RTO. Telling compelling, inspirational stories in an impartial way is important. The Affiliate programme creates a community of passionate and supportive tourism businesses who want only the best for our city and region, without extraordinary financial burden while still ensuring engagement opportunities and the potential to proactively participate in marketing and trade initiatives via Pay to Play.





“Thank you both so much for your hospitality and organisation for our clients last week. They have fallen in love with Christchurch! And we are now looking at a two night stay instead of one!”



The Arts Centre

Destination Partner Programme Terms & Conditions 2024

By partnering with ChristchurchNZ your business can access a range of benefits through ChristchurchNZ channels, activity and staff. These will help increase your exposure and reach, access insight, knowledge and support.

ChristchurchNZ supports operators seeking business access to the visitor, meetings, conference, and incentives markets with a range of activities designed to attract visitation and conference groups to the city and wider Canterbury region.

ChristchurchNZ will only approve a partnership with operators based in Christchurch and its regions undertaking business activities directly involved in the visitor, conference and incentive industries. ChristchurchNZ offers a range of partnership opportunities , each with unique benefits and levels of participation.

Terms of Participation:

- i. Destination Programme Partners (excluding Affiliate) will be required to complete a CRM onboarding process in order to feature on the ChristchurchNZ Meet section of the website. This will allow partners to receive leads for business events. Maintaining this presence will be the responsibility of the partner. ChristchurchNZ reserves the right to edit or remove a particular website listing if the information is incorrect, misleading, inappropriate or if there is a dispute or a number of material customer complaints about the listed product or service. Refer to the Simpleview Extranet Onboarding document for further information. Full training (complimentary) will be provided.
- ii. All applicants are required to demonstrate professional affiliations and accreditations in their field of business and expertise including but not limited to health & safety, sustainability and Manaakitanga commitments.
- iii. All applicants may supply a professional image gallery with unencumbered ownership rights by the Operator.
- iv. Any company completing an application is referred to in the terms and conditions document as “the operator”. ChristchurchNZ reserves the right, at its discretion, to change, modify, add, or remove portions of these Terms at any time.

By completing the Service Agreement Application, you agree to the following terms and conditions. Please review carefully before completing.

1. Application

ChristchurchNZ reserves the right to decline your application. Some applications may be turned down because of quality concerns relating to the competence of an operator to satisfactorily deliver services to the visitor, conference and incentive sector, past problems relating to payment or disputes, or the scope of services that ChristchurchNZ wishes to promote.

Partnership fees are payable within one month of joining date unless agreed otherwise. Unpaid fees will result in partnership being deactivated inclusive of all benefits within 30 days.

The partnership programme period is based on a calendar year – 1 January – 31 December with anniversary date being the date of partner registration.

New partner applications received after 1 March will be confirmed and then invoiced on a pro rata basis.

2. Administration

- i. Website listings (Meet section of website) will not be activated until payment is received in full (if applicable to partnership level).
- ii. Changes in product, price, service, ownership, bank account or contact details including email addresses is to be advised to CNZ so that this can be maintained in your CRM Listing.
- iii. Should the operator terminate prior to the agreed period of service, no refund will be issued.
- iv. Termination of fees are not refundable or transferable to a future date but can be transferred to a new owner if the business changes ownership within the contract period.
- v. The operator agrees to pay all costs associated with debt collecting applicable to non-payment of advertising or any other ChristchurchNZ invoicing.
- vi. The operator and any agents or contractors acting for the operator must be fully compliant with all applicable licenses, permits, approvals, New Zealand laws and regulations in relation to operation of the business.
- vii. In the event that an operator is found to be in breach of any New Zealand laws or regulations, or fails in the sole opinion of ChristchurchNZ to supply the service to an acceptable standard, ChristchurchNZ reserves the right to terminate the service agreement by written notice with immediate effect.
- viii. ChristchurchNZ is authorised by the operator to promote the business via database marketing – proactively providing your contact details to third parties (for example, Tourism New Zealand, travel wholesalers, etc.).
- ix. In accepting ChristchurchNZ's terms and conditions, the operator gives consent to receive regular electronic communications on advertising opportunities and promotional marketing activity and to receive our newsletter. To unsubscribe at any time, email partner@christchurchnz.com or conventions@christchurchnz.com.

3. Complaints Policy

- i. ChristchurchNZ has an obligation to investigate any material complaint about a service that it has represented. ChristchurchNZ expects:
- ii. Co-operation in the investigation of any complaint from all operators.
- iii. If an operator fails to respond or refuses to acknowledge any responsibility for a justified complaint, we reserve the right to remove all advertising and to terminate the agreement by written notice with immediate effect. No refund of the annual service agreement fee will apply in these circumstances.

4. ChristchurchNZ Destination Partner Programme Logo

- i. ChristchurchNZ brand guidelines will be adhered to when utilising the ChristchurchNZ Destination Partner Mark.

5. Service Statement

ChristchurchNZ operates www.christchurchnz.com with the objective of stimulating economic activity within these regions. The website exists to provide quality information for all visitors and is important for the region's visitor industry operators, suppliers, organisations and businesses.

6. Code of Conduct

ChristchurchNZ will always undertake to conduct our business in a professional and respectful manner. Equally, ChristchurchNZ expect their Destination Partners to do likewise.

Should ChristchurchNZ have reasonable cause to believe that an operator has failed to meet these standards then:

- i. ChristchurchNZ shall have the right to suspend the operator's business partnership and conduct an investigation as to whether the operator has met the required standards; and
- ii. If ChristchurchNZ after conducting such investigation determines that the operator has been in breach of the required standards, ChristchurchNZ will have the right to terminate the service agreement by written notice with immediate effect.
- iii. Business information will be kept private and not released to any third-party businesses however contact details and business operating information may be shared with potential clients.

In determining whether an operator has met the required standards, ChristchurchNZ may (but without limitation) have regard to any actions by the operator interfering with ChristchurchNZ's rights and obligations under this agreement, abusing ChristchurchNZ's employees or failing to act in good faith or reasonably in any conflict resolution process.

7. Termination

Notwithstanding and without prejudice to any rights of termination given to ChristchurchNZ elsewhere in this agreement, in the event of the operator going into liquidation or receivership or committing any breach of its covenants and obligations contained in this agreement, and failing to remedy such breach within 14 days of written notice of the breach being given by ChristchurchNZ to the operator, ChristchurchNZ will have the right to terminate this agreement by written notice with immediate effect.

DESTINATION PARTNER PROGRAMME

ChristchurchNZ

Contact and for further information

E: partner@christchurchnz.com

Register online

christchurchnz.com/about-us/destination-partner-programme



Christchurch Town Hall