

University of Auckland – Introduction Document

January 2023

Kia ora koutou,

**Re: Reinvigorating our partnership with the University of Auckland, Waipapa Taumata Rau to attract international conferences to Tāmaki Makaurau, Auckland**

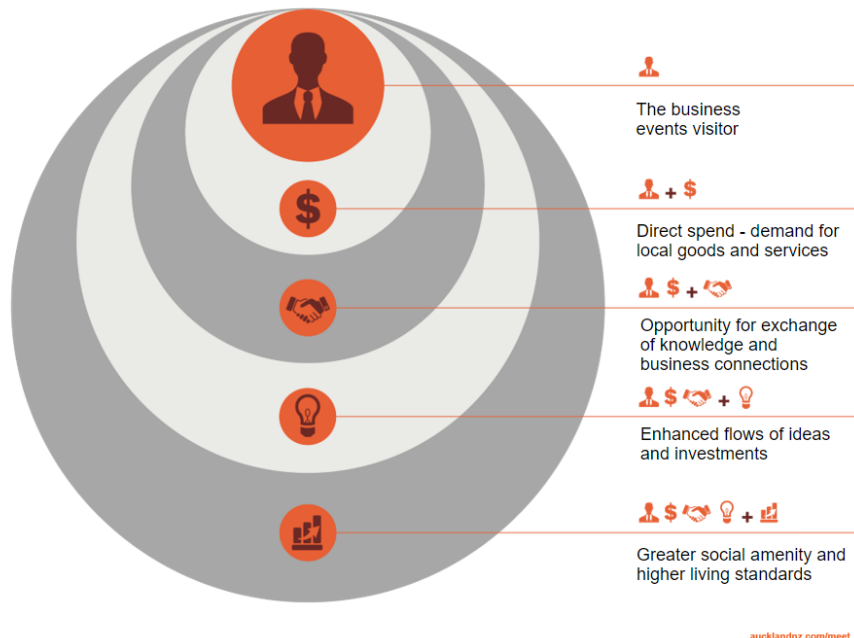
Collectively, Tourism New Zealand Business Events, Auckland Convention Bureau (ACB) and the New Zealand International Convention Centre (NZICC) wish to support the University of Auckland, Waipapa Taumata Rau to attract successful academic conferences to Tāmaki Makaurau, Auckland.

We all understand and appreciate that attracting and hosting academic conferences requires a major time investment, detailed planning, and a good dose of enthusiasm – and with the coordinated, collaborative effort and support from the forementioned organisations, hosting international conferences is one way we can assist the University of Auckland to achieve its' vision and strategic plan to advance excellent research for the betterment of our world, and to develop and strengthen key international partnerships.

The global business events industry is supporting broader agendas, in particular building knowledge economies, encouraging industry innovation and enhancing community wellbeing. Together, Tourism New Zealand Business Events, ACB and the NZICC can offer The University of Auckland academic community extensive knowledge and support when looking to bid for and host an international conference in Tāmaki Makaurau.

Tourism New Zealand, Manaakitanga Aotearoa (TNZ) is a Crown entity funded by the New Zealand Government and governed by board members appointed by the Minister of Tourism. Tourism New Zealand is responsible for promoting New Zealand in key markets as a visitor destination, with the purpose to enrich Aotearoa's people, industry and manuhiri (visitors). The Tourism New Zealand Business Events team is tasked with the strategic goal to increase the number of high value international visitors and conferences being held in Aotearoa, New Zealand. The team draws on connections with government, top academics and business leaders to attract these conferences to our shores as they provide benefits by enriching nature, culture, society and New Zealand's economy.

The Tourism New Zealand Business Events team partners with Auckland Convention Bureau (ACB), a division of Tātaki Auckland Unlimited (an Auckland Council Controlled Organisation) to support the bidding stages, and delivery of international conferences attracted to Tāmaki Makaurau, Auckland. Tātaki Auckland Unlimited is tasked with promoting and advocating for Auckland nationally and globally as a great place to work, invest, study and do business, ultimately helping our city to thrive and succeed. Business events bring people together to exchange knowledge and ideas, build business relationships and over a longer term, attract investment and talent flows to the city.



The University of Auckland Events Services team (EVS) is a close partner of both TNZ and ACB. We have worked on many successful bids together, with EVS putting together the financial feasibility studies for the bid, and then working with academics to deliver the conference(s).

The support available through TNZ and ACB includes:

- Funding a financial feasibility study to understand the viability of hosting the event in Auckland. (Carried out by Event Services)
- Production of professional bid document and presentation requirements which promotes industry, sector and destination Auckland.
- Funding to cover costs associated with presenting a bid, including international travel.
- Ongoing funding support to assist with conference marketing and delivery should the bid be won
- Access to free promotional resources to help boost delegate numbers, including collateral, imagery, guides, videos and footage.
- Advice and gathering quotes for venues, activities, accommodation, and service providers.
- Funding and arranging site inspections to get to know Auckland's infrastructure.

If you are interested in bidding for an international conference, now or in the future, please contact Event Services in the first instance: [eventservices@auckland.ac.nz](mailto:eventservices@auckland.ac.nz)



We look forward to strengthening our connection with The University of Auckland, Waipapa Taumata Rau community and together, being successful in attracting, securing and delivering business events in Tāmaki Makaurau, Auckland.

Ngā manaakitanga, with best wishes

### Michael Stokoe

Business Development Manager  
Tourism New Zealand | Manaakitanga Aotearoa

### Gemma Wood

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Auckland Convention Bureau