

**In Confidence**

2 June 2010

**Process for Expressions of Interest: Convention and Exhibition Centre**

**Purpose**

This report provides you with an outline of the next steps following receipt of the responses to the Expressions of Interest which are due on 18 June 2010.

**Action Sought**

	<b>Action Sought</b>	<b>Deadline</b>
Minister for Economic Development	Note the contents of the report.	4 June 2010

**Ministry Contacts**

Name	Position and Unit	Telephone		1 <sup>ST</sup> Contact
		Work	After Hours	
Roger Wigglesworth	Director, Tourism, Major Events and Consumer Affairs	04 474 2957	021 541 618	✓
Jami Williams	Chief Advisor, Government Urban and Economic Development Office	09 985 4822	021 500 558	

## In Confidence

2 June 2010

Minister for Economic Development

### **Process for Expressions of Interest: Convention and Exhibition Centre**

#### **Purpose of Report**

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- 1 This report provides you with an outline of next steps following receipt of the responses to the Expressions of Interest request (copy attached), which are due on 18 June 2010.

#### **Part A – Views from the sector**

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- 2 Part A of the EOI seeks views from the sector on what needs to be done to increase the number of business events in New Zealand and how the national network of convention venues could be strengthened. The information gathered from Part A will inform the development of advice to you on a National Business Events Strategy.
- 3 Information received from Part A will be summarised and reported to you by 29 June 2010.

#### **Part B – Establishment of an International-standard National Convention and Exhibition Centre**

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- 4 Respondents to Part B of the EOI will be proposing sites on which an international-standard national convention and exhibition centre could be developed. A two-stage process will be used for assessing these proposals.
- 5 First officials will review each proposal against a set of criteria as shown in Appendix 1. We will report to you how each one rates against these criteria and identify the top 3-4 proposals by 29 June 2010.
- 6 The second stage will involve taking the top 3-4 proposals and having these reviewed by a panel of experts. Three New Zealand-based and three internationally - based individuals will form the panel (see Appendix 2 for details). We believe they have the right mix of knowledge, skills and expertise required to assist us in identifying which proposals might warrant more detailed scrutiny by government.

## In Confidence

- 7 The panel will review proposals individually and then meet via video conference to discuss them jointly. We will provide you with an update following their feedback.
- 8 It is estimated that the assessment process will involve approximately two days work in total for each of the panel. The fees for the international assessors are estimated at \$3000 - \$5000 each members and there will be a fee of \$2,800 for one New Zealand - based assessor.

### Part C – Expansion of existing convention and exhibition centre(s)

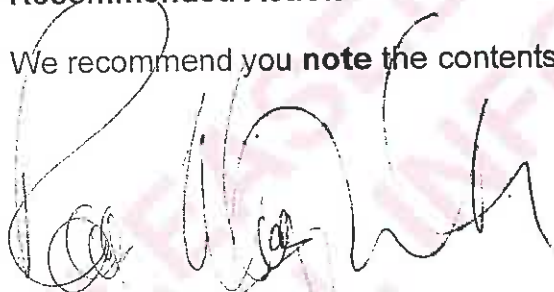
- 9 MED officials will assess the responses received in relation to Part C of the EOI and report these to you with recommendations on next steps by 29 June 2010.

### Background

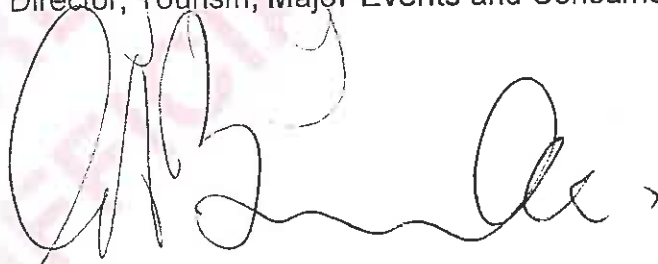
- 10 The "Request for Expression of Interest for Growing New Zealand's share of the International Business Events Market and Strengthening the National Network of Convention Venues" was published on the Government Electronic Tender System (GETS) on 19 May 2010. The Request was advertised in 9 major newspapers in the week of 22 May 2010. MED sent copies of the Request to all the organisations that were invited to your convention sector discussions in Auckland, Wellington and Christchurch. To date 184 copies of the Request have been downloaded from the GETS website.

### Recommended Action

We recommend you **note** the contents of this report.



Roger Wigglesworth  
Director, Tourism, Major Events and Consumer Affairs



Hon Gerry Brownlee  
Minister for Economic Development

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### Appendix 1: Criteria for Part B Proposals

Component	Raw score (out of 10)	Weighting
<b>1. City Information</b>		<b>25</b>
• Number of 3 to 5 star hotel rooms within 10 minutes walk to proposed site/location		
• Level of retail, entertainment and restaurants within 10 minutes walk to site		
• Number and frequency of international flight connections		
• Number and frequency of domestic flights		
• Transport options from nearest airport		
• Public transport options to location		
• Fit with urban development context and/or plans for city		
<b>2. Fit for purpose (Centre size and building attributes)</b>		<b>35</b>
• Total GFA of 27,000m <sup>2</sup>		
o Flexible flat floor exhibition space (6000m <sup>2</sup> )		
o Plenary auditorium (4,500m <sup>2</sup> ) (flat floor vs theatre style)		
o Pre-function space (3,500m <sup>2</sup> )		
o Additional flat floor space (6000m <sup>2</sup> )		
o Break out rooms (2,600m <sup>2</sup> )		
o Back of house (4,400m <sup>2</sup> )		
• Future Growth/capacity to expand to GFA to 33,000m <sup>2</sup>		
• Ease of access to site e.g. pedestrian / disabled / bus / taxi / truck		
<b>3. Legal, regulatory, ownership</b>		<b>10</b>
• Clean site / construction ready		
• Restrictions on site		
• Owner readiness		
<b>4. Funding</b>		<b>25</b>
• Cost to develop		
• Central government funding vs other funding sources		
• Non-monetary central government support requirement		
• Investment readiness (partners identified, funding secured)		
• Cost-benefit ratio		
<b>5. Other information</b>		<b>5</b>
• Experience of proposers in developing and managing centres		
• Positioning in national network		
<b>Total</b>		<b>100</b>

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### Appendix 2: List of Assessors

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#### New Zealand based:

##### ***Jan Tonkin, Managing Director, The Conference Company***

Jan Tonkin founded The Conference Company in 1990. They have offices in Auckland, Wellington and Christchurch. Jan is a member of the Board of Conventions & Incentives New Zealand, the Board of Tourism Auckland and the Council of the London-based International Association of Professional Congress Organisers (IAPCO). The Conference Company is the only New Zealand member of IAPCO. Jan has spoken at IAPCO conferences, facilitated working groups and presented at IAPCO training courses in Asia-Pacific, the Middle East and the association's flagship annual seminar in Wolfsberg, Switzerland. She is highly regarded both in New Zealand and internationally.

##### ***David McConnell, CEO, McConnell Property Group & Managing Director, McConnell Group***

David became Managing Director of McConnell Group in 1995. With a background in business development, specialising in property, construction and infrastructure, he has been instrumental in overseeing and managing the performance of the company's subsidiaries and activities. As CEO of McConnell Property, David has considerable business experience.

David is a Director of the Committee for Auckland and a Member of the University of Auckland's Business School Advisory Board. In 2006 he received the Sir Peter Blake Emerging Leadership Award and in 2008 was a recipient of the prestigious Eisenhower Fellowship.

David led the development of "Bringing the world to Auckland", the case for investment in Auckland's visitor economy which was completed in November 2007.

##### ***Campbell Jensen, Senior Advisor, Urban Development, Ministry for the Environment***

Campbell is formally trained in Planning, Urban Design, and Environmental Science, holding the degrees of Bachelor of Applied Science, Master of Planning Practice (Hons), and Master of Urban Design (Hons). His knowledge and experience spans over 10 years within both the private and public sector. He has been involved in leading and advising on a wide and varied range of nationally significant urban development and infrastructure policy and projects.

#### Internationally based:

##### ***Roslyn McLeod, Managing Director, Arinex***

Arinex are an Australian based meetings, business travel and event management company that was established in 2009 from the merger of two companies (Tours Hosts and The Meeting Planners). Between them they have over 50 years experience in the industry. Arinex has over 100 staff located in Sydney, Melbourne and Brisbane.

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Roslyn is currently Chair of INCON, (international industry body of conference meetings and events organisers) which has offices in 73 major world cities. She is a Council Member of IAPCO (International Association of Professional Conference Organisers); a Member of the Starwood Hotel Group Asia Pacific Meetings Advisory Board and the Business Events Council of Australia (BECA). Roslyn has held positions as a Board Member of the International Congress and Convention Association (ICCA) and a Trustee of the Travel Compensation Fund (TCF). She is a Past President of the Meetings & Events Australia (MEA) and has served on a number of Boards over the past 30 years including the Sydney Convention & Visitors Bureau, the South Australian Tourism Commission and the Australian Tourism Export Council.

### ***Cliff Wallace, Managing Director, Hong Kong Convention and Exhibition Centre***

As Managing Director of the Hong Kong Convention and Exhibition Centre, Cliff is responsible for the management and operation of nearly 1 million square feet of rentable space. The Centre has averaged over five separate events per day since it opened in 1988. The Centre is renowned for holding some of the most prestigious international trade exhibitions and congresses in the world. There are in excess of 100 exhibitions annually including some of the Asia Pacific's largest and most prominent.

Cliff is an established and proven veteran with over 40 years in the public assembly facility industry. He has been a Certified Facility Executive (CFE) since 1978 and is known internationally for his management, administrative, operations, public-relations, planning and consulting expertise.

He is a past Chairman of the World Council for Venue Management and the Asia Pacific Exhibition and Convention Council (APECC). He is also past president of the International Association of Auditorium Managers the largest international organisation for executives of convention, exhibition, arena, stadia and other public assembly facilities.

### ***Rod Cameron, President, Criterion Communications Inc***

Rod Cameron is President of Criterion Communications Inc a strategic management and marketing consultancy based in Vancouver, Canada with an extensive practice in international convention and exhibition centre management, marketing and development as well as association management. He currently serves as Executive Director of Convention Centres of Canada, Director of International Development for the Brussels-based International Association of Convention Centres (AIPC) and Manager of the Joint Meetings Industry Council (JMIC), an organisation consisting of 12 major international meetings industry associations. He is also the Faculty Head for the AIPC Academy, a leading industry professional development programme held annually in Brussels.

Rod has experienced the destination and convention development environment from a variety of perspectives including operations, marketing, new project development. He has participated in the evaluation of convention centre development and operations proposals for various levels of government in Canada.