



BEIA Australian Office

BEIA Platinum and Gold Members receive outstanding leverage in the Australian market. We are your feet on the ground to help promote your brand directly with Australian event decision-makers.

You are represented by Sharon Auld – GM, Australia, a 25-year industry professional of BEIA who knows how to positively promote New Zealand in Australia better than anyone in the industry.

Sharon’s overarching goal is to provide business opportunities and connections to BEIA Platinum and Gold Members. Through a variety of initiatives, Sharon partners with you to provide direct representation to showcase the best of New Zealand in the Australian market. Details of all the activities are on the [BEIA website / Australia](#).

To get your feet on the ground through Platinum or Gold Membership contact sharon.auld@beianz.com.au

Activity	Benefits	Platinum	Gold
Australian Business Opportunities	Our sales and marketing activities position NZ in the AU market. BEIA prioritise Platinum and Gold member destinations, services, and products that fit the client brief. In addition, we support the development and conversion of market opportunities for our members.	Priority	✓
Opportunity to co-exhibit at PCOA Conference & Associations Forum National Conference	BEIA manages NZ’s participation at PCOA and AFNC. Space, stand, and activation are supported by TNZ. Platinum and Gold members can register to participate in the 100% Pure NZ Stand. Limited positions are available for each trade show.	Priority	✓
Enhance brand profile - AU Korero newsletter. Distributed quarterly.	Targeted communications to decision-makers and event planners using Korero to share relevant and critical information on NZ. Platinum and Gold members have the opportunity to submit content. Limited positions available.	Priority	✓
BEIA MEETINGS familiarisation programme	Platinum and Gold Bureaux extended the opportunity to host MEETINGS familiarisations with qualified Hosted Buyers. Conditions apply. Itineraries to include BEIA members only.	Priority	✓
BEIA Members’ preferential pricing	Preferential Pricing applies to specific marketing opportunities for Platinum and Gold Members.	Priority	✓
Membership Engagement	BEIA will offer guidance, advice and support to Platinum and Gold members planning to travel to AU to engage with the customer base. Activity will also include regular 1-1 TEAMS meetings to be updated on your destination, product or service.	Priority	✓
AIME (Asia Pacific Incentives & Meeting Event)	BEIA actively engages with AIME Hosted Buyers and Day Buyers over the three-day programme. A post-event report will be finalised and shared with Platinum and Gold members detailing PSA insights and results.	✓	✓
Communications and Engagement - Quarterly BEIA AU Insights and Activity report	Access economic updated, industry insights and in-market activity. An overview of BE arrivals and trends will also be featured, providing a better understanding of the AU market.	✓	✓
BEIA AU annual activity calendar	BEIA AU activity, tradeshows, communication plans, including Platinum and Gold member roadshows, familiarisations etc.	✓	✓
AU Korero Banner Advertising	Platinum members receive priority and one FREE banner ad per annum. Banner advertisements may also be purchased.	✓	

For more information on BEIA Australia

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Connect with the BEIA Team

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