



26 November 2021

### **Business Events Industry Aotearoa confirms Board at AGM**

Business Events Industry Aotearoa (BEIA) held its AGM online yesterday, welcoming a new chair and confirming nine board members.

Outgoing Chair, Tony Gardner welcomed new Independent Board Chair, Steve Armitage. Gardner noted the 2021 financial year was the 45th year the association had been representing and supporting members, and the industry in Aotearoa New Zealand.

"The key theme for BEIA this year has been challenge and change. Much forced upon us. But the situation has required new thinking, a leaner, more agile way of working, and new, fresh ideas," he said.

In her report to members, BEIA Chief Executive Lisa Hopkins said, "We are now on the brink of quite possibly the most significant change in our battle against Covid-19, yet our 'normal' is on the horizon. It will look slightly different, but the adaptability of our industry means it will become something we will all quickly embrace."

Last year, the constitution and structure of the Board were changed to reflect the

future needs of the industry. The 10-strong Board now includes an independent chair, plus two seats from the Platinum member category, and one seat from each of the Gold and Silver member categories. The board structure also includes one non-voting seat for Air New Zealand, one non-voting seat for Tourism New Zealand, and two appointed members.

The 2021-2022 Board's Platinum category members are Georgina Grey from Accor New Zealand and Prue Daly from NZICC / SkyCity Entertainment Group.

The Gold representative is Tracey Thomas from Conference Innovators, and the Silver representative is Jake Downing from Weta Workshop.

The board also includes co-opted members Bjoern Spreitzer, Tourism New Zealand, and Blair Catton, Air New Zealand, plus Chief Executive Lisa Hopkins.

The two members appointed by the Board earlier this year are David Perks, General Manager, Regional Development, Destination and Attraction at WellingtonNZ, and David Downs, a chartered member of the Institute of Directors and CEO of the New Zealand Story.

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For further information about the BEIA Board is available on the [BEIA website](#)

Click here to download this [media release](#)

Click here to download an image of [BEIA Chief Executive, Lisa Hopkins](#)

### **About Business Events Industry Aotearoa (BEIA)**

- [Business Events Industry Aotearoa \(BEIA\)](#), formerly known as Conventions and Incentives New Zealand (CINZ), is the official membership-based association of New Zealand's business events sector with more than 460 members across a broad range of sectors.
- BEIA works to actively promote the sector for its members and New Zealand, providing advocacy with central government and offering

assistance, information, professional development, and real business opportunities to its members.

- The impact of the sector on New Zealand's economy includes financial, social, regional investment, and environmental. In 2019 in New Zealand, the business events industry was valued at \$1.45 billion per annum, with over 3.6 million attendees both domestic and international, employing 22,000 people. However, since Covid-19, the value of the sector has reduced by 78 percent. This can be attributed to a combination of reduced international visitors due to border closures, the impact of Alert Level 2, 3, and 4 restrictions, and the compounding lack of confidence from the sector.
  - BEIA manages New Zealand's only national annual trade show MEETINGS. Last held in June 2021, MEETINGS generated \$74 million of business for the New Zealand industry.
  - [MEETINGS 2022](#) is scheduled for 15-16 June at Te Pae Christchurch Convention Centre.
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