

ChristchurchNZ Holdings Limited

Quarter Three Report 2025-2026

ChristchurchNZ | Powered by Christchurch City Council

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1 Executive Summary

We are pleased to present the Quarter Three report for 2025/26 on behalf of the Board and Executive of ChristchurchNZ Holdings Ltd, outlining a busy period of strategic review and operational delivery.

Recently, Ōtautahi Christchurch has consistently outperformed New Zealand's other major cities in terms of economic growth. We are experiencing real momentum, driven by the long-term vision of city leaders and significant central and local government investment.

As a city, we need to maintain that momentum and collectively consider: what's next? At the start of Q3, ChristchurchNZ's Board led a review of our strategic direction asking: how do we maximise opportunities to grow the Christchurch economy into the future, knowing that we're in a period of fiscal restraint, global unrest and centralised reforms across the local government sector?

As this report is prepared for Christchurch City Council, we're working with city partners to refine an economic development strategy that reflects the Council-endorsed Christchurch Economic Ambition and is driven by a focus on priority growth sectors that will deliver long-term economic impact. These sectors have three things in common: something unique to our city that sets us apart, existing momentum across Christchurch firms, and the scale to realise global impact.

Our strategic review recognises that everything ChristchurchNZ does supports a growth sector-focused approach to economic development, from direct enablers like talent and investment attraction, through to foundational activities that make the city a great place to be like major events and city promotion. This Q3 report highlights key achievements aligned to the strategy and we'll get more deliberate in our approach over coming months and years.



Ali Adams
Chief Executive



Lauren Quaintance
Chair of the Board

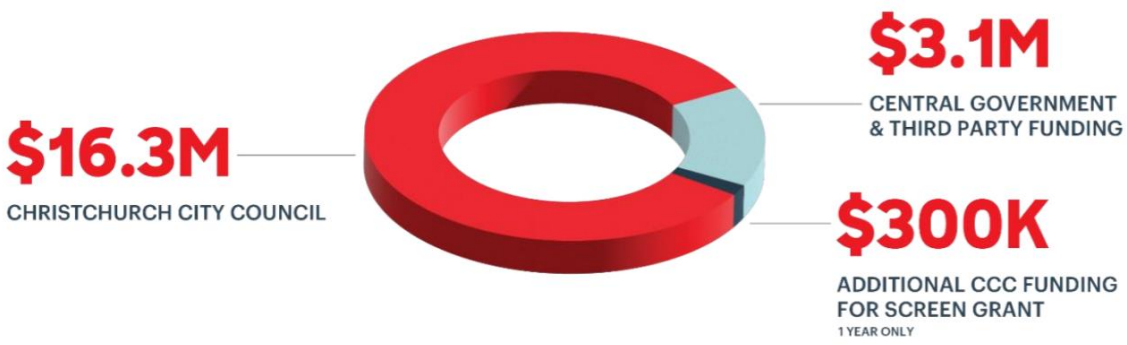
2 About ChristchurchNZ

Structure and Funding

ChristchurchNZ (CNZ) is a Council-controlled organisation and a public benefit entity, wholly owned by CNZ Holdings Ltd with a shared board. CNZ delivers economic development services as outlined in the Christchurch City Council's Long-Term Plan (LTP) and is governed by an independent board that includes two Council-appointed directors. The organisation operates with approximately 69.2 FTE equivalent positions.

CNZ is primarily funded by Christchurch City Council (Council), receiving $16.349m in LTP funding for the 2025/26 year. An additional $3.1m is targeted from the Crown and third-party partners. The Board approved a total budget of $20.15m resulting in a planned deficit of $386,000 funded from reserves.

Additional funding includes $300,000 screen grant funding approved by Council. Further event funding is allocated throughout the year via the Event Ecosystem Funding managed by the City Partners Group (CPG).



Strategic direction and delivering on outcomes

CNZ purpose: Together we're shaping an economy where people and places thrive.

Each year CNZ receives a Letter of Expectations from the Council. In response, the Board develops a Statement of Intent outlining objectives, scope of activities and performance measures.

The CNZ strategic framework is guided by three city strategies as outlined below:

- Encouraging sustainable economic growth that grows business as well as being good for people and the environment, guided by the Christchurch Economic Ambition.
- Strengthening how we talk about our city locally, nationally and internationally under a consistent Place Brand strategy.
- Balancing the economic opportunities of tourism with local needs through our Destination Management Plans.

This framework drives progress towards measurable outcomes to increase Christchurch's productivity, liveability and attractiveness.

3 Economic Update (improvement ⬆ /deterioration ⬇)

CHRISTCHURCH	CANTERBURY	NEW ZEALAND	
⬆	⬆	⬆	**Economic Overview** In the year to December 2025, Christchurch's economy grew by 1.0%, while the wider Canterbury region expanded by 1.2%. Both outperformed the national economy, which grew by 0.4% over the same period.
⬆	⬇	⬇	**Labour Market** The unadjusted **unemployment rate** in Christchurch was 4.4% in the March 2026 quarter, lower than in the previous quarter and a year earlier. In Canterbury, the unemployment rate rose to 4.4% over the quarter but remained below its level a year earlier. In March 2026, unemployment rates in both Christchurch and Canterbury were lower than the national unadjusted rate at 5.7%, and lower than rates in Auckland at 6.6% and Wellington at 6.3%.
⬇	⬇	⬇	Christchurch's labour force **participation rate**, defined as the share of working-age population either working or actively seeking work, was 72.1% in the March 2026 quarter. This was marginally lower than the previous quarter at 72.8%, and slightly below the Canterbury average rate of 72.2%. Participation rates in both Christchurch and Canterbury remained above the national average of 70.7%.
N/A	⬆	⬆	**Business Activity** Canterbury recorded the highest rate of business location growth in the country in the year to March 2026, with numbers increasing by 2.4%. This equated to nearly 1,900 additional locations compared with a year earlier and was almost three times the national growth rate of 0.8%.
N/A N/A	⬆ ⬆	⬆ ⬆	**Employment Trends** The number of **filled jobs** in Canterbury increased by 1.8% in March 2026 compared with a year earlier. By contrast, filled job numbers across New Zealand rose by 0.3% over the same period. **Online job advertisements** in Canterbury were 16% higher in March 2026 than a year earlier, marking the tenth consecutive month of growth. This level of momentum in job advertising has not been observed in the region since 2022. Nationally, job listings increased by 14%.
⬇	⬇	⬆	**Trade and Exports** The value of cargo **exported** through Christchurch's ports was 5% lower in the March 2026 quarter compared with a year earlier. Over the same period, the value of imports through Christchurch increased; however, a positive trade balance was maintained. Across the wider Canterbury region, the value of cargo exports fell by 7% compared with a year earlier, while total exports through New Zealand's ports increased by 2%.
N/A N/A	⬆ ⬇	⬆ ⬇	**Industry Performance** Canterbury's **manufacturing sector** continued to expand during the March 2026 quarter, outperforming the national average. Canterbury's **service sector** moved into contraction on average over the March 2026 quarter, with weaker readings evident toward the end of the period.
⬆	⬆	⬇	**Housing Market** Christchurch's median house price was $710,000 in March 2026, up 1.4% compared with a year earlier. This compares with annual growth of 3.2% across the wider Canterbury region and a 0.3% decline nationally. Despite recent growth, Christchurch's median house price was 32% lower than Auckland's and 9% lower than Wellington's.

CHRISTCHURCH	CANTERBURY	NEW ZEALAND	
↑	↑	↑	**Retail Spending** In-store card spending in Christchurch increased by 0.4% in the March 2026 quarter compared with a year earlier. Growth was lower than in Canterbury, at 1.4%, but in line with the national rate of 0.4%.
↑ ↑	↑ ↑	↑ ↑	**Tourism** International tourism in Christchurch continued to recover. In the three months to February 2026, **international visitor arrivals** at Christchurch Airport were 4% higher than pre-COVID levels. International visitor arrivals were also 21% higher than a year earlier, equating an increase of nearly 36,300 visitors. Nationally, international visitor arrivals increased by 9% in the three months to February 2026 compared with the same period a year earlier. **In-store card spending** by international visitors in Christchurch rose by 11% in the March 2026 quarter, adding an additional $12.9 million compared with a year earlier. Nationally, international visitor card spending increased by 9% over the same period.

4 Quarter 3 selected highlights in detail

4.1 Electric Avenue - *Leveraging events to build talent pipelines*

Overview

- Electric Avenue is now Australasia's largest music festival and a flagship Christchurch event.
- Over three years, ChristchurchNZ has supported its growth – helping to secure exclusive acts, expand to two days, and strengthen commercial returns.
- This demonstrates the long-term value of strategic event investment. With 65% of attendees under 25, Electric Avenue is shifting perceptions of Christchurch, enhancing appeal for students, talent, and investment.
- 95.4% of attendees agree events like Electric Avenue improve Christchurch as a place to live; 63.7% report improved perception of the city (source: FreshInfo, 2026).

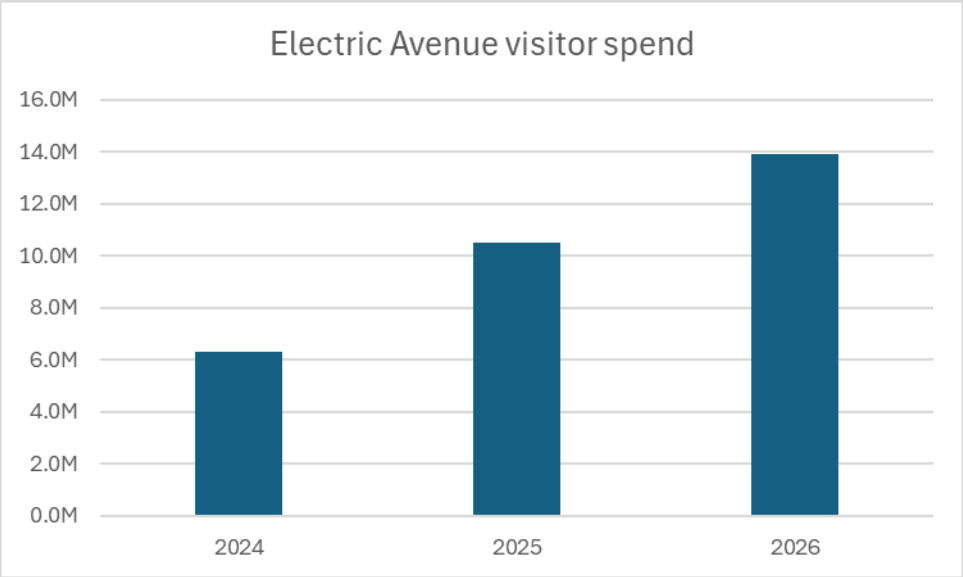
Key ChristchurchNZ activities

- Negotiated a three-year contract with Team Event to keep the event in Christchurch 2026 -2028.
- Currently in discussions with Team Event about 2028+ contract, growing the event and securing more exclusive acts.
- Included Electric Avenue in the launch of our Made For It visitation campaign, featuring festival imagery in digital ads as well as on billboards in key competitor cities in New Zealand and Australia.
- Partnered with George FM to deliver live broadcasts over the week leading up to the event from key partner locations including The Rambler, The Church and He Puna Tai Moana showcasing the city and highlighting the many great things to do in Ōtautahi.

- Partnered with Riverside market to boost vibrancy in the city and welcome Electric Avenue attendees arriving into Christchurch on Thursday before the festival. DJs played and GeorgeFM broadcast live from Riverside Market with giveaways to local listeners to help activate the market. GeorgeFM also broadcast from the PR activation developed by ChristchurchNZ, Jam on the Tram.

Outcomes and Economic Impact:

- 90,000 attendees; 26,877 visitors (+18% YoY); 79,990 visitor nights (+27% YoY).
- 98% hotel occupancy; $13.9m visitor spend (+33% YoY; +120% vs 2024) (source: FreshInfo).
- 416 media stories, 388m reach, $3.6m earned media (source: Meltwater media monitoring).
- Resident perceptions strengthening:
    - World-class events: +48% (2023–2025)
    - Likelihood to recommend: +14–15% for living and visiting (Kantar, 2025)



Source: FreshInfo reports 2024, 25, 26

4.2 Far Out Programme - *Raising Christchurch's profile as the place to invest*

Overview

- The Far Out 4x4 convoy is a curated off-road journey from Auckland to Queenstown, bringing together around 75 executives, entrepreneurs and investors from US and New Zealand venture capital communities.
- Organisations such as NZX and Icehouse Ventures host the convoy to connect participants with local innovation ecosystems and showcase investment opportunities.

- This is a long-term play to put Christchurch on the radar of top-tier international investors as a great place to do business, and we're already seeing results.

Key ChristchurchNZ activities

- CEO engaged directly with the convoy to understand investor priorities ahead of networking event.
- Curated targeted connections between investors and Christchurch founders.
- Hosted a networking event at the Air Force Museum and maintained follow-up engagement.
- Secured international exposure through engagement with a Wall Street Journal reporter.
- Converted a one-off visit into an ongoing investor engagement programme, including a follow-up tour.
- Delivered two full days in Christchurch's programme (vs three hours in Wellington), enabling in-depth exposure to key companies including Dawn Aerospace and Holmes Solutions.

Outcomes and Economic Impact:

- Secured direct engagement with pre-qualified investors already active in New Zealand but largely new to Christchurch.
- Established an investment pipeline, with three local companies now progressing opportunities (noting long lead times).
- Enabled targeted investor engagement, including a US family office connecting with 10 Christchurch companies.
- Delivered spillover benefits, including expanded sector interest (e.g. AI into mass timber) and new connections.
- Strengthened founder capability through exposure to Silicon Valley investors.
- Supported targeting of investor visa prospects considering relocation.
- Gained valuable insight into investor priorities to inform future targeting.
- Early results include a Christchurch company entering an investment pathway with an Auckland VC.
- Achieved international exposure via Wall Street Journal coverage (28m reach; $268k value) and a planned follow-on feature.
- Secured future opportunity, with the 2027 tour set to conclude in Christchurch.

4.3 Made For It - *a campaign platform to shift perceptions, drive visitation and boost resident pride*

Overview

- 2026 presents a significant opportunity to position Christchurch as a world-class events and tourism destination, anchored by the opening of One NZ Stadium and 15 years of post-earthquake rebuild.
- Made For It is a long-term platform to attract visitors, talent, businesses and investment by showcasing Christchurch as a place people want to be. The concept is simple and scalable: whatever you're into, Christchurch is Made For It.
- The platform aims to shift perceptions, grow visitation and strengthen Christchurch's profile, with flexibility to expand beyond events and build resident pride over time.

Key ChristchurchNZ activities

- Through a competitive bidding process, CNZ secured significant central government funding from MBIE Events Boost Fund to extend the campaign into the east coast of Australia.
- Worked with multiple stakeholders, including Council, Venues Ōtautahi and the airport, to co-develop a campaign brief with a unified story about Christchurch.
- Partnered with local creative agency Plato to bring Made For It to life with a flexible platform that balances Christchurch's urban vibrancy with natural attractions.
- Developed a dynamic platform with a focus on events and emerging activities, which could be swapped in and out as they sold out, keeping the campaign live and relevant.
- Australia launch in early January across outdoor media, digital and social advertising. Working with airlines and online travel agents we converted campaign interest into travel bookings across high-value audiences.
- A key partnership with Webjet, Australia's largest online travel agent, with a database of 1.5 million users, significantly increase visitation.
- Using MBIE funding, hosted Australian media to tell the Made For It story around the rebuild of the city and the Super Round event.

Outcomes and Economic Impact:

- Interim results based on a sold-out partnership with Webjet show:
    - 1,171 inbound passengers booked in Q3 to arrive through Christchurch airport from Australia in April-June (source: Webjet)
    - Total regional visitor nights were a minimum of 9,954 based on average stay of 8.5 nights (source: Webjet). More data expected in June.
    - Total minimum regional visitor spend estimated at $3,284,655 based on spending an average of $330 per day (source: MBIE international visitor survey)

- Domestically, George FM Electric Avenue activations generated more than $500K of free media coverage (source: Meltwater media monitoring).
- Domestic arrivals at Christchurch airport are up 13.4% in February and 9.1% in March. Australia increased 11.2% year-on-year (source: CIAL).
- The campaign is estimated to contribute an additional 12,000 Australian visitors April-June (projected by CNZ at time of MBIE application).

5 Quarter 3 activity overview

Alongside these selected highlights, CNZ delivered a wide range of initiatives and engagements across Business Growth & Investment Attraction and Visitor Economy & City Promotion. These activities support strategic goals, strengthen partnerships, and enhance Christchurch's visibility and competitiveness across key markets.

5.1 Business Growth & Investment Attraction

- Delivered MBIE's AI Advisory Pilot locally, supporting four businesses with AI readiness and adoption.
- Promoted advanced manufacturing capability through a national Future-Makers campaign featuring Christchurch firms.
- Identified healthtech growth barriers and established a targeted work programme, including sector coordination.
- Progressed international aerospace engagement (US, UK, Korea), including future opportunities such as the Space Cities Network and 2028 Space Sustainability Summit.
- Strengthened the aerospace ecosystem through industry engagement, facility development discussions, and global accelerator partnerships.
- Advanced a new aerospace education pathway (Years 5–8) to build a future talent pipeline, with a focus on Māori and Pacific participation.
- Elevated BioOra's profile through a coordinated event and media activity, reinforcing confidence in its manufacturing capability.
- Launched the Commercial Attraction Landing Pad, securing partners and early pipeline activity, including new jobs and sector leads.
- Facilitated Antarctic sector connections through a Christchurch Antarctic Network event.
- Formalised cleantech as a growth sector and initiated recruitment of a dedicated sector lead.

5.2 Visitor Economy & City Promotion

- Planning for Q4 "Super Season" events (Supercars and Super Rugby Super Round) to maximise impact beyond delivery.

- The Art of Banksy attracted 39,000+ attendees, including 7,900 visitors, generating 3,400 visitor nights and $1.05m spend.
- The World Buskers Festival delivered strong results, with 12,000 tickets sold, 43% of shows sold out, and 245 free performances.
- Crankworx generated $650k in visitor spend (+18% on forecast) and strong broadcast reach (207,000 views; 63,000+ viewing hours).
- Business Events activity included AIME Melbourne and release of Conference Legacy findings, highlighting high-value delegates (4.6 nights; 2.5x daily spend vs leisure).
- Delivered targeted international engagement in Singapore and Kuala Lumpur, positioning Christchurch for association and incentive business.
- Accommodation occupancy averaged 88.3%, above the national rate (83.9%).
- Strengthened partnerships across aviation, Tourism NZ and cruise, including a first joint engagement with Lyttelton Port Company.
- The Discover Different campaign drove Australian visitation and engagement, including a sold-out Webjet deal (1,100+ passengers) and 5,000 competition entries.

6 Looking ahead

We look forward to working alongside Council in coming months to refine our economic strategy and maximise opportunities to grow the Ōtautahi Christchurch economy. Currently, we're talking with city partners to refine the strategy while developing a strong evidence base that shows why it will work. In Q4 and through the LTP planning process we'll be discussing this further with Council and seeking direction on the approach. Other highlights from Q4 and looking ahead include:

- **Advancing cleantech as a priority growth sector:** initiated a programme to position Christchurch as a national hub for cleantech innovation and commercialisation, building on existing sector strength (home to 25% of NZ firms) and University of Canterbury talent pipeline.
- **Promote cleantech investment and visibility:** supporting Zethos facility opening, securing more than $100k in media coverage and reinforcing Christchurch's positioning as a cleantech destination.
- **Deliver high-impact events:** two sold-out Super Season events attracted 139,000 attendees and strengthened Christchurch's major events proposition; economic impact data to follow in Q4.
- **Leverage major events for economic impact:** as host city agency, secured, helped deliver and marketed Supercars and Super Round to maximise visitor spend, profile and investment attraction outcomes.
- **Drive visitation through targeted campaigns:** launched the winter phase of Made For It campaign in Australia and domestically to lift demand in low season.

- **Enable creative tech sector growth:** finalising Creative Tech Strategy (with industry and UC) to define priority sub-sectors and guide investment, capability and long-term growth.

7 Operations and performance results

7.1 KPIs and Levels of Service

CNZ's key performance indicators (KPIs) are measured six-monthly and will be measured at the end of Quarter 4. Refer to Appendix One for a list of CNZ's KPIs and Targets.

At the end of Quarter 3, all nine Levels of Service (LoS) agreed with Council are on track and expected to be achieved by year-end. For a detailed overview, refer to Appendix Two.

Through our strategic review, we're looking across our KPIs and LoS and we look forward to discussing our measures with Council during the LTP process to make sure they truly reflect the work we do. At the same time, we're continuing to input into work underway to establish standardised measures across New Zealand's economic development agencies.

7.2 Sustainability and Emissions Tracking

External Focus
CNZ works to improve sustainable business practices by delivering practical guidance with targeted businesses and providing educative sessions. During Q3, in partnership with EECA we actively engaged 12 businesses to review and plan their energy use, identifying opportunities to reduce their carbon emissions.

Internal Focus
CNZ embeds responsible emissions use into our planning, including using emissions budgets. We complete an annual independent greenhouse gas emissions inventory, monitor emissions throughout the year and have a reduction plan in place.

Our office is a 5 Star building (*Green Star Office Interiors v2009 Certification*) with minimisation measures such as sensor lighting, water limitations, and recycling and compost bins to divert from landfill. We do not own vehicles and use Zilch e-vehicle car share service. Staff are encouraged to use the WorkRide programme, so far enabling 14 staff to buy bikes for commuting using pre-tax dollars.

CNZ achieves net zero with quality, locally sourced carbon offsets through Orton Bradley Park and continues to review opportunities to reduce emissions from air travel (our largest source of greenhouse gas emissions) in line with business requirements. We focus on internal education and awareness initiatives, so staff consider sustainability in their professional and personal decisions.

Emission Types	*Benchmark Emissions FY2022/23	**Q1 – Q3 + booked FY2025/26
International Air Travel	70t	55.15t
Domestic Air Travel	29.7t	21.39t
Transport Fuels, Purchased Electricity, Transmission Losses, Waste	10.4t	7.47t
Accommodation, Taxis, Uber & Rental Cars, Private car & Zilch	5.5t	2.62t
Total	**116t**	**86.63t**

**Benchmark Emissions from independent Ōtautahi ChristchurchNZ Greenhouse Gas Emissions 2022/23 Report.*
***Estimates only, an independent annual emissions report will be conducted upon the conclusion of the financial year.*

7.3 Financial Sustainability

In 2025 CNZ initiated a strategic review to improve the long-term financial sustainability of its economic development services in response to fiscal pressures and reduced reserve funding. Key activities included leadership workshops with CCHL, external advisory support, and an investment logic mapping session to explore new revenue streams. Since December 2025 CNZ has achieved over $2m of external funding largely from central government. These efforts aim to reduce reliance on rates and align funding with measurable outcomes. CNZ is on track to achieve its KPI of 16% non-council funding in 2025/26.

8 Financial Summary to 31 Mar 2026

ChristchurchNZ Holdings Financial Summary $000's	**Actual to Mar 2026**	**Budget to Mar 2026** **Unaudited, per Management Accounts*	**Variance**	**Prior period Mar 2025**	**Variance Prior Year to Mar Actual**
CCC Core funding	*12,262*	*12,262*	*-*	*11,926*	*336*
Other Operating Revenue (including interest)	*4,345*	*1,352*	*2,993*	*2,257*	*2,088*
Operating Expenditure	*(14,639)*	*(12,792)*	*(1,847)*	*(13,203)*	*(1,436)*
Total Surplus before tax	***1,968***	***822***	***1,146***	***980***	***988***

Total Assets	*11,533*	*8,148*	*3,385*	*8,383*	*3,150*
Percentage external revenue	***15%***			***16%***	

The net position for the nine months to 31 March 2026 shows a year-to-date surplus of $1.968m. Core funding has increased year on year due to a small CPI increase agreed in the Long Term Plan process.

CNZ will return $1.055m relating to underspending in the Urban Development function. This function has been fully transitioned to Council.

Significant additional revenue has been received from central government contracts and major events funding, this flows through to increased expenditure.

Total assets have increased due to additional event funding received in advance of the event costs.

9 Risk management

CNZ regularly assesses and reports organisational risks to the Board and the Health, Safety, Audit and Risk Committee. High-level organisational risks reported during the quarter:

	Risk	Description	Mitigations
1	Climate Change (10 years plus)	Work programme/projects/social license are impacted by climate change.	Embedding Economic Ambition, increasing support for business sustainability programmes, working with the Council on coastal adaptation plans, Horizons European Union partnership and CNZ internal emissions targets.
2	Economic Volatility/ Recession	Economic Volatility/Recession impacts economic development outcomes.	Strong city strategies, clear purpose and outcomes in CNZ Strategy and Statement of Intent, purposeful investment through proactive and reactive prioritisation of work programmes, development of long-term financial sustainability strategy.
3	Major Events	Mandate and funding	City Partners Group engagement and support. Close working relationship with Venues Ōtautahi and central government.

4	Key Personnel	Talent retention and culture	Strong people and culture strategy, CNZ brand work – exemplar employer, strong and visible values. Recognition of risks and symptoms of burn out.
6	CNZ continues to implement and manage mitigations for the following risks: Disaster/Business Disruption | Cyber Attack | Constrained Funding Environment | Health and Safety.		

Appendix 1: CNZ KPIs and Targets half year results (July – December 2025)

Note KPIs measured in December and June

KPI MEASURE	TARGET 2025-26	STRETCH TARGET	HALF-YEAR RESULTS
Long-lasting job creation supported by ChristchurchNZ	500 FTE jobs	650 FTE jobs	**69 Jobs**
Short-term job creation supported by ChristchurchNZ through events, urban development, and screen activity	500 FTE jobs	600 FTE jobs	**171 Jobs**
Estimated value of GDP contribution attributable to ChristchurchNZ activity	$80 Million	$90 Million	**$14.85m**
Contribution to visitor spend supported by ChristchurchNZ*	$40 Million	$50 Million	**$14.4m**
Value of investment into Christchurch supported by ChristchurchNZ (excluding local government)	$120 Million	$130 Million	**$114m**

Note: KPI measures are at the half year, full year results will be available in July.

Attribution of economic outcomes to CNZ's work has been requested by the Shareholder. The challenge of measuring outcomes from the work of Economic Development Agencies and Regional Tourism Organisations is a national and international issue. Work is underway to consider a national approach to KPIs which may impact future KPIs, subject to Shareholder approval. The methodologies for monitoring these outcome measures utilise a mix of data, customer survey responses and modelled estimates (which necessitates the application of some assumptions and judgements).

Appendix 2: Levels of Service Quarter 3 results (July 2025 – March 2026)

LEVELS OF SERVICE MEASURE	TARGET 2025-26		Q1 - Q3 RESULTS
Targeted Innovation Investment and Business Support			
Partner with mana whenua to support growth in Māori prosperity and self-determination	2 initiatives		On track - 2 initiatives
Ensure Christchurch businesses have access to comprehensive advice and support to grow competitiveness, resilience, and sustainability.	800 engagements		On Track – 724
Attraction of external investment for sustainable economic development service	$1,500,000 external investment		Achieved - $2,152,484
Activating Assets, the Central City and Strategic Locations			
Prepare City bids to attract business events to Christchurch	30 City bids		Achieved - 44 City bids
The city is successful in its bids to attract business events to Christchurch	At least 35% success rate		On track - 64.2%
Area of improvement to public and private space	6,000 square metres		On track - 5,434.3m2
City Positioning			
High level of engagement on CNZ owned digital channels and platforms	4 million engagements		On track - 3,954,373 engagements
Meeting benchmark brand tracking targets with key audiences	Christchurch ranks higher than comparator cities for resident pride and domestic traveller consideration		Survey to be completed in June
Number of familiarisation, trade or policy engagements with trade agents, investors, government, or media Supporting: Business, investment, visitor, talent, convention, major events, screen, Antarctic programmes or international education attraction and retention	60 engagements		On Track