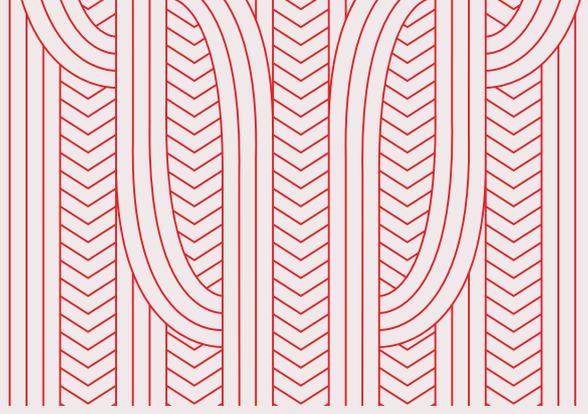




Prospectus

**DESTINATION  
PARTNER  
PROGRAMME**

**ChristchurchNZ**



# “Mā te mahitahi ka whakakaha te whanaungatanga”

Working together  
strengthens relations



Tram on Armagh Street

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# About the Destination Partner Programme

**If you are returning, we are thrilled to welcome you back to the ChristchurchNZ Destination Partner Programme for another year. We are so glad you've seen value in our partnership.**

If you are new to our programme, we extend a warm welcome and are excited to partner with you!

In 2024 ChristchurchNZ launched their new look Destination Partner Programme, having incorporated Tourism and Business Events into one programme. Since then we have developed a strong and collaborative destination partnership community, driven to prosper the Visitor Economy to our city and surrounding regions.

Our partner programme includes regular communication and invitations to networking events. Further opportunities are available to business partners including involvement in selected destination activities, tradeshow and showcases.

We look forward to working with you across another fabulous year.

Warm regards

Kath Low  
Head of Destination



“The partner programme has allowed me to engage directly with industry leaders and collaborate on meaningful initiatives for our region.”

— Leigh Higgins, Hind Management



# Partnership Tiers & Fees

TIER & SECTOR	DESCRIPTION	FEE
<p><b>PRESTIGE PARTNER</b> Business Events &amp; Tourism</p>	<p>You are a key player in the visitor economy and wish to contribute and be part of the strategic direction of business events and tourism in Christchurch and Canterbury.</p> <p>Your organisation is likely to be invested or represented internationally.</p>	<p><b>\$11,000</b> excl. GST</p>
<p><b>PREFERRED PARTNER</b> Business Events &amp; Tourism</p>	<p>You are a key player in the visitor economy (Business Events and/ or Tourism) with a mid-range or larger company with an office in Christchurch or the wider region.</p> <p>Your organisation is likely to be invested or represented in the Australian and New Zealand market.</p>	<p><b>\$5,950</b> excl. GST</p>
<p><b>PCO PARTNER</b> Business Events only <i>(includes automatic Affiliate status and opportunity to participate in tourism Pay to Play activity)</i></p>	<p>You are a BEIA approved PCO adhering to their code of ethics and are an active part of the Christchurch business events community.</p>	<p><b>\$1,750</b> excl. GST</p>
<p><b>FOUNDATION PARTNER</b> Business Events &amp; Tourism</p>	<p>You are a small to medium sized company within the visitor economy.</p> <p>You're likely a service provider to industry, and for those who are providing an attraction you are an emerging business, finding your feet and wanting to be actively involved in destination promotion activity and considered as an option for conference planners.</p> <p>You want to be given the opportunity to participate in JV activity that aligns with your business.</p>	<p><b>\$1,750</b> excl. GST</p>
<p><b>AFFILIATE PARTNER</b> Tourism only</p>	<p>You are a business that values the work ChristchurchNZ and the tourism team does.</p> <p>At our discretion you will be notified of opportunities to participate in specific activity on a Pay to Play basis.</p> <p>You would like to be kept informed of what is taking place at CNZ and within the wider industry. As well, you would like the opportunity to attend industry capability building and networking events; and often your business is located outside of Christchurch City representation and you wish to work with ChristchurchNZ in a tourism trade capacity.</p>	<p><b>\$595</b> excl. GST</p>

# Partnership Benefits

	<b>PRESTIGE PARTNER</b>	<b>PREFERRED PARTNER</b>	<b>PCO PARTNER</b>	<b>FOUNDATION PARTNER</b>	<b>AFFILIATE PARTNER</b>
<b>SECTOR</b>	BE & Tourism	BE & Tourism	BE Only	BE & Tourism	Tourism Only
<b>Industry Advisory Group</b>	✓	×	One elected representative	×	×
<b>Website Listing</b> Meet section on CNZ website	5	2	1	1	×
<b>Inclusion in Master Image Gallery</b> Toolkit for media, PCO's, event planners, trade	Priority	✓	×	✓	×
<b>Bid Inclusion</b>	Priority in all markets subject to client brief	Priority for AU market subject to client brief	As appropriate subject to the client brief	As appropriate subject to the client brief	×
<b>BE Tradeshows and Destination Showcase events*</b> Invitation to participate alongside CNZ	Priority Int   AU   NZ	AU   NZ	✓	NZ	As appropriate + Pay to Play element
<b>Tourism Tradeshows and Destination Showcase events*</b> Invitation to participate alongside CNZ	Priority Int   AU   NZ	AU   NZ	As appropriate + Pay to Play element	NZ	As appropriate & by invitation with a Pay to Play element

\* Additional Pay to Play charges apply

# Partnership Benefits

	<b>PRESTIGE PARTNER</b>	<b>PREFERRED PARTNER</b>	<b>PCO PARTNER</b>	<b>FOUNDATION PARTNER</b>	<b>AFFILIATE PARTNER</b>
<b>SECTOR</b>	BE & Tourism	BE & Tourism	BE Only	BE & Tourism	Tourism Only
<b>Partner Networking Events &amp; Breakfast Showcase Events</b>	✓	✓	✓	✓	✓
<b>Networking</b> Opportunity to provide your venue or destination for a networking event	Priority	✓	N/A	×	×
<b>Referrals both city and personal</b>	✓	✓	✓	✓	✓
<b>ChristchurchNZ Education Events*</b>	✓	✓	✓	Ability to purchase tickets	Ability to purchase tickets
<b>Inclusion in off-shore trade presentations*</b>	Priority	✓	✓	✓	Subject to availability + Pay to Play element
<b>Financial Feasibilities</b> International bids	×	×	As appropriate subject to the client's wishes	×	×
<b>Familiarisations and Site Visit Inclusions*</b>	Priority subject to client brief	As appropriate subject to the client's wishes	As appropriate subject to the client's wishes	As appropriate subject to the client's wishes + Pay to Play element	As appropriate subject to the client's wishes + Pay to Play element

\* Additional Pay to Play charges apply

# Partnership Benefits

	<b>PRESTIGE PARTNER</b>	<b>PREFERRED PARTNER</b>	<b>PCO PARTNER</b>	<b>FOUNDATION PARTNER</b>	<b>AFFILIATE PARTNER</b>
<b>SECTOR</b>	BE & Tourism	BE & Tourism	BE Only	BE & Tourism	Tourism Only
<b>Sales Activity</b> Inclusion in presentations	Priority subject to client	As appropriate	As appropriate	As appropriate	As appropriate
<b>Campaigns*</b>	Priority as appropriate	As appropriate	As appropriate	As appropriate	As appropriate + Pay to Play element
<b>Communications &amp; Reporting</b> Quarterly report, eDM's, data insights	Includes 6 monthly 1-2-1 partner benefit reporting & end of year report	✓	✓	✓	✓
<b>Public Relations*</b> Inclusions in opinion pieces, case studies, industry publications	Priority as appropriate	As appropriate	As appropriate	As appropriate	As appropriate + Pay to Play element
<b>Partner Mark</b> ChristchurchNZ Destination Partner Mark for use on your website	✓	✓	✓	✓	✓
<b>Special Events</b> VIP invitations to CNZ hosted events	Priority as appropriate	×	As appropriate	×	×

\* Additional Pay to Play charges apply



“Alone we can do so little; together we can do so much.”

— Helen Keller

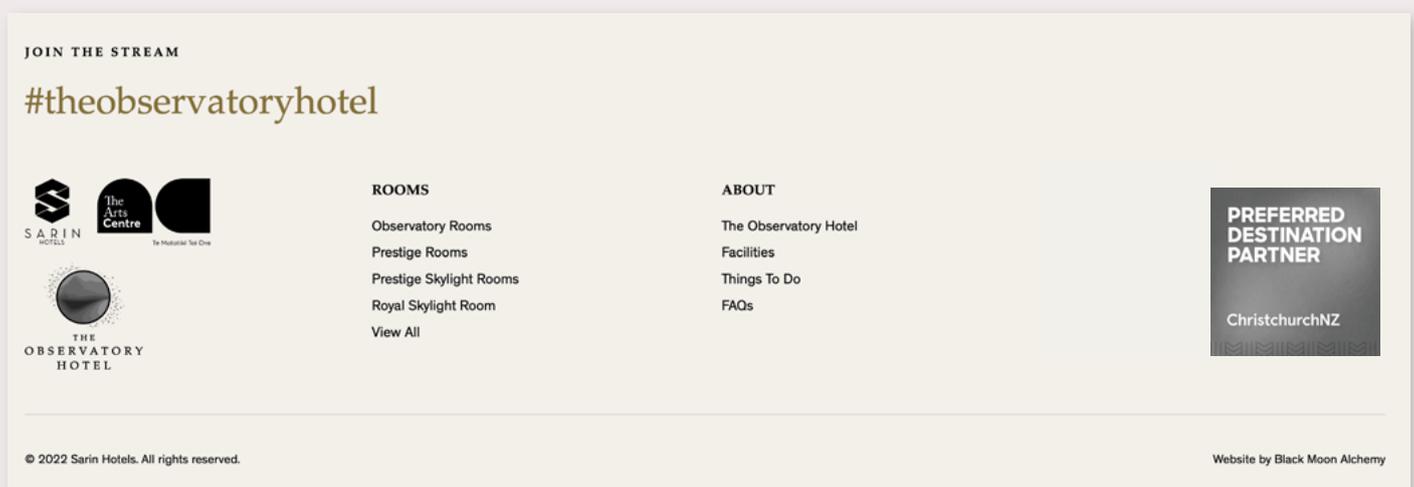


# Partner Mark

## Digital Badges



## Application Example (Website Footer)



# FAQs

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## **Our company or business has numerous attractions – which partnership option should I choose?**

For many businesses with multiple venues or attractions, the most appropriate levels will be Prestige or Preferred. We recommend getting in touch with us to discuss your individual needs and we can recommend the level which will be most beneficial to you and your business.

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## **Will I still need to maintain my newzealand.com listing if I want to be considered by business event planners?**

Your website listing (if you have one) on Tourism New Zealand's operator database will remain as is and if you wish to also be considered by conference planners looking for venues, services and attractions you will need to upload an additional web listing relating to business events via the Business Events portal. This additional listing will feature on the Meet section of the ChristchurchNZ website.

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## **How long is my partnership valid for?**

Partnership membership is based on an annual subscription – renewable in July through to the end of June. For new partners, an invoice will be generated upon completion of the Partnership Sign Up & Agreement Form.

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## **Can I log in and update my website listing with images, offers, descriptions etc.?**

Yes, full instructions will be provided on how we support and the creation and maintenance of your listing on the MEET section of the Christchurchnz.com website. \*excludes *Affiliate partner*

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## **How do I upload my images to feature in and on the public facing christchurchnz.com Image Gallery / Toolkit?**

A link and guidelines will be provided for you to upload your professional images.

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# FAQs

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## What does 'Pay to Play' mean?

Throughout the year there are activities to drive business events and leisure visitation that our partners have the opportunity to participate in, but at additional cost to their initial partnership fee. These include for example:

- Select marketing campaigns
  - Tradeshows/roadshows run by ChristchurchNZ Business Events and Tourism teams where key stakeholders (PCO's, DMC, Trade Agents, wholesalers, media and other influencers who book/buy product) are invited to meet and engage with operators. Your travel costs are additional to the Pay to Play costs.
  - Inclusion in off-shore trade presentations by ChristchurchNZ Business Events and Tourism representatives
  - Participation in media opportunities
  - Participation in select famil hosting opportunities
- 

## How can I track the value I receive from the Destination Partner Programme?

Often the work of ChristchurchNZ's Visitor Economy team lacks public visibility, with much work taking place behind the scenes, for example inclusion in offshore trade presentation decks. If you ever wish to know where you've been featured, please contact the ChristchurchNZ Visitor Economy team and we'll happily be available to discuss. Ultimately, the value you receive from this programme is up to you and the opportunities you actively participate in.

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The Terrace



“Being a ChristchurchNZ Partner has been an incredibly positive experience for us. The team’s support and enthusiasm have not only been a great morale boost, but have also played a direct role in helping our business grow, especially during the off-season. We’re very grateful for the partnership and the opportunities it has provided.”

– Luca & Manon Devescovi, Akaroa Stargazing



Solar Explorer Stargazing Tour at Akaroa Lighthouse

# Terms & Conditions

By partnering with ChristchurchNZ your business can access a range of benefits through ChristchurchNZ channels, activity and staff. These will help increase your exposure and reach, access insight, knowledge and support.

ChristchurchNZ supports operators seeking business access to the visitor, meetings, conference, and incentives markets with a range of activities designed to attract visitation and conference groups to the city and wider Canterbury region.

ChristchurchNZ will only approve a partnership with operators based in Christchurch and its regions undertaking business activities directly involved in the visitor, conference and incentive industries. ChristchurchNZ offers a range of partnership opportunities, each with unique benefits and levels of participation.

## Terms of Participation:

- i. Destination Programme Partners with a Business Events related product (excluding Affiliate and RTO/DTO) will be provided with directions on how to feature on the ChristchurchNZ MEET section of the website. This platform is used by the Business Events industry to further publicise your product offering, and can also generate related leads. Maintaining this presence will be the responsibility of the partner. ChristchurchNZ reserves the right to edit or remove a particular website listing if the information is incorrect, misleading, inappropriate or if there is a dispute or a number of material customer complaints about the listed product or service. Refer to the supplied Onboarding document for further information. Full training (complimentary) will be provided.
- ii. All applicants are required to demonstrate professional affiliations and accreditations in their field of business and expertise including but not limited to health & safety, sustainability and Manaakitanga commitments.
- iii. All applicants may supply a professional image gallery with unencumbered ownership rights by the Operator.
- iv. All applicants must be an active part of the Christchurch business events community; have Christchurch based representation or be located in ChristchurchNZ's partner regions.
- v. Any company completing an application is referred to in the terms and conditions document as "the operator". ChristchurchNZ reserves the right, at its discretion, to change, modify, add, or remove portions of these Terms at any time.
- vi. Considered within ChristchurchNZ's jurisdiction is the regions of Selwyn, Waimakariri, Christchurch and Ashburton.

**By completing the Service Agreement Application, you agree to the following terms and conditions. Please review carefully before completing.**

## **1. Application**

ChristchurchNZ reserves the right to decline your application. Some applications may be turned down because of quality concerns relating to the competence of an operator to satisfactorily deliver services to the visitor, conference and incentive sector, past problems relating to payment or disputes, or the scope of services that ChristchurchNZ wishes to promote.

Partnership fees are payable within one month of joining date unless agreed otherwise. Unpaid fees will result in partnership being deactivated inclusive of all benefits within 30 days.

The partnership programme period is based on a 12 month period July - June.

Partner membership renewals are invoiced in July, with new partner applications invoiced on a pro rata basis throughout the membership period.

## **2. Administration**

- i. Website listings (Meet section of website) will not be activated until payment is received in full (if applicable to partnership level).
- ii. Changes in product, price, service, ownership, bank account or contact details including email addresses is to be advised to CNZ so that this can be maintained in your CRM Listing.
- iii. Should the operator terminate prior to the agreed period of service, no refund will be issued.
- iv. Termination of fees are not refundable or transferable to a future date but can be transferred to a new owner if the business changes ownership within the contract period.

- v. The operator agrees to pay all costs associated with debt collecting applicable to non-payment of advertising or any other ChristchurchNZ invoicing.
- vi. The operator and any agents or contractors acting for the operator must be fully compliant with all applicable licenses, permits, approvals, New Zealand laws and regulations in relation to operation of the business.
- vii. In the event that an operator is found to be in breach of any New Zealand laws or regulations, or fails in the sole opinion of ChristchurchNZ to supply the service to an acceptable standard, ChristchurchNZ reserves the right to terminate the service agreement by written notice with immediate effect.
- viii. ChristchurchNZ is authorised by the operator to promote the business via database marketing – proactively providing your contact details to third parties (for example, Tourism New Zealand, travel wholesalers, etc.).
- ix. In accepting ChristchurchNZ's terms and conditions, the operator gives consent to receive regular electronic communications on advertising opportunities and promotional marketing activity and to receive our newsletter. To unsubscribe at any time, email [partner@christchurchnz.com](mailto:partner@christchurchnz.com) or [conventions@christchurchnz.com](mailto:conventions@christchurchnz.com).

## **3. Complaints Policy**

- i. ChristchurchNZ has an obligation to investigate any material complaint about a service that it has represented. ChristchurchNZ expects:

- ii. Co-operation in the investigation of any complaint from all operators.
- iii. If an operator fails to respond or refuses to acknowledge any responsibility for a justified complaint, we reserve the right to remove all advertising and to terminate the agreement by written notice with immediate effect. No refund of the annual service agreement fee will apply in these circumstances.

#### **4. ChristchurchNZ Destination Partner Programme Logo**

- i. ChristchurchNZ brand guidelines will be adhered to when utilising the ChristchurchNZ Destination Partner Mark.

#### **5. Service Statement**

ChristchurchNZ operates [www.christchurchnz.com](http://www.christchurchnz.com) with the objective of stimulating economic activity within these regions. The website exists to provide quality information for all visitors and is important for the region's visitor industry operators, suppliers, organisations and businesses.

#### **6. Code of Conduct**

ChristchurchNZ will always undertake to conduct our business in a professional and respectful manner. Equally, ChristchurchNZ expect their Destination Partners to do likewise.

Should ChristchurchNZ have reasonable cause to believe that an operator has failed to meet these standards then:

- i. ChristchurchNZ shall have the right to suspend the operator's business partnership and conduct an investigation as to whether the operator has met the required standards; and

- ii. If ChristchurchNZ after conducting such investigation determines that the operator has been in breach of the required standards, ChristchurchNZ will have the right to terminate the service agreement by written notice with immediate effect.
- iii. Business information will be kept private and not released to any third-party businesses however contact details and business operating information may be shared with potential clients.

In determining whether an operator has met the required standards, ChristchurchNZ may (but without limitation) have regard to any actions by the operator interfering with ChristchurchNZ's rights and obligations under this agreement, abusing ChristchurchNZ's employees or failing to act in good faith or reasonably in any conflict resolution process.

#### **7. Termination**

Notwithstanding and without prejudice to any rights of termination given to ChristchurchNZ elsewhere in this agreement, in the event of the operator going into liquidation or receivership or committing any breach of its covenants and obligations contained in this agreement, and failing to remedy such breach within 14 days of written notice of the breach being given by ChristchurchNZ to the operator, ChristchurchNZ will have the right to terminate this agreement by written notice with immediate effect.

# DESTINATION PARTNER PROGRAMME

ChristchurchNZ

## Contact and for further information

E: [partner@christchurchnz.com](mailto:partner@christchurchnz.com)

## Register online

[christchurchnz.com/about-us/destination-partner-programme](http://christchurchnz.com/about-us/destination-partner-programme)



City Mall, Cashel Street