



News release
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CINZ and BECA align to strengthen Australasian business events

Conventions and Incentives New Zealand (CINZ) and the Business Events Council of Australia (BECA) have announced a joint agreement which will see both organisations collaborate on issues mutually affecting their markets.

CINZ Chief Executive, Lisa Hopkins says Covid-19 has impacted business events on both sides of the Tasman in an extraordinary way.

“It has also created opportunity and conversation amongst organisations who would not normally align, and our agreement with BECA is an example of this,” she says.

BECA Chair, Dr Vanessa Findlay says a collaboration between CINZ and BECA will facilitate maximum benefit for both countries.

“Business events are such significant economic drivers and a fast way of encouraging trade and investment. International events will give an important boost to business recovery on both sides of the Tasman,” Dr Findlay says.

Both organisations also see the benefit in leveraging Government advocacy.

“The Australian Government publicly acknowledged the difference between controlled gatherings, such as business events, and mass gatherings when they released their three-step COVIDSafe Roadmap, while five weeks ago the New Zealand Government gave the go-ahead for events of up to 100. We would have liked to have seen our Government follow their Australian counterparts and I am sure, vice versa,” Lisa Hopkins says.

“The close relationship between our countries, and the reliance we have on each other, means it makes sense to have a common voice when advocating for change, especially at this time of tremendous economic impact on our industry,” Dr Findlay says.

With New Zealand now functioning under Alert Level 1, events are now able to operate without any restriction, and both organisations believe keeping an eye on the future is critical.

“Australia and New Zealand are leading the way in managing the pandemic and have shown strong leadership. Working together, both markets can now solidify their position as being safe, trusted destinations for business events,” Dr Findlay says.

“When it comes to competitive bids, each association will continue to act in the best interests of their markets. However, this is a unique relationship at a unique time. Both Vanessa and I

believe a unified voice from this part of the world makes sense, giving customers and our industry greater confidence that it is safe to attend business events,” Lisa Hopkins says.

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About Conventions and Incentives New Zealand (CINZ)

- CINZ www.conventionsnz.co.nz is the official, membership-based association of New Zealand’s conference and business events industry with more than 460 members across a broad range of sectors.
- CINZ takes a leadership role in increasing meetings, incentives, conference and events business for the benefit of its members, principal stakeholders and the New Zealand economy.
- CINZ works to actively promote the sector, providing advocacy with central government and offering assistance, information, professional development and real business opportunities to its members.
- CINZ manages New Zealand’s only national annual trade show MEETINGS, which generated over \$64 million during its two days in Auckland in 2019.
- MEETINGS 2020 was postponed, and CINZ plans to replace this event with BE Reconnected, in December 2020.
- CINZ Approved PCO Group are qualified to handle the most complicated of domestic and international association conferences. Not only are CINZ Approved PCOs required to meet strict criteria, they are bound by a Code of Ethics, Rules and Responsibilities determined by CINZ.
- For more information about the CINZ Approved PCO Group click [here](#)

About Business Events Council of Australia (BECA)

The Business Events Council of Australia (BECA) was formed in 1994 as a peak industry body. It provides an umbrella structure for the key industry associations operating in the Australian business events sector: The Association of Australian Convention Bureaux (AACB), Australian Convention Centres Group (ACCG), Exhibition and Event Association of Australasia (EEAA), International Convention and Congress Association (ICCA)-Australian Chapter, Meetings and Events Australia (MEA) and the Professional Conference Organisers Association Inc (PCOA).

As the peak industry body for the business events sector we provide a single voice for the industry and liaise with the federal government and relevant agencies on matters common to all sectors of the industry. Our members represent the cross-section of the industry and we work together to build a strong voice for all sectors of the industry.

Business Events are major drivers of the Australian economy and generate trade, investment, employment, knowledge sharing and also stimulate the visitor economy.

For more information visit: www.businesseventscouncil.org.au