

15th April 2009

Submission in Support of Proposed Expansion of Christchurch Convention Centre and Refurbishment and Modernisation of Christchurch Town Hall for Performing Arts

Submitted by:

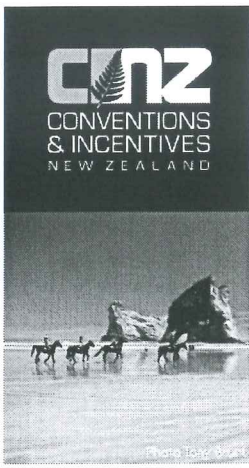
**Alan Trotter
CEO
CINZ
alan@nzconventions.co.nz**

**P O Box 237
Annual Plan
Christchurch City Council
Christchurch Mail Centre
Christchurch 8140**

E: ccc-plan@ccc.govt.nz

Conventions and Incentives New Zealand (CINZ) is the peak body representing the convention industry in New Zealand and is responsible for marketing New Zealand as an international convention destination, and has a funding agreement with the Ministry of Economic Development (MED) to identify and encourage New Zealand organisations to bid for international conventions and fund the bids to maximise the chances of their success.

CINZ is aware that Vbase has submitted plans to the LTCCP with a view to developing a proposal to expand the Christchurch Convention Centre and to refurbish and modernise the Christchurch Town Hall for performing arts. CINZ is totally supportive of these objectives and believes that significant economic benefit will accrue to Christchurch and the Canterbury region if these proposals go ahead.



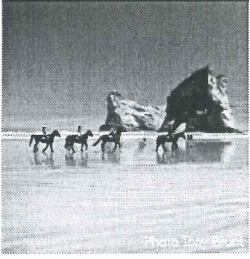
Christchurch is a significant player in the international and domestic convention market and is the home to New Zealand's only purpose built convention centre and has an impressive track record in attracting new convention business to Christchurch from both the domestic and international market places.

CINZ has an excellent working relationship with the senior management of Vbase and as a result of this working relationship, decided some years ago to move its **MEETINGS Exhibition**, which is New Zealand's premier convention and incentive exhibition, from Auckland to Christchurch every other year. Prior to this development **MEETINGS** was exclusive to Auckland, however, the decision to move **MEETINGS** to Christchurch every other year has proved to be a significant boost for the Exhibition as well as the New Zealand convention and incentive offering.

CINZ believes that Vbase has been a critical element in maximising revenue streams from its venues and this gives them a compelling track record in terms of experience, and CINZ firmly believes that the logical next step for the organisation, and indeed Christchurch and Canterbury as a whole, is to expand the current product offering specifically by expanding the convention centre facilities and to refurbish and modernise the Christchurch Town Hall for performing arts.

CINZ views the Christchurch Convention Centre expansion in particular, as a logical and compelling development which will significantly increase revenue not only to the actual Convention Centre itself but to the city and region in general.

There is ongoing discussion with central and local government surrounding the need for an international convention centre to be located in Auckland, and as yet no firm decisions have been made regarding if and when this proposal will become a reality. However, irrespective of this decision, there is a compelling need for Christchurch to upgrade and expand its facilities to keep pace with the business growth that is available both domestically and internationally, particularly from the convention market and CINZ is absolutely supportive of Vbase's intentions in expanding its current product offering.



International association conventions in particular, are relatively unaffected by the current global financial challenges, and whilst there may be a slight diminution in delegate attendances at international conventions they are rarely, if ever cancelled, unlike other areas of tourism. In the current climate it is entirely logical therefore, for Vbase's development proposals to be extremely successful in the short to medium term and the ensuing economic benefits that will accrue not only to the city of Christchurch, but to the Canterbury region as a whole. CINZ believes that there is a compelling business case to be made for the proposed development plans as outlined by Vbase in its LTCCP Submission.

Yours faithfully

Alan Trotter
Chief Executive

