



Welcome to the Aviation Leadership Summit 2014

I am delighted to invite you to attend NZ's first Aviation Leadership Summit. This annual event is hosted by Aviation NZ as part of our mission to lead, inspire, and grow the New Zealand aviation industry, both domestically and offshore.

The Summit is a by industry and for industry event. We aim to bring you a programme that is insightful, relevant, and engaging. At the same time our aim is to manage costs and overall resource requirements, so that we can offer a truly inspiring and cost-effective flagship industry event.

It is fitting that our Summit is launched in the 100th year of commercial aviation. The last century provided a phenomenal journey for aviation and this year provides an opportune time for us to reflect on those last 100 years and to consider what comes next.

The theme for our first Summit is 'Celebrating 100 Years of Aviation - The Future'. We will celebrate what aviation has achieved over the last 100 years and look forward to what the next century will bring, operationally, technologically, economically and politically.

We look forward to seeing you there.

Samantha Sharif
Chief Executive
Aviation NZ

Aviation Leadership Summit Overview

Sunday 20 July	Monday 21 July			Tuesday 22 July		Wednesday 23 July	Thursday 24 July
AAA Training Day	Summit			Summit		Aging Aircraft, Fatigue Concepts	Aging Aircraft, Fatigue Concepts
	Summit	AAA NZHA	Composites Fatigue Concepts	Divisional Sessions	Composites, Fatigue Concepts		
		"Pilots in Focus" Conference		AAA NZHA			
				"Pilots in Focus" Conference			
				Training Logistics			
Trade Exhibitors							
Welcome Reception	Gala Dinner						

Keynote Speakers Include:

Conrad Clifford

IATA Regional VP Asia Pacific



Conrad joined IATA on 1 February 2014 and is based in its Asia Pacific Regional Office in Singapore. His career in aviation spans over 30 years. Most recently he was Acting Managing Director of Antrak Air Ghana, and was formerly CEO of Monarch Travel Group, and of Virgin Nigeria. His career has also included work for Cathay Pacific Airways, Virgin Atlantic Airways, Menzies Aviation Group and Emirates.

Therese Walsh

Chief Executive Cricket World Cup NZ



Therese was Chief Operating Officer of the 2011 Rugby World Cup and has been appointed as the Head of New Zealand for the next Cricket World Cup which in 2015 which will be jointly hosted by New Zealand and Australia. Prior to New Zealand's staging of the Rugby World Cup, Walsh served as the Chief Financial Officer and General Manager of Corporate Services at the New Zealand Rugby Union. She has also been a director of New Zealand Cricket.

Conor English

Chief Executive Federated Farmers NZ



Conor has worked as a lobbyist, Commercial Director and CEO of Federated Farmers of New Zealand, the premier organisation advocating on behalf of the rural and farming communities and businesses at international, national, regional and sector levels.

Graeme Harris

Director Civil Aviation Authority



Graeme took his first role with CAA in 1998 as Team Leader Airline Surveillance. In 2000 he was appointed Quality Assurance and Risk Management at Mount Cook Airlines. Graeme returned to CAA in 2004 as General Manager Personnel Licensing and Aviation Services. He has been the Chief Executive and Director of CAA since 2012.

Damian Camp

Chief Executive Pacific Aerospace



Damian is a graduate of the University of Otago holding a BCom with Honours in Marketing Management and a BSc in Biochemistry. He used to be the Director of NZBio and CEO of Ovita, a Dunedin based Biotechnology Company. Damian is now the CEO of Pacific Aerospace. He is also on the advisory board of the NZ Aviation Industry Cluster in Hamilton.

Teresa Ciprian

International Business Development Advisor & Director



Teresa has a background in the commercialisation, marketing and business development of branded consumer dairy and other foods. She has significant international business experience, having held a number of senior executive roles with Danone focused on delivering global growth initiatives. She is passionate about adding value to New Zealand's primary and technology based industries.

Paul Linton

Head of Sales and Marketing (Global Services) at Airways NZ



Paul has held a number of senior positions with MetService. He started there in 2000 as a General Manager International and in 2008 became the General Manager Commercial. In 2011 he was appointed Country Manager for Objective Corporation, a software company. In 2013 he became Head of Sales and Marketing (Global Services) at Airways NZ.

Heather Deacon

GM Development –Safe Air



Heather is a Masters Graduate from Cranfield University. She has more than 15 years experience in senior positions in the UK Defence industry. She joined Safe Air in March of 2006 as Business Development Manager and was later appointed Strategic Business Manager. Heather has been General Manager of Safe Air since September 2008.

Sunday 20 July

9:00 AAA Training Day

17:00 Welcome Reception– Westpac Stadium

Monday 21 July 2014

8:00 Registration & Coffee

9:00 100 Years of Aviation: The Future

Welcome: Aviation NZ – The Future
Graeme Martin, Chairman, Aviation NZ

Keynote Addresses:

100 Years of Aviation - The Future
Conrad Clifford, Regional Vice President for Asia Pacific, IATA

The Outlook for Rotary
Hana Tolhoek, Regional Manager, Agusta Westland

10:30 Coffee Break

11:00 Growth Opportunities for NZ Aviation: Exports

Accessing World Bank Projects in Asia & the Pacific:
Darin Cusack, World Bank

Case Studies of Export Successes and Implications for NZ
Airways: Paul Linton, Head of Sales and Marketing (Global Services)
MetService: Ray Thorpe, General Manager Aviation Sales
Flightcell: John Wyllie, Chief Executive
Pacific Aerospace: Damian Camp, Chief Executive

12:30 Lunch Break - Airways

13:30 The Importance of Brand NZ

Whole of Government Approach: How does it help?
NZTE, MFAT, MBIE, MoT, CAA, Callaghan Innovation, Education NZ

Cricket World Cup: Leveraging Tourism & Aviation Opportunities
Therese Walsh, Chief Executive, NZ Cricket World Cup

The Brand: Reputation Management and "Getting it Right"
Teresa Ciprian, International Business Development Advisor & Director

15:00 Afternoon Tea & 100 Years of Aviation Quiz

15:30 Ask Me Anything Session

Board and Council Aviation NZ

16:30 Aviation New Zealand AGM

17:00 Close of Day One

18:00 Cocktail Reception - Shed 6

19:00 Gala Awards Dinner – Shed 6

Tuesday 22 July 2014

8:00 Registration & Coffee

9:00 **100 Years of Aviation: The Future**

Welcome:

Samantha Sharif, Chief Executive Aviation NZ

Keynote Addresses:

Battle for the Birds

Hon Dr Nick Smith, Minister of Conservation

Creating a Powerful & Effective Industry

Conor English, Chief Executive Federated Farmers of New Zealand.

NZ Economy with Labour

Darien Fenton MP, Associate Spokesperson for Transport

10:15 Coffee Break

10:45 **Growth Opportunities for NZ Aviation: Domestic**

NZ Tourism 2025 Growth Framework

Simon Wallace, Policy and Research Manager, Tourism Industry Association

Case Studies of Domestic Growth Opportunities

- **RNZAF Procurement Plan:** Gp Capt Mark Brunton
- **Safair - Recent Successes and Opportunities for Industry:** Heather Deacon, General Manager

11:15 **The Future Operating Environment for NZ**

The New Southern Sky, CAA Act Review, Rules & RPAS

Graeme Harris, Director CAA

Through Safety and Risk management

Kimberely Turner, Aerosafe Risk Management
Heather Fitzpatrick, Aerosafe Risk Management

Reducing Operating Costs: Improving Profitability

Jan Borgelt, Director (Payments) NZForex
Fenella Pohe, Key Account Manager, N3

12:15 **Wrap up Day 2, Close of Summit**

12:30 Lunch Break

13:30 **Divisional Sessions and AGMS**

17:00 Close of Day Two

<p>NZHA Monday 21st July</p> <p>0900 <i>Welcome – Aviation NZ – The future</i> Chairman & President AvNZ <i>100 years of Aviation Conrad – the future</i> Conrad Clifford IATA <i>The Outlook for Rotary</i> – Hana Tolhoek, Agusta Westland</p> <p>1030 Morning Tea</p> <p>1100 <i>Chairman’s Address NZHA Achievements</i> – Lloyd Matheson</p> <p>1130 <i>AHAI Update</i> Peter Crook</p> <p>1145 <i>Safety Investigation – being your own</i> <i>investigator</i> Paul Breuilly CAA</p> <p>1230 Lunch</p> <p>1330 <i>What’s new at Airbus Helicopters</i> –Dorothee Barre</p> <p>1400 <i>Insurance Update</i> – Arden Jennings</p> <p>1430 – <i>CAR Part 135 505 vs CAR Part 135.559</i> – Andy McKay, Grant Twaddle CAA</p> <p>1500 Afternoon Tea</p> <p>1530 <i>Update on 406ELT Petition</i> Lloyd Klee</p> <p>1545 <i>MARENCO - Skye SH09</i> – John Skeen Heliflite</p> <p>1600 <i>Introducing the Bell 505</i> Geoff Hards</p> <p>1630 Aviation NZ AGM</p> <p>Gala Awards Dinner</p>	<p>NZAAA Sunday 20th July</p> <p>0900 – 1530 Chemical Revalidation Course 1600 E Cat Meeting 1000 – 1700 Fire Course Unit Standard 3285 1700 Welcome Reception</p> <p>Monday 21st July</p> <p>0900 <i>Welcome – Aviation NZ – The future</i> Chairman AvNZ <i>100 years of Aviation Conrad – the future</i> Conrad Clifford IATA <i>The Outlook for Rotary</i> – Hana Tolhoek, Agusta Westland</p> <p>1030 Morning Tea</p> <p>1100 <i>NZAAA Chairman’s Address</i> Alan Beck</p> <p>1115 <i>Pilots and Professionalism</i> – Sqn Ldr Oliver Bint</p> <p>1145 <i>SFF Project – what it means for pilots</i> John Sinclair John Maber</p> <p>1230 Lunch in trade displays</p> <p>1330 <i>Ballance as Gold Sponsor</i> - Greg Delaney</p> <p><i>1345AG SRP - Benefits of Risk Based approach to</i> <i>regulation</i> Graeme Harris DCA 1400 <i>The Training Standard</i> – Rick Graham 1415 <i>The Operational Standard</i> Steve Kern</p> <p>1430 <i>HSE Responsibilities for Pilots-</i> Angela Beazer</p> <p>1500 Afternoon Tea</p> <p>1530 <i>Drug & Alcohol responsibilities</i> – CK, Advanced Diagnostics</p> <p>1550 <i>New Logbooks for Pilots</i> – Rick Graham</p> <p>1600 <i>GE Finance as Gold Sponsor</i> – Robert Knox</p> <p>1630 Aviation NZ AGM</p> <p>Awards Dinner</p>
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<p>NZHA Tuesday 22nd July</p> <p>0900 <i>Welcome</i> – Samantha Sharif CEO AvNZ <i>Battle for the Birds</i> Hon Dr Nick Smith <i>Creating a powerful & efficient industry.</i> Conor English Federated Farmers <i>NZ Economy with Labour</i> – Darien Fenton MP</p> <p>1015 Morning Tea</p> <p>1045 <i>Profit & Profile</i> Alan Beck & John Sinclair</p> <p>1130 <i>Human Factors behind Accidents</i> – Tom McCready</p> <p>1210 <i>New Technologies - Way2Go Helicopters (A management system for small Operators)</i></p> <p>1230 Lunch in trade displays</p> <p>1300 For those interested there will be a 30 minute opportunity to learn more on Way2Go's Management system</p> <p>1330 <i>Accidents & Incidents – a new approach</i> – John Sinclair</p> <p>1400 <i>Industry/Training Schools Face to Face</i> Phil Maguire</p> <p>1430 Incident Review Meeting (IRM) <i>Why I:</i></p> <ul style="list-style-type: none"> • <i>Crashed on Take Off</i> • <i>Hit the wire</i> • <i>Etc</i> <p>1515 Afternoon Tea</p> <p>1545 <i>IRM continues</i></p> <p>1615 <i>Time in Service Recorder Update</i></p> <p>1620 <i>Conference Roundup and evaluation by members</i> – Alan Beck & Lloyd Matheson</p> <p>1630 NZHA AGM</p>	<p>NZAAA Tuesday 22nd July</p> <p>0900 <i>Welcome</i> – Samantha Sharif CEO AvNZ <i>Battle for the Birds</i> Hon Dr Nick Smith <i>Creating a powerful & efficient industry.</i> Conor English Federated Farmers <i>NZ Economy with Labour</i> – Darien Fenton MP</p> <p>1015 Morning Tea</p> <p>1045 <i>Profit & Profile</i> Alan Beck & John Sinclair</p> <p>1130 <i>Human Factors behind Accidents</i> – Tom McCready</p> <p>1210 <i>New Technologies - Way2Go Helicopters (A management system for small Operators)</i></p> <p>1230 Lunch in trade displays</p> <p>1300 For those interested there will be a 30 minute opportunity to learn more on Way2Go's Management system</p> <p>1330 BREAKOUT</p> <table border="1" data-bbox="730 1093 1334 1400"> <tr> <td data-bbox="730 1093 1045 1400"> <p>Fixed Wing</p> <ul style="list-style-type: none"> • <i>The myth behind overloading – our greatest cause of accidents</i> <p>Andy Stevenson</p> </td> <td data-bbox="1045 1093 1334 1400"> <p>Rotary</p> <ul style="list-style-type: none"> • <i>Helicopter Accidents</i> John Sinclair </td> </tr> </table> <p>1400 <i>Industry / Training Schools Face to Face</i> Phil Maguire</p> <p>1430 Incident Review Meeting (IRM) <i>Why I:</i></p> <ul style="list-style-type: none"> • <i>Crashed on Take Off</i> • <i>Hit the wire</i> • <i>Etc</i> <p>1515 Afternoon Tea</p> <p>1545 <i>IRM continues</i></p> <p>1615 <i>Time in Service Recorder Update</i> John Sinclair</p> <p>1620 <i>Conference Roundup and evaluation by members</i> – Alan Beck</p> <p>1630 NZAAA AGM</p>	<p>Fixed Wing</p> <ul style="list-style-type: none"> • <i>The myth behind overloading – our greatest cause of accidents</i> <p>Andy Stevenson</p>	<p>Rotary</p> <ul style="list-style-type: none"> • <i>Helicopter Accidents</i> John Sinclair
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Tuesday 22 July Training and Development	Tuesday 22 July Logistics
09.00 Summit resumes	09.00 Summit resumes
Day as per Summit Programme	Day as per Summit Programme
1330 Division specific programme starts, welcome!	1330 Division specific programme starts, welcome!
1335 Building our analytical base Developing factual information on the industry and benchmarking. Presentation by Bob Brownlie, GM ASL/ASPEQ	1335 AGM
1415 The competitiveness of the NZ product Structure of the license, Syllabus leading into exam question structure, ESL experiences. Presentations by Dawn Rogers, ASPEQ and Carlton Campbell, CAA	1435 AEANZ/SLAET, what next General discussion
1500 An integrated training programme Insights into CAA thinking for the future. Presentations by John McKinlay, Manager Personnel Licensing and Bill McGregor, CAA	1530 Afternoon tea
1530 Afternoon tea	1600 Alcohol and Drugs, protecting the industry. Presentation by CK Rahi, Advanced Diagnostics General Discussion
1600 AGM	1700 Finish
1630 Finish	
(Note that AAA and NZHA are meeting jointly 14.00 – 14.30 on Tuesday “Industry/Training Schools Face to Face with Phil Maguire to discuss the mis-match between employer pilot requirements and pilots produced by trainers).	

Why attend the Aviation Leadership Summit?

- It is the only annual NZ Aviation Leadership Event
- Brings together 300+ industry leaders from across NZ and Asia Pacific
- Provides a unique opportunity to celebrate what industry has achieved in the last 100 years
- Will inspire and energise you with thought provoking speakers from the aviation industry and beyond
- Is a by industry and for industry event
- Connects you with key decision-makers
- Helps you grow your business
- Provides insights into what the future holds and implications for you and your business
- Very competitive pricing compared with other events

Why Exhibit at the Aviation Leadership Summit?

The exhibition is an integral and significant part of the Summit. It is located adjacent to the Plenary hall and will be the hub and meeting point for all 300+ delegates. It will have a fresh new look, with lounges to encourage delegates to linger, as well as phone and laptop charging stations.

The exhibition will be the meeting place where morning, afternoon teas and lunch for all delegates will be served. It will also be the place where people can get great coffee served by expert baristas.

The floor plan will be designed to ensure good visibility and access to all stands. Maximum traffic flow will be encouraged by the placement of catering stations at key points in the exhibition areas.

- Be integral to the only annual NZ Aviation Leadership Event
- Reach an audience of 300+ industry leaders from across NZ and Asia Pacific
- Be part of the by industry and for industry event
- Connects you with key decision-makers
- Helps you grow your business
- Very competitive pricing compared with other events
- Exhibiting is a very cost effective way to reach your target market.
- Promote and maintain brand awareness
- Demonstrate new products
- Increase business potential
- Enhance company profile
- Support the industry
- Much more focused exposure to existing clients and potential customers than previous years

AVIATION INDUSTRY GALA AWARDS DINNER

This prestigious and premier annual industry event will celebrate and recognise the achievements of the aviation industry, companies, and outstanding individuals over the last 12 months and beyond.

Prices

Member rates per person

Aviation Summit:	Earlybird, Register and pay by 16 May \$520 GST incl Otherwise \$575 GST incl
Welcome Reception:	Free for delegates and \$60.00 for partners
Gala Dinner:	\$ 172.50 GST incl \$1620.00 GST incl for table of 10

Non-member rates per person

Aviation Summit:	Earlybird, Register and pay by 16 May \$690 GST incl Otherwise \$750 GST incl
Welcome Reception:	Free for delegates and \$80.00 for partners
Gala Dinner:	\$ 287.50 GST incl \$2770.00 GST incl for table of 10

How to register:

For the Summit, Trade Show, and Sponsorships.
Go to www.aia.org.nz and follow the directions from the home page.

