



Auckland Anniversary Weekend
January 2013



The New Zealand International Air Show
will feature world class flight displays
and showcase our \$10 billion aviation industry
through an Aviation Trade Expo

The event will use innovative TV technology to bring
the action to spectators using giant outdoor screens

Why the NZ International Airshow?

- Key industries benefit from being related to main stream TV sports events:
 - Motor sport events champion automotive industry products
 - Marine events (America's Cup, Volvo Ocean Race) champion the marine industry
- The Red Bull Air Race proved the enormous power of an inner city aviation event to attract crowds of 500,000 plus – and compelling TV with over 500 million viewers
- Aviation does not have a main stream TV sports product to act as a showcase for its products:
 - Trade air shows exist like Paris and Farnborough – but they have no sports or entertainment content and are not on TV
 - Public air shows exist – but they also are not on TV due to the lack of a competitive element and suitable media systems to visualise the flight displays

Why the NZ International Airshow?

In New Zealand we have pioneered the use of advanced media systems for TV and spectators – initially with air sports such as gliding and the New Zealand air games

- These systems can be adapted to produce a new type of combined public and trade air show which is competitive and suitable for TV:
 - This new breed of air show can be used to highlight the products and services of the NZ Aviation Sector – and eventually be rolled out to other countries around the world

- TV3 will partner with the NZ International air show:
 - This is a first both for NZ and the rest of the world where air shows simply do not get on TV

Aviation Trade Expo



Aviation Trade Expo

Awareness of the contribution aviation makes to the New Zealand economy is minimal

- Lifting the profile and increasing the exposure of New Zealanders the breadth and depth of the industry is seen as beneficial and supportive of the growth aspirations of the industry
- With industry affirming a growth trajectory of 9% per annum this means that we need:
 - highly skilled personnel entering the industry to support the growth opportunities
 - a connected investment community who are prepared to commit to supporting new and existing business as they grow and develop
 - an engaged wider stakeholder community who understand that aviation is a high value add sector whose success will create wealth for New Zealanders present and future

Aviation Trade Expo

New Zealand's aviation industry has been growing strongly through a period of recession

This is driven off the back of:

- Global growth
- An increasing middle class in developing markets who have aspirations to travel
- The opening up of the GA industry in many economies where it is completely underdeveloped
- The recognition that New Zealand is a provider of quality training with uncongested skies



- The NZ air show should be positioned as a showcase for the excellence of the NZ Aviation Industry – and be seen just as the automotive industry sees Formula 1 – a high profile, public event at which to present products, develop relationships and make sales
- Our "*world first*" air show format status will reflect very positively on the NZ aviation sector – communicating both innovation and very smart marketing
- The air show will run over three days – January 26, 27 and 28 – with a Trade Expo at *the Cloud* on Queens Wharf, feature flight displays over the harbour and the main air show at Ardmore
- Details including RNZAF participation will be announced at a major media launch on October 1st



The Bottom Line

- The Aviation Industry will miss out on Government support/funding to other industries with higher public profiles unless it has a strong public voice and profile
- Politicians tend to support high profile projects and Government rewards sectors that already have shown an ability to consistently capture the public's imagination
- Even though modesty and aviation tend to go together – unless we learn how to aggressively self-promote, other sectors and other countries will get ahead of us - It's a very competitive world

We have skills and talents which are exportable – aviation is in our DNA - let's make good use of these assets



Questions?