



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		P&WC Canada Training Day	Aging Aircraft Fatigue Concepts	Aging Aircraft, Fatigue Concepts
	Summit	Divisional Sessions AAA NZHA	Composites Fatigue Concepts	Divisional Sessions AAA NZHA Training Logistics	Composites, Fatigue Concepts			
	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 Administration



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.

Monday 21 July 2014

8:00 Registration & Coffee

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

Welcome: Aviation NZ – The Future
Chairman Aviation NZ & President Aviation NZ

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

The role of Aviation in NZ's Growth Agenda
Rt Hon John Key Prime Minister TBC

10:30 Coffee Break

11:00 **Growth Opportunities for NZ Aviation: Exports**

Accessing World Bank Projects in Asia & the Pacific:
Christopher Bennett or Darin Cusack, World Bank TBC

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

12:30 Lunch Break

1:30 **The Importance of Brand NZ**

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

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

Interacting with your customers in the 21st Century Digital Environment
Michelle Guthrie, Google APAC & Board Member Auckland Airport TBC

3:00 Afternoon Tea & 100 Years of Aviation Quiz

3:30 **Ask Me Anything Session**

Board and Council Aviation NZ

4:30 **Aviation New Zealand AGM**

5:00 Close of Day One

6:00 **Cocktail Reception**

7:00 **Gala Awards Dinner**

Tuesday 22 July 2014

8:00 Registration & Coffee

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

Welcome:

Samantha Sharif, Chief Executive Aviation NZ

Creating a Powerful & Effective Industry

Conor English, Chief Executive Federated Farmers of New Zealand.

NZ Economy with Labour

Hon David Cunliffe, Leader of the Labour Party

The Outlook for Rotary

Agusta Westland TBC

10:15 Coffee Break

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

NZ Tourism 2025 Growth Framework

Simon Wallace, Tourism Industry Association TBC

Cricket World Cup: Leveraging Tourism & Aviation Opportunities

Therese Walsh, Chief Executive NZ Cricket World Cup

Case Studies of Domestic Growth Opportunities

- **RNZAF Procurement Plan:** Mike Yardley, Chief of Air Force TBC
- **Safair Recent Successes and Opportunities for Industry:** Heather Deacon, General Manager
- **Way to go Heli Services: Recent Technology Developments:** Rob Kittow, Chief Pilot/Chief Executive

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

Air Navigation Plan, CAA Act Review, Rules & RPAS

Graeme Harris, Director CAA

Future Safety Performance: Resilience Engineering

Nancy Leveson TBC

Aerosafe TBC

Reducing Operating Costs: Improving Profitability

NZForex TBC

N3 TBC

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

12:30 Lunch Break

1:30 **Divisional Sessions and AGMS**

5:00 Close of Day Two

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.