

## **4 Seasons 5 Senses Auckland Airport's 2016 Tourism Development Grant with a total available fund of NZ\$100,000**

### **Objective**

A competition to win one of two funding packages to support the creation, development or clustering of experiences or itineraries, and the related product marketing collateral or promotional development, that will deliver a seasonally themed experience.

The grant is open to New Zealand tourism operators, Regional Tourism Organisation, or organisations with the ability to deliver on the proposed business plan and programme.

The clustering of the experiences/itineraries should be designed for premium and special interest audiences within a chosen Asian, Americas, Australia market of choice and itineraries are to provide for an Auckland Airport arrival and departure.

Judging will be based on showing the delivery of the following criteria

- Clustering - defined by several experiences working together within a region or regions
- Innovative experiences or itineraries with arrival/departure at/from Auckland Airport
- Defined points of difference
- Telling uniquely New Zealand stories
- Demonstrate the ability to convert to sales in the targeted market.
- Quality of the business plan

The total available award fund will be awarded by way of two grants, each of NZ\$50,000.

The amount awarded can be invested by the winners in one or more of the following ways:

- Research
- Collateral promotional development
- Translations
- Imagery
- Video
- In market development – sales programs
- Digital promotion in market

as agreed with Auckland International Airport Limited.

An expert panel and Auckland Airport team members will judge the entries.

The deadline for the submission of entry business cases is **June 30<sup>th</sup> 2016 5.00pm**.

The applicable terms and conditions of the competition are as detailed below. These can also be found at [www.travelsummit.co.nz](http://www.travelsummit.co.nz)

#### **AUCKLAND AIRPORT'S 4 SEASONS 5 SENSES 2016 BUSINESS DEVELOPMENT AWARDS COMPETITION TERMS AND CONDITIONS**

### **1 ACCEPTANCE OF TERMS**

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Information produced by us on how to enter the competition and prizes for the competition forms part of these Terms. By entering the competition, you are deemed to accept these Terms. We reserve the right, in our sole discretion and at any time, to replace or amend these Terms or to modify, suspend, terminate or cancel the competition.

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## 2 ELIGIBILITY

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- 2.1 Except as set out at 2.2 and 2.3 below, the competition is open to New Zealand based tourism operators, Regional Tourism Organisations or organisations with the ability to deliver on the proposed business plan and programme in the entry submitted.
- 2.2 You are not eligible to enter the competition if you are our employee, an employee of any company associated with the competition, or an immediate family member of such employees.
- 2.3 Acting reasonably, we may exclude any person from entering into the competition.

## 3 ENTRY

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- 3.1 To enter the competition, you must send your entry to us, in the form of a business plan, via email sent to **annmaree.desmond@aucklandairport.co.nz**.
- 3.2 Entries must be received by **5.00 pm on June 30<sup>th</sup> 2016**. We cannot accept responsibility for any lost, misplaced, illegible, damaged, stolen, late or incomplete entries.
- 3.3 Upon receipt, all competition entries and submitted materials become our property. By entering the competition you hereby:
  - (a) grant to us full rights to use your submitted materials (and any reproductions, manipulations and adaptations thereof) and the intellectual and other rights therein ("**Rights**") for any purpose and in any media including the internet, in each case without compensation;
  - (b) acknowledge and agree that we may use your name, detail and submitted materials for promotional and media purposes, and you will participate in any publicity arrangements which we reasonably require, in each case without compensation;
  - (c) confirm that you are the sole legal and beneficial owner of the Rights, or you have the express written consent of the true legal and beneficial owner, and that the exercise of the Rights will not violate any law or infringe the rights of any other person; and
  - (d) confirm that, where the competition entrant is under 16 years old, the consent of that person's parent or guardian has been obtained. Failure to demonstrate such consent to our satisfaction may result in your entry being invalid, disqualified and any prize awarded to you being forfeited.

## 4 PRIZES

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- 4.1 Prizes are one of two marketing development grants of NZD\$50,000 each, to be invested to support implementation of the winner's entry in one or more of the following ways:
  - Research
  - Collateral promotional development
  - Translations
  - Imagery
  - Video
  - In-market development – sales programmes
  - Digital promotion in marketas agreed with us.
- 4.2 Prizes cannot be transferred or exchanged.
- 4.3 Each prize is taken entirely at the prize winner's own risk. We will not be liable for any loss, damage or injury (including but not limited to any indirect or consequential loss) suffered or incurred by you or any other person as a result of or in connection with the competition or any prize, except for any liability which cannot be excluded by law. You release and indemnify us and any persons affiliated or associated with the competition in respect of any claim for any accident, injury, death, property damage and other losses that may occur in connection with the competition or any prize. If requested to do so you will sign a separate release and indemnification form in such form as we determine.
- 4.4 The winner of a prize is responsible for any tax or other costs arising in relation to, or associated with, the prize.

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## 5 WINNING

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- 5.1 The two prize winners will be chosen by an expert panel comprised of global experts and our representatives. Only the parties who originally entered the competition is eligible to win a prize.
- 5.2 We will notify prize winners by email using the details provided on the entry.
- 5.3 We may refuse to award a prize to any person who has, in our view, acted in a fraudulent manner, breached these Terms or gained an unfair advantage in participating in the competition.
- 5.4 Our determination of the prize winners will be final and binding, and no correspondence or other communication will be entered into.

## **6 YOUR PRIVACY**

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- 6.1 We respect your privacy rights under the Privacy Act 1993. You authorise us, and other entities involved in tourism and related services, and our authorised service providers to collect, hold, use and disclose personal information about you (including your name, image and contact details) to conduct the competition and for future promotional purposes. You understand that you have a right of access to, and may request correction of, personal information held by us about you, which you may exercise by contacting us by e mail at [privacy@akl-airport.co.nz](mailto:privacy@akl-airport.co.nz). Failure to provide the personal information requested in the entry process will result in the entry being invalid.

## **7 DEFINED TERMS AND INTERPRETATION**

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- 7.1 In these Terms, the following words have the following special meanings:
  - "**Terms**" means these competition terms and conditions (as amended from time to time);
  - "**we**", "**our**", "**us**" means Auckland International Airport Limited; and
  - "**you**" means a person entering the competition.
- 7.2 For convenience, these Terms have been grouped under different headings, but the headings do not affect the meaning of these Terms.