



**BE** *inspired*  
*energised*

FINANCIAL ADVICE NZ  
**CONFERENCE**

NOV 16TH & 17TH 2021

TSB ARENA, WELLINGTON

**SPONSORSHIP & EXHIBITION PROPOSAL**

Financial **Advice**  
NEW ZEALAND



# SOLACE IN THE WIND

The edge of the sea offers a sense of serenity – where the world opens up and we surrender ourselves to the elements. Here we are able to find a place that offers peace and clarity, a place to evaluate life and find inspiration. At this spot, in these moments the world is literally at our feet. Our choices are open. The possibilities that life offers to each of us seem limitless. All we have to do is surrender ourselves to them, as the sculpture suggests, with the fall of the arms and tilt of the open palm.

**Sculpture by Max Patté**

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# WE INVITE YOU

2021. This new year has brought new ways of delivering business objectives, while understanding the short and long term effects of COVID as it continues to rage in other parts of the world.

The one constant for us here in New Zealand has been the ability to keep our borders relatively safe and continue our lives in our bubble down under.

We are grateful to have the opportunity to plan an in-person conference this year, but for those that can't join us in Wellington we also have an online viewing option.

When planning the theme for the Financial Advice NZ 2021 Conference we wanted to ensure our delegates leave feeling energised and inspired. Our theme is therefore simple, "Be Inspired, Be Energised".

We're excited about the dynamic program we are delivering to you and to delegates. It has new energetic faces and innovation mixed with some familiar well known and popular keynote speakers.

We bring to you futurists, economists, thought leaders, and the 2021 New Zealander of the Year.

We are fully committed to supporting our advisers, and with your help, I believe we can deliver them a conference that will WOW the sector as we continue our journey together in the new regime.

We are providing you, our valued sponsors, the opportunity to network and engage with delegates over two days and to showcase your innovative products and services.

Thank you for your support of Financial Advice New Zealand, our members and our collective mission to help more New Zealanders access quality financial advice.

We hope you join us in making the "Be Inspired, Be Energised" Conference a huge success.

Katrina Shanks  
CEO, Financial Advice New Zealand



# KEYNOTE SPEAKERS



**Tane Hunter, (Future Crunch, AU)** Tane is a cancer researcher and science communicator. He is the founder of Future Crunch, a group of scientists, artists, researchers and entrepreneurs that believes science and technology are creating a world that is more peaceful, connected and abundant. Their mission is to foster intelligent, optimistic thinking about the future, and to empower people to contribute to a 21st century that works for everyone.

Tane has a Masters in Bioinformatics from the University of Melbourne, and has worked for the Melbourne Royal Children's Hospital diagnosing rare genetic diseases. He is currently completing his PhD at the Victorian Cancer Care Centre, using molecular biomarkers in DNA and analysing them with artificial intelligence to improve treatments for people suffering from cancer. He's also a former United States mountain biking champion and an avid sailor.



**Dr Angus Hervey (Future Crunch, AU)** Angus is a political economist specialising in the impact of disruptive technologies on society. Along with Tane he a founder of Future Crunch. Angus was the founding community manager of Random Hacks of Kindness, a global initiative from Google, IBM, Microsoft, NASA and the World Bank to create open-source technology solutions to social challenges. He was also the first editorial manager for Global Policy, one of the world's leading international policy journals. He holds a PhD in Government and a Masters in International Political Economy from the London School of Economics, where he was also the Ralph Miliband Scholar from 2009 to 2012.



**Mykel Dixon (AU)** Named Australia's Breakthrough Speaker of the Year, and the author of 'Everyday Creative – a dangerous guide to making magic at work', Mykel Dixon leads a new wave of entrepreneurial savants showing fortune 500 and ASX 200 listed companies how to stay relevant in a 21st-Century Renaissance.

A jazz musician by trade, gypsy by nature, fierce non-conformist & prolific anti-perfectionist, his live-learning experiences unite teams, ignite creativity and infuse participants with the skills they need to solve complex 21st-century business challenges. Blending his unique life & business experience, a bias for action and a magnetic stage presence, Mykel's highly interactive keynotes and conference and event offerings are powerful, poetic and full of possibility. His use of live music, spoken word poetry, visual storytelling and audience participation gives him an unmistakable edge.



**Matt Church (AU)** is a seeker of truth, sharing his learning through teaching and writing. As the founder of Thought Leaders and a highly respected conference presenter, he communicates, connects and challenges audiences and himself to be the best version of themselves. Matt invites all leaders to expand their view of what is and find true inspiration. Highly intuitive, Matt experiences much of life beyond the observable and explainable. His ability to make the complex simple and the way forward clear, has him speaking all over the world. Grounding big ideas in practical perspectives, the evolution of Matt's thinking can be traced through the eleven books he has written. Always one to draw a line in the sand, his latest book Rise Up; an evolution in leadership represents the next level for Matt, as he turns inwards to understand and apply age old wisdom to leadership.

# KEYNOTE SPEAKERS



**Siouxsie Wiles** with her bright pink hair Dr. Siouxsie Wiles is hard to miss! She's one of the country's most recognised and respected scientists, trained as a microbiologist. At the Bioluminescent Superbug Lab at Auckland University, Siouxsie and her team make nasty bacteria glow in the dark to find out what is making us sick with the aim of finding new medicines. She still can't quite believe she gets paid to do it for a living. Outside the lab, Siouxsie regularly appears on radio and TV, working hard to smash the stereotypes people have about what scientists and leaders look like.

Siouxsie has been recognised many times for her amazing contributions to science and society in New Zealand. In 2019 she was made a member of the New Zealand Order of Merit for services to microbiology and science communication. Prior to this, she had been honoured as a Blake Leader by the Sir Peter Blake Trust, as well as winning both the Royal Society Te Aparangi Callaghan Medal and the Prime Ministers Science Media Communication Prize. Most recently, during the COVID-19 pandemic, Siouxsie became one of the primary faces, communicators and educators in NZ, helping ease the public's anxiety through lockdown and beyond. This led to Siouxsie being named the supreme winner of the Stuff-Westpac Women of Influence Awards 2020. Siouxsie is also named the winner of the 2021 New Zealander of the Year.

# OTHER SPEAKERS



**Matt Whineray**  
Economist



**John Spence (USA)**  
Thought leader



**Paul Spoonley**  
Professor



**Sam Johnson**  
Social Entrepreneur



**Michael Henderson (AU)**  
Corporate Anthropologist



**Michael Kitces (USA)**  
Strategist

# DRAFT PROGRAMME

The following programme is draft only and subject to change

MONDAY 15 NOVEMBER (2:00pm - 5:00pm)	
	Exhibition Pack In
TUESDAY 16 NOVEMBER (9:00am-5:00pm)	
THE BIG PICTURE OF BUSINESS	Conference Open
	Opening Speech - Hon Dr David Clark
	International Keynote Speaker - Future Crunch (in-person)
	Economic update - Matt Whineray, NZ Super Fund
	Financial Advice NZ update - Sue Brown, Chair and Katrina Shanks, CEO
	International Keynote Speaker - Mykel Dixon (in-person)
	Lightning Session X 5 - Session designed to bring to you leaders and entrepreneurs
	- Sam Johnson
	- Others TBC
	Day Closes
	Conference Awards Dinner & Drinks
WEDNESDAY 17 NOVEMBER (9:00am-4:00pm)	
TOOLS FOR BUSINESS	Conference opens
	International Keynote Speaker - Matt Church (in-person)
	Concurrent Business Sessions (3) - Tools for your Business
	- John Spence, Thought Leader
	- Michael Kitces, Strategist
	- Michael Henderson, Corporate Anthropologist
- Paul Spoonley, Professor	
TOOLS FOR YOU	Concurrent Business sessions (4) - Tools for you
	- Speakers TBC
	Keynote Speaker - Dr Siouxsie Wiles (New Zealander of the year)
	Conference Close

# SPONSORSHIP PACKAGES

Platinum

Gold

Bronze

Hub Exhibitor

	Platinum	Gold	Bronze	Hub Exhibitor
Acknowledgement as a Sponsor	•	•	•	•
Exhibition Stand	Double - 6m wide	Double - 6m wide	Single - 3m wide	2m wall space of Shared Booth
Name association with a Keynote Presenter with the opportunity to thank the Keynote & a five minute presentation	•			
Name association with a concurrent business session or workshop		•		
Joint sponsorship of the conference awards dinner with Financial Advice NZ	•			
Complimentary registrations including the conference dinner	8	4	2	1
Display signage on-site	•	•		
Pull-up banner at Registration Area (sponsor to provide)	•	•		
Listing on the conference website	•	•	•	•
Listing in the conference App	•	•	•	•
Insert in the conference bag	•	•	•	•

# SPONSORSHIP PACKAGES

All costs are GST exclusive

## PLATINUM SPONSOR

\$25,000

### Inclusions:

- Acknowledgement as the exclusive Platinum Sponsor
- Double stand – 6 m wide
- Name association with a Keynote Presenter (includes the opportunity to thank the speaker and a five minute presentation)
- Eight complimentary registrations including conference dinner
- Insert in conference bag
- Prominent listing on conference website
- Prominent listing in conference booklet & conference app
- Prominent signage on-site
- Pull up banner next to registration area (sponsor to provide)
- Joint sponsorship of the conference awards dinner with Financial Advice NZ

## GOLD SPONSOR

\$15,000

### Inclusions:

- Acknowledgement as a Gold Sponsor
- Double stand – 6m wide
- Name association with a session<sup>+</sup>
- Four complimentary registrations including conference dinner
- Insert in conference bag
- Prominent listing on conference website
- Prominent listing in conference app
- Prominent signage on-site
- Pull up banner next to registration area (sponsor to provide)

+ priority on confirmation of sponsorship

# SPONSORSHIP PACKAGES

All costs are GST exclusive

## BRONZE SPONSOR

\$7,500

### Inclusions:

- Acknowledgement as a Bronze Sponsor
- Single booth – 3 m wide
- Two complimentary registrations including conference dinner
- Insert in conference bag
- Listing on conference website
- Company listing in conference app

## HUB EXHIBITOR SPONSOR

\$5,000

### Inclusions:

- Acknowledgement as a Hub Exhibitor Sponsor
- Shared booth with banner space 2m wide, shared bar leaners and stools in the exhibition area
- One complimentary registration including conference dinner
- Insert in conference bag
- Listing on conference website
- Company listing in the conference app

Please note: The exhibition stands will be allocated by Financial Advice New Zealand and stand allocation will be advised by October 2021.

# OTHER SPONSORSHIP OPPORTUNITIES

All costs are GST exclusive

## THE MEETING PLACE & COFFEE CART

\$8,000

An informal drop in area that includes bar leaners, bar stools and a coffee cart – a great place for attendees to network. It will be open at all break times, including prior to the start of conference and during breakfast. Included; Five bar leaners / 15 bar stools.

### Benefits:

- Acknowledgement as a Bronze Sponsor
- Name association with The Meeting Place including a coffee cart (one of two coffee carts provided at conference)
- Two complimentary registrations including the conference dinner
- Opportunity to brand the coffee cart
- Opportunity to provide banners/branding/brochures
- Listing on conference website
- Company listing in the conference app

## THE CONFERENCE BOOKLET

\$4,000

All delegates receive a conference booklet which includes space for notes and will be used long after conference.

### Benefits:

- Acknowledgement as a Bronze Sponsor
- Company logo on the front of the programme booklet acknowledging your company as the handbook sponsor
- Two complimentary registrations including the conference dinner
- Footer – on the alternate pages throughout the booklet acknowledging your company as the booklet sponsor
- Listing on conference website
- Company listing in the conference app
- Insert in conference bag

## SPEAKER SPONSOR

\$3,500

A great opportunity to present your brand to attendees with a speaker and topic aligned to your brand values.

### Benefits:

- Name association with speaker
- Brand signage during speakers presentation
- Opportunity to thank the speaker
- One complimentary registration including the conference dinner
- Listing on conference website
- Company listing in the conference app
- Insert in conference bag

## LUNCH SPONSOR

\$2,500

Lunch breaks will be in the trade area for all attendees and exhibitors. Select which day.

### Benefits:

- Naming rights to the selected lunch break
- On-site acknowledgement by the MC
- Option to place up to four banners at the entrance to the exhibition hall for your sponsored catering break
- One complimentary registration including the conference dinner
- Listing on conference website
- Company listing in the conference app

## PENS | BAGS

\$2,000 | \$4,000

In conjunction with Financial Advice NZ, select a pen/bag which all conference delegates will receive.

### Benefits:

- Branding on the pen/bag
- Acknowledgement as an Associated Sponsor
- Listing on conference website
- Company listing in the conference app
- Insert in conference bag

## LANYARDS

\$7,500

An opportunity to have your company logo printed on the conference lanyards. All conference delegates receive a lanyard at registration and wear these throughout the two days of conference.

### Benefits:

- Acknowledgement as a Bronze Sponsor
- Lanyards with overprinted company logo – for all delegates
- Two complimentary registrations including the conference dinner
- Listing on conference website
- Company listing in the conference app
- Insert in conference bag

## COFFEE CART

\$5,000

Located on site the coffee cart will provide promotion of your brand to patrons and attendees passing by.

### Benefits:

- Name association with one of the coffee carts provided at the venue
- One complimentary registration including the conference dinner
- Listing on conference website
- Company listing in the conference app
- Insert in conference bag

## CONFERENCE APP

\$5,500

Every attendee will be able to download the conference app, which will include full programme details, speaker overviews, general information etc.

### Benefits:

- Name association with the app
- One complimentary registration including the conference dinner
- Listing on conference website
- Company listing in the conference app

## BREAK SPONSOR

\$1,000

Be acknowledged as a sponsor at one of the two morning or one afternoon break within the exhibition hall

### Benefits:

- Naming rights to the selected break
- On-site acknowledgement by the MC
- Listing on conference website
- Company listing in the conference app
- Insert in conference bag

## SLIDE SHOW/PHOTOS

\$1,500

Our photographer will take photos throughout conference, including the conference dinner and prepare a slide show to be shown first up Wednesday morning – this can include your company logo.

### Benefits:

- Company branding on the slide show
- Acknowledgement as associated sponsor
- Listing on conference website
- Company listing in the conference app
- Insert in conference bag

## INSERT IN THE CONFERENCE BAG

\$500

We estimate packing 500 plus conference bags.

### Benefits:

- Provide a one page insert – A4 size or you are welcome to submit other suggestions as an insert for consideration.

# SPONSORS COVID-19

We are aware in our NZ bubble we have stayed relatively safe from the waves of COVID which other countries are experiencing and in fact our situation could still change.

We are committed to providing a vibrant, engaging and fresh conference for 2021 amidst this uncertainty and thank you for your continued support to enable us to bring financial advisers together.

That is why we have outlined the different COVID Alert Levels and how we would respond as an organisation. We have taken the guidance from the Ministry of Health and also applied a common sense approach.

We believe you as valued sponsors also need certainty as to how we would deliver a conference if we were to change between Alert Levels. The following is an outline of how we will proceed.

## **Nationwide Alert Level 4, 3 and 2 – Online only**

- there is no in-person conference
- the conference will be provided on-line only over the two days
- all sponsors will receive a 50% rebate on their sponsorship
- sponsors will get on-line allocated spots in which to engage directly with the delegates

*Note: At Alert Level 2 you can only have 100 max. at a gathering. If you include event catering staff, technicians, and other support staff you may only have 70 delegates allowed at the event.*

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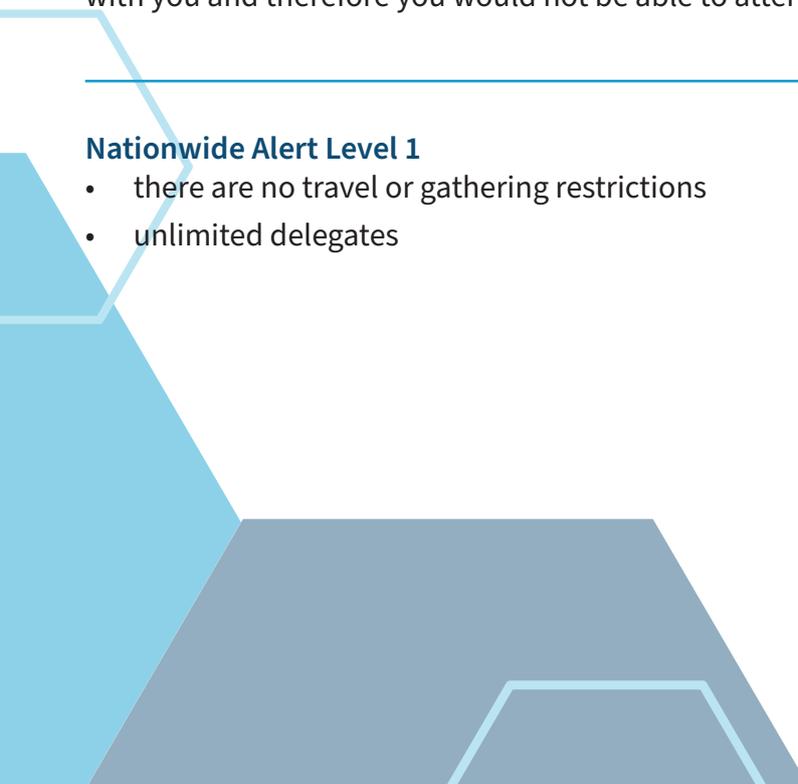
## **Regional Alert Level 2 for some regions (if Wellington is in Alert Level 1)**

- in person conference is delivered
- all delegates will be able to access the conference 100% online
- sponsors will get on-line allocated spots in which to engage directly with the delegates
- tradeshow area continues
- unlimited delegates

If you're in Alert Level 2 while you may still be able to travel, remember you need to take your alert level with you and therefore you would not be able to attend an event over 100 people

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## **Nationwide Alert Level 1**

- there are no travel or gathering restrictions
  - unlimited delegates
- 

# APPLICATION FORM **BE** *inspired energised*

Please complete and return to [alton@conferenceteam.co.nz](mailto:alton@conferenceteam.co.nz)

Organisation:   
 Contact Person:   
 Postal Address:   
  
 Phone:  Mobile:   
 Email:   
 Website:

Our company wishes to support this Conference (tick your selection as appropriate).  
 All costs are GST exclusive. GST #124 070 554.

<input type="checkbox"/>	Platinum Sponsor	<b>\$ 25,000</b>
<input type="checkbox"/>	Gold Sponsor	<b>\$ 15,000</b>
<input type="checkbox"/>	Bronze Sponsor	<b>\$ 7,500</b>
<input type="checkbox"/>	Hub Exhibitor Sponsor	<b>\$ 5,000</b>
<input type="checkbox"/>	The Meeting Place & Coffee Cart	<b>\$ 8,000</b>
<input type="checkbox"/>	The Conference Booklet	<b>\$ 4,000</b>
<input type="checkbox"/>	Lanyards	<b>\$ 7,500</b>
<input type="checkbox"/>	Coffee Cart	<b>\$ 5,000</b>
<input type="checkbox"/>	Conference App	<b>\$ 5,500</b>
<input type="checkbox"/>	Bags	<b>\$ 4,000</b>
<input type="checkbox"/>	Speaker Sponsor	<b>\$ 3,500</b>
<input type="checkbox"/>	Lunch Sponsor	<b>\$ 2,500</b>
<input type="checkbox"/>	Pens	<b>\$ 2,000</b>
<input type="checkbox"/>	Break Sponsor	<b>\$ 1,000</b>
<input type="checkbox"/>	Slide Show/Photos	<b>\$ 1,500</b>
<input type="checkbox"/>	Insert in conference bag	<b>\$ 500</b>

#### EXHIBITION STANDS ALLOCATION

- Financial Advice New Zealand will allocate your stand number and advise placement by 10 October 2021.

#### PAYMENT DETAILS

- An invoice will be issued on receipt of your sponsorship application.
- A deposit of 50% is due within 10 days of invoice.
- The balance is due by 31 October 2021 and must be paid in full prior to conference. Cancellation – should your company cancel the following fees will apply:  
 25% cancellation fee if cancelled prior to 30 June. 50% cancellation fee if cancelled prior to 30 September. Thereafter, any refund is at the discretion of Financial Advice New Zealand.

#### INSURANCE

All insurance is the responsibility of you / your company or organisation. The Conference Organising Committee, Financial Advice New Zealand, TSB Arena and The Conference Team accept no liability or responsibility for death or illness, or injury / accident to or financial loss by any person attending the conference or exhibition, whatever the cause.

#### CONTACT DETAILS

If you would like to discuss or sign up for a sponsorship opportunity, please contact event organiser Alton Craig.

E: [Alton@conferenceteam.co.nz](mailto:Alton@conferenceteam.co.nz)

DDI: 03 359 2606

Sub-total	\$ <input type="text"/>
GST	\$ <input type="text"/>
Total	\$ <input type="text"/>

Name: (please print clearly)

Signature:

Date:

# Government Covid Responses - as at 27 April 2021

(<https://covid19.govt.nz/everyday-life/gatherings-and-events/#social-gatherings-at-alert-level-2>)

## Alert Level 4

It is likely COVID-19 is not contained and all non-essential workers are to stay at home.

People are instructed to stay at home in their bubble other than for essential personal movement. Travel is severely limited.

### All gatherings are cancelled and all public venues are closed.

Businesses are closed except for essential services - for example, supermarkets, pharmacies, clinics, petrol stations and lifeline utilities will stay open.

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## Alert Level 3

You must work from home unless you're not able to.

You legally must stay within your household bubble whenever you're not at work or school. You can expand this to:

- connect with close family and whānau
- bring in caregivers, or
- support isolated people.

You can travel within your local area, for example going to work or school, shopping, or getting exercise. Public transport can continue to operate with strict health and safety requirements.

Travel between regions is heavily restricted.

Gatherings of up to **10 people** can continue, but only for:

- wedding services
- funerals and tangihanga.
- Physical distancing and public health measures legally must be maintained.

**Public venues legally must close.** This includes libraries, museums, cinemas, food courts, gyms, pools, playgrounds and markets.

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## Alert Level 2

At Alert Level 2, you can go to work and school, but should follow public health measures and consider others around you.

You can travel locally, but make sure you do it in a safe way.

You can travel to other regions that are at Alert Level 2 or lower.

Event facilities can have **up to 100 people** within any defined space.

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## Alert Level 1

There is **no limit on the number** of people who can attend a social gathering or event or enter a public facility at Alert Level 1.



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NEW ZEALAND

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