



**New Zealand
Petroleum
Conference 2017**
21 - 23 March, New Plymouth

EVENT REPORT

Company Name	Avenues Event Management
Date	12 th April 2017
Responsibilities	Project management Financial management Registration management Social programme Venue management Speaker management AV management Conference collateral and signage Marketing Logistics

Executive Summary

The 2017 New Zealand Petroleum Conference took place at the TSB Showplace in New Plymouth from 22nd - 23rd March. The conference offered a two day conference programme and ten side events (Community Event, Sponsors Dinner, BBQ Delegate Lunch, Investment Forum, Welcome Function, Chairman's Members Function, Tui Breakfast, Speakers Lunch, Gala Dinner and Women in Petroleum Breakfast). The conference content focused on assessment and exploration, technology and engineering, and community, commercial and regulatory. The conference also featured the Government's launch of Block Offer 2017.

Avenues Event Management managed the logistics, marketing and registration components of the event over an eight month period. This was the first year that the conference was in New Plymouth.

New Zealand Petroleum and Minerals contributed [REDACTED] as Foundation Sponsor and have signed a contract to be the Foundation Sponsor for the next five years.

Of the 129 post-event survey responses received:

Over 70% rated the New Zealand Petroleum Conference overall as Good, Very Good or Excellent
Over 90% said they gained professional value from the conference

Programme highlights included:

Iain Stewart's keynote address
Amit Bhandari's keynote address

Provisional Financial Performance



Avenues secured [REDACTED] in sponsorship and exhibition revenue (82.70% of the budgeted target [REDACTED]). The 2017 conference had 29 exhibition booths (11 sponsors and 18 exhibitors). Twenty sponsors/ exhibitors indicated in the post event survey they would be interested in participating in next year's conference.

"We were quite happy with exposure etc. From a conference point of view, the response of security to the expected protests and alternate plans that were in place was quite disappointing. Obviously, this is an expected part of the conferences these days, but plans could be made more appropriately (and have in the past)." – [REDACTED]

"Loved the fact that it was here in NP. Shame about the disruptions" – [REDACTED]

"Positive feedback is that you and the rest of the Avenues team were great to work with and super helpful throughout." – [REDACTED]

"Many thanks to you and your team as well. I thought you all were exceptional, with things that didn't go that well outside of your mandate (protestors etc)." – [REDACTED]

Declined responses:

"Thanks Bex, no questions - it's probably a bit beyond our budget at this stage." – [REDACTED]

"Thanks for the message but I am afraid that we cannot commit to sponsorship at this stage. We are still working on our events for 2016 before reviewing 2017 events." – [REDACTED]

"For now, due to budget issues, we are planning on only attending the conference." – [REDACTED]

"I apologise for my delayed response. I was hoping that I could come back to Cameron with some good news but was advised the last week of December that we cannot commit to any sponsorship. There have been some changes including with staff. We tried, but with all the different projects we're doing in the regions, we couldn't get this one over the line." – [REDACTED]

"Thanks Cam/Rebecca we would love to be there but it is becoming a bit of a squeeze this year with everything on the go- we are now in 100+ organisations and growing every day plus offshore so we need to focus our efforts of clients and marketing to keep a healthy balance. Rebecca if you could contact us again when you are ready to organise next years that would be great" – [REDACTED]

Sponsorship and Exhibition comparison

2017:

2016:



Pre-event activity

Project management consisted of the following activities in the lead up to the Conference:

- Project plan
- Gala dinner and networking functions
- Marketing and promotion
- Programme management
- Registration and database management
- Venue liaison and catering
- Speaker management
- Sponsorship and exhibition sales
- Financial management
- Exhibition management and build
- Security planning
- Audio visual specification
- Poster Display
- Runsheet and onsite briefs
- Onsite management

On the day performance

Protestors on Wednesday morning delayed access to the Conference for some delegates. These protests took place from 6.45am – midday at TSB Showplace. Bad weather also caused redirected flights for speakers, political panelists and the dinner MC. Apart from these setbacks the Conference itself ran smoothly.

The registration process worked well as did the internal security processes. No venue breaches occurred during the conference.

Attendee access was our main priority and a comprehensive security process document was produced prior to the event. The protest started at 6:45am and continued until midday, where protestors blocked all possible entry points to the TSB Showplace. Police failed to maintain a clear pathway for attendees, mainly due to not having enough officers onsite and in position at the right time. This scenario was clearly outlined numerous times prior to the conference by PEPANZ, Avenues and Red Badge.

Minister Collins entered and exited the conference safely. The programme for Wednesday was back on track after the lunch break.

The next security issue concerned the wall of noise proposed by protestors for the Gala Dinner. We encouraged and communicated to all attendees to utilise the buses that had been arranged for the dinner. The buses convoyed to the TSB Stadium to ensure attendee safety. The Police presence was stronger for the dinner after the morning's incident. Unfortunately the wall of noise could still be heard inside the stadium during quiet periods.

There were some teething issues with the local AV supplier TSH and the venue. Unfortunately Sverre Planke's presentation was corrupt. AV pretested and fixed Sverre's presentation three times prior but the file still did not work. The webcast of the presentations are now online. There was a slight delay from TSH's end. The webcast software is new to them. .

Summary of comments from survey (presented in depth in separate document):

"Outside the control of the organisers was the protest action which although caused some headaches did not dampen the conference which was very good."

"Content pretty good. Venue was a bit problematic to start with and hampered further by the protestors restricting access."

"Openness and collaboration ensured I learned a lot"

"The content of the presentation were great, i found them very informative and interesting."

Survey results showed the following as "very good" or above for the following presenters:

"I took away a new found way of thinking after the presentation on Thursday morning by Iain Stewart, Director of the Sustainable Earth Institute at Plymouth University "Planet Oil"."

“Amit - closing keynote - recognition of quality of NZ energy and regulatory sector as a preferred nation to deal with - open invitation to supply. Dylan Mair - global trend projections.”

“Steve Morice from STOS. Showing that shell really tis still setting the standards for what technical excellence looks like.”

“Alan Bischoff and Alex Wunderlich were my 2 personal favourite speakers, they conveyed their presentations exceptionally in my opinion.”

“Alex Wunderlich, OMV - excellent technical discussion. Richard Kellett, GNS Science - frontier exploration at all levels. Maria Townsend, Shell Todd Oil Services - informative discussion on an asset many of us have worked on. Amit Bhandari, Gateway House - unique perspective.”

Registration summary





Marketing activity

Marketing activity associated with the conference was targeted at potential attendees. For this reason, media partnerships were formed with three industry-specific publications – *Energy News*, *Upstream International* and *Energy News Bulletin (Australia)* and associated advertising was undertaken with these publications in the lead-up to the Conference.

The advertising was primarily online and feature a range of imagery, including imagery of Mt Taranaki. An example of an online advertisement is included below:



Media were also invited to attend the Conference. Journalists from Newshub, Radio New Zealand, Maori Television, Te Karare, and the Taranaki Daily News attended various portions of the Conference.

Street Banner

Conference street banner installed 14th February – 27th March, Devon Street West near the Huatoki Plaza.



(Artwork: Street banner)

Street Flags

42 Street Flags installed 22nd February – 27th March, CBD New Plymouth.

**NEW PLYMOUTH
WELCOMES**



**New Zealand
Petroleum
Conference 2017**
22 - 23 March, New Plymouth



(Artwork: Street flag)



(Photo: Street flag and banner installed)

Marketing and promotions

July 2016

Website developed and live

PR – Announcing 2017 Conference in New Plymouth

Article in July Upstream announcing of early bird registration

August 2016

eDM – Announce Exhibition and Sponsorship opportunities

eDM – Call for abstracts open

Article in August Upstream [REDACTED]

September 2016

eDM – Abstracts reminder

Article in September Upstream [REDACTED]

Conference and Twitter accounts operations

October 2016

eDM – Registrations open – early bird registration

Article in October Upstream [REDACTED]

November 2016

eDM – Conference programme announced

eDM – Early bird registrations close soon

Article in November Upstream [REDACTED]

Social media update – early bird close soon

Direct mailing to Chief Executives of large international oil and gas petroleum firms sent

Direct advertising begun (including social media advertising) Banner/ editorial benefits of media partnership

December

eDM – Conference event app launch

Article in December Upstream [REDACTED]

January

eDM – Registration reminder

Article in January Upstream [REDACTED]

February

eDM – Investment Forum invite

eDM – Reminder to speakers to send presentations

Second round of direct advertising (including social media)

Article in February Upstream [REDACTED]

Final programme on the website

March

eDM – Registration reminder

eDM – Chairman's members and stakeholder function invite

eDM – Women in Petroleum breakfast invite
eDM – Speakers lunch invite
eDM & HTML – Community event invite
Article in March Upstream final (Final information about the Conference)
Abstracts available on the conference website

Week leading to the conference

eDM – Meeting matching now open
eDM – Promoting social functions
eDM – Gala dinner electronic ticket
eDM – Speaker information pack
eDM – Final conference details with fast track barcode for registration

Post event

eDM – Post event survey
eDM – Thank you for attending the conference
eDM – Presentation are now available online
eDM – Investment Forum presentations are now available online
Presentations and event photos on the conference website

Conference app

Downloads
225

↑ 11.255%

Sessions
5,987

↑ 1.3154%

Profiles
363

↑ 100%

Photos
0

↑ 0%

Messages
1

↑ 100%

Interactions
0

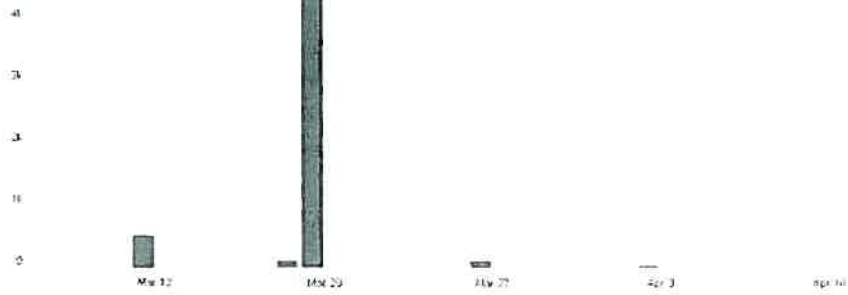
↑ 0%

App Stats

Daily
 Weekly
 Monthly

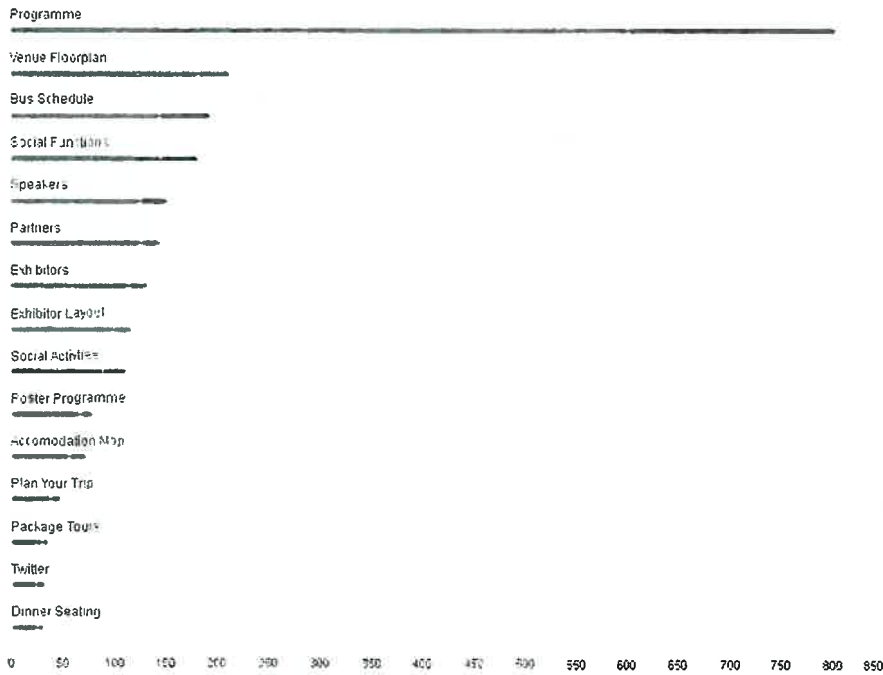
Last Month

Downloads
 Sessions
 Profiles
 Messages



Feature Comparison

iOS
 Android



feedback:

"Very helpful for update on how and when to enter the conference on Wednesday. Perhaps more publicly at the welcome reception reminding people to download as some did not have and had issues gaining entry due to the protestors."

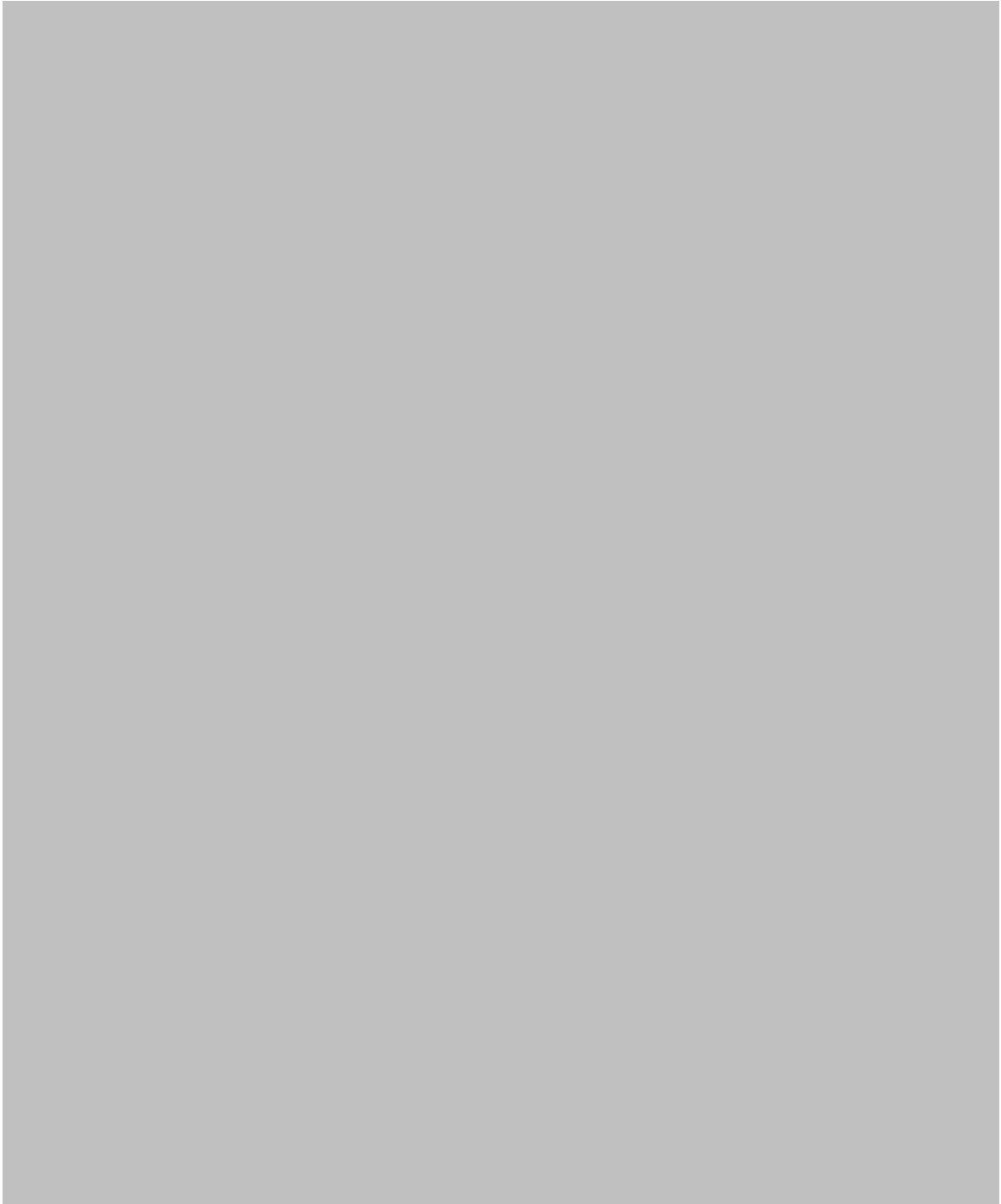
"The app was a fantastic way of disseminating information and for keeping track of what was scheduled."

"Definitely something that is worthwhile doing again."

"It was exceptionally stable and very handy to navigate the protest action."

"I had been enrolled for the conference by a company PA, so the app did not recognise my personal email address. Could not use it."

Website traffic





Suggested improvements

The following are suggestions on improvements moving forward:

AV/Technical

Hardwire internet for all session rooms

Gala Dinner

Not to do a separate ticket barcode for the dinner

Registration management

Decal glass window on Devon Street

Cut of dates for the side functions to help keep catering costs down

Specific line at registration for speakers if possible

Complimentary/ guest invites to RSVP for functions to minimise no shows

A better process for managing Member and Non member registrations

Venue (TSB Showplace)

Portable air conditioning for Bryan Robb lounge

Speaker room to not be back of house possible location the media room which was not used much

2 x information desks split between two levels

Recharge stations – utilised? Need repositioning

Exhibition floorplan needs to be relooked at

More way finding signage

Covers for recycling bins

Catering (KDJ)

Conference food was awful. Need to be ensured this will not happen again.

Speaker management

Clarify speaker processes and authority with publishing presentations post event

Sending more specific formatting to speakers to avoid data and formatting loss between apple and windows computers

Sponsorship management

More collaboration with PEPANZ to get sponsors over the line

Other

Attendees to book accommodation direct with the hotels

Reducing the number of buses to and from hotel to the conference venue especially

Meeting matching still not being utilised

App does not work for attendees with are base overseas. Investigate a web base solution

20 boxes of left over water. Possibly give attendees branded refillable water bottles and have branded water stations through out the venue.

Decisions

2018 Conference Location

Advisory Board Paper number: 009

Date of meeting: 5 May 2017

Person Responsible: Cameron Madgwick

EXECUTIVE SUMMARY:

- With the support of all key stakeholders, it was agreed to hold the 2017 and 2018 New Zealand Petroleum Conferences in New Plymouth and public announcements have been made of this;
- A number of key stakeholders are keen to see the conference moved back to Auckland or Wellington from 2018, primarily to provide a better platform for the promotion of New Zealand as an investment destination through access to better venues and infrastructure;
- There is some risk to the support provided by some of those key partners if the conference remains in New Plymouth;
- The maintenance of the relationship with our key stakeholders is critical to PEPANZ's core work and must take precedence over our preferences for the location of the conference;
- There are numerous other benefits of taking the conference back to Auckland or Wellington, including the ability to mitigate many of the challenges faced in New Plymouth;
- The PEPANZ Board are also considering this at their 26 May 2017 meeting;
- A protest action at the 2018 conference in Auckland or Wellington is likely to be larger and higher profile;

- [REDACTED]
- [REDACTED]

RECOMMENDATIONS:

The Advisory Board are invited to:

- **note** the potential damage to PEPANZ's relationship with its key stakeholders if the conference remains in New Plymouth and the importance of these relationships to PEPANZ's core work;
- **recommend** that the 2018 New Zealand Petroleum Conference is moved from New Plymouth to Auckland or Wellington if suitable venues and dates can be confirmed; and
- **note** that if suitable venues or dates cannot be confirmed in Auckland or Wellington, it is recommended that the 2018 New Zealand Petroleum Conference remains in New Plymouth and additional resources are invested to mitigate the delivery challenges that arose in 2017.

Issue

1. As a result of some of the issues at New Zealand Petroleum Conference, a number of key stakeholders are concerned that New Plymouth is not an appropriate location for the conference.
2. Those concerns are primarily as a result of the impact of the protest action in delaying access to the main conference venue, the state of the venue itself and the delivery of some aspects of the overall conference experience all combining to give a less than favourable perception of the New Zealand oil and gas sector to potential international investors and operators.

Discussion

3. The protest action, main conference venue and delivery of some aspects of the conference experience are discussed in more detail in the 2017 Conference Debrief (paper 008) and therefore are not addressed here.
4. The strong preference of those who consider New Plymouth to be an inappropriate location for the conference, is to return to a purpose built, high-quality conference facility in Auckland or Wellington.
5. Some stakeholders have indicated that they would be reluctant to support the New Zealand Petroleum Conference as the platform for the Block Offer launch if the conference remains in New Plymouth. Having a reduced, removed or unsupported Block Offer launch from the conference in 2018 would result in a moderate reduction in sponsorship revenue, but more importantly would be reputationally damaging for the conference.
6. The maintenance of the relationship with key stakeholders is critical to PEPANZ's core work and must take precedence over our preferences for the location of the conference. We understand that a decision by us which does not give sufficient weight to those stakeholders very strong preferences to hold the event in Auckland or Wellington would be viewed negatively and would be detrimental to those relationships.

Benefits of holding the conference in Auckland or Wellington

7. Holding the event in Auckland or Wellington will mitigate many of the challenges faced in New Plymouth this year (see paper 008).
8. Holding the conference in Auckland or Wellington provides access to a purpose built, high-quality conference facility that will better meet expectations for show casing the sector and enable a better overall delivery of the event.
9. More specifically, Auckland and Wellington locations will deliver:
 - (a) better and less disruption-prone international and domestic transport links;
 - (b) access to a wider range of specialist service providers (e.g. AV);
 - (c) a wider range and larger number of accommodation options; and
 - (d) access to a larger Police force more accustomed to working with large protests.
10. The key 2018 Conference theme around the sector's readiness for the drilling and other work programme commitments in 2018 and 2019 will improve New Zealand's attractiveness as an international investment destination and a place generating work for service companies and Auckland and Wellington will provide an appropriate showcase for this.

Possible Auckland and Wellington Locations

13. There are a number of venues in Auckland and one in Wellington that are of the requisite quality and specifications to host the conference.
14. Wellington has 3 purpose built, high-quality conference facilities, SkyCity Convention Centre, Viaduct Events Centre and the Aotea Centre.
15. We have made enquiries of SkyCity Convention Centre as to any available dates that we could book in the first half of 2018 and they advised us on 10 April 2017 that they were not prepared to accept a booking from us for the New Zealand Petroleum Conference in 2018 as a result of the disruption that a protest would cause to their wider business (e.g. Casino, Hotels, Federal Street Precinct, etc.).
16. The Viaduct Events Centre and Aotea Centre do not have availability in our March conference window but potentially available in April. New Zealand Petroleum & Minerals have indicated that they have several weeks of flexibility around their Block Offer timings and accordingly should be able to accommodate April conference options.
17. The Viaduct Events Centre and Aotea Centre are owned by the Auckland Council who are also indicating that there is a possibility that they may also not be prepared to accept a booking from us for the 2018 New Zealand Petroleum Conference on the basis of the Council's position on fossil fuels. We have been unable to confirm the Council's position at the time of writing but will provide an update at the meeting.
18. Wellington has 2 venues of acceptable standard, Te Papa and the TSB Bank Arena and Auditorium, although pose security challenges.
19. Te Papa, has availability in the week of 5 March and 26-28 March. Te Papa are willing to accept a booking, but it should be noted that Te Papa is a public space and will present challenging security arrangements for a likely very large protest.

20. TSB Bank Arena and Auditorium have potential availability 6-8 March and 13-15 March, although we would be the 2nd in line meaning that we would need to initiate a process to challenge the 1st in line to confirm their booking or release it to us. It looks likely that we could secure one of these dates.

2018 Conference Keynote speakers

Advisory Board Paper number: 010

Date of meeting: 5 May 2017

Person Responsible: Cameron Madgwick

EXECUTIVE SUMMARY:

- At its 21 March meeting, the Advisory Board recommended that the 2018 Conference should have a thematic focus on the sector's readiness for the drilling and other work programme commitments in 2018 and 2019 (see paper 007);
- There was general agreement that service companies will need to play a large role in this and a discussion about the capacity constraints of operators, service companies and regulators to meet the planning, approvals and execution requirements for these work programmes;
- In light of the thematic focus on the sector's readiness for the drilling and other work programme commitments in 2018 and 2019, specific recommendations for international keynote speakers are sought.

RECOMMENDATIONS:

The Advisory Board are invited to:

- recommend international keynote speakers that can speak authoritatively to the thematic focus on the sector's readiness for the drilling and other work programme commitments in 2018 and 2019.

Indicative programme

1. Indicatively, the 2018 Conference will have the following components:

Day 1

- (a) Investment Forum/Deal Day;

Day 2

- (b) Block Offer Launch (with supporting Geoscience presentation);
- (c) Ministerial presentation;
- (d) International Keynote: New Zealand's comparative advantage as an investment destination;
- (e) Industry Leader's Address (on "readiness" theme);
- (f) International Keynote: World Energy Outlook (likely to be ExxonMobil speaker);
- (g) International keynote: (on "readiness" theme or other topical matter)

Day 3

- (h) 3 concurrent breakout streams:
 - (i) Geoscience;

- (ii) Technology & Engineering; and
 - (iii) Community, Commercial & Regulatory.
- (i) The streams would be focused around aspects of the key themes:
- (i) New Zealand as an investment destination;
 - (ii) geoscience as an enabler of better business decisions;
 - (iii) readiness for the drilling and other work programme commitments in 2018 and 2019 (including service companies role and capacity constraints for operators, service companies and regulators to meet the planning, approvals and execution requirements for these work programmes); and
 - (iv) future demand scenarios, from both producer and consumer perspectives.
2. It is envisaged that the drilling and other work programme commitments in 2018 and 2019 and the improving oil price environment will improve New Zealand's attractiveness as an international investment destination and a place generating work for service companies. This should lead to increased interest in the programme.
3. In addition, the "readiness" theme will provide opportunities for operators, regulators and others to demonstrate how they intend to meet the planning, approval, community engagement s and execution requirements for the upcoming work programmes.

Recommendations for international keynotes

- 4. The Advisory Board members are all senior and influential representatives of key stakeholders for the Conference and accordingly it is important that their interests in the growth of the sector and its contribution to New Zealand are well represented and that the Conference's reach and appeal to delegates is as targeted as possible.
- 5. As noted in the 22 November 2016 Advisory Board meeting, the intended role of the Advisory Board is to provide governance-level oversight, leadership and guidance for the New Zealand Petroleum Conference's direction, objectives and risks (see paper 001).
- 6. Accordingly, the Advisory Board's are requested to provide recommendations for international or domestic keynote speakers who could make a valuable contribution and/or provide some thought leadership around one or more of the key themes for the conference.
- 7. The Advisory Board are advised to try to think both within and outside the sector and their own organisation.
- 8. As a prompt, the delegate feedback (p8 of Appendix 1 of paper 008) made some helpful forward looking suggestions for some topics.

General Business



Papers for the meeting of
THE ADVISORY BOARD
5 MAY 2017

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Dial in details

The dial in details for the meeting are:

- New Zealand callers dial [REDACTED]
- Overseas callers dial [REDACTED]
- Enter pin [REDACTED] followed by #

As a back-up, we will dial each of you in separately on your direct dial numbers.

Agenda

Item	#	Detail	Action	Timing
1 Governance				10.00am
Apologies			Note	1
Observers			Note	1
Conflicts of Interest			Update	1
Adoption of Minutes			Adopt	1
Ongoing Actions Review			Review	1
				10.05am
2 Reports				
2017 Conference Debrief	008		Note	25
				10.30am
3 Decisions				
A 2018 Conference Location	009	Recommendation	Approve	15
B 2018 Conference Keynotes	010	Recommendation	Approve	10
				10.55am
4 Any other business				
				5
5 Next Meeting Date		7 September 2017 Wellington	Note	11.00am 1
				11.01am
Meeting Close				

Governance

Attendees by tele-conference

The following members will attend the meeting by tele-conference:

- Malcolm Roberts (APPEA); and
- Mark Annand (Schlumberger).

Apologies

Rob Jager (Shell).
Quentin Quin (New Zealand Trade & Enterprise).

Alternates

No people have been appointed as alternate Advisory Board members for the meeting.

Joanna Breare (Todd Energy) has replaced Colin Cruickshank on a permanent basis.

Attendees

The following people are attendees at the meeting:

- Cameron Madgwick, PEPANZ
- Carolyn Clark, PEPANZ (Secretary for meeting)
- Melanie Walker, Avenues (Professional Conference Organiser for the event)

Conflicts of interest



Previous Minutes

Minutes of Meeting

New Zealand Petroleum Conference

Advisory Board

Tuesday 21 March 2016

PEPANZ Offices, Wellington

ATTENDANCE

Advisory Board attendance

Dr. Neal Wai Poi (GNS), James Stevenson-Wallace (MBIE), Andrew Jefferies (New Zealand Oil & Gas), Gabriel Selischi (OMV),

Other attendance

Cameron Madgwick (PEPANZ Chief Executive), Carolyn Clark (PEPANZ Office & Events Manager, acting as Advisory Board Secretary) and Melanie Walker (Avenues Managing Director).

Apologies

Rob Jager (Chair) (Shell), Stuart Trundle (Venture Taranaki), Colin Cruickshank (Todd Energy) and Dr. Malcolm Roberts (APPEA) and Mark Annand (Schlumberger).

Absent

Quentin Quin (NZTE).

Alternates

No people have been appointed as alternate Advisory Board members for the meeting.

LIST OF DECISIONS MADE AT THE MEETING

The Advisory Board:

- noted the progress update;
- agreed to the request for Advisory Board to promote the conference so that delegate numbers and sponsorship and exhibition sales are maximised;
- noted that the safety and security of delegates is a primary planning consideration;
- noted that the Security Plan has been designed to minimise the risk of security incidents and to appropriately manage any that do arise;
- noted the confidentiality of the Security Plan;
- noted the risks associated with the 2017 New Zealand Petroleum Conference and the proposed mitigants to those risks; and
- guided PEPANZ by providing early indications on high level themes, objectives and international keynote speakers for the 2018 New Zealand Petroleum Conference.

MINUTES OF THE MEETING

The Chairman opened the meeting at 10.01 am.

GOVERNANCE

Gabriel Selischi (OMV) chaired the meeting

Advisory Board Attendance

Attendance, alternates and apologies as outlined above.

Conflicts of Interest

No new conflicts for existing members were identified.

Minutes of prior meeting and actions

- No remarks objections or comments;
- The Advisory Board noted their comfort with the decision that was made in the last meeting that the 2018 conference be held in New Plymouth; and
- The Advisory Board remains open to holding the 2019 conference in Wellington. [REDACTED]

REPORTS

Progress Report (Advisory Board Paper: 004)

SUMMARY

- The number of registrations and sponsorship & exhibition sales are tracking well versus the same time in 2016;
- Delegate numbers are ahead of last years at the same stage, with the trend is for late registrations. We are targeting as many additional delegates as possible through our advertising, etc.;
- Delegate numbers and selling [REDACTED] exhibition booths remain the commercial focus in the lead-in to the event;
- Logistical arrangements are generally well in hand, with almost all items tracking to the Project Plan;
- The final programme has been published. It has been updated since the version was sent out with the agenda. The latest version can be found on the 2017 Conference website;
- The Investment Forum is fully subscribed and invites have been sent;

- The last phase of advertising started in early February, following a break over the Xmas/New Year period. This will see advertisements and street signage in New Plymouth (which has the added objective of demonstrating local acceptance of the sector);
- The community programme is progressing well;
- The breakfasts are progressing well, with the Women in Petroleum breakfast fully subscribed and Tamarind is confirmed to speak at the other;
- The key note speakers have all been confirmed; and
-

DECISIONS:

The Advisory Board:

- noted the progress update; and
- noted the support required from the Advisory Board to ensure that delegate numbers and sponsorship and exhibition sales are maximised.

Security Plan (Advisory Board Paper number: 005)



2018 Conference Planning (Advisory Board Paper number: 007)

SUMMARY:

- With the Advisory Board agreeing to remain in place for New Zealand Petroleum Conferences after the 2017 Conference, we are well positioned to benefit from their governance-level oversight and guidance for these subsequent Conferences;
- Similarly, with the Advisory Board agreeing that the 2018 New Zealand Petroleum Conference will be in New Plymouth and Avenues being more familiar with the logistics of organising the Conference in New Plymouth, we are well positioned to manage the delivery of the Conference;
- To maximise the value of the conference to all stakeholders, we are seeking early indications on high level themes, objectives and international keynote speakers;
- The Advisory Board recommended a focus on the sector's readiness for the drilling and other work programme commitments in 2018 and 2019. There was general agreement that Service Companies will need to play a large role in this. There was also discussion about the capacity constraints of operators, service companies and regulators to meet the planning, approvals and execution requirements for these work programmes. as well as the ability for industry to get planned work done; and
- The Advisory Board discussed the structure of the Conference, including the effective 2 ½ day length. The Advisory Board agreed to review the 2017 conference survey results to determine this.

DECISIONS:

The Advisory Board:

- **guided** PEPANZ by providing early indications on high level themes, objectives and international keynote speakers for the 2018 New Zealand Petroleum Conference, in particular the sector's readiness for the drilling and other work programme commitments in 2018 and 2019;
- **agreed** to review the 2 ½ day duration of the conference following a review of the survey results on this point;
- **noted** that the timing of the Conference is based around the Block Offer timings, Easter and school holidays, giving a narrow window in which the conference can be scheduled.

ANY OTHER BUSINESS

There was no other business.

NEXT MEETING & MEETING CLOSE

Meeting closed at 11.00am.

Next meeting scheduled for 10am on Friday 5 May 2017 in Wellington.

Ongoing actions

Ref	Date	Action	Status
-	-	-	-

Reports

2017 Conference Debrief

Advisory Board Paper number: 008

Date of meeting: 5 May 2017

Person Responsible: Cameron Madgwick

EXECUTIVE SUMMARY:

- the safety and security plan did not respond well enough to the protestors blockade;
- the primary conference venue, the TSB Showplace, did not meet the expectations of some stakeholders as a showcase for the New Zealand oil and gas sector and did not work well enough for the overall delivery of the conference's plenary sessions, streams and exhibition;
- the execution of several elements of the conference were below the standards set;
- the offsite networking side-events to the conference generally worked very well;
- the program structure, speakers and topics were generally very well received by delegates;
- overall delegate satisfaction is at 74%, comparable to previous year's, and 92% of delegates said that they gained professional value from the conference;
- the conference improved its performance against all other key metrics (e.g. delegate numbers, exhibitors, sponsorship, international promotion, etc.); and
- the conference delivered a surplus to PEPANZ due to higher delegate, exhibition and sponsorship revenues than in 2016.

RECOMMENDATIONS:

The Advisory Board are invited to:

- **note** the challenges and successes associated with the delivery of the 2017 New Zealand Petroleum Conference in New Plymouth.

BACKGROUND

Choice of New Plymouth for the 2017 and 2018 New Zealand Petroleum Conferences

1. The 2014, 2015 and 2016 New Zealand Petroleum Conferences were held in Auckland at the SkyCity Convention Centre.
2. With the support of all key stakeholders, it was agreed in 2016 to hold the 2017 and 2018 New Zealand Petroleum Conferences in New Plymouth and to hold the 2019 New Zealand Petroleum Conference in Auckland or Wellington. The Advisory Board reconfirmed this decision at its 21 March 2017 meeting.
3. There were a number of factors driving these decisions, including:
 - (a) a desire to bring the Conference to the heart of the sector;
 - (b) seeking a lower cost structure for the Conference;
 - (c) supporting the region that hosts the sector and supports it;
 - (d) concerns around the lack of ongoing investment by SkyCity Convention Centre in its current facilities while it focuses on the construction of the New Zealand Convention Centre; and
 - (e) positioning the sector as an enabler of regional economic growth.

4. A key component of the New Zealand Petroleum Conference is the launch of the government's Block Offer for that year. It is an important attractor for international delegates looking to invest in the sector or to take a closer look at it.
5. The statutory and practical timeframes around the period between the Block Offer launch and the award of permits under it in December, along with the proximity of Easter and other public holidays, drives the timing for the New Zealand Petroleum Conference into a very narrow window of mid-March.
6. Lead times for venue bookings and securing block bookings for accommodation at reasonable rates additionally requires the Conference location to be confirmed 12-18 months before the event.
7. All of these factors meant that we did not make bookings outside of New Plymouth for the 2018 New Zealand Petroleum Conference.

Protest tactics remain successful at delaying delegate access to the conference venue

8. Protestors have established effective blockading tactics to delay delegates access to conference venues. These same tactics were successfully employed in 2016 at the New Zealand Petroleum Conference at SkyCity Convention Centre in Auckland and the 2016 Defence Industry Forum at the Viaduct Events Centre in Auckland.
9. While we developed and tested a comprehensive safety and security plan in conjunction with our security advisors, security force and the New Zealand Police, a combination of factors have meant that at both the 2016 and 2017 New Zealand Petroleum Conferences (in Auckland and New Plymouth respectively) that plan was not effective in countering protestors' blockading tactics.
10. In remaining transparent about our conference, including the locations and timings of its key sessions (including the protest-focused launch of the Block Offer), we provide a key aide to the protestors and the effectiveness of their blockade tactics.

Choice of venue and use of local suppliers

11. One of the trade-offs of taking the New Zealand Petroleum Conference to New Plymouth is the relative quality of the venue and the key suppliers compared to those available at SkyCity Convention Centre.
12. The main conference venue, the TSB Showplace, was the only venue that provided us with spaces to run a plenary, 3 concurrent streams and the exhibition. We sought to dress the main conference venue and to also use other venues within New Plymouth to showcase the city and provide some respite from the conference venue.

WHAT DID WE SET OUT TO DO?

13. In moving the New Zealand Petroleum Conference from Auckland to New Plymouth, we intended to create a better connection between the conference and the region that hosts it and to provide a unique experience that showcased New Zealand to international investors and operators.

14. As PEPANZ take the sole financial risk on the conference, we also wanted to capture a lower cost structure than available in Auckland and to increase revenue by enabling more New Plymouth-based staff of operators and service companies to attend the conference.
15. We wanted to provide a compelling program of politicians in an election year, international keynote speakers and topical speakers across 3 concurrent streams.
16. We also wanted to deliver on our key stakeholders' objectives in relation to provision of a platform for the launch of the Block Offer, the promotion of the regulatory regime and New Zealand's geoscience capabilities.
17. We wanted to minimise the impact of protest action on delegates and to generate media around the event which did not focus solely on the protest action, but instead highlighted the importance of the sector to the economy and the communities in which it operates.

WHAT ACTUALLY HAPPENED?

18. Although we knew that the main conference venue, the TSB Showplace, would present some logistical challenges as it is not a purpose built conference venue and we had planned for these, we underestimated the impact of the higher than expected number of delegates (500) and the ability of the venue to appropriately cater for their safe egress and present the right image of "NZ Inc" to international visitors.
19. We did capture a lower cost structure by hosting the conference in New Plymouth, but the challenges of working within not purpose built venues meant that we weren't able to maximise the benefits of the lower cost structure. For example, the TSB Showplace has no in-built audio visual infrastructure meaning that the full cost of installing this needed to be accounted for.
20. The prolonged delay in getting delegates and some speakers in to the conference venue due to the protestors blockade, combined with the closure of New Plymouth Airport due to poor weather, negatively impacted upon both the program and delegate experience.
21. Initial comments from our key stakeholders were that their objectives from the event had been met, but subsequently some of those stakeholders have expressed a very strong preference to move the conference back to Auckland or Wellington.
22. The execution of our safety and security plan was ineffective in minimising the impact of protest action on delegates' safe egress, with a number of delegates unable to access the main conference venue for several hours on the first day of the conference. Mainstream media around the conference consequently focused on the protest action.

WHAT WENT WELL, AND WHY?

23. The offsite networking side-events to the conference (e.g. the delegate BBQ lunch, the Sponsor's Dinner, the Welcome Function, the Chairman's Function and the Gala Dinner) generally worked very well and received positive feedback from delegates.

24. These events were all held away from the main conference venue and therefore afforded good opportunities to provide a unique experience that showcased New Zealand to international investors and operators.
25. The powhiri and poroporoaki from Ngāti Te Whiti were very good and reinforced the importance of the maintenance of a social licence in the communities in which the sector operates.
26. The program structure, speakers and topics was generally very well received by delegates, especially the Minister and international keynotes Iain Stewart and Amit Bhandari. The geoscience stream and the Investment Forum received consistently good feedback.
27. The work of the programme review committees through the call for abstracts and abstract review process was a key driver in these successes.
28. The overall delegate satisfaction is at 74% which is comparable to last year's 75%, despite the challenges associated with this year's conference. This appears to be as a result of a combination of factors, including the strong program, good networking events and locating the conference in New Plymouth.
29. 92% of delegates also said that they gained professional value from the conference.

30.

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35. The full survey results are in Appendix 1 and our internal event debrief is in Appendix 2.

SPECIFIC ISSUES AND RECOMMENDATIONS

New Plymouth location

36. See separate Advisory Board decision in relation to this (paper 009).

Protest action delaying delegates accessing the main conference venue

Issue

37. The execution of our safety and security plan was ineffective in minimising the impact of protest action on delegates' safe egress, with a number of delegates unable to access the main conference venue for several hours on the first day of the conference.

Discussion

38. Considerable effort and resource was expended with our security team (Thompson & Clark, Red Badge, Venue Management and the New Zealand Police) in preparing and testing our safety and security plan.
39. We anticipated that the protest action would be in the form of a blockade of the entrances as it had been in 2016 at SkyCity Convention Centre in Auckland. This is also the same tactic employed by protestors at the 2016 Defence Industry Forum in Auckland.
40. The primary conference venue, the TSB Showplace, presented unique security challenges. With two street frontages, the venue has very little amounts of space that are private property. Private property affords the ability of the occupier (in this case us with our security staff) to trespass people. We had trespass authority, but the protestors blockaded on public property (the footpath).
41. Unfortunately, the Police had also closed the roads around the venue meaning that the protestors could be on those roads without creating public safety issues which the Police would need to resolve (e.g. remove them from blocking traffic routes, etc.).
42. A number of mitigants were put in place, including security fencing, commitments from the Police to maintain a secure pathway through entrances for delegates, buses for delegates (as it is easier to secure an entrance when delegates arrive en masse rather than in smaller groups) and advice to delegates to arrive early.
43. Unfortunately, these mitigants proved unsuccessful and the protestors quickly gained the upper hand. The primary failures being the low number of Police rostered on from 6am (4 officers of a possible 60) and some delegates electing not to arrive early and/or choosing not to take the buses to the venue and arriving in smaller groups.
44. Once the protestors had blocked the entrances, the Police were reluctant to forcibly remove them to clear the entrance. This was primarily as a result of their standard operating procedures (which allow some peaceful protest) and the number of staff that they had available for this task (it taking 3 Police officers to arrest each protestor and additional staff to process them).

45. In addition, the protestors were very well organised and were scanning police radio communications (which turned out to be on unsecure, unencrypted devices). This meant that the protestors could remain one step ahead of the Police in terms of tactics.
46. We have spoken to the Police following their debrief and they have acknowledged that they did not have enough officers available at the critical times. They have also confirmed that they will request more officers for 2018 and that they will embed officers on the buses and in secondary delegate muster points to improve the coordinate of delegate movements. The Police have also committed to using mobile technology rather than unencrypted radio communications.
47. Our safety and security plan had also failed to identify the alternative access points to the venue (e.g. via the back door of Ozone café). Not identifying these in advance meant that we could not activate these and inform delegates in a timely manner.
48. Noting that only 45% of delegates had downloaded the app, our primary communications method with delegates stuck outside was via mass text message. This was generally effective as most delegates had registered their mobile number with us. Unfortunately, the mass text message system had several technical failures and required rebooting twice at critical communication times. This meant that only delegates who had downloaded the app were receiving communications.
49. One of PEPANZ's guiding principles around the New Zealand Petroleum Conference has been a strong desire to be open and transparent so that we normalise the sector and what we do. A part of this has been our publication on the conference website of the programme, with full details of the timings and locations of all aspects of the conference. This provided the protestors with an easy guide to when their blockade needed to be in place.
50. Some of the media who were outside the venue were sympathetic to the protestors and their cause and were live streaming and tweeting our communications to delegates around how we intended to get them in to the venue. This similarly provided the protestors with an up to date guide to when they needed to shift their blockade group to another entrance.

Recommendation

51. It is recommended that we:
 - (a) move to a different venue that has more private property surrounding it;
 - (b) insist that delegates arrive at the venue by conference organised transport (e.g. bus) so that entrances can be secured for the maximum number of people;
 - (c) instruct our private security force to trespass protestors who come on to private property;
 - (d) involve the Police in our security planning, but do not rely on them to take the actions that we think are necessary;
 - (e) identify all alternative access points to the venue in advance and have a clear order of priority for those access points and a secure means of communicating them to delegates;

- (f) compromise on our complete openness and transparency around the venue and conference event start times; and
- (g) use different tactics around the key protest point (Day 1 Ministerial announcement of the Block Offer round) to better manage the disruption caused by the protest action.

TSB Showplace venue did not work well enough

Issue

52. The primary conference venue, the *TSB Showplace*, did not meet the expectations of some stakeholders as a showcase for the New Zealand oil and gas sector and did not work well enough for the overall delivery of the conference's plenary sessions, streams and exhibition.

Discussion

53. Although we knew that the main conference venue, the *TSB Showplace*, would present some logistical challenges as it is not a purpose-built conference venue and we had put in place some solutions for these, we underestimated the impact of the higher than expected number of delegates (almost 500) and the ability of the venue to appropriately cater for their safe egress and present the right image of "NZ Inc" to international visitors.
54. Security concerns and advice from the Police led us to use the rear entrance to the venue rather than the main front entrance. The rear entrance was not visually appealing and, although we dressed it with floor to ceiling signage, it was not an appropriately welcoming entrance to the venue. It also meant leading delegates down a flight of stairs before entering the registration area. This further compounded the impact of the use of such an entrance.
55. The venue did not have a very good natural flow and navigating the parts of it that we were using proved difficult for some delegates. In addition, some parts of the venue looked tired and in need of some investment to bring them up to the standard of a venue like the SkyCity Convention Centre in Auckland or Te Papa in Wellington.
56. With almost 500 delegates, the exhibition space was too tight during meal breaks when the catering was served in this space. There was no larger space within the venue to stage the exhibition.
57. The venue did not have enough spaces for private meetings.
58. One of our guiding principles for the conference was to maximise local spend. A key item of local expenditure was audio visual services ("AV"). While the AV worked well across networking events at other venues (e.g. Welcome Function, Chairman's Function, Gala Dinner, etc.), there were several AV failures during the conference including for a keynote speaker. One of the root causes for this was the AV provider using the MacOS operating system but most presentations were created in Microsoft Windows.

59. The AV infrastructure installed by the AV provider worked well, but despite a very clear scope of work and competency assurances the AV provider was not sufficiently familiar with the programme format and presenter requirements.
60. The catering was not of an acceptable standard on the first day and on the second day the portion sizes were too large. The catering provision was not well enough managed (e.g. plates were not cleared quickly enough). The catering provider has an exclusive arrangement with the TSB Showplace and we were therefore required to use them.

Recommendation

61. It is recommended that:
- (a) we relocate to a more suitable venue in Auckland or Wellington (see paper 009); or
 - (b) if we cannot secure a more suitable venue in Auckland or Wellington and remain in New Plymouth, we:
 - (i) utilise a different venue (most likely the TSB Stadium) and construct the facilities we require inside that venue;
 - (ii) we compromise on our local spend commitment for core services (such as AV) to ensure that we receive the quality of service we need; and
 - (iii) we select a better caterer (e.g. the Public Catering Company who catered the BBQ Lunch).

Increasing the number of international delegates from target markets

Issue

62. It has proved difficult to attract materially more international delegates from target countries and companies to the conference.

Discussion

63. One of the objectives of the conference is the attraction of potential international operators, explorers and investors.
64. Multiple channels are employed to reach these potential delegates, including personal approaches by New Zealand Petroleum & Minerals during their international investment attraction activities, targeted LinkedIn advertising, engaging media partners with reach in to the target international markets and personal invitations from the PEPANZ Chairman to a list of key New Zealand Petroleum & Minerals targets.
65. Prior to the Cabinet reshuffle in December 2016, then Minister Bridges had agreed to issue Ministerial invites to his counterparts in China, India and Japan. It was anticipated that if these invitations were accepted, the key companies in each of those countries would accompany their Ministers to New Zealand to attend the conference.
66. Unfortunately, following that Cabinet reshuffle there was not sufficient time for the new Minister to issue these invitations.

67. While we maintained our ratio of approximately 20% of delegates being from outside New Zealand, we have not been able to convert our marketing efforts into materially increased international delegate attendance.
68. Feedback from some international companies approached that this is in part due to the current lower oil price environment and New Zealand's characterisation as a frontier region.

Recommendation

69. It is recommended that we continue to work closely with the Minister and New Zealand Petroleum & Minerals to facilitate Ministerial invitations to attend the conference and also continue our efforts to attract international delegates.

Lower than expected attendance at several networking events

Issue

70. The Community Event and the BBQ Lunch had much lower attendance than anticipated. In the case of the Community Event, attendance was at ~15% of RSVPs and in the case of the BBQ Lunch attendance was at ~50% of RSVPs.

Discussion

71. The BBQ Lunch was open to all delegates and approximately 200 delegates sent RSVPs to say that they would attend it.
72. The Community Event was open to all delegates and also to invited community stakeholder guests of operators. There were 92 invitations to community stakeholder guests of operators, with approximately a quarter of those sending RSVPs to say that they would attend. There were also 88 delegates who sent RSVPs to say that they would attend the Community Event.
73. While it is normally expected that 10-15% of those who RSVP to attend an event will in fact not attend, to have 50% in the case of the BBQ Lunch and 85% in the case of the Community Event not attend is highly unusual.
74. It has not been possible to ascertain the exact reasons for the much lower turn outs, but anecdotal evidence suggests that there were a variety of relevant factors including the timing of these events being on a Monday evening and so close to WOMAD (i.e. function fatigue), the low engagement by some delegates with their conference arrangements following their registration for the events and the altered travel plans of some delegates.
75. In terms of the Community Event, there is some evidence that the low acceptance of invitations was as a result of those invitations mainly coming from the PEPANZ as the conference organiser rather than the operator that the community stakeholder has a relationship with.
76. In the cases where the operator made the invitation directly and personally, that community stakeholder typically attended the event.

Recommendation

77. It is recommended that:

- (a) if we run another Community event, we have operators personally invite their community stakeholders rather than PEPANZ as the event organiser;
- (b) we re-confirm the attendance of those who have said they will attend; and
- (c) we better communicate with delegates the running of these events.

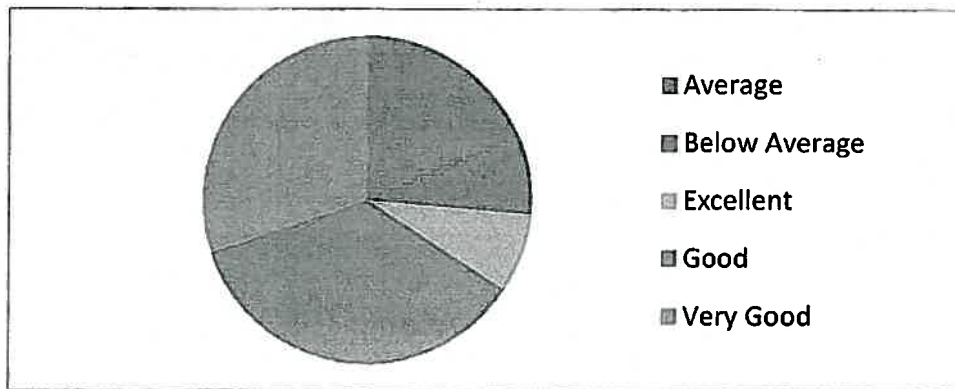
Appendix 1 – Survey Results

2017 New Zealand Petroleum Conference Survey Responses Report

This report is based off of 129 respondent answers. If a question was skipped, it will be noted how many respondents answered the question.

1. How would you rate your overall experience at the 2017 New Zealand Petroleum Conference?

Answer Options	Response Percent	Response Count
Average	18.60%	24
Below Average	7.75%	10
Excellent	7.75%	10
Good	35.66%	46
Very Good	30.23%	39



Comments:

Outside the control of the organisers was the protest action which although caused some headaches did not dampen the conference which was very good.

Organisers and speakers worked hard amongst challenging circumstances.

Such a pity that poorly informed demonstrators fail to appreciate the O&G contribution to the overall economy and well being of the average New Zealander.

Content pretty good. Venue was a bit problematic to start with and hampered further by the protestors restricting access.

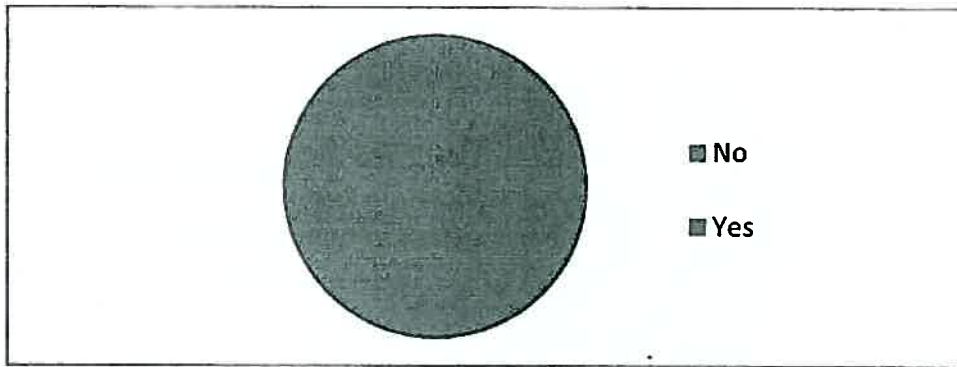
Overall the price of the conference is much too high for a 2-day event and the quality of the venue (compared with Auckland).

I feel that the venue was well below par; the access to the entrance was blocked by protestors and the Police did nothing to facilitate access (they saw their job as preventing the protestors from getting into the venue). The conference had no security to assist participants from gaining access.

For a premier event, the logistics was well below expectation - security, venue, layout, food.

2. Did you get professional value from the conference?

Answer Options	Response Percent	Response Count
No	7.75%	10
Yes	92.25%	119



Comments:

I took away a new found way of thinking after the presentation on Thursday morning by Iain Stewart, Director of the Sustainable Earth Institute at Plymouth University "Planet Oil".

Very impressed with the quality of the various speakers and the appropriateness of their subject matter.

The technical talks were better than previous conferences. It was good seeing companies such as Todd and STOS giving presentations.

Openness and collaboration ensured I learned a lot

The content of the presentation were great, I found them very informative and interesting.

Hard to immediately recognise any financial value but many good contacts and opportunities to network were available.

I was a speaker and so had reduced registration costs. If I didn't, I dont think would come as for a small company the cost is prohibitive.

There needs to be a grater focus on Operations and surface facilities management.

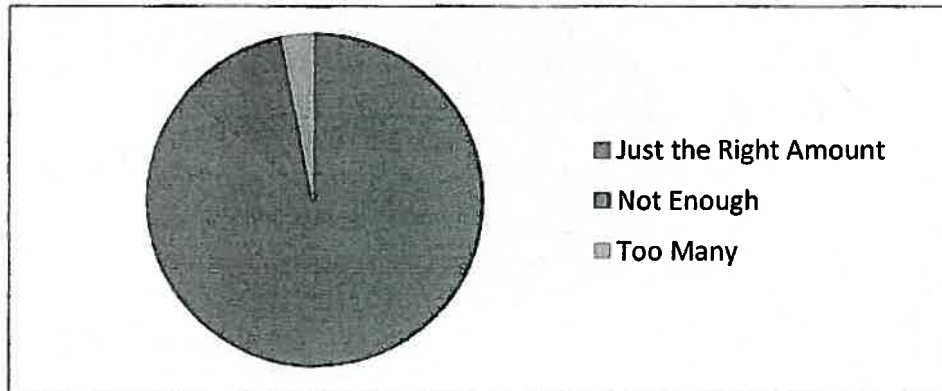
Meeting industry peers was very useful but the contractor side was weak.

Value limited as talks were condensed so delegates had less time in exhibition area.

Conference fees were too high.

3. Did you feel that there were enough opportunities for networking at the conference?

Answer Options	Response Percent	Response Count
Just the Right Amount	86.05%	111
Not Enough	10.85%	14
Too Many	3.10%	4



Comments:

Break-out areas worked well .

The lack of space in the exhibition hall made it difficult at times. The closing drinks bar area is also very tight and many people I felt left early because of this.

The offsite venues were good especially the bbq on Tuesday.

The Tuesday bbq was a great way to start the event.

Was good having the food breaks in the expo hall, forced some sales time for the exhibitors.

I have felt for some time that two days of parallel streams is not a good approach. three days of talks and more breaks and closer exhibition would be better.

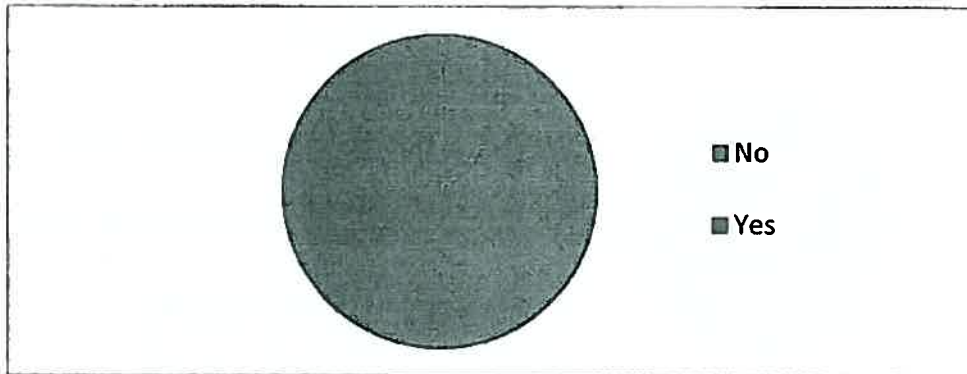
Poster's did not have a session time and were put away in a corner away from the food/drink and main exhibition .

The exhibition space was a little small to allow good networking during breaks.

Wednesday was what I thought would be the main focus day but was such a huge disappointment due to lack of security/policing .

4. Did you personally enjoy the conference?

Answer Options	Response Percent	Response Count
No	13.18%	17
Yes	86.82%	112



Comments:

It was a wonderful opportunity to visit New Plymouth a hidden gem, and I will look forward to returning either for work or holiday.

Yes. This was mainly due to the quality of the technical (geoscience) papers and the fact that there was much opportunity to meet with my JV colleagues, contractors, etc.

Yes, on balance, but not the interaction with the protestors on Wednesday.

The Powhiri and singing by the Stratford kids was fantastic .

What I did see I enjoyed however in light of Wednesdays issues I chose not to attend the conference dinner because of the threat of physical violence by the protestors.

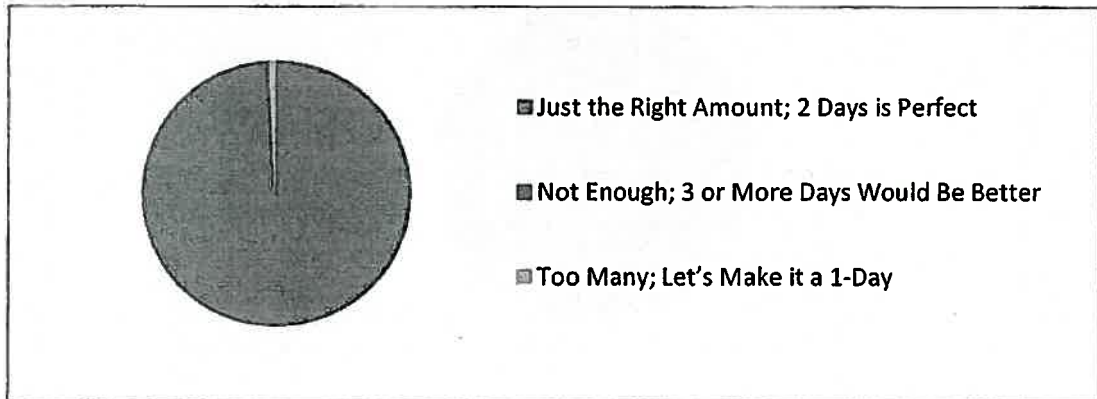
Yes but I would also say this was the least enjoyable for several years and that largely reflects the delays caused by the protest and having a colleague locked out for half of day one. It is always a busy conference to cover. We ended up being behind from day one that meant I lost a lot of networking time and I got to fewer of the technical sessions than I would have liked.

Yes but less so than previous conferences. I thought the venue and security arrangements were poor.

It felt like the money paid to attend and the time spent creating a poster was not worth the lack of acknowledgement the poster's got.

5. Did you feel that the length and duration of the conference was appropriate?

Answer Options	Response Percent	Response Count
Just the Right Amount; 2 Days is Perfect	89.15%	115
Not Enough; 3 or More Days Would Be Better	10.08%	13
Too Many; Let's Make it a 1-Day	0.78%	1



Comments:

2 days was just right.

Certainly keep it at no more than 2 days.

The conference would have benefitted from some field excursions, such as visits to Taranaki production facilities or a geological tour of Mt Taranaki.

Often felt frustrated that there were 3 streams of good presentations.

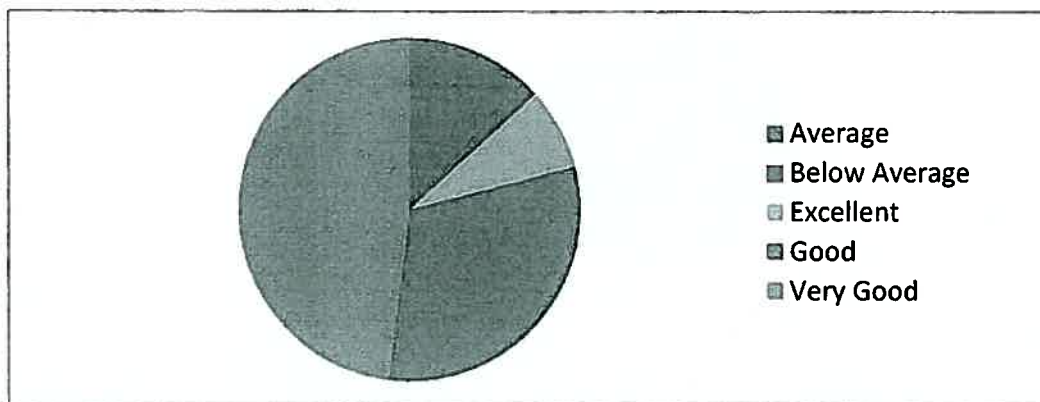
Given the duration of the event is currently two days, and the afternoon of the last day is pretty quite I felt that only 1.5 days were really worthwhile. A suggested option may be to have the conference extend over 2.5 days, starting at midday on the first day with the welcome functions etc still occurring that evening. This way, attendees from overseas aren't travelling for only two days (in reality 1.5 valuable days) of conference.

Extra days needed so there is less conflict of presentations on at the same time - fewer streams better. Extra flights out might be useful.

I have felt for some time that two days of parallel streams is not a good approach. Three days of talks and more breaks and closer exhibition would be better.

6. Please state your overall rating for the quality of the speakers' presentations at the Conference.

Answer Options	Response Percent	Response Count
Average	11.63%	15
Below Average	1.55%	2
Excellent	7.75%	10
Good	31.01%	40
Very Good	48.06%	62



Comments:

A lot of speakers appeared unfamiliar with the concepts applicable to speaking in public, They wandered from the microphone and didn't engage the audience. I think this was maybe because of the poor set-up for the speaker. There were no wireless microphones and they had to turn their backs to the audience to see the presentation slides as the laptop was too far away and at a lower level.

Iain Stewart was excellent - quite apart from the rest - just 45 minutes was not enough.

Many people had slides chalked full of text and the presentation screens were not very large.

Some good talks and some that were really just telling us what was already in the public domain. The politicians debate was sorely missed.

Some good presentations, but most of the technical, regulatory and other presentation standard and material was poor.

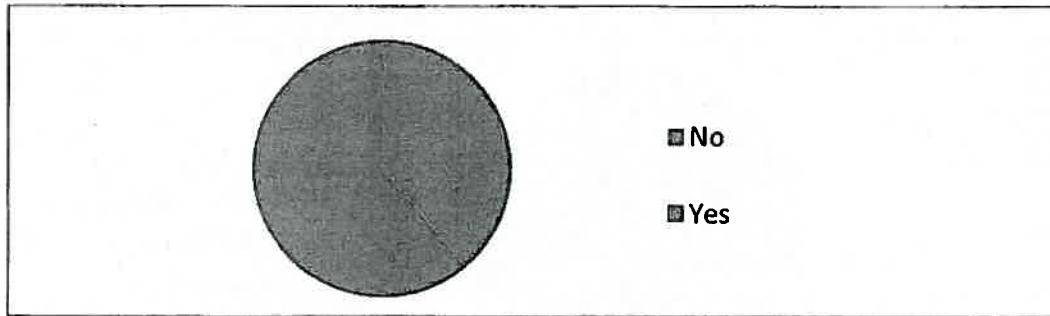
The conference should not use Apple OS to run the presentation as this is not likely to be consistent with the format that presenters use. I watched several presenters struggle as their presentations did not work.

Good as in all conference, the quality of speakers varies hugely. some really good one and some pretty poor.

Varied from fabulous to below average.

7. Were there any speaker(s) that stood out to you at the Conference? If so, for what reasons, for example content and/or style?

Answer Options	Response Percent	Response Count
No	38.76%	50
Yes	61.24%	79



Comments:

A well-informed "new" energy minister Judith Collins; keynote speaker Glaswegian Iain Stewart (Plymouth University) for importance of community connection.

Alan Bischoff and Alex Wunderlich were my 2 personal favourite speakers, they conveyed their presentations exceptionally in my opinion.

Alex Wunderlich, OMV - excellent technical discussion. Richard Kellett, GNS Science - frontier exploration at all levels. Maria Townsend, Shell Todd Oil Services - informative discussion on an asset many of us have worked on. Amit Bhandari, Gateway House - unique perspective.

Really enjoyed the opening ceremonies and panel discussion. Well done, given the last minute changes required.

Dr Iain Stewart - brilliant, relevant and engaging.

Ian Stewart for interest and the big picture of communication. Sverre Planke for his linking of volcanics and maturation processes. Colin Cruikshanks Leaders address and challenge to industry, Dylan Mair for the big picture view of selling NZ through 2 parts, Taranaki for production and profit and other basins for exploration.

Amit - closing keynote - recognition of quality of NZ energy and regulatory sector as a preferred nation to deal with - open invitation to supply. Dylan Mair - global trend projections.

Steve Morice from STOS. Showing that shell really tis still setting the standards for what technical excellence looks like.

MBIE should not front a junior policy grad to front on a topic of importance.

Missed some talks, too hard to get to some conflicting sessions.

Were there any topics that weren't covered during the Conference that you would have liked to hear about?

Capital costs - good/bad cost performance/schedule of projects, how to improve, best practice (i.e. LNG mega projects in Australia).

Commercial aspects. The one talk got cancelled due to flights.

Downstream processing and the views of oil and gas consumers, instead of just the producers.

Geophysical interpretation such as attribute analysis, AVO, rock physics, seismic inversion and reservoir characterisation studies were missing in this conference.

How we can streamline the regulatory process.

I would be interested to see more discussion based topics.

I would have been interested as part of a group representing a new operator in NZ to see some sort of topic or presentation on service providers in the country and any efforts made by the government to help invite or promote further competition. I only heard and felt costly and negative government involvement in that sector.

It would have been good to hear more from the EPPA about the Marine Consent process, and what applicants need to do to make the process run smoother.

LNG as a transport option has been mentioned at the last two conferences but never really developed as an idea. Maybe there would be scope at the next conference for a look at that and other future demand-side opportunities? Who will be the industry's customers in 20-30 years' time?

More on future transitions and social licence best practice from offshore.

NZ gas markets and future demand

Technically good but I thought there could have been some more challenging topics about how things done in the future rather than status quo.

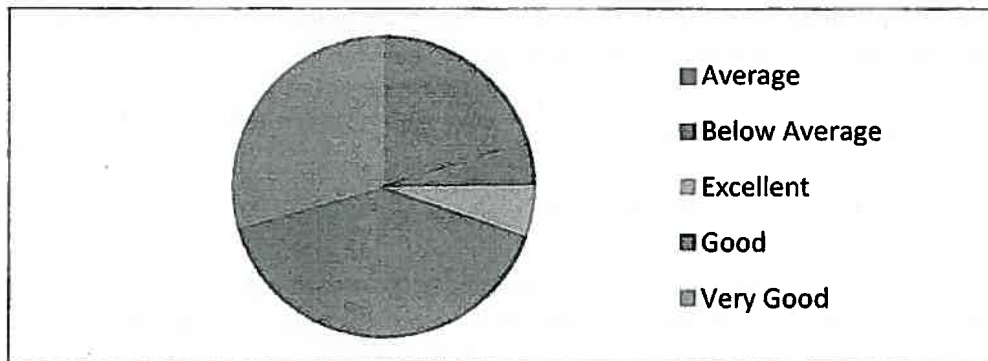
The conference needs to move toward including renewable energy (Hydro/Solar...).

The industry needs to challenge itself on its future and also how to communicate with the community/public. To achieve this, speakers also need to come from outside the immediate industry. The conference is currently a continuation of safe own-industry centric people who won't rock the boat.

The medium to long term challenges that the NZ oil and gas industry faces

8. Please state your overall rating for the quality of the exhibitors at the conference?

Answer Options	Response Percent	Response Count
Average	20.16%	26
Below Average	4.65%	6
Excellent	5.43%	7
Good	40.31%	52
Very Good	29.46%	38



Comments:

Excellent, the exhibitor space was a little restricted, but some great products and services were on view.

Very good given tight trading conditions, thought the ones who paid to exhibit were good and better than expected. The areas for the stands however were a bit limited however but everyone managed okay.

I was able to speak with most of the exhibitors.

Coffee stand was exceptional.

The exhibitor space was a bit dark. Good to have the food there though to ensure patronage.

It's tough times in the industry so didn't expect to see elaborate booths - was good to see a room full.

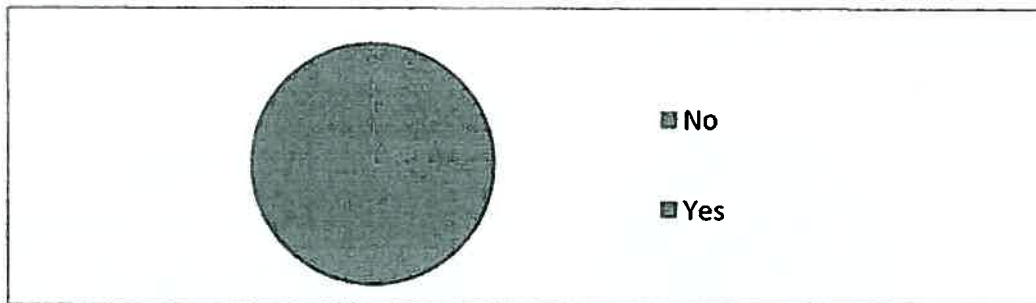
Adequate for the audience, no need for lavish displays at \$50 oil.

The NZPC is too small to attract the big exhibitors, and there is nothing you can do about that.

9. If you were a sponsor or exhibitor at the conference, would you consider partnering with the Petroleum Conference again?

Answer Options	Response Percent	Response Count
No	24.68%	19
Yes	75.32%	58

*77 out of 129 respondents answered this question



Comments:

AAPG – I believe the AAPG should be more involved as a partner organisation.

Schlumberger - last year we were able to be involved in the seating arrangement at dinner. If we were to partner again we would like to have that option again.

New Zealand Energy Corp – yes but not at this venue again.

Venture Taranki – subject to robust debriefs.

IHS Markit - Yes but - it's hard to get approvals for sponsorship dollars these days.

Westside Corporation - Frankly there are only a handful of operators and some of the vendors that didn't present I spoke with or found off site.

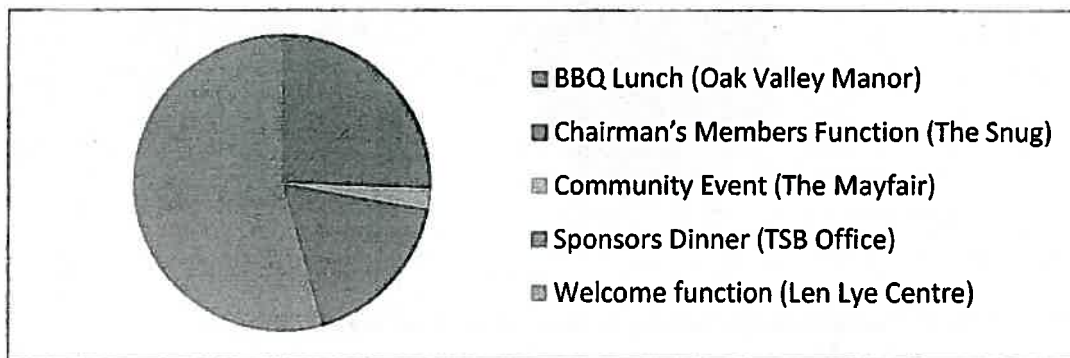
New Zealand Oil & Gas - not sure that sponsors got value for money.

Petrofac - We did not have a stand this year and from what I saw it was a correct decision.

10. Did you attend any additional functions around the conference? Is so, what were your opinions? (select the function and put comments below)

Answer Options	Response Percent
BBQ Lunch (Oak Valley Manor)	14.44%
Chairman's Members Function (The Snug)	11.11%
Community Event (The Mayfair)	2.22%
Sponsors Dinner (TSB Office)	17.78%
Welcome function (Len Lye Centre)	54.44%

*90 out of 129 respondents answered this question



Comments:

Excellent event with good networking opportunities.

All but the sponsors dinner. events were fine. len lye acoustics made it difficult to hear.

Len Lye Centre did not work as a venue, too noisy, ran out of beer.

BBQ Lunch; Excellent venue, superb catering, good length, good logistics - networked well.

Sponsor Dinner; Excellent venue. Well presented. Very enjoyable evening – thanks.

The BBQ Lunch was very good. Nice location and relaxed atmosphere was a good way to warm up to the conference and catch up with people. However, given its timing many conference delegates were not there. I'd suggest that this would have been better as an evening event as the welcoming function. I also attended the Len Lye Welcome (your feedback form doesn't let you tick more than one event). This Welcoming venue was not good. very constrained with limited ability to mingle due to the shape of the venue. Little was gained from being near the artworks. I wouldn't want to use this venue again.

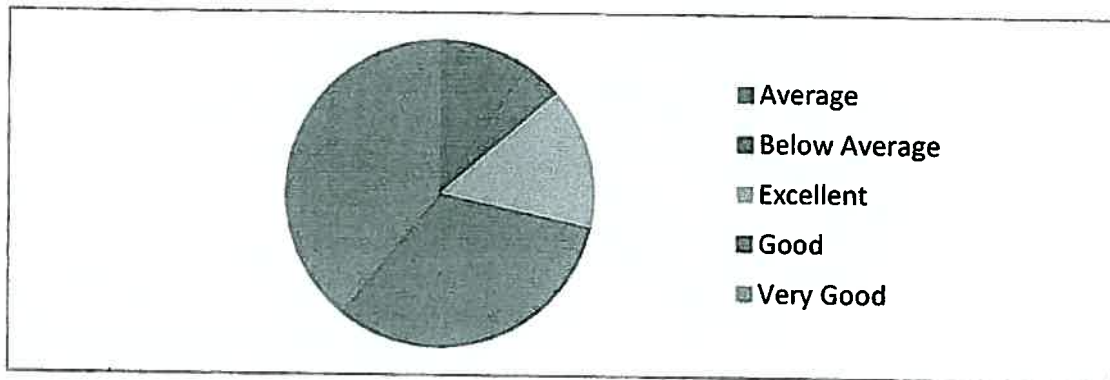
Attended the welcome function, Chairman's Members Function and also the Conference Dinner. Enjoyed all of these event thoroughly, good attendance, a few addresses by key attendees which were welcomed and were a good length to hold attention. Closing drinks in the TSB were less well attended as most delegates left prior.

Disappointed at low numbers who attended function. Need to understand cause of low turnout – TagOil.

11. Did you attend the Gala Dinner? If so, please rate this function.

Answer Options	Response Percent	Response Count
Average	9.46%	7
Below Average	4.05%	3
Excellent	14.86%	11
Good	32.43%	24
Very Good	39.19%	29

*74 out of 129 respondents answered this question



Comments:

The dinner was one of the best I had attended the entertainment was world class and the catering, service and meal very very high standard.

The MC was excellent - made for a great night and the entertainment was a step up from previous years.

Great comedian and circus acts.

Food was excellent. [REDACTED]

The dinner, food, venue etc were great. But the event was let down by entertainment [REDACTED]

Good venue, good MC (J. Corbett), food excellent. Awards were a great idea, and very well done (not too long!)

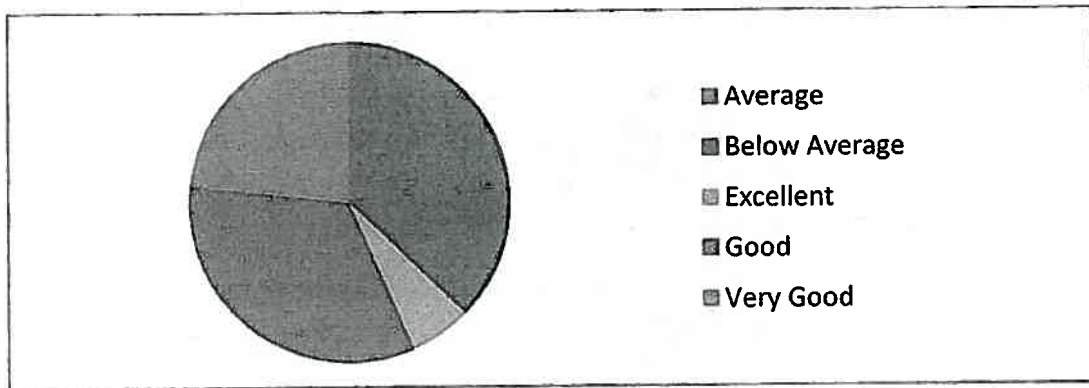
MC very good, food ok, process of selection (?) of tables and seating not wonderful.

The setting and entertainment was great but I felt the food was below par.

Very well organised, enjoyable

12. Please state your rating for the quality and variety of food, drinks & entertainment.

Answer Options	Response Percent
Average	23.26%
Below Average	13.95%
Excellent	6.20%
Good	33.33%
Very Good	23.26%



Comments:

I'm not very picky in any case, but loved it.

Could have done with another coffee distributor.

The lunches were poor. Perhaps the caterers had difficulty getting in with the protestors?

Thursday food was much better than Wednesday.

Whilst everyone was catered for (great to see the GF food for those that need it), I felt the quality of the hot lunch was not as high as previous years.

Some of the croissants and muffins were stale/dry, but otherwise the food was tasty and diverse.

Catering was not as good as previous years.

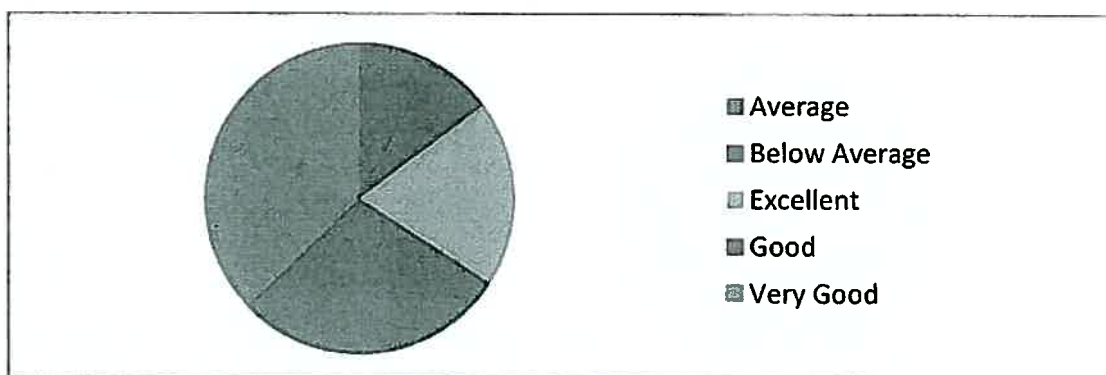
Day one was terrible but that may have been due to the protest action disruptions. If so, then an explanation would have been good as then people would have understood. Day two food was very good. Overall however, a bit more healthier options would have been appreciated.

Nothing special, but adequate. There was no coffee in the exhibition hall during sessions (only during breaks). Would have been good to have ongoing coffee/tea for the exhibitors and those that spent time there instead of sitting through all the speaking sessions. The screen for watching keynotes should include room to see their visual slides, not just the speakers. If you can't see their presentation material the speeches lose a lot of their impact.

For the conference cost the catering (lunches etc) was poor.

13. Please state your rating for the Registration Process prior to and at the start of the Conference.

Answer Options	Response Percent
Average	7.75%
Below Average	6.98%
Excellent	19.38%
Good	28.68%
Very Good	37.21%



Comments:

Hannah was amazing, very helpful.

Your staff did an excellent job throughout the conference, not just at registration but for security, guidance during the protest holdup and general helpfulness.

Fast. Tricky with the ID, but understandable.

I didn't receive any emails before or during the conference so didn't have my bar code or confirmation email at registration. This didn't seem to slow my registration down though which was good.

Took ages to actually get in with the issues. Once inside was straight forward.

There were way too many emails sent out and presentations should not be requested so far in advance.

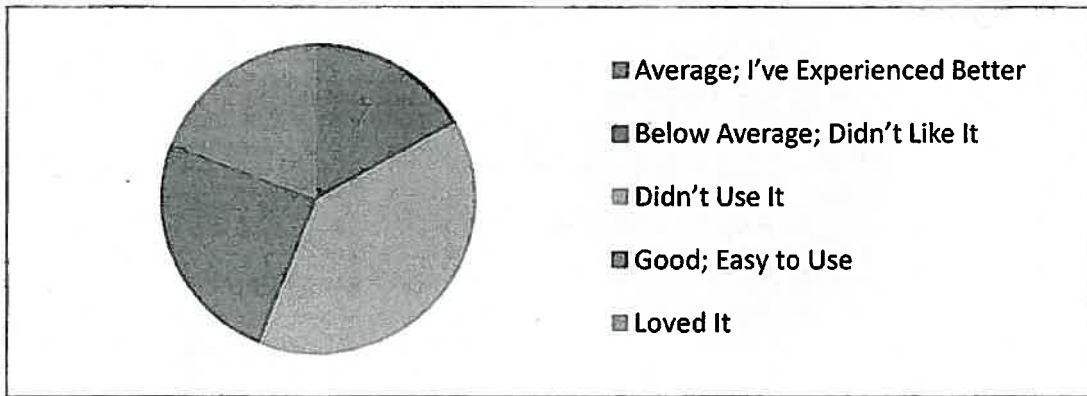
This needs to be sorted out. Stuck outside for hours. The protests were not a surprise and should have been much better pre-emptively dealt with. (i.e. not stop the m from protesting, but protect and guide the delegates more).

It seemed a bit disorganised and several of our team had registered but did not receive emails with codes/passes details. The team at the event however were positive and friendly and worked hard to rectify issues and manage things despite the protest disruption.

It was unclear where we were meant to go and what information we had to present. The process was also pretty slow.

14. Did you use the Event's Mobile Application? If so, please rate your experience using the App.

Answer Options	Response Percent
Average; I've Experienced Better	8%
Below Average; Didn't Like It	8.80%
Didn't Use It	39.20%
Good; Easy to Use	24.80%
Loved It	19.20%



Comments:

Very helpful for update on how and when to enter the conference on Wednesday. Perhaps more publicly at the welcome reception reminding people to download as some did not have and had issues gaining entry due to the protestors.

The App was the highlight! GREAT.

The app was a fantastic way of disseminating information and for keeping track of what was scheduled. Definitely something that is worthwhile doing again.

It was exceptionally stable and very handy to navigate the protest action.

I didn't need to carry a paper copy so that's good. Annoying that it kept returning to the top of the days events page when I wanted to see what was on next and where.

Notifications were fantastic.

I had been enrolled for the conference by a company PA, so the app did not recognise my personal email address. Could not use it.

Wouldn't let me log-in...kept saying "registration closed." Complete fail for me, though I understand it was useful for others.

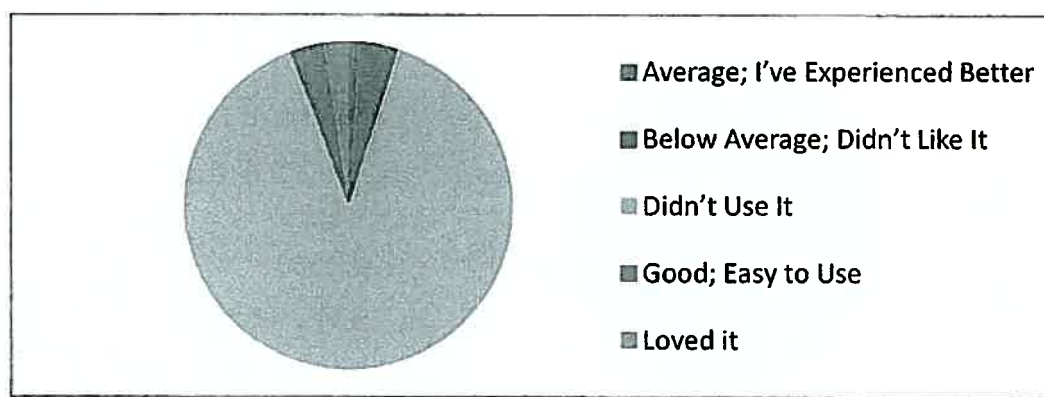
I had great difficulty logging on.

It did not work with the correct code.

15. Did you use the Meeting Matching Application to schedule meetings with Exhibitors? If so, please rate your experience using the Application.

Answer Options	Response Percent
Average; I've Experienced Better	0.83%
Below Average; Didn't Like It	4.13%
Didn't Use It	89.26%
Good; Easy to Use	3.31%
Loved it	2.48%

*121 out of 129 respondents answered this question



Comments:

Everyone complained. Did not work. Randomly assigned times for meetings which coincided with presentations customer/client wanted to see.

I used it but no one else did - this did not work. None of the exhibitors said they were using it, so didnt bother with the meetings.

Looks like it didn't work, my requested meeting never showed up, either they didn't know about it or were attending conferences during the scheduled meeting times.

Hard to make these meetings with people who you don't know and don't have an idea about their role and responsibilities within there organisation. Would it possible to organise 5 minute meetings with the head of each organisation for a chat about what they do and who they are and what they may require in future etc. maybe like a speed meet and great the the start of the conference?

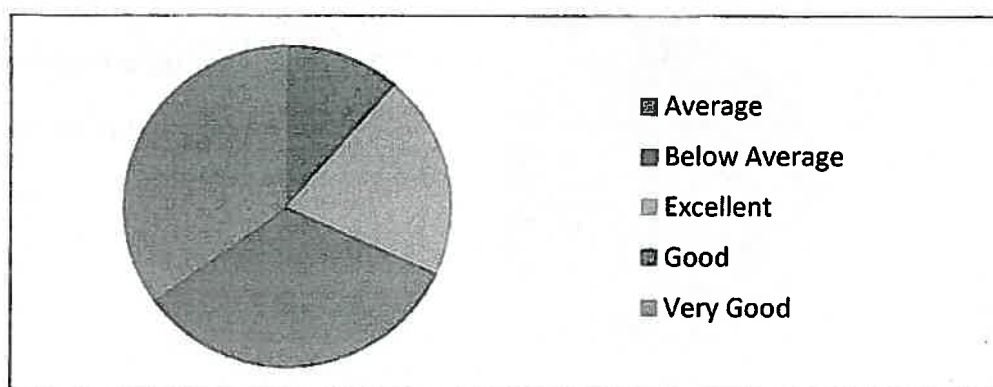
The closing date was too early to take full advantage of the Meeting Matching application.

What it was for should have been better explained/promoted.

16. Please rate your accomodation for the conference. Was the transportation provided effective for your needs? (List hotel and transportation in comments section)

Answer Options	Response Percent
Average	8.94%
Below Average	2.44%
Excellent	20.33%
Good	33.33%
Very Good	34.96%

*123 out of 129 respondents answered this question



Comments:

Dawson motel. Great - I always use this place. Buses were very good too. I used them only for the Gala dinner.

The bus service was very good reliable.

King & Queens Suites a good value.

Buses worked well - expect day one when they seemed unorganized. We were kept on the bus for 35 minutes before everyone just walking off.

Copthorne - average hotel but well located with a 5 minute walk.

Bus good for gala, didn't otherwise know about bus options from Devon Hotel. Walking was fine.

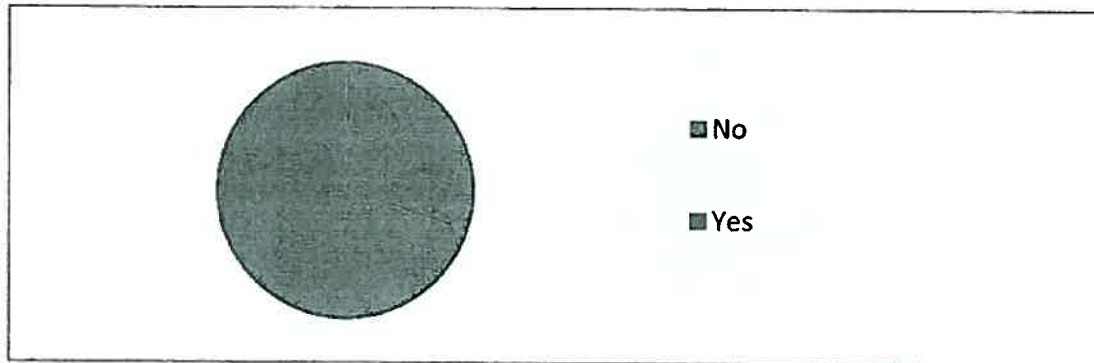
I was unaware of the transport arrangement until the second day.

Nice Hotel; Seemed like it was too close to get a bus. But that made security an issue day one of the event.

Novotel was quite distant from venue and the bus schedule ran at a time that made it difficult/undesirable to use. Result was that I took a \$12 taxi to and from venue each day.

17. Were there any areas of the Conference that did not meet your expectations?

Answer Options	Response Percent
No	30.23%
Yes	69.77%



Comments:

Covered above. The entry on the first day was a shambles and should have been anticipated and planned. It was widely known beforehand that it was going to unfold therefore there was no excuse for how it was managed. This is more a criticism of the police than the conference organisers.

Access security, food at TSB showplace was average at best.

Security and venue challenges need confronting for 2018.

The conference was held in a shabby run down venue and not fit for the purpose

Conference catering for lunch, morning, afternoon teas not great. The venue is also difficult; rooms not easy to find.

Conference facility was barely adequate. Exhibition area was too small and the engineering stream room was very poor. Overall the facility felt tacky and cheap, particularly considering the high entry cost.

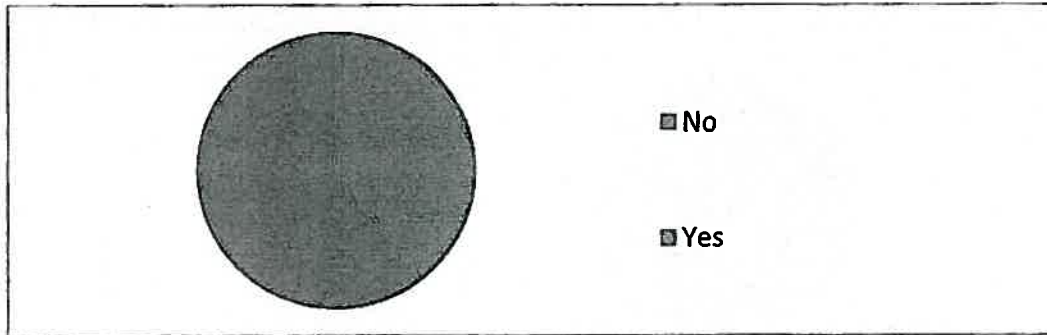
Poor planning to avoid protesters who seemed far more organised while the organisers and police appeared to have no plan. Disappointing that the weather also prevented the in-party panel discussion.

Entire venue was difficult, had to run up and down a lot of stairs between presentations and exhibition. Area was dark. Felt more like a dungeon than an open venue to have a conference.

Getting into it being slammed against a wall between protestors and police - should have been better organized to get people into the conference without being harassed.

18. Do you have any additional feedback for improvement to give to the organisers of the event?

Answer Options	Response Percent
No	39.53%
Yes	60.47%



Comments:

As a visitor to NZ, I find the activists demonstrations rather disappointing. The conference organizers did a good job managing a difficult situation.

Given the strength of protest would a different venue be better next year? It was reasonably disruptive on day 1. The police did a fantastic job under difficult conditions. I was dismayed that the protesters were so militant this year. Their right to protest is without question. But their willingness to physically engage the police was not appreciated.

Although it is cheaper for NP people being in NP I think holding the venue in NP again needs to be seriously considered again. Especially in light of the handling of the activists.

As its goinmg to be back in New Plymouth I suggest you get another venue - the facilities at Yarrows Stadium would be much better suited and the security problems easily dealt with there.

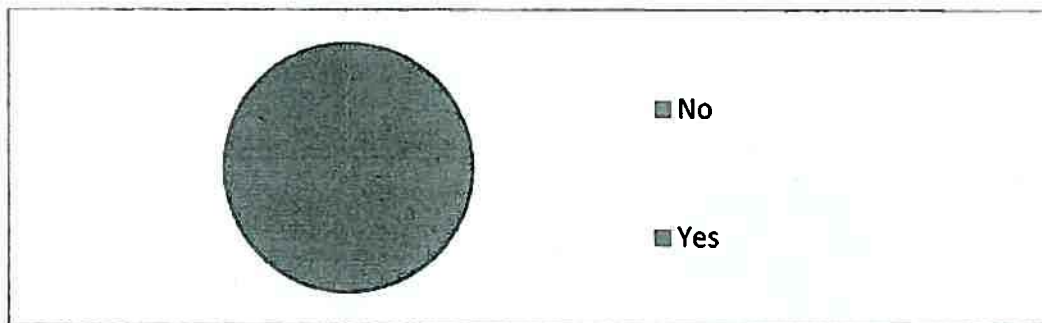
Based on day one I would consider not attending a future New Plymouth event unless security was handled significantly better. as stated no issues as all with protesters but they should be kept away for attendees and there should be a more thought out plan b, not just walking around NP for 4 hours. very poor response by police to prevent pushing and verbal abuse.

Don't hold it in New Plymouth. Venue was too small, accommodation too dispersed, 'out of conference' networking very difficult - and security was some of the worst I have ever encountered. Not nearly enough security, too many access points - a complete failure.

Going from Sky City to the theatre in New Plymouth is a giant leap backwards. Staying in New Plymouth means that the NZ Petroleum Conference will inevitably become a local meeting with few international participants...for many it requires an internal flight after an international flight and the venue and accommodation are inferior to what is available in central Auckland. Is the theatre the best venue in New Plymouth?

19. Would you like more information regarding sponsorship opportunities at future events?

Answer Options	Response Percent
No	82.95%
Yes	17.05%



Organisations that would like more information about sponsorship opportunities:



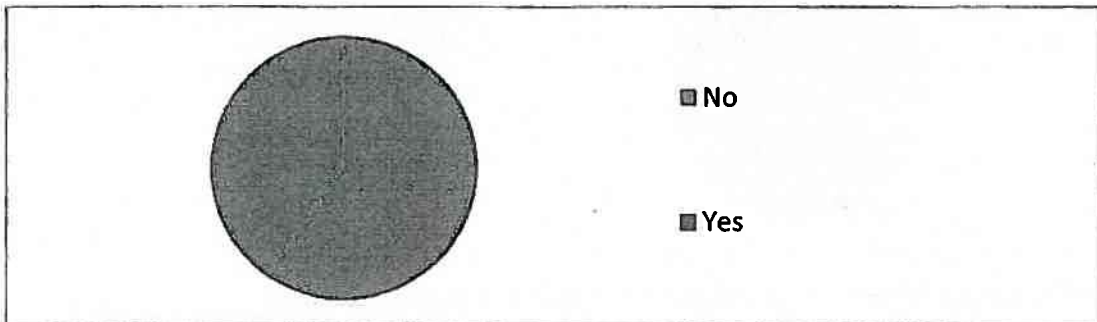
Comments:

Sponsorship would have to be reviewed if it was in this venue again - [redacted]

Yes but still undecided if we will attend next year - [redacted]

20. Would you like to speak at a future Conference/Seminar/Workshop?

Answer Options	Response Percent
No	59.69%
Yes	40.31%



Comments:

Again, happy to participate in seminars and workshops looking at difficulties and opportunities in the industry - [redacted]

Always happy to - [redacted]

[redacted] could be available to speak - [redacted]

Happy to speak at conference again, or identify a colleague able to deliver a specific topic - [redacted]

I enjoyed speaking and found it very beneficial both for experience and business opportunities - [redacted]

I would consider it - [redacted]

If you have an interest in hearing anything regarding auditing or accounting for the Petroleum sector - [redacted]

Maybe if noise and RMA/consenting is of interest! - [redacted]

Maybe if there was something useful we wanted to present and a willing audience - [redacted]

Maybe - [redacted]

Of course, but would want it to be in Auckland - [redacted]

Our business certainly would - [redacted]

Pending us having something interesting to say and permission from our clients! - [REDACTED]
[REDACTED]

Possibly - [REDACTED]

Possibly if they thought feedback was good from this event - [REDACTED]

We have some excellent technical work to present and to raise the understanding of the way fields work in Taranaki. Happy to facilitate a session or panel as well, I think a full conference every year is over the top as well. Perhaps a smaller more focussed event next year - [REDACTED]

We have speakers, it can be a challenge to get them committed 6-9months in advance, a flexible spot would help - [REDACTED]

What I saw of the conference was excellent. I work in climate change, and I was very impressed with the extent of participant's engagement with the topic and their willingness to talk frankly, constructively and intelligently about the issues - [REDACTED]

Appendix 2 – Internal Event Debrief



New Zealand Petroleum Conference 2017

21 - 23 March, New Plymouth

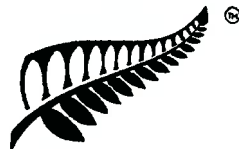
Welcoming the world to meet New Zealand oil and gas.

Papers for the meeting of THE ADVISORY BOARD 21 MARCH 2017

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Dial in details

The dial in details for the meeting are:

- New Zealand callers dial [REDACTED]
- Overseas callers dial [REDACTED]
- Enter pin [REDACTED] followed by #

As a back-up, we will dial each of you in separately on your direct dial numbers.

Agenda

Item	#	Detail	Action	Timing
1 Governance				10.00am
Apologies			Note	1
Observers			Note	1
Conflicts of Interest			Update	1
Adoption of Minutes			Adopt	1
Ongoing Actions Review			Review	1
2 Reports				10.05am
Progress Update	004		Note	10
Security Plan	005		Note	10
Risk Review	006		Note	10
3 Decisions				10.35am
A 2018 Conference Planning	007	Recommendation	Approve	20
4 Any other business				10.55am
				5
5 Next Meeting Date		9 May 2017 Wellington	Note	11.00am 1
Meeting Close				11.01am

Governance

Attendees by tele-conference

The following members will attend the meeting by tele-conference:

- Malcolm Roberts (APPEA); and
- Mark Annand (Schlumberger).

Apologies

Colin Cruickshank (Todd Energy).
Rob Jager (Shell).
Stuart Trundle (Venture Taranaki).

Alternates

No people have been appointed as alternate Advisory Board members for the meeting.

Attendees

The following people are attendees at the meeting:

- Cameron Madgwick, PEPANZ
- Carolyn Clark, PEPANZ (Secretary for meeting)
- Melanie Walker, Avenues (Professional Conference Organiser for the event)

Conflicts of interest



Previous Minutes

Minutes of Meeting New Zealand Petroleum Conference Advisory Board

Tuesday 22 November 2016

PEPANZ Offices, Wellington

ATTENDANCE

Advisory Board attendance

Dr. Malcolm Roberts (APPEA), Dr. Neal Wai Poi (GNS), AJ Millward (alternate for James Stevenson-Wallace) (MBIE), Andrew Jefferies (New Zealand Oil & Gas), Quentin Quin (NZTE), Gabriel Selischi (OMV), Mark Annand (Schlumberger), Rob Jager (Chair) (Shell) and Stuart Trundle (Venture Taranaki).

Other attendance

Cameron Madgwick (PEPANZ Chief Executive), Jeanette Nel (PEPANZ Office & Events Manager, acting as Advisory Board Secretary) and Melanie Walker (Avenues Managing Director).

Apologies

Colin Cruickshank (Todd Energy)

LIST OF DECISIONS MADE AT THE MEETING

The Advisory Board:

- **noted** the Advisory Board's role;
- **noted** that the Advisory Board members should take appropriate opportunities to promote the New Zealand Petroleum Conference to their organisations and networks;
- **agreed** to the request for Advisory Board members to remain in place beyond the 2017 New Zealand Petroleum Conference;
- **noted** the New Zealand Petroleum Conference's direction and objectives;
- **recommended** changes to the direction and objectives for the 2018 New Zealand Petroleum Conference (and subsequent conferences), specifically the adoption of an objective for the New

Zealand Petroleum Conference to be environmentally sustainable and for financial sustainability to be added as a theme to the programme;

- **noted** the risks associated with the 2017 New Zealand Petroleum Conference, the proposed mitigants to those risks and recommended the addition of a risk around disruption to transport infrastructure;
- **noted** PEPANZ's preferred location for the 2018 New Zealand Petroleum Conference is New Plymouth and the preferred indicative location for 2019 New Zealand Petroleum Conference is Wellington or Dunedin; and
- **recommended** its preferred location for the 2018 New Zealand Petroleum Conference is New Plymouth and the preferred location for the 2019 New Zealand Petroleum Conference is Wellington.

MINUTES OF THE MEETING

The Chairman opened the meeting at 10.00am.

GOVERNANCE

Advisory Board Attendance

Attendance, alternates and apologies as outlined above.

Minutes of prior meeting and actions

This was the first meeting of the Advisory Board and accordingly there were no minutes of prior meetings or ongoing actions.

REPORTS

Advisory Board Background, Composition & Role (Advisory Board Paper 001)

SUMMARY

- The New Zealand petroleum sector is vitally important to New Zealand's future economic growth;
- The New Zealand Petroleum Conference provides a platform for the Government's launch of the annual permitting round – the "Block Offer", showcases the investment opportunities that are available in New Zealand, provides knowledge sharing, chances to explore new innovations and a forum for networking and business development for the sector;
- The Advisory Board is comprised of senior leaders from within the New Zealand petroleum sector and also those whose interaction with the sector is critical to its success over the long term;
- The Advisory Board members are also all senior representatives of key stakeholders for the Conference and accordingly it is important that their interests in the growth of the sector and its contribution to New Zealand are well represented and that the Conference's reach and appeal to delegates is as targeted as possible;
- The Advisory Board's intended role is to provide governance-level oversight, leadership and guidance for the New Zealand Petroleum Conference's direction, objectives and risks; and
- It is intended that the Advisory Board will remain in place beyond the 2017 New Zealand Petroleum Conference so that subsequent conferences can benefit from Advisory Board's governance-level oversight, leadership and guidance.

DECISIONS

The Advisory Board:

- **noted** the Advisory Board's role;
- **noted** that the Advisory Board members should take appropriate opportunities to promote the New Zealand Petroleum Conference to their organisations and networks;
- **agreed** to the request for Advisory Board members to remain in place beyond the 2017 New Zealand Petroleum Conference

Direction & Objectives (Advisory Board Paper 002)

SUMMARY

- The conference is seeking meet the needs of all of the stakeholders in the sector in a single conference by having elements which appeal to different segments of the sector;
- The conference's objectives are reflective of the objectives of PEPANZ and the original foundation sponsor and technical partner; and
- Those objectives are focused on the promotion of the sector, its stakeholders and the communication of the issues that are important to the sector.

DECISIONS

The Advisory Board:

- **noted** the New Zealand Petroleum Conference's direction and objectives; and
- **recommended** changes to the direction and objectives for the 2018 New Zealand Petroleum Conference (and subsequent conferences), specifically the adoption of an objective for the New Zealand Petroleum Conference to be environmentally sustainable and for financial sustainability to be added as a theme to the programme.

Risk Review (Advisory Board Paper 003)

DECISIONS

2018 Conference Location (Advisory Board Paper 004)

SUMMARY

- The New Zealand Petroleum Conference (and its predecessor events) have historically been located in Wellington and for the last 3 years in Auckland;
- For a variety of reasons, in 2016, it was decided to move the 2017 Conference to New Plymouth;
- The narrow timing window for the Conference (to align with the mid-March Block Offer opening) and long lead times on venue and accommodation availability requires planning for future conferences to be 12-18 months in advance of that event;
- Alongside strong interest from New Plymouth to host the conference in 2018, we are considering indicative offers to host the conference from Auckland, Wellington and Dunedin;
- There are potential benefits and challenges associated with each of those locations; and
- Consideration should also be given to the location for the conference in 2019 and later years based upon the focus areas for the sector at that time.

DECISIONS

The Advisory Board:

- **noted** PEPANZ's preferred location for the 2018 New Zealand Petroleum Conference is New Plymouth and the preferred indicative location for 2019 New Zealand Petroleum Conference is Wellington or Dunedin; and
- **recommended** its preferred location for the 2018 New Zealand Petroleum Conference is New Plymouth and the preferred location for the 2019 New Zealand Petroleum Conference is Wellington.

ANY OTHER BUSINESS

There was no other business.

NEXT MEETING & MEETING CLOSE

Meeting closed at 11.05am.

Next meeting scheduled for 10am on Tuesday 21 February 2017 in Wellington.

Ongoing actions

Ref	Date	Action	Status
Paper 002	22/11/16	Make the New Zealand Petroleum Conference an environmentally sustainable/zero waste event	Complete. Sustainability/zero waste now part of the project plan and a number of initiatives in place.
Paper 002	22/11/16	Update the "GNS Objectives" to better reflect the GNS contribution of "technical expertise for New Zealand".	Work in Progress. GNS to advise specifics.

Reports

Progress Update

Advisory Board Paper number: 004

Date of meeting: 21 February 2017

Person Responsible: Cameron Madgwick

EXECUTIVE SUMMARY:

- Logistical arrangements are generally well in hand, with almost all items tracking to the Project Plan;
- The final programme has been published;
- The Investment Forum is fully subscribed and invites have been sent;
- The last phase of advertising started in early February, following a break over the xmas/new year period. This will see advertisements and street signage in New Plymouth (which has the added objective of demonstrating local acceptance of the sector);
- The community programme is progressing well;
- Delegate numbers are ahead of last year's at the same stage, with the trend is for late registrations. We are targeting as many additional delegates as possible through our advertising, etc.;
- Delegate numbers and selling [redacted] exhibition booths remain the commercial focus in the lead-in to the event; and

RECOMMENDATIONS:

The Advisory Board are invited to:

- **note** the progress update; and
- **note** the support required from the Advisory Board to ensure that delegate numbers and sponsorship and exhibition sales are maximised.

Logistics

1. Logistical arrangements are generally well in hand, with almost all items tracking to the Project Plan.
2. As previously advised, we have a policy to give preference to local suppliers and note that we are forecasting local spend of [redacted]
3. Some of the local suppliers operate at a different pace than we are accustomed to, but we remain confident that they will ultimately deliver.
4. Activity is generally tracking to the Project Plan and detailed run sheets for the New Zealand Petroleum Conference as a whole and each of its sub-events have been prepared.

Final programme published

5. The final programme will be published in mid-February.
6. We were delighted to be able to secure the new Minister of Energy & Resources, Hon. Judith Collins to attend. She will give a Minister's address, launch the 2017 Block Offer and participate in the political panel on Wednesday 22 March and attend the Welcome Function and the Chairman's Function on the evening of 21 March.
7. Dylan Mair (Senior Director of Operations, Energy, IHS Markit, Singapore) will deliver the keynote discussing macro trends and New Zealand's comparative investment advantages and challenges.
8. We are also delighted to be having a panel discussion with the energy and resources spokespeople of the 6 primary political parties (National, Labour, Green, NZ First, Maori and ACT).
9. The final programme in Appendix 1 includes the International Keynotes previously advised (Iain Stewart, Sverre Planke and Amit Bhandari).

Investment Forum fully subscribed

10. The Investment Forum, being held on 21 March, is fully subscribed. There will be 17 presenters in a "deal day" format.
11. Invitations have been sent to ~300 people with an interest in investment in the New Zealand petroleum sector. We anticipate an audience of ~50-70 at the forum itself.

Marketing

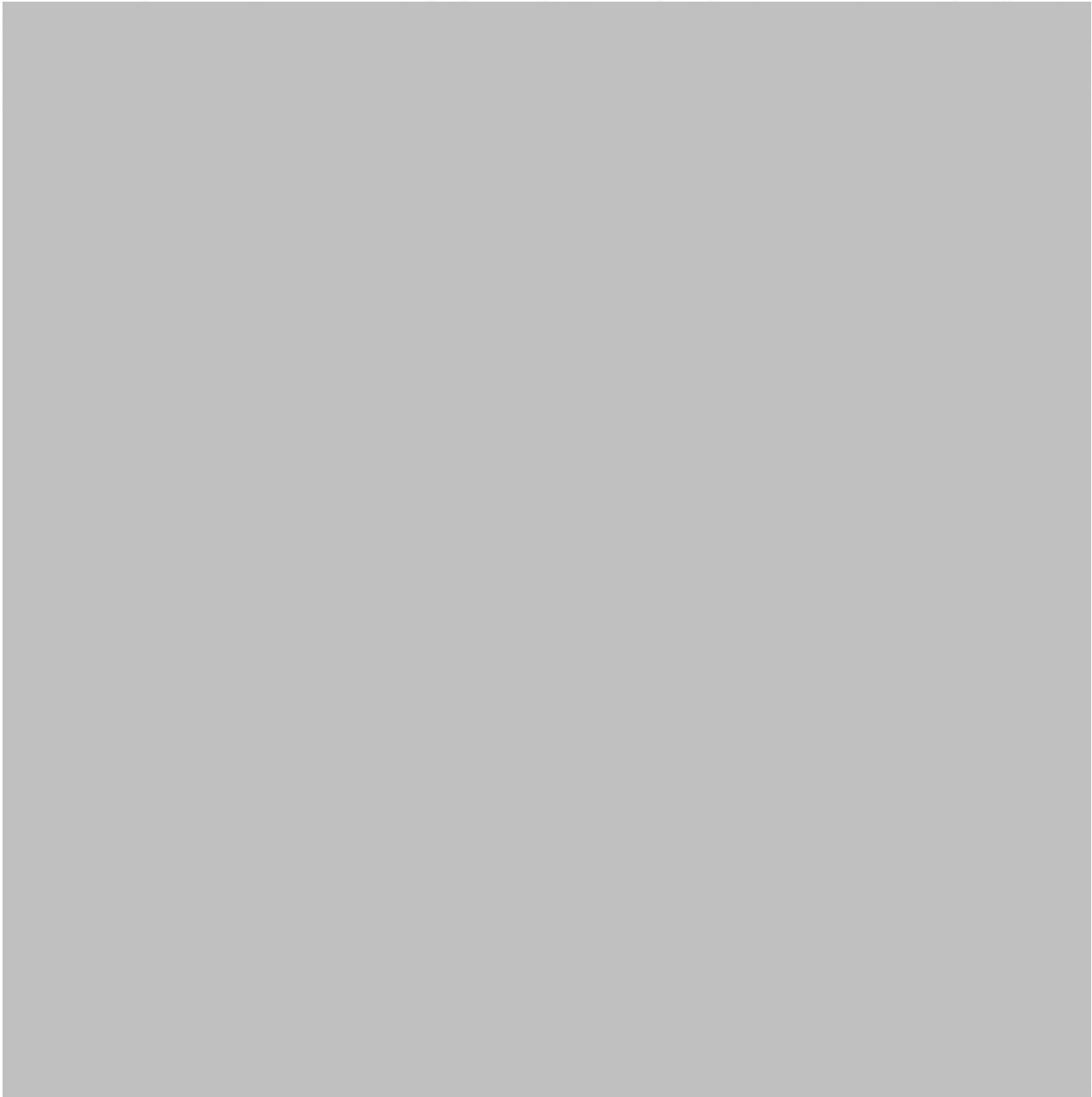
12. The last phase of advertising for the New Zealand Petroleum Conference started in early February, following a break over the xmas/new year period.
13. This sees more targeted online advertisements, electronic direct mail and street signage in New Plymouth.

Community Programme

14. The community engagement programme is progressing well. It consists of several components (the Community Event on 20 March, a school colouring competition and street signage).

Delegate numbers, sponsorship and exhibition

15. The historic trend for delegate registrations has been a surge around the earlybird cut-off (early December/week 23), slow stream until 3-4 weeks before the event and then a late surge from that point.
16. This trend seems to be repeating itself as set out in the chart below.



Appendix 1 – Final Programme for the 2017 New Zealand Petroleum Conference

2017 Programme



6.30am Registration Opens

Day 1 - Wednesday 22nd March

7.00am - 8.25am | BREAKFAST, The Tui Field Development: An historical overview and insight into the future of this Asset, sponsored by AWE

8.30am **Mihi Whakatau - Ngāti Te Whiti**

8.55am **Official Welcome & Conference Opening**

9.00am **Minister's Address and Block Offer 2017 Launch – Hon Simon Bridges, Minister of Energy and Resources**

9.30am **Keynote Address – New Zealand's competitive investment advantages, Dylan Mair, Senior Director of Operations - Energy, IHS Markit**

10.15am - 10.45am | MORNING TEA

10.45am **Industry Leader's Address - Colin Cruickshank, VP New Zealand Upstream, Todd Energy**

11.05am **Political Panel – Hon Judith Collins (Minister of Energy and Resources, National Party), Marama Fox MP (Maori Party Co-Leader), Gareth Hughes MP (Green Party spokesperson for Energy and Resources), Stuart Nash MP (Labour Party spokesperson for Energy), David Seymour MP (ACT Party Leader), Fletcher Tabuteau MP (NZ First spokesperson for Energy)**

12:30pm - 1:30pm | LUNCH

ASSESSMENT & EXPLORATION (GEOSCIENCE) STREAM
Theme: Block Offer and regional scale studies

1.30pm **Block Offer 2017 - Overview and Details, David Darby, MBIE**

1.55pm **Insights into New Zealand's offshore petroleum potential, Kyle Bland, GNS Science**

2.20pm **From Global plate kinematics (GPlates) to basin scale strain expressed in stratigraphy and structure. An application to Taranaki Basin, New Zealand, Peter Kamp, University of Waikato**

2.45pm **Comparison of the geochemistry of Gippsland and Taranaki petroleum fluids and coaly source rocks, with implications for exploration in New Zealand frontier basins, Richard Sykes, GNS Science**

TECHNOLOGY & ENGINEERING STREAM
Theme: Connecting the dots, subsurface characterization & wellbore performance

Borehole Seismic Solutions for Integrated Reservoir Characterization and Monitoring, Steve Morice, Shell Todd Oil Services

Novel application of mesophase well bore remediation system in the Cooper Basin, Maxim Kabanov, Baker Hughes

Reliable identification of smaller-scale faults from seismic - understanding drilling issues and fluid flow, Ralf Oppermann, Optimal Resource Solutions Pty Ltd

From Total Losses to Full Circulation: Degradable Fluid System for Workover Operations, Marcus Jesen, Schlumberger

COMMUNITY, COMMERCIAL AND REGULATORY STREAM
Theme: Engaging communities

Understanding Communities, Nicola Legga, IPSOS

Future-focused community engagement and outreach at GNS Science, Christopher Hollis, GNS Science

The Kapuni 2016 3D Seismic Survey, Steve Morice, Shell Todd Oil Services

Marketing New Zealand Crude and Condensates, Ian Twomey, Hale & Twomey

3.10pm - 3.45pm | AFTERNOON TEA

Theme: Exploration in the Taranaki Basin

3.45pm **The Ruru Discovery, Roland Swift, Shell Todd Oil Services**

4.10pm **Tectonic controls and sequential dip-slip movement of a single, multi-phase active rift basin: An example from the Late Cretaceous Takawau Group Southern Taranaki Basin, New Zealand, Alex Wunderlich, OMV**

4.35pm **Advances in Geological and Geophysical Studies in PEP 53374, Stephen Greaves, Todd Energy**

5.00pm - 5.25pm **Seismic crustal structure in eastern Taranaki and Whanganui Basins from the SAIKEP experiment of 2010, Tim Stern, Victoria University of Wellington**

Theme: Maximising Returns through Operational & Production Optimization

Automatic Workover Planning using Subsurface Prediction model to Maximize Field Potential Return, Mohamad Azhar Mohamed Azmi, Schlumberger

Copper Moki case study in optimised production, Simon Ward, New Zealand Energy Corporation

Striving to reduce carbon footprint through fleet-wide compressor optimization, Adrian Cowan, Detection Technologies

Application of an unconventional low cost development philosophy to onshore Oil and Gas Operations in New Zealand, Josh Whitcombe, Westside Corporation

Theme: Decommissioning

Government update on the regulatory regime for offshore decommissioning, Craig Barry, MBIE and Alastair Childs (Ministry for the Environment)

Application of Best Practicable Environmental Option (BPEO) Methodology when Planning for Decommissioning of Offshore Oil and Gas facilities in South East Asia and New Zealand, Alison Lane, ERM

Proposed changes to the income tax treatment of decommissioning costs and exploration expenditure, Brand Hubbert, PWC

Developing and Implementing a Consulting Strategy for Onshore Field Decommissioning in New Zealand, Alison Lane, ERM

7.00pm - Late | CONFERENCE DINNER sponsored by Schlumberger

Programme

Conference 2017

Day 2 - Thursday 23rd March

7.00am - 8.25am | Women in Petroleum Breakfast, sponsored by OMV

8.35am Day 1 Recap / Day 2 Scene Setter (MC)

8.45am International Keynote: Iain Stewart, Director of the Sustainable Earth Institute at Plymouth University and presenter of the BBC Series "Planet Oil"

9.30am International Keynote: Sverre Planke, Volcanic Basin Petroleum Research, Implications of volcanism in sedimentary basins on seismic imaging and petroleum prospectivity

10.15am - 10.45am | MORNING TEA

	ASSESSMENT & EXPLORATION (GEOSCIENCE) STREAM Theme: Maturing exploration to production	TECHNOLOGY & ENGINEERING STREAM Theme: The lifecycle, a look into production management	COMMUNITY, COMMERCIAL AND REGULATORY STREAM Theme: Regulators
10.45am	A deep dive into the Reinga Basin, Petter Bjorgen, Statoil	Pohokura after 10 years production, Maria Townsend, Shell Todd Oil Services	Taranaki Regional Council's approach to regulating the sector and the environmental and regulatory outcomes and challenges going forward, Fred McLeay, Taranaki Regional Council
11.10am	Using new facies architecture models and geophysical data constraints to reconstruct Kupe and Kapuni field charge dynamics, Karsten Kroeger, GNS Science	Production management of the Maari Mangahewa thin oil rim using a multi-discipline uncertainty analysis approach, Samuel Hercus, OMV	Determining liability for wells drilled by a previous permit holder can be vexed, but mainly someone needs to take responsibility for abandonment, Bridal McArthur, Greenwood Roche
11.35am	Reservoir Characterization of the Miocene Moki Formation in the Maari/Mangia Field Area, Southern Taranaki Basin, New Zealand: Integration of Depositional and Diagenetic Concepts, Alexander Wunderlich, OMV	Horizontal Water Injection to Sustain Production in a Low Price Oil Environment, Katie Pettengell, OMV	150 years of drilling - what state are New Zealand's onshore wells in?, Tom Milton, MBIE
12.00pm	Sequence stratigraphic control of reservoir quality at the Mangahewa Field, Jez Harris, Todd Energy	Decommissioning Tui: The intricate challenge of sub-sea well abandonment in the South Taranaki b'ght, Jonathan Davies, Well Design Services Ltd	Regulating the "drop in a bucket" - what is the EPA doing about discharges in the EEZ, Simon Coubrough, EPA

12.30pm - 1.30pm | LUNCH

	Theme: On the frontier	Theme: Health & Safety	Theme: Environmental Issues
1.30pm	Sequence Stratigraphy of stacked deltas in the Great South Basin and implications for petroleum prospectivity, Chris Uruski, OMV	Onshore Well Integrity Challenges in New Zealand, Colin Finnegan, Petrofac	Interactions between sharks, cables and industry: status of current research, Dr Victoria Todd, OSG
1.55pm	Oil-prone lacustrine mudstones in Greymouth Coalfield as analogues for Late Cretaceous lacustrine source rocks in New Zealand offshore basins, Dr Daniel Mohnhoff, GNS Science	Opportunities and Pitfalls in Safety Case Development, Lachlan Dreher, R4Risk	Using Passive Acoustic Monitoring (PAM) to assess the ambient soundscape and cetacean distribution in New Zealand's Cook Strait region, Kim Goetz, NIWA
2.20pm	New insights into the depositional setting and petroleum prospectivity of the Late Paleocene Waipawa Formation, southeast North Island, Dom Strogen, GNS Science	Managing Change within a Safety Case Regime, Paul Feltoe, Safety Solutions Ltd	A analysis of proposed changes to the Code of Conduct for Minimising Acoustic Disturbance to Marine Mammals from Seismic Survey Operations, Simon Childermouse, Blue Planet Marine
2.45pm	Seismic Facies Mapping of Gas Hydrate Deposits in Thrust Ridges, Pegasus Basin, East Coast, New Zealand, Richard Kellett, GNS Science	Safety leadership - getting to Goal Zero, Iwan Bridge, Shell New Zealand	

3.15pm - 3.45pm | AFTERNOON TEA

3.45pm ESANZ Students report back

3.50pm International Keynote - Amit Bhandari, Fellow, Energy & Environment Studies, Gateway House: Indian Council on Global Relations. India is the world's third largest & fastest growing energy consumer, it is trying to diversify its energy supply sources and fuels, can New Zealand play a role in this shift?

4.30pm Poroporoaki - Ngāti Te Whiti

4.35pm Conference Close

4.40pm - Late | CLOSING DRINKS

Security Plan





Appendix 1 – Security Plan for the 2017 New Zealand Petroleum Conference



**New Zealand
Petroleum
Conference 2017**

21 - 23 March, New Plymouth

Welcoming the world to meet New Zealand oil and gas.

Papers for the meeting of **THE ADVISORY BOARD** **22 NOVEMBER 2016**

BROUGHT TO YOU BY



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Dial in details

The dial in details for the meeting are:

- New Zealand callers dial [REDACTED]
- Overseas callers dial [REDACTED]
- Enter pin [REDACTED] followed by #

As a back-up, we will dial each of you in separately on your direct dial numbers.

Agenda

	Item	#	Detail	Action	Timing
1	Governance				10.00am
	Introductions			Note	7
	Apologies			Note	1
	Observers			Note	1
	Conflicts of Interest			Update	1
	Adoption of Minutes			Adopt	N/A
	Ongoing Actions Review			Review	N/A
2	Reports				10.10am
	Background, Composition and Role	001		Note	10
	Direction and Objectives	002		Note	10
	Risk Review	003		Note	10
3	Decisions				10.40am
A	2018 Conference Location	004	Recommendation	Approve	10
4	Any other business				10.50am
					10
5	Next Meeting Date		23 February 2017 Wellington	Note	11.00am 1
	Meeting Close				11.01am

Governance

Attendees by tele-conference

The following members will attend the meeting by tele-conference:

- Rob Jager (Chair);
- Malcolm Roberts (APPEA);
- Mark Annand (Schlumberger); and
- Stuart Trundle (Venture Taranaki).

Apologies

Apologies have been received from:

- James Stevenson-Wallace (Ministry of Business, Innovation & Employment)

Alternates

The following people have been appointed as alternate directors for the meeting:

- AJ Millward (for James Stevenson-Wallace)

Attendees

The following people are attendees at the meeting:

- Cameron Madgwick, PEPANZ
- Jeanette Nel, PEPANZ (Secretary for meeting)
- Melanie Walker, Avenues (Professional Conference Organiser for the event)

Conflicts of interest





Previous Minutes.

As this is the first meeting of the Advisory Board for the 2017 New Zealand Petroleum Conference, there are no previous minutes.

Ongoing actions

As this is the first meeting of the Advisory Board for the 2017 New Zealand Petroleum Conference, there are no ongoing actions.

Ref	Action	Status

Reports

Advisory Board Background, Composition & Role

Advisory Board Paper number: 001

Date of meeting: 22 November 2016

Person Responsible: Cameron Madgwick

EXECUTIVE SUMMARY:

- The New Zealand petroleum sector is vitally important to New Zealand's future economic growth;
- The New Zealand Petroleum Conference provides a platform for the Government's launch of the annual permitting round – the "Block Offer", showcases the investment opportunities that are available in New Zealand, provides knowledge sharing, chances to explore new innovations and a forum for networking and business development for the sector;
- The Advisory Board is comprised of senior leaders from within the New Zealand petroleum sector and also those whose interaction with the sector is critical to its success over the long term;
- The Advisory Board members are also all senior representatives of key stakeholders for the Conference and accordingly it is important that their interests in the growth of the sector and its contribution to New Zealand are well represented and that the Conference's reach and appeal to delegates is as targeted as possible;
- The Advisory Board's intended role is to provide governance-level oversight, leadership and guidance for the New Zealand Petroleum Conference's direction, objectives and risks; and
- It is intended that the Advisory Board will remain in place beyond the 2017 New Zealand Petroleum Conference so that subsequent conferences can benefit from Advisory Board's governance-level oversight, leadership and guidance.

RECOMMENDATIONS:

The Advisory Board are invited to:

- **note** the Advisory Board's role;
- **note** that the Advisory Board members should take appropriate opportunities to promote the New Zealand Petroleum Conference to their organisations and networks; and
- **agree** to the request for Advisory Board members to remain in place beyond the 2017 New Zealand Petroleum Conference.

The importance of the New Zealand Petroleum Sector

1. The New Zealand Petroleum sector is vitally important to New Zealand's future economic growth. It is a high productivity employer, innovation and science-based and, through its multi-billion dollar investments and returns to the government, it helps to enable New Zealanders enviable standard of living.
2. The sector forms a key plank of the Government's "Business Growth Agenda", which aims to raise the ratio of New Zealand's goods exports to its GDP from 30% in 2012 to 40% by 2025.

3. New Zealand's GDP is ~\$227b. 30% of this ~\$68b and 40% is \$91b. However, in 2016 exports accounted for \$49b (~22%).
4. While primary produce continues to be the main contributors to these export figures, the petroleum sector continues to make a meaningful contribution and is poised to make a greater contribution if commercial discoveries are made.
5. 2013-2014 statistics, well summarised in Venture Taranaki's The Wealth Beneath Our Feet report, show the sector injected \$2.8b into the economy annually, paid \$371m to the government in royalties, about the same again in income tax and employed 11,270.
6. Indeed, statistics show that the sector has paid an average of \$369m to the government in royalties for each of the last 8 years. Even in the current low oil price environment over the last 2 years to June 2016, the sector has paid an average of \$225m to the government in royalties for each of those two years, even though the value of its contribution to GDP has dropped substantially (~40% in the last 12 months).
7. Again, as well set out in Venture Taranaki's The Wealth Beneath Our Feet report, the impact of large-scale commercial discoveries could double, triple or even quadruple the sector's contribution to New Zealand's GDP.

The Importance of the New Zealand Petroleum Conference to the Petroleum Sector

8. The New Zealand Petroleum Conference provides a platform for the Government's launch of the annual permitting round – the "Block Offer", showcases the investment opportunities that are available in New Zealand, provides knowledge sharing, chances to explore new innovations and a forum for networking and business development.
9. These are all critical components for those currently involved in the sector and for those looking to invest in, or attract investment into, the New Zealand sector.

The Composition of the Advisory Board

10. The Advisory Board is comprised of senior leaders from within the New Zealand petroleum sector and also those whose interaction with the sector is critical to its success over the long term.
11. The Advisory Board members are also all senior representatives of key stakeholders for the Conference and accordingly it is important that their interests in the growth of the sector and its contribution to New Zealand are well represented and that the Conference's reach and appeal to delegates is as targeted as possible.
12. Accordingly, to ensure that the relevant parts of the sector are appropriately represented, the Advisory Board is comprised of:

Dr. Malcolm Roberts
Chief Executive Officer
APPEA
www.appea.com.au
Australian industry association

Dr. Neal Wai Poi
Acting Chief Executive Officer
GNS Science
www.gns.cri.nz
Crown Petroleum Research Institute

James Stevenson-Wallace
General Manager, ERM
MBIE
www.nzdam.govt.nz
Regulatory & promoter

Andrew Jefferies
Acting Chief Executive Officer
New Zealand Oil & Gas
www.nzog.com
Explorer & Producer

Quentin Quin
General Manager, Investment
New Zealand Trade & Enterprise
www.nzte.govt.nz
Investment Attraction Agency

Gabriel Selischi
SVP Australasia
OMV
www.omv.com
Explorer & Producer

Mark Annand
GM, Australia, NZ & PNG
Schlumberger
www.slb.com
Field Service Provider

Rob Jager
Chairman NZ / General Manager
Shell NZ / Shell Todd Oil Services
www.shell.com / www.stos.co.nz
Explorer & Producer / Operator

Colin Cruickshank
VP New Zealand Upstream
Todd Energy
www.toddenergy.co.nz
Explorer & Producer

Stuart Trundle
Chief Executive Officer
Venture Taranaki
www.taranaki.info
Regional Economic Development Agency

13. The Chair of the Advisory Board is Rob Jager. Rob is also the Chair of PEPANZ.

Role of the Advisory Board

14. In light of the petroleum sector's importance and the seniority and influence of the Advisory Board's members, the intended role of the Advisory Board is to provide governance-level oversight, leadership and guidance for the New Zealand Petroleum Conference's direction, objectives and risks.
15. It is also intended that the Advisory Board members will take appropriate opportunities to promote the New Zealand Petroleum Conference to their organisations and networks to help extend the Conference's reach and appeal. We can provide appropriate materials to facilitate this promotion, including invite templates, etc.

Membership of the Advisory Board beyond the 2017 New Zealand Petroleum Conference

16. It is the current intention of PEPANZ that the New Zealand Petroleum Conference will remain an annual event. New Zealand Petroleum & Minerals is committed as the *Foundation Sponsor* until the 2021 conference, GNS Science is committed as the *Technical Partner* until at least the 2018 conference and at least 1 sponsor at the *Premier Partner* level is also committed until the 2018 conference.
17. To ensure we continue to build on the success of past petroleum conferences, it is important we deliver conferences that are relevant, engaging, and insightful for our delegates and event partners. It is important to us that the Advisory Board's contribution to the conference's direction and evolution is sustained.
18. Accordingly, it is intended that the Advisory Board will remain in place beyond the 2017 New Zealand Petroleum Conference so that subsequent conferences can benefit from Advisory Board's governance-level oversight, leadership and guidance.

Direction & Objectives

Advisory Board Paper number: 002

Date of meeting: 22 November 2016

Person Responsible: Cameron Madgwick

EXECUTIVE SUMMARY:

- The conference is seeking meet the needs of all of the stakeholders in the sector in a single conference by having elements which appeal to different segments of the sector;
- The conference's objectives are reflective of the objectives of PEPANZ and the original foundation sponsor and technical partner; and
- Those objectives are focused on the promotion of the sector, its stakeholders and the communication of the issues that are important to the sector.

RECOMMENDATIONS:

The Advisory Board are invited to:

- **note** the New Zealand Petroleum Conference's direction and objectives; and
- **recommend** any changes to the direction and objectives for the 2018 New Zealand Petroleum Conference (and subsequent conferences).

History

1. The New Zealand Petroleum Conference is New Zealand's premier upstream oil and gas event, attracting large numbers of delegates from both across the country and around the world. This is a position we want the conference to maintain.
2. While there have been different hosts and formats for the event over the last 15 years, it is now a PEPANZ owned and hosted conference with the support of key partners New Zealand Petroleum & Minerals and GNS Science.
3. Historically, the Conference was delivered by PEPANZ in joint venture with a media company who had a strong role in setting the direction for the conference.
4. The Conference now has specialist events and logistics support from PEPANZ's contracted professional conference organiser, Avenues, but the direction of the conference is now the responsibility of PEPANZ and this Advisory Board.

Direction

5. The Conference is seeking meet the needs of all of the stakeholders in the sector in a single conference by having elements which appeal to different segments of the sector:
 - (a) Investors/those seeking investment: Investment Forum; opportunities to meet key operators and participants in the sector; opportunities to interact with senior officials promoting inward investment into New Zealand;

- (b) New Entrants: *Block Offer* launch, supporting geoscience, opportunities to meet key operators and regulators;
 - (c) Existing operators: Relevant geoscience, technology and engineering and community, commercial and regulatory discussions, opportunities to network with colleagues across all aspects of the sector; opportunities to celebrate successes within the sector (e.g. Industry Awards and Hall of Fame Inductee);
 - (d) Service sector: Opportunities to showcase their innovation and technology to a wider audience, both within a dedicated stream and also within the exhibition area, opportunities to network with potential customers and colleagues in the sector; and
 - (e) Regulators: Opportunities to interact with the operators and others in the sector, to share ideas and provide updates on topical matters to a wider audience.
6. The Conference is also intended to be a vehicle for the promotion of all aspects of the sector and to be a celebration of its successes. It is also intended to demonstrate through its transparent programme and planning that the sector is a responsible one which is thinking about the issues confronting it and the wider community.
7. It is intended that the Conference will continue to be marketed domestically and to key markets internationally. It is intended that the markets that are targeted will be guided by those seeking inward investment, both in the public and private sector. A breakdown of the attendees at the 2016 conference is provided in Appendix 1.

Objectives

8. New Zealand Petroleum & Minerals and GNS Science agreed in 2015 to merge their conferences in to the New Zealand Petroleum Conference, provided their objectives could be met. These objectives were set out in the original foundation sponsorship and technical partner agreements in 2015 and have been further refined for the 2016 and subsequent conferences. These remain important components of the overall objectives for the conference and accordingly are set out here together with the PEPANZ objectives.

PEPANZ

9. PEPANZ has the following objectives for the 2017 New Zealand Petroleum Conference:
- (a) Drive external messaging (e.g. media and general public) of PEPANZ goals through programme (creating conditions for industry's success and communicating industry's role to the general public);
 - (b) Encouraging conversation of current issues in the industry (to help find way forward/provide tangible benefits to their businesses);
 - (c) Challenge speakers to help advance thinking;
 - (d) Member benefit/value (discount, exclusive opportunities); and
 - (e) Opportunity to promote industry leaders.

New Zealand Petroleum & Minerals

10. New Zealand Petroleum & Minerals has the following objectives for the 2017 New Zealand Petroleum Conference:

- (a) Provide an appropriate *Block Offer* Launch platform;
- (b) Promotion of "NZ Inc" (i.e. attraction of investment to NZ);
- (c) Promotion of the New Zealand Petroleum Industry;
- (d) Promotion of the New Zealand Regulatory Environment;
- (e) Acknowledgement of key stakeholders (e.g. Minister, GNS Science, NZTE, Regulators, etc.); and
- (f) A vehicle to promote NZ geoscience to the petroleum industry, including new entrants (e.g. technical stream) to support new investment.

GNS Science

11. GNS Science has the following objectives for the 2017 New Zealand Petroleum Conference:

- (a) Provide a vehicle to promote NZ geoscience to the petroleum industry, including new entrants (e.g. technical stream) in delivery of research outputs;
- (b) Deliver research outputs to the petroleum industry through an enhanced technical programme;
- (c) Provide a technically appealing programme to increase technical participant numbers to the conference;
- (d) To provide an opportunity to promote GNS Science to industry technical leaders and showcase GNS Science's technical expertise;
- (e) Establish the New Zealand Petroleum Conference as the showcase New Zealand petroleum industry technical event; and
- (f) Create an attractive proposition to attract students from related fields, to enable exposure of latest scientific study to the industry and academics.

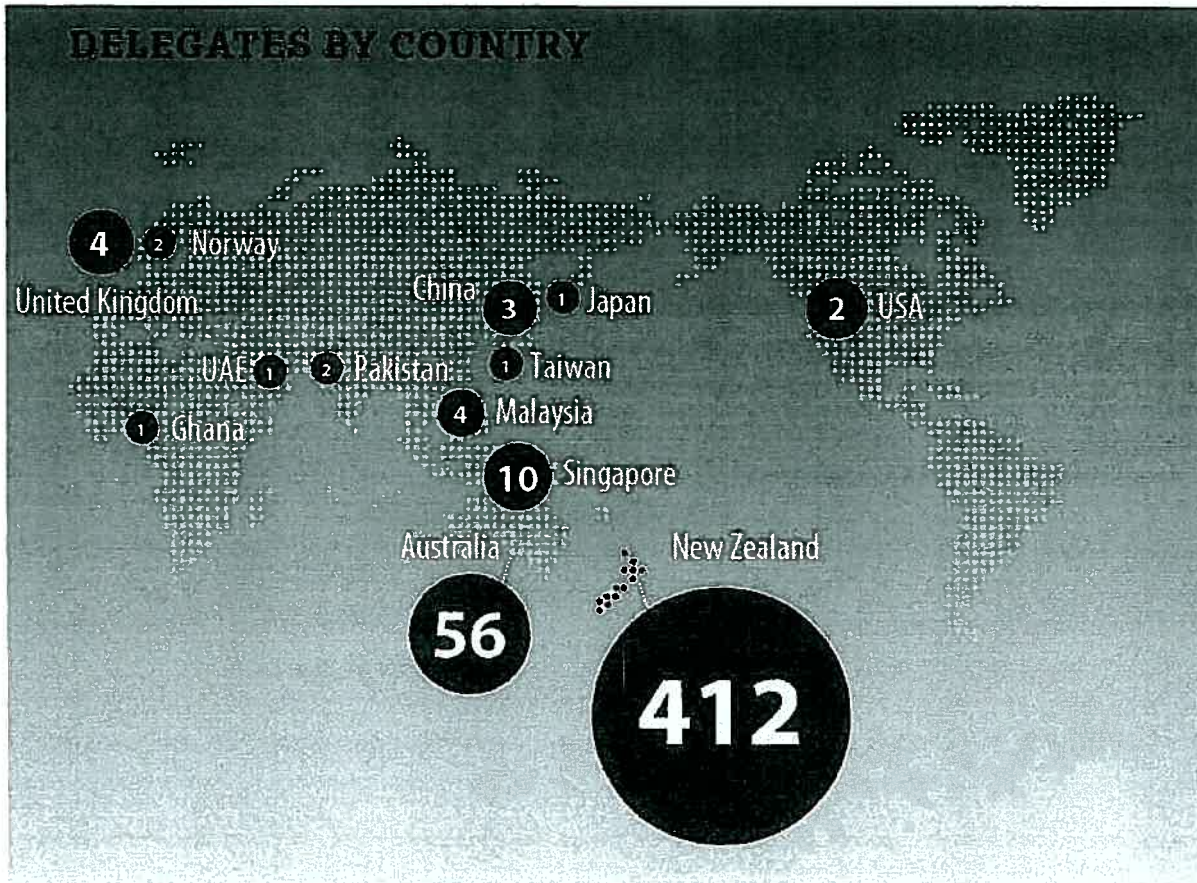
12. Delivering these objectives for the 2017 New Zealand Petroleum Conference are critical to its success.

Future direction and objectives

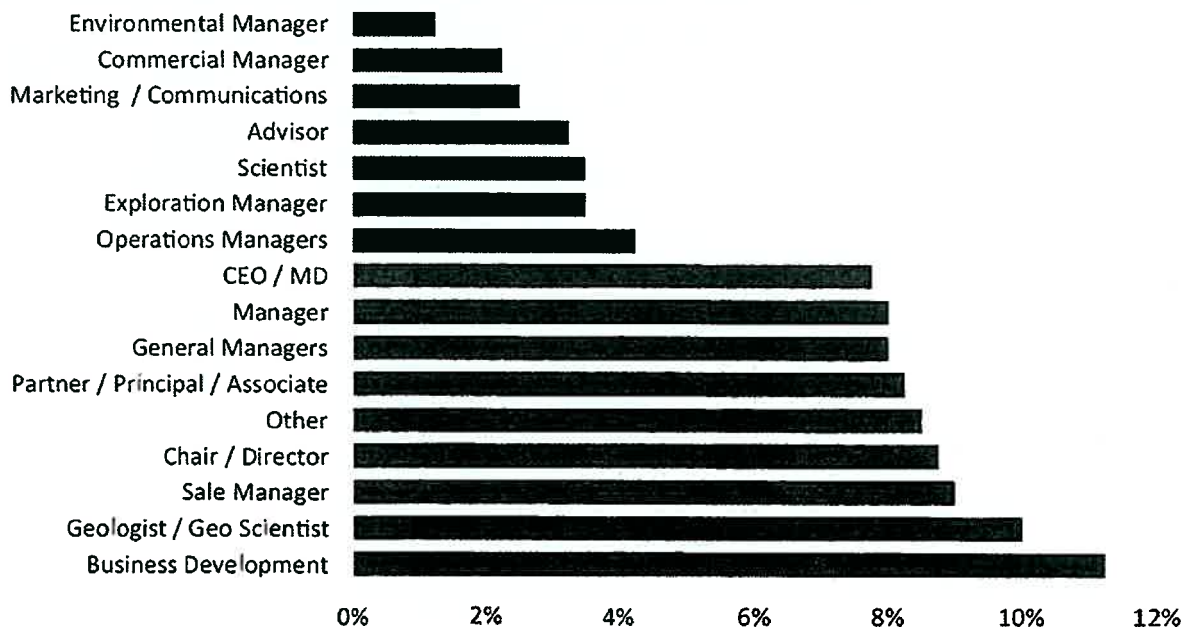
13. It is intended that the direction and objectives for the 2018 New Zealand Petroleum Conference will be broadly consistent with the direction outlined above, especially as the sector is expected to emerge for a low oil price environment and a global increase for energy. There is likely to be some movement in the specific areas the conference seeks to cover.

14. We invite the Advisory Board to recommend any changes to the direction and objectives for the 2018 New Zealand Petroleum Conference (and subsequent conferences).

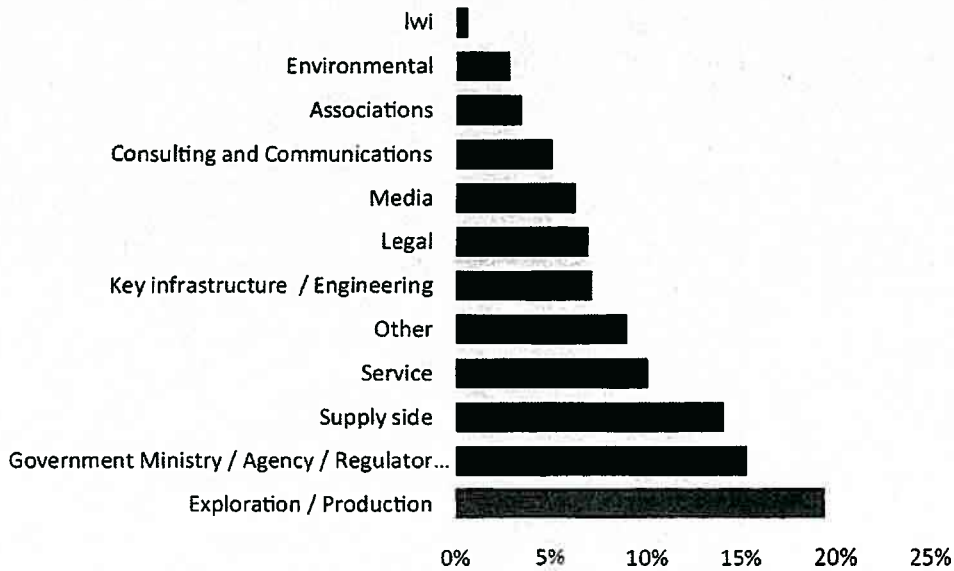
Appendix 1 – Breakdown of 2016 New Zealand Petroleum Conference Attendees



DELEGATES BY JOB TITLE



DELEGATES BY ORGANISATION TYPE



Risk Review

Advisory Board Paper number: 003

Date of meeting: 22 November 2016

Person Responsible: Cameron Madgwick

EXECUTIVE SUMMARY:

- In accordance with its own Risk Management Policy and good governance practice, PEPANZ include the risks associated with the delivery of the New Zealand Petroleum Conference in its own Risk Register;
- The relevant risks are included in this Risk Review and are provided to assist the Advisory Board with its review of the risks associated with the delivery of the New Zealand Petroleum Conference; and
- The key risks relate to the financial performance of the event, security and safety in relation to probable protest action and adverse publicity for the sector and the conference.

RECOMMENDATIONS:

The Advisory Board are invited to:

- note the risks associated with the 2017 New Zealand Petroleum Conference and the proposed mitigants to those risks.

Context

1. PEPANZ is committed to managing its risks in a proactive, on-going and positive manner. In 2015 a Risk Management Policy (see Appendix 1) and Risk Register for PEPANZ were developed. These were approved by the PEPANZ Board in May 2015 and are monitored quarterly and formally reviewed annually by the PEPANZ Board.
2. The PEPANZ Risk Register includes a number of risks related to the delivery of New Zealand Petroleum Conference and these are presented in this paper (see Appendix 2) to assist the Advisory Board with its review of the risks associated with the delivery of the New Zealand Petroleum Conference.

Appendix 1 – Risk Management Policy

Risk Management Policy

(Approved by PEPANZ Board – 28/05/2015)

PURPOSE

To ensure that risk management forms part of PEPANZ's internal control and governance arrangements.

POLICY

PEPANZ is committed to proactively and consistently managing risk in order to:

- Enhance and protect PEPANZ's value by delivering on our commitments and meeting stakeholders' expectations;
- Allow PEPANZ to pursue opportunities in an informed way and aligned with the PEPANZ Board's risk appetite; and
- Ensure a safe and secure environment for PEPANZ's people and guests.

APPROACH TO RISK MANAGEMENT

This Risk Management Policy outlines a system for managing risks which could prevent PEPANZ from achieving its objectives. It has the following goals and objectives:

- Facilitating the achievement of PEPANZ's objectives by managing risks that could otherwise create barriers;
- Applying risk management practices as part of planning and decision making;
- Developing a culture of openness that encourages staff to identify risks and respond appropriately; and
- Providing assurance to the PEPANZ Board that critical risks are being managed effectively.

All staff are ultimately accountable for employing a risk management process within their area of control.

A process to ensure risk has been adequately identified, considered and can be managed, should be evident in all key decision-making processes. The Chief Executive Officer shall ensure that risks to the business are identified and evaluated and that effective responses are developed.

Risks include, but are not limited to: compliance, financial, stakeholder confidence/reputation, ethical conduct, human capital, and financial. Risk is assessed in terms of a combination of the impact and likelihood of an event occurring.

All identified and prioritised risks are contained within the Risk Register maintained by PEPANZ. The Risk Register is intended to provide a mechanism to ensure a common and consistent approach is applied to risk assessment (the identification, analysis and evaluation of risks to determine risk level and exposure) and risk treatment.

ROLES AND RESPONSIBILITIES

The PEPANZ Board is responsible for:

- Reviewing the effectiveness of the implementation of this policy;
- Promoting a culture of proactively managing risks; and
- Reviewing the Risk Register at least once per year.

The Chief Executive Officer is responsible for:

- Promoting a culture of proactively managing risks aligned with this policy and the Board's risk appetite;
- Reviewing risks regularly and reporting to the Board as required; and

- Monitoring measures taken to mitigate risks.

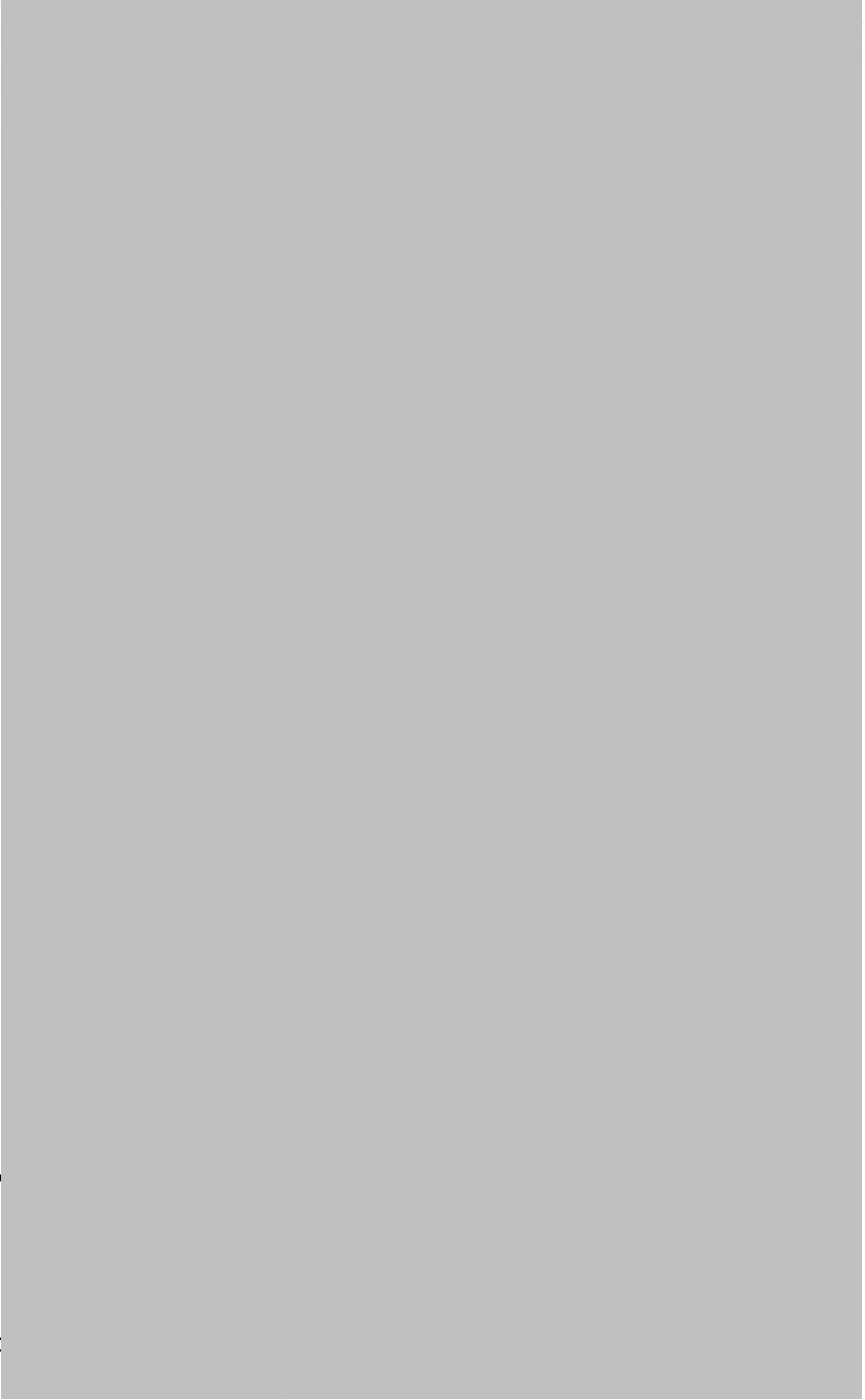
All PEPANZ staff are responsible for:

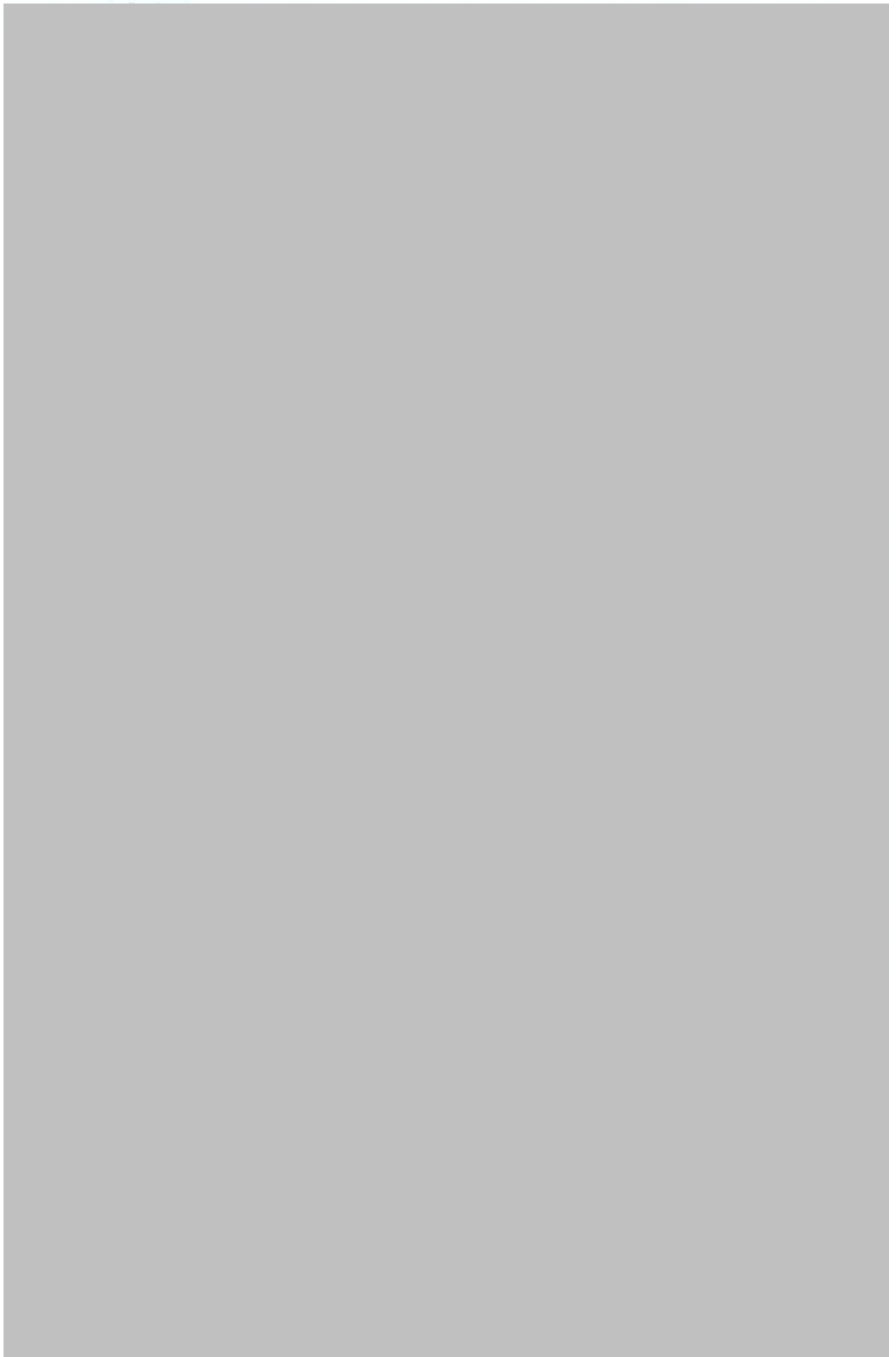
- Appropriately identifying and managing risks in their area of work.

Cameron Madgwick
Chief Executive Officer

Rob Jager
Chairman

Appendix 2 – Risk Register Extract





Decisions

2018 Conference Location

Advisory Board Paper number: 004

Date of meeting: 22 November 2016

Person Responsible: Cameron Madgwick

EXECUTIVE SUMMARY:

- The New Zealand Petroleum Conference (and its predecessor events) have historically been located in Wellington and for the last 3 years in Auckland;
- For a variety of reasons, in 2016, it was decided to move the 2017 Conference to New Plymouth;
- The narrow timing window for the Conference (to align with the mid-March Block Offer opening) and long lead times on venue and accommodation availability requires planning for future conferences to be 12-18 months in advance of that event;
- Alongside strong interest from New Plymouth to host the conference in 2018, we are considering indicative offers to host the conference from Auckland, Wellington and Dunedin;
- There are potential benefits and challenges associated with each of those locations; and
- Consideration should also be given to the location for the conference in 2019 and later years based upon the focus areas for the sector at that time.

RECOMMENDATIONS:

The Advisory Board is invited to:

- **note** PEPANZ's preferred location for the 2018 New Zealand Petroleum Conference is New Plymouth and the preferred indicative location for 2019 New Zealand Petroleum Conference is Wellington or Dunedin; and
- **recommend** its preferred location for the 2018 and 2019 New Zealand Petroleum Conferences.

Context

1. The New Zealand Petroleum Conference (and its predecessor events) have historically been located in Wellington and for the last 3 years in Auckland.
2. The Wellington location was considered important for the one of the predecessor events (*Advantage NZ Petroleum Summit*) due to the proximity to key regulators and GNS Science's facilities and expertise.
3. As the various predecessor events came together and the events outgrew the facilities available in Wellington, the Conference moved to Auckland to take advantage of its ease of access for international delegates (who represent about ¼ of the delegates) and the larger sized *SkyCity* Convention Centre.
4. In 2016 it was decided to move the 2017 Conference to New Plymouth. There were a number of factors driving this, including:
 - (a) a desire to bring the Conference to the heart of the sector;
 - (b) seeking a lower cost structure for the Conference;
 - (c) supporting the region that hosts the sector and supports it;

- (d) concerns around the lack of ongoing investment by *SkyCity* in its current facilities while it focuses on the construction of the New Zealand Convention Centre; and
 - (e) positioning the sector as an enabler of regional economic growth.
5. In its agreement with GNS Science around their role as the Technical Partner for the Conference, PEPANZ acknowledges GNS Science's desire to see the Conference return to Wellington at some stage should the facilities in Wellington be appropriate and cost effective.

Timing

- 6. A key component of the Conference is the launch of the government's Block Offer for that year. It is an important attractor for international delegates looking to invest in the sector or to take a closer look at it.
- 7. The statutory and practical timeframes around the period between the Block Offer launch and the award of permits under it in December, along with the proximity of Easter and other public holidays, drives the timing for the New Zealand Petroleum Conference into a very narrow window of mid-March.
- 8. Lead times for venue bookings and securing block bookings for accommodation at reasonable rates additionally requires the Conference location to be confirmed 12-18 months before the event.
- 9. All of these factors drive us to be looking to confirm the 2018 location over the coming weeks.

Options

- 10. Alongside strong interest from New Plymouth to again host the conference in 2018, we are considering offers to host the conference from Auckland, Wellington and Dunedin. A simplified comparative analysis of the benefits and challenges associated with each of these locations is set out in Appendix 1.
- 11. We were also entertaining a second Wellington option (Te Papa), but at the time of writing a third party has made a firmer booking for the required time. [REDACTED] On the other hand, Te Papa presented challenges around safety and security, its capacity and space available for a reasonably-sized exhibition area.

Indicative 2019 Location

- 12. While it does not need to be decided now, we consider it important to think about the possible location for the 2019 Conference now and that this should be based on factors such as where the focus areas for the sector are at that time.
- 13. In light of the activity off the East Coast of the South Island, we consider that Dunedin would be a preferred indicative location for the 2019 Conference.
- 14. Christchurch has not been considered as there are currently no suitable conference facilities. The new convention centre is forecast to open in late 2019, outside our timing window.

Appendix 1 – Simplified Comparative Analysis of Locations for 2018 New Zealand Petroleum Conference

	Auckland (SkyCity)	New Plymouth (TSB)	Wellington (Shed 6)	Dunedin (Civic Centre)
Revenue Expectations				
Expense Forecast				
Connection to sector	Low	High	Moderate	Moderate
Forward looking positioning of the Sector	Low – little activity likely in region	Moderate – will continue to be focus for production and ongoing exploration	Low-Moderate – possibility of increased activity associated with Pegasus Basin (East Coast)	Moderate – potential Canterbury and Great South Basin developments in coming years
Available mid-March	Late March	Yes	Tentative. Likely late March	Yes
Other				

General Business



Meeting Minutes

5 November

Advantage NZ 2013 Petroleum Conference, weekly team meeting

Monday 5 November 2012, 9.00am

1. Updates from Ministers office

- a. Letters Approved by Ministers office, to be sent this week.

2. Review actions from last meeting

- a. Marcomms plan to be revised by Tracy D before sending to Ministers's office
- b. Student Programme
 - Cheri to arrange sponsor, attendees, etc
 - Amy B to help with better sponsor to cover all costs
 - Cheri visiting on 5 Dec
 - Amy B to find costs all up from 2010 conference

3. Programme updates

- a. Wednesday morning "Stakeholder Marketplace" session still needs developing
- b. Speaker invitations for other presenters, especially Iwi/Stakeholder streams
 - Kara building draft programme: Iwi Stakeholder, Block offer, Keynotes spread to morning and afternoon on each day if themes fit.
 - Pieri to propose Iwi speakers
 - Some regional speaker interest already
 - Kevin and Geo's need to agree – Ben H feedback from 2010
 - Show list to Minister
 - Wait for Keynotes, then invite
- c. Maori culture advisor – Lucy Tukua
- d. Tbc venue costs and availability, exhibition could stay in place for Wednesday morning marketplace session Good to keep exhibition if poss
- e. Golf day venue
 - Golf Harbour
 - Orange looking into ferry for transport

4. Sponsors

- a. Andy suggested IML gadgets might work for one session only, and could be sponsored. Demo in Wellington can be arranged for us Not necessary
- b. Sponsors could sponsor a Chill-out room (lvl 4, Auckland 3/4) Unsure
- c. Sponsors could sponsor a passbook idea – delegates have to visit every stand, in draw for good prize
 - good for students, wait until we know number of exhibition stands
- d. Sponsors could sponsor the Gala dinner MC
 - Wait for response to initial sponsorship packages

5. Budget

- a. Orange needs an estimate of total Capiche costs for conference
- b. Also a clear delineation between collateral produced by NZP&M and Orange
arrange meeting to go through list

6. Orange visit update

- a. TBC venue for Minister's function Suzanne to get costs
Jo to raise with Jamie for response
- b. Andy to be point of contact for exhibitors once confirmed
Andy to input tech specs for exhibitors prospectus Specs to Andy for exhibitors
- c. SP-C and Andy to work through security risk plan
- d. What is NZP&M's preferred location for our stand? Prominent spot
Not corner
Orange to suggest
- e. TBC poster sessions in Epsom rooms 1 & 2 (3 if needed), posters in exhibition
hall Student rooms up to 2/3pm, then poster rooms
Posters in main exhibition, discussion in rooms
- f. Food stations in level 4 foyer area, not middle of exhibition
Agreed, but tables for eating in main area
More than one area for food stands
Plate stations/bins: Suzanne & Amy B to discuss at venue visit 23 Nov

7. Other business

- Suzanne to Auckland on Friday 9 November 2012
- Budget Forward invoices to Kara for tracking
- Security plan Work with venue, Send to Minister's office
- Registration Page ready for testing tomorrow – Tues 6 Nov
- Exhibition brochure needs floor plan – Amy F to arrange with Orange
- Call for papers Amy F to arrange mail out from database contacts
Sarah to order envelopes
Renae to check on mail machine in facilities

Meeting Minutes

12 February 2013

Advantage NZ 2013 Petroleum Conference, weekly team meeting

1. Updates from Ministers office

- a. Developments regarding new minister
 - Prime Minister attendance looking good
 - PM would then speak 9-9.20 Mon am
 - Minister would speak on Block offer Mon pm
 - Hold briefing to Minister until PM confirmed
 - Update last briefing to Minister Heatley

2. Review actions from last meeting

3. Registration

- a. Bookings update 180 – need Orange to allow access to registration site
- b. Staffing approvals Kevin approved Petroleum & Conference team
- Dave Binnie has approved LT, still waiting for dates
- Richard G has not approved
- Will book Petroleum and conference team so they are not held up

4. Programme

- a. Run through Tracker for update and to-do list
 - Sarah to update tracker
 - Sarah to call Wayne Vernon
 - Sarah to call Harsa Pancha
 - Amy F to contact CGG
- b. Identify updates for website
- c. RC re poster sequence for display in venue

5. Sponsors & Exhibitors

- a. Update Possibilities: Global Seismic, Haliburton
- Todd Energy confirmed as Gold
- 2 x gold and 1 x silver left
- b. Exhibitor handbook development

6. Marketing and Communications

- a. Review AF key dates list
 - Amy B meeting w Jane re: campaign monitor update
 - Post card going out this week
 - 3 Ad's in industry papers over next 2 weeks
 - Email going out this week
 - Advertorial in Oil & Gas Gazette
 - Hold session 8 to be released on website as "New"
 - When PM confirms seek permission to promote
 - Amy F to oversee Orange's relationship with exhibitors
 - Amy F to attend meeting between Orange and NZOG
 - Amy F to follow emails between Orange and sponsors

7. Operations

- a. Security meeting outcomes
- b. Auckland visit SC, AF, SP-C (notes page 2)

8. Budget

- a. Update




9. Other business

- a. SP-C/AF to New Plymouth 13 Feb
- b. SP-C/LH to AKL 18 Feb
- c. AF/KR to Petroleum Club, New Plymouth 27 Feb
- d. Other projects Seek permission for Caroline Taylor to attend conference
Meeting between Sarah and Suzanne re: offer to keynote

Auckland Visit 7 February 2013

Meeting notes

- Saturday 27 April now held for conference set-up, 
- Exhibitor handbook – AF to review content and design. Orange/MBIE printing?
- Furniture – look on Orange website and put package together for styling Opening Function, Gala dinner, Ministers function
- Signage – arrange for Liesl to have time at venue, and to meet with Orange printers
- T-shirt costs – Orange will get back to us on this. One sponsor per day, decide which sponsor on which day. Tshirts to be white, ask Schlumberger re which logo they want.
- Level 4 rooms can be used for sponsor breakfast meetings – each platinum get one session; confirm who when
- The 2 screens for Wednesday marketplace stage will be kept in the exhibition space throughout
- MBIE asked to design powerpoint holding slides and roll ups
- Provide Orange with a list of VIP delegates for express check-in
- Visit Auckland for catering / tasting session: tbc 20th March
- NZP&M staff needed for registration and help desk (will need 2/3, include Sunday)
- Conference opening now moved back to 6.30 Sunday – notify Venture Taranaki
- Finalise and send Golf Day list
- Finalise staffing plan and send to Orange

MBIE-MAKO-3790559

- Orange to provide staff and crewing plan to NZP&M
- Discuss Poster sequence with Richard Cook
- Arrange engraving through trophy provider and then courier to winners. (Trophies presented then taken back)
- Orange staff on radio headset loop – nominate who from NZP&M project team will be on loop
- AF to provide content to Orange for opt in/out email, plus golf day and GNS, to delegates already registered.
- Orange to provide MC options
- Discuss with GNS management of their workshop attendees. If they are conference delegates, then they could collect their conference registration at check-in for workshop. Are any likely not to be conference delegates? GNS to manage, including check-in and nametags etc
- Security – venue security to send SP-C security plan

Meeting Minutes

16 April 2013

Advantage NZ 2013 Petroleum Conference, weekly team meeting

Tuesday 16 April 9.00am

1. Updates from Ministers office

Minister's function invites to be emailed out from this office

2. Review actions from last meeting

3. Registration and Golf Day

- a. Bookings update Extra invites must register – Amy F to contact Greymouth
Check correspondence to golfers with Angela – S P-C

4. Programme

- a. Iwi panel updates Michele Hypolite confirmed
- b. GNS courses & workshop Cancelled

5. Sponsors & Exhibitors

- a. Gala dinner tables 2 NZP&M David W & Danny R to seat
Seating order confirmed with Kevin

6. Marketing and Communications

- a. Emails to mailing list and delegates – content previous delegates
- b. Network Communications media plan status – speech notes, Wednesday meeting
- c. Freeman media keynote vision interviews today Kevin & Andrew Knight
Dave Robinson Monday 22
Amanda arranging Bromwich & B.Daniels
- d. Conference handbook status Gone to Print – will have printed version today

7. Operations

- a. Invitations progress Design will come back today
- b. Survey development underway List of questions to be proofed by Kevin
- c. Reporting – NZP&M requirements No format, will make a new one
Sarah to look at pre-2010 reporting
- d. Security S P-C and Estelle will meet Security & Police tomorrow
- e. Thank you plaques and letters Will send new quote to Kevin for approval later today
- f. Friday staff meeting Free passes (25) check numbers - Sarah
- g. MC, guest speaker

8. Budget

- a. Update

9. Other business

- a. Other projects
- b. SP-C to Auckland on Wednesday
- c. Block Offer Session – Minister 10 mins, Kevin and Brad 10 mins – Kevin to talk to Tracy D

