



# The New Zealand Story: Was it worth the journey?\*

**CORPORATE LUNCHEON**

Thursday 29th September 2016  
12.15 – 2.30pm  
Navigator Room, 26degrees Bar+Venue  
10 Leeding Terrace, Caloundra

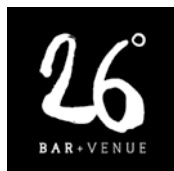
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# The New Zealand Story: Was it worth the journey?

## Rebecca Smith

Director of New Zealand Story

### The New Zealand Story\*

The New Zealand Story is a government initiative to enhance New Zealand's international reputation beyond natural beauty. The NZ Story Group enables businesses, influencers and stakeholders to leverage the value of being New Zealand to their competitive advantage. It does this by defining New Zealand's unique attributes and creating and curating supporting content that tells a consistent and compelling story.

Rebecca Smith will provide the audience with an overview of the NZ Story and how it has benefited and is still benefiting the country. Hear what this branding and cultural story has achieved for NZ as a country, for its diverse communities, business, industry sectors and markets.

Was it worth the journey? Could such an approach translate to a region like the Sunshine Coast and what would be the benefits and the challenges?

### Lunch

The lunch will consist of two courses showcasing the best local produce the region has to offer, a drink on arrival plus a glass of wine during lunch, presentation and networking. Please provide advance notice of any specific dietary requirements when you book.

### Location and Parking

Free undercover parking is available at the venue. Please enter through 10 Leeding Terrace.

The Navigator Room is located on the first floor of the Rumba Beach Resort. Please follow the coding directions for car parking. If you continue to B2 level there are "yellow" spaces for the Navigator Room. If there are no yellow available please use the blue spaces. Red is for accommodation guests only. Take Lift A to Level 1 and proceed through Reception to the function rooms which are adjacent to the pool area on the right hand side of the glass sliding doors.

In addition to Blue and Yellow parks under Rumba on Levels B1 and B2, there is also a free multi-deck carpark diagonally across from Rumba in Cooma Terrace. This is the Caloundra Transit Centre and is a 2 minute walk from Rumba's Reception in Leeding Terrace.

### Tickets

SCBC Member	<b>\$ 77</b>	<b>per person</b>
Non Member	<b>\$ 88</b>	<b>per person</b>
Corporate Table of 10	<b>\$770</b>	<b>per table</b>

### How to Book?

To book, simply follow the link with your credit card to the Trybooking site

**[www.trybooking.com/226577](http://www.trybooking.com/226577)**

### Questions?

Any queries, please contact the Event Manager, Kerrie Bryant-Adams on **0402 215 560** or email **[info@scbusinesscouncil.com.au](mailto:info@scbusinesscouncil.com.au)**

## Rebecca Smith, Director of New Zealand Story

Rebecca Smith has had a senior level, cross sector, business marketing focused career working for some of New Zealand's most well-known companies. It is this experience that made her the ideal candidate to lead the New Zealand Government's prestigious NZ Story initiative.

As General Manager Brand & Communications for Fonterra's NZ Milk Products division, Rebecca led the development of the dairy giant's global B2B brand and spearheaded a new approach to global communications. In the banking world, she was head of marketing and communications with BNZ Partners where she led the business growth programmes, and worked alongside business owners and entrepreneurs to stimulate export success. She also spent over six years in telecommunications with Telecom NZ (now Spark) fulfilling various business marketing roles.

Rebecca is passionate about driving the success and prosperity of New Zealand and New Zealand businesses.

To learn more about the NZ Story journey, go to [www.nzstory.govt.nz/what-is-nz-story](http://www.nzstory.govt.nz/what-is-nz-story)



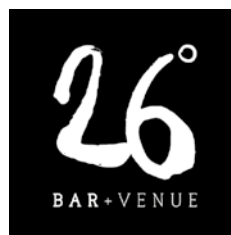
**Rebecca Smith**  
Director of New Zealand Story

**\*Earlier this year a delegation of local business leaders travelled to New Zealand as guests of Tourism & Events Queensland and Visit Sunshine Coast. What we learnt about defining the culture of a business community will both surprise and challenge you. This presentation is one not to be missed.**

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