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## **TVNZ and One NZ Support a Bigger Marketing South in a New Home**

*TVNZ returns as Premier Partner as One NZ brings Marketing South to Christchurch's new One New Zealand Stadium*

26 August 2026 – Two of New Zealand's biggest brands are throwing their weight behind the South Island's marketing community, as the NZ Marketing Association confirms Marketing South conference will return on Tuesday, 3 November 2026 for a bigger, bolder event backed by TVNZ and One NZ.

Marketing South is stepping up in 2026, moving into Christchurch's new One New Zealand Stadium with TVNZ returning as Premier Partner and One NZ joining as venue partner.

The dual backing from two of the country's largest companies underscores the growing importance of the South Island's marketing sector and reflects strong confidence in the conference's continued growth since it began.

*"Having TVNZ and One NZ get behind Marketing South says a lot about how far this event has come. We've got two of New Zealand's biggest brands backing South Island marketers and, for the first time, we're taking the conference into one of the country's elite new venues." Says John Miles, CEO, NZ Marketing Association.*

Known for its welcoming atmosphere and strong local community, Marketing South is the South Island's premier marketing event, bringing together more than 200 marketers, creatives, strategists and business leaders from across the region for a full day of practical insights, inspiring ideas and genuine connection.

One New Zealand Stadium officially opened in March and has already become one of Christchurch's landmark venues. Moving Marketing South there gives the conference room to grow, and a home that matches its ambition.

*"We're stoked to support Marketing South and to welcome everyone into One NZ Stadium. At its heart, this stadium is a place for people to come together and connect." Georgia Mahaffie, GM of Brand & Marketing, One NZ.*

*"Great marketing starts with great ideas and great connections. That's why we're proud to once again support Marketing South and the talented community behind it." Jodi O'Donnell, CEO, TVNZ.*

This year's programme brings together a strong mix of local and international speakers, led by international keynote Mary Stafford from Bega Group, who will take us inside the remarkable story of Vegemite, how one of Australia's most iconic brands has stayed relevant, distinctive and deeply loved for more than a century.

She'll be joined by Susannah Winger and Georgia Mahaffie from One NZ, Shaun Rush from Meridian Energy, Dan Terris and Steve Backe-Hansen from ChristchurchNZ, Santosh Pandey from Ridiculous Digital, and Jess



Bovey, who will share how her team helped make NZ Police one of Aotearoa's most trusted and talked-about brands through bold, human social media.

Marketing South 2026 runs from 9:00am to 5:00pm on Tuesday, 3 November 2026. Early bird tickets are on sale now, priced from \$475 + GST for Marketing Association members and \$575 + GST for non-members, with early bird pricing ending Thursday, 10 September 2026.

Tickets and full event details are available at [marketing.org.nz/marketing-south-2026](https://marketing.org.nz/marketing-south-2026).

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### **About Marketing South**

[Marketing South](#) is the South Island's premier marketing conference, run by the Marketing Association. It brings together marketers, creatives, strategists and business leaders from across the South Island for a day of learning, networking and celebration of marketing excellence.

### **About the NZ Marketing Association**

The [Marketing Association](#) is New Zealand's leading membership organisation for marketers, supporting the profession through events, training, resources and community.

### **About TVNZ**

TVNZ is New Zealand's national broadcaster. We're at the heart of the moments that matter to Aotearoa, reaching more than 2 million Kiwis through broadcast channels TVNZ 1, 2, DUKE and online platform, TVNZ+. Visit us at [tvnz.co.nz](https://tvnz.co.nz).

### **About One NZ**

One New Zealand is one of Aotearoa's leading telecommunications companies, connecting New Zealanders through mobile, broadband and digital services. Up the Wahs!

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