

Business Events Australia

Tourism Futures Conference
Gold Coast
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Introduction

- This briefing is an update on Business Events Australia's ongoing trade marketing program and some of the key issues facing the business events sector
- The current market presents new challenges and opportunities and our 09/10 program will leverage these as much as possible

Business Events Australia Program 2009/10

- **Objective:** to build awareness and consideration of Australia as a business events destination with an international audience
- **Key brand message:** "Come to a country unlike any other, an ancient land, with a welcoming culture that's fresh and dynamic. It's a place where ideas thrive. Bring your people and be inspired to create great things in Australia"
- **Staff:** Global team of 10 pax (5 in Sydney, 2 in Asia, 1 in UK/Europe, 1 in US and 1 in New Zealand)

Marketing/PR

C & I Campaign

- Print & DM campaign to reach warm and cold prospects
- Toolkit for industry follow-up

Association Campaign

- Program designed with Conventions Australia
- DM campaign, bid support, PR prog delegate boosting, famils

PR program

- CSR educational campaign
- Stakeholder program support
- Trade marketing activity support
- Dreamtime

Marketing Toolkit

- Brochures (brand book, new infrastructure)
- Images/footage
- Case studies
- Collateral to support events
- Speeches / presentations

Content development

- Increase editorial and branded content in BE media
- 1 x Australia supplement per market - UK/Europe, US, Asia and NZ
- Meetings: Review web broadcast

Digital

Enhancement to businessevents.australia.com



Distribution and Trade

Famils

- One famil per market in 2009/10 - Qualified buyers from key markets of UK, Europe, US, Asia, NZ and Japan
- Including CSR specific itineraries

Dreamtime – October 2009

Incentive showcase hosted in Sydney

International Trade Events

- PAICE - Sept 2009 NZ
- EIBTM - Dec 2009 Barcelona
- AIME - March 2010 Melbourne
- IMEX - May 2010 Frankfurt
- Maritz Partnership 09/10 - Program to leverage market representation in the US

Team Australia

- Team Australia India Mission
- Team Australia Business Events Educational (TABEE)



Stakeholder Communications

National Business Events Strategy

Member of implementation group

Industry Advisory Panel

High-level strategic counsel

AACB Marketing Group

Conventions Australia

Working towards a co-op partnership for the Association market

Ministerial and Department

ICCA Industry Representation

Sponsorship of scholarship and mentor program

Industry Briefings and Monthly BEA E-Newsletters

Research and Insights

CSR Audit

New infrastructure inventory

Incentive Market Research

Market information including sector performance, size and value

New BE questions on NVS / IVS visitor surveys



What's different going forward?

- More aggressive marketing program with two separate campaigns for the corporate meeting and incentive market and association market
- Stronger digital channel with significant upgrades to businesssevents.australia.com – the key call to action for all communications
- Bolstered PR focus to increase editorial and branded content about Australia

Marketing/PR

Corporate Meeting & Incentive campaign

- A new campaign to increase consideration of Australia among corporate meeting buyers and incentive agents
- Development of 2 new print ads with additional executions in the pipeline (pending co-op marketing support)
- Co-op templates developed for industry to use in their own marketing

Marketing/PR

Corporate Meeting & Incentive campaign

- The ability of Australia to deliver business events that ‘transform’ teams is at the heart of our emotional appeal
- Our audience are companies that invest lots of money in sending their teams abroad to influence them in some way to change their behaviour
- Australia’s point of difference is our unique meeting locations, stunning natural landscapes and rich history of cultural freedom and innovation – all which provide an environment that incubates new ideas and fresh-thinking.



TAKE YOUR THINKING TO A WHOLE NEW PLACE.

There's just something about Australia that changes the way you think. At first glance you might think it's the stunning natural settings like Sydney Harbour or its unique meeting locations. But organise an event here and you'll soon discover it's something far deeper.

A rich history of cultural freedom and innovation has helped Australians think differently for over 40,000 years. More recently, our fresh and imaginative approach has ensured the success of world-class corporate and association meetings, rewarding incentives and unrivalled global events.

So if you're after an event that will inspire new ideas, deliver real business results and return on investment, look no further than Australia.

To get your clients thinking differently visit businessevents.australia.com

TAKE YOUR THINKING TO A WHOLE NEW PLACE.

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Marketing/PR



DREAMTIME 2009 FACT SHEET February 2008



What is Dreamtime?

Dreamtime is a business to business trade marketing event designed to showcase Australia's most outstanding incentive experiences. It is delivered by Tourism Australia in partnership with industry. In 2009, it will be held over 6 days between 10 October and 18 October 2009 (9 destination in February 2008).

What is an incentive event?

Incentive events are often used by organisations to engage the performance single events or be held across a number of days in exclusive locations or destinations as tactics to increase productivity, increase sales or retain and recruit.

Where will Dreamtime 2009 be held?

The first destination for Dreamtime 2009 is Sydney and the six educational destinations are the Northern Territory and Sunshine Coast, Brisbane, Perth, Melbourne and Adelaide.

What is the Dreamtime program?

Dreamtime 2009 will be a multifaceted event to regenerate Australia as a world meeting and incentive destination.

The six day program will be dual destination for Sydney, it will include an educational activity, a second destination and a Business Forum which will include an educational activity.

The program snapshot is as follows:

Dreamtime 2009 10 October to 18 October 2009 (9 days within this window)		
Day	Location	Activity
Day 1	Host destination	Signs, media and awards arrive in Australia (4)
Day 2	Host destination	Marketing educational
Day 3	2nd destination	Afternoon educational
Day 4	2nd destination	Education
Day 5	Host destination	Signs return to host destination Afternoon seminar and breakfast
Day 6	Host destination	Business Forum/Trade show
Day 7	Host destination	Business Forum/Trade show
Day 8	Host destination	Signs depart

The Business Forum will include:

- Two days of appointment schedules where buyers and sellers can meet face-to-face
- A Seminar Program for buyers to be updated on a range of issues and topics and Corporate Social Responsibility as well as case studies of incentive success
- A VIP Program to demonstrate the value of the incentive market to Australia

NATIONAL CORPORATE SOCIAL RESPONSIBILITY AUDIT Business Events Sector December 2008



About the research

In response to the global need to Address events that have a stronger social or environmental focus, Tourism Australia has conducted an audit to identify businesses with solid Corporate Social Responsibility (CSR) credentials.

Through this research potential and existing customers in the business events sector can be further educated about Australia's green and socially responsible operators - from convention centres, conference and incentive hotels to staging companies.

The national audit provides a comprehensive inventory of product and operators that already have some form of green accreditation, whilst also identifying operators that are planning to become accredited in the future.

Key Objectives

To collect information about levels of accreditation, the breadth of green products, community initiatives, examples of programs and projects, and areas being taken to develop CSR objectives in the business events sector.

- Earlier evidence to market Australia's CSR credentials to position Australia as a destination where the national accreditation is natural and profitable.
- To inform the industry and operators to support marketing of Australia as a world leading business events destination.
- To make an inventory of product and services for best practice in the business events sector.

Key Findings

Accreditation
Overall, one in seven audit participants (14 per cent) reported holding at least one accreditation, with an average of 1.4 accreditations per organisation.

- A total of 22 per cent of organisations are currently seeking some form of accreditation, and 27 per cent intend seeking accreditation in the next 12 months.
- A significant proportion of the business events sector reports it is presently actively engaged in seeking third and fourth accreditation as well as building related accreditation.
- Key among these the Accreditation and Certification Exhibition Centre sector, National purpose of International Green Globe Bronze/Gold accreditation and related in the National Australia Bank Environment Rating System (NAERS).

Greening Social Responsibility (CSR)

The Business Events Sector is engaged in a wide range of CSR and sustainability related activities.

- Large organisations (100 plus employees) and international brands appear ahead of the game in terms of their breadth and depth of involvement in CSR activities, driven by their demand and industry alignment.

Key respondents in the Business Events Sector

Accreditation, seminar, convention and exhibition centres and convention bureaus are classified as key respondents in the business events sector.

- Three key respondents are most actively involved in the CSR - those to have 100 per cent of total at least one accreditation and a significant proportion are currently in the process of seeking accreditation such as Green Globe Bronze and NAERS (one in four for each).
- It is suggested these key respondents are further equipped to lead the business sector in providing Australia in sustainable business events destination.

Digital

Enhancements to businesssevents.australia.com

- Significant upgrades to the existing site to reinforce new brand positioning for Australia, provide support for major marketing initiatives and demonstrate TA industry leadership
- Enhanced site will deliver a more user-oriented, dynamic experience and ensure continuity between offline and online marketing communications

Stakeholder

Improved industry relations

- Continue our annual program of consultation and industry briefings including the monthly e-newsletter to our extensive client database to disseminate industry news, event calendars and research
- Produce a new co-operative prospectus outlining the opportunities for industry to partner in our programs including co-op advertising, web content, trade shows and imagery/footage etc

Trade

Familiarisation program

- Deliver a first-hand experience of Australia's offering via a program of fully escorted famils for qualified corporate meeting and incentive buyers from key markets UK/Europe, US, Asia and NZ
- All famil itineraries will incorporate CSR activities to showcase Australia's capability in this area

Trade

Dreamtime 2009

- Dreamtime is an Australian incentive travel trade event that will take place in Sydney from 12 – 16 October 2009. Seller registration now open, go to www.tradeevents.australia.com.
- Participation cost start at \$7,000 for operators and \$11,000 for CVB all inclusive
- Program: three days in host city Sydney and a two-day educational destinations including Melbourne, Sydney, Adelaide, Northern Territory and Sunshine Coast/Brisbane



Trade

International Trade Events

- 'Australia' stand at key international trade shows including AIME Melbourne, Confex London, IMEX Frankfurt, PAICE Auckland, EIBTM Barcelona
- Provide an 'Australia' presence under which international buyers and Australian industry can do business
- Ensures Australia maintains its visibility and contacts on the annual circuit

Trade

Team Australia

- Team Australia is a partnership between the Association of Australian Convention Bureaux and Tourism Australia to deliver co-operative trade initiatives in the corporate meeting and incentive market
- In 2009/10 this partnership will deliver the 12th annual Team Australia Business Events Educational (TABEE) and the first mission to India

Research

Market Insights and Industry Trends

- Business Events Australia will continue to provide a number of research resources for the industry through *businesssevents.australia.com* and the monthly Business Events Australia e-newsletter
- Comprehensive insights into the business events market are now available thanks to amendments to the International Visitor Survey (IVS) and National Visitor Survey (NVS), which were implemented from January 2008.

Wrap up

- We are delivering a comprehensive trade marketing program for 2009/10:
 - Rich with partnership opportunities
 - Integrated across all platforms
 - Timely and measured
 - Continues a tradition of innovation and creativity
 - Strengthens the business brand and supports our brand messages developed just 18 months ago

Visit www.businessevents.australia.com

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