

TOURISM
EVENTS
AUSTRALIA



Message from the Minister

It's an exciting time to be part of Australia's Meetings, Incentives, Conventions and Events (MICE) industry. I am a great advocate for this sector - growth prospects over the next five to ten years are very positive.

The Asia Pacific Economic Cooperation (APEC) summit which will be held in Sydney in 2007 will be of significant economic value. Earlier this year the Asia Pacific Incentives and Meetings Expo (AIME) featured more than 800 exhibitors from 50 countries.

The significance of this sector has been recognised nationally with the recent opening of the high-tech Perth Convention Exhibition Centre, and Melbourne is expected to have a new Convention Centre by 2008.

This expansion of infrastructure will position Australia for future growth. For instance, there are high growth prospects in corporate and incentive business from China and India.

The National Business Events Study highlighted that nearly 75 per cent of all incentive business now comes from the Asian region.

The most recent figures (International Congress and Conference Association 2003) show Australia occupied 8th place in the world as a preferred destination for meetings.

We have also been ranked number one in the Asia Pacific and the number one incentive travel destination for US companies.

The Australian Government has been instrumental in attracting this very high profile business to our shores.

In recognition of the value and importance of the meetings, incentives, conventions and events industries, the Australian Government has established a dedicated unit within Tourism Australia that focuses on marketing Australia as a business and major events destination.

This dedicated unit within Tourism Australia is a key initiative from the Australian Government's Tourism White Paper. It will concentrate on the key areas of business events, including corporate meetings, incentives, conventions and exhibitions, and marketing of major events.

Representatives from the Association of Australian Convention Bureaux, Meetings and Events Australia, Business Events Council of Australia, TTF Australia and the events industry should be congratulated on the work achieved over the past twelve months.

The business and major events team within this unit are developing a strategy that will ensure these sectors are optimally marketed and will capitalise on this growth.

The Australian Government is confident this unit within Tourism Australia will play a crucial role in assisting the industry reach its full potential in the MICE sector of the market.

A handwritten signature in black ink that reads "Fran Bailey". The signature is fluid and cursive, with a large initial 'F'.

The Hon Fran Bailey
Minister for Tourism and Small Business

Background

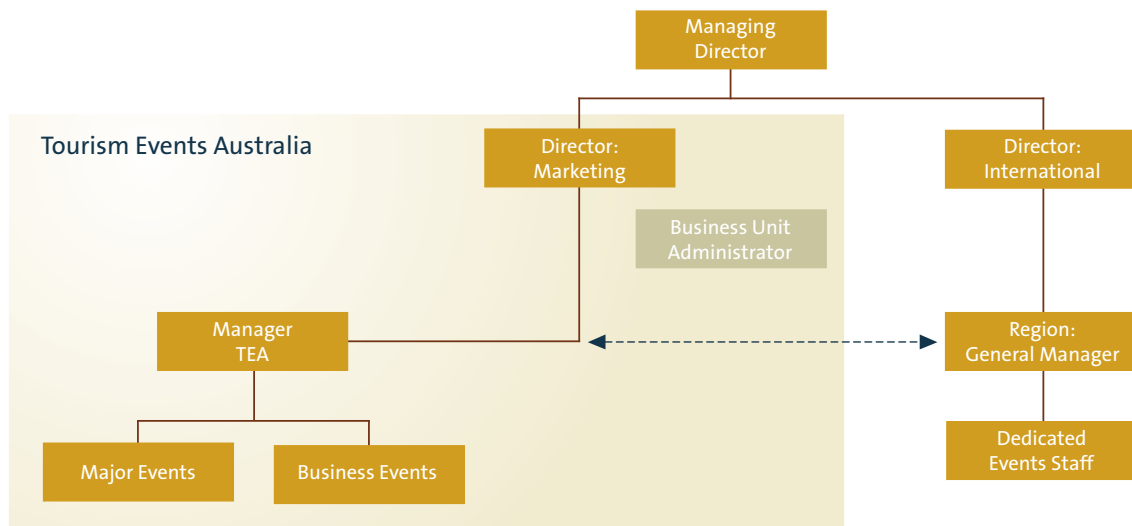
The Tourism Australia Act 2004 outlined the requirement for Tourism Australia to establish a division to concentrate on the business and major events sectors.

The business events sector attracts some 550,000 visitors per annum and makes a significant contribution to tourism revenue whilst major events not only attract domestic and international visitors they provide an excellent branding opportunity for the country.

Both these sectors are supported extensively by local, state and federal investment. This has resulted in significant infrastructure and brand development. This needs to be capitalised upon, particularly given the level of increased international competition.

These factors merge to highlight the need for a cohesive strategy and well executed plans.

Structure



Tourism Events Australia will have dedicated business events staff in Sydney responsible for strategy and industry relations. In Tourism Australia's regional offices there are events staff employed to manage in-market events, distribution and trade support.

There is a dedicated resource in Sydney responsible for major events. The focus of this position will be the development and integration of key events into Tourism Australia's domestic and international marketing strategy.



Goals

- Brand, promote and position Australia as a high value international business and events destination;
- Support industry in-market activities by facilitating relationships with the distribution channel;
- Provide strategic information and models which will assist industry in meeting events objectives;
- Enhance existing and proposed events by incorporating them into Tourism Australia's consumer marketing campaign;
- Provide advice to the Australian Government on policies, regulations, schemes and programs that have an impact on attracting events to Australia;
- Coordinate between organisations and governments to maximise return on investment associated with attracting and staging international events in Australia.

Tourism Events Australia will focus the greatest effort on positioning Australia as an events destination. This will ensure the significant investment over the past few years and the expertise of the industry are leveraged to the greatest extent possible.

Importantly, these goals will be achieved by focusing on the end users and maximising the number of consumer touch points. All Tourism Events Australia programs will be led through the identification of consumer need. The ability of Australia to best satisfy the 'needs' business for transformation will take centre stage.

The unit will have responsibility for identifying and prioritising sector specific research and modelling needs. These needs will be agreed and developed into industry supported projects.

The Challenge

It is well recognised that this sector attracts significant capital investment which is justified on the basis of substantial market potential. However, returns to the sector are subject to immense competitive pressures and the ability of Australia to meet consumer needs better than anyone else.

Australia has established a sound reputation both in the business and major event sectors and there is strong evidence to prove the country does not have an awareness problem. Importantly, however, we are consistently reminded that the marketing challenge is to ensure Australia portrays a consistently compelling proposition and one that elevates it above the competition.

The objective in such an environment is relatively simply stated:

“Increase the propensity of Australia to be thought of in a buying situation”

Key Success Factors

Business Events

In order to achieve the objective of ensuring all decision makers are drawn to Australia as the destination that can best help them in achieving business transformation, Tourism Events Australia, the business events industry and our partners need to:

- be unified under a single compelling brand proposition
- consistently communicate with all decision makers
- have a dynamic 'toolkit' of marketing intelligence that is available to all and allows for relationship development and business facilitation.

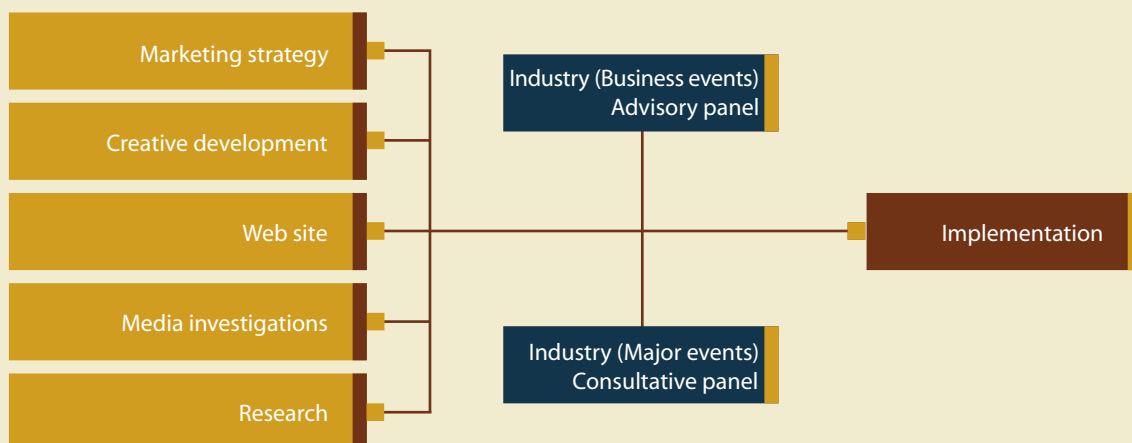
Major Events

In order to achieve the objective of ensuring Australia's continued ability to attract and conduct the very best major events it is important that:

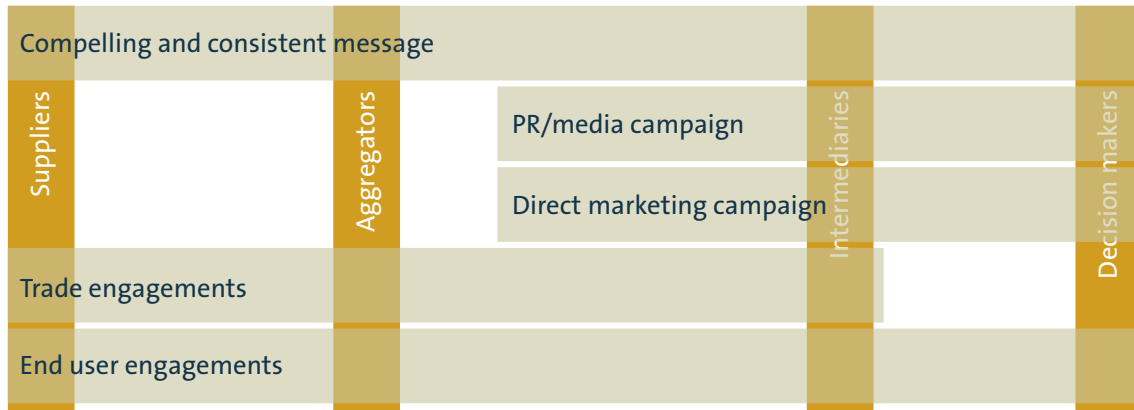
- the major events industry has access to world leading analytical models and intelligence
- events are integrated, supported and promoted
- consumer communication channels are developed and enhanced.

Industry Involvement

The development of programs, to ensure the key success factors are seized upon, requires a solid industry involvement process. To this end, Tourism Australia has set up a business events advisory panel and a major events consultative panel that ensures industry input into program development.



Business Events: Strategy and Program



Whilst it is well recognised that Tourism Events Australia and the industry focus on decision makers, it is also important to understand that investigations show that distribution and communication channels affecting those decision makers are both fragmented and diverse. Added to this is the trend towards business globalisation and the already evidenced prospect of audience dispersal. These elements combine to entrench the need for a single consistent compelling program that ensures all participants in the sales and marketing process, including decision makers, have a common brand position for Australia.

The program, schematically presented above, has been developed and will be implemented during the 2005/06 fiscal year.

Tourism Events Australia has committed significant resources to ensure its success.

Major Events: Strategy and Program

As indicated previously, this sector has performed admirably over significant time with Australia successfully bidding for and hosting some of the world's greatest events. Unquestionably, the formula for this success - combining private enterprise sector, state and national public sector agencies and government working co-operatively - does not need to be reinvented.

From a tourism perspective, it is however, essential that the Australian character inherent in events, be amplified and it is Tourism Events Australia's role to ensure that events and the embodiment of the Australian personality be conveyed compellingly and comprehensively. This will see a wider range of events being represented in Tourism Australia campaigns as significant brand pillars. This will enhance the compelling nature of the destination.

Additionally, Tourism Australia is committed to working with the sector to ensure the very best analytical and evaluation tools are provided for enhanced decision making and event success.

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