

ATTACHMENT B

	Organisation	Project
1	Adelaide Convention Bureau	<p>Delegate boosting for 19th Biennial Congress of the World Council of Enterostomal Therapists. Destination South Australia delegate boosting via event enhancement activities. In this case Destination South Australia conducted promotional activities at the 18th Biennial Congress of the World Council of Enterostomal Therapists in June 2010 in Phoenix Arizona to increase delegate attendance at the 19th Congress to be held in Adelaide in 2012.</p> <p>-----</p> <p>Educational (familiarisation visit) targeting key decision makers.</p>
2	Association of Australian Convention Bureaux	<p>"What is a Bureau?" Seminar series held in Brisbane, Melbourne, Canberra and Sydney.</p>
3	Brisbane Marketing	<p>Association Educational.</p> <p>-----</p> <p>Delegate boosting for Palliative Care Conference; Young Engineer Australia National Summit; Australian Production and Explorations Association Conference; 1st Asia Pacific Conference & Step Workshop on E-Waste; Project Management Institute Conference; Cruise Down Under Conference.</p> <p>-----</p> <p>Australia Council for Private Education and Training; National Homelessness Conference and Retirement Village Association National Conference.</p>
4	Business Events Cairns & Great Barrier Reef	<p>"Business Booster" - a multifaceted regional marketing campaign incorporating above and below the line marketing, two roadshows to key domestic markets, media educational, and distribution of direct mail. <i>Note 'Above the line' marketing refers to broad communications channels such as print and electronic media. 'Below the line' marketing refers to targeted communications such as direct mail.</i></p>
5	Business Events Sydney	<p>Delegate boosting for Lions Club Convention.</p>
6	Canberra Convention Bureau	<p>Delegate boosting for XXVI Mint Directors Conference.</p>

7	Northern Territory Convention Bureau	<p>Association Educational program.</p> <p>-----</p> <p>Delegate boosting for five conferences being held in Darwin and Alice Springs. BDO Kendalls Conference; Australian Society of Infectious Diseases Conference; Australasian College of Dermatologists Conference; AHISA Pastoral Care Conference; Commonwealth Research Centre Association Conference.</p> <p>-----</p> <p>Arrulka Business Corporation (ABC) - Establish and promote Alice Springs Business Events capabilities.</p>
8	Perth Convention Bureau	<p>"Space to Connect" Roadshow taking partners on the road in the key markets of Sydney, Brisbane and Melbourne.</p> <p>-----</p> <p>Above and below the line marketing delivering a multilevel incentive to conference organisers who hold their events in the Perth region.</p>
9	Tasmania Convention Bureau	<p>Multifaceted delegate boosting activity including the production of marketing materials, appointment of advocacy ambassadors, direct mail campaign, conference attendance at preceding events and delegate research.</p>
10	Tourism NSW	<p>Extension of Tourism NSW/BES above and below the line campaign promoting regional NSW and Western Sydney, including website enhancements, increased database distribution of EDM (electronic direct mail) and growing product support.</p>
11	Tourism Victoria/Melbourne Convention and Visitors Bureau	<p>Multifaceted campaign focused on growing corporate domestic business events activities in Regional Victoria, including survey of buyers, promotions to organisers, print media for regional business events opportunities, direct mail activity, cooperative activity with regional partners, business events trade shows in Melbourne and Sydney and delegate boosting activity.</p>
12	Tourism Whitsundays	<p>Mini campaign in the Australian Financial Review.</p> <p>-----</p> <p>Professional Conference Organisers or Conference Agents (PCO) or corporate educational.</p> <p>-----</p> <p>PCO educational.</p>