AGENCY/DEPARTMENT:	TOURISM AUSTRALIA
TOPIC:	TOURISM AUSTRALIA EXPENDITURE ON BUSINESS EVENTS SECTOR
REFERENCE:	HANSARD 02/11/05, PAGE E51

QUESTION No.SBI-17
(Hansard 02/11/05, p.E52)

Senator O'Brien asked about:

What is the cost of actually having experienced business event people in-market in Tourism Australia's regional offices?

ANSWER

Tourism Australia has six dedicated business events staff globally, with a Business Tourism Manager (Band 4) and a Business Tourism Co-ordinator (Band 2) in the Hong Kong Office, a Business Events Manager (Band 3) in the Los Angeles Office, a Business Tourism Manager (Band 4) in the London Office. The Los Angeles Office has also employed a Business Events Coordinator (Band 2) on a three month contract. In addition, there are a number of staff who assist with business event matters as part of their broader responsibilities.

Tourism Australia also utilises Team Australia to promote business events. Formed in 1998, Team Australia is a co-operative venture between participating members of the Australian Association of Convention Bureaux and Tourism Australia. The primary focus of Team Australia is to identify additional opportunities that can expand the business events market to Australia. There is a Team Australia dedicated to the UK and Europe market and another for the North American market. Tourism Australia has budgeted $70,000 in 2005-06 for both Team Australia UK/Europe and Team Australia North America.

Team Australia also holds Team Australia Business Events Educational which is designed to maintain Australia's presence in the Asian business events market and develop new business out of Asia for Australian destinations and participating product, by hosting buyers from across the Asian region. Tourism Australia has budgeted $70,000 for Team Australia Business Events Educational in 2005-06.