



ASSOCIATION OF AUSTRALIAN  
CONVENTION BUREAUX INC.

THE ASSOCIATION BEHIND THE  
BUREAUX WHO MARKET AUSTRALIA  
FOR BUSINESS EVENTS

## **MEDIA RELEASE – Wednesday 2 April 2008**

**The Federal Government's commitment to revitalise the Export Market Development Grant Scheme (EMDG) is to be commended, but the current shortfall of funds in the scheme must be urgently addressed, according to The Association of Australian Convention Bureaux (AACB).**

AACB's Executive Director, Mike Cannon, today said AACB members, the Convention Bureaux of Australia, use the EMDG Scheme to expand their marketing activities; activities funded in the main by supplier members of the Bureaux and State Governments.

"The commitment to the changes to the EMDG scheme will enhance this activity a great deal. It will allow the Bureaux of Australia to plan well ahead for marketing activities that will position Australia as a Business Events destination of choice."

"However, the 85-90% shortfall expected in the second tranche of current EMDG payments is set to seriously affect our cash flow for short term marketing activities."

AACB's President, Sandra Chipchase said "It is heartening to see such positive action from the Australian Government on improving the EMDG scheme." However, Ms Chipchase also called for the Government to address the matter of a shortfall in funds for the second tranche of current claims.

"To receive a shortfall on the current claim severely restricts the short term opportunities of our members (the Bureaux) to continue marketing Australia to international buyers. It means that they will have to allocate current marketing funds to past shortfalls and possibly cancel some short term marketing plans+.

Ms Chipchase concluded, %The exciting vision outlined by Trade Minister Crean will take longer to realise if the Convention Bureaux of Australia have to cover the shortfall of the current Grant+.

Business Events (conventions, meetings, exhibitions and incentive travel reward programs) are worth over \$17.5B to Australia's economy, generate 214,000 jobs and represent the highest yielding sector of Australia's visitation industry.

The Association of Australian Convention Bureaux (AACB) represents fourteen Convention & Visitors Bureaux around Australia.

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**REPRESENTING THE 14 LEADING CONVENTION BUREAUX OF AUSTRALIA**