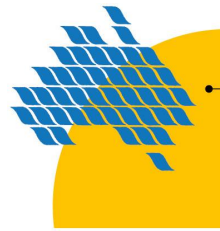


MEDIA RELEASE

21 May 2009



ASSOCIATION OF AUSTRALIAN
CONVENTION BUREAUX INC.

THE ASSOCIATION BEHIND THE
BUREAUX WHO MARKET AUSTRALIA
FOR BUSINESS EVENTS

AACB WELCOMES TOURISM AUSTRALIA'S NEW BUSINESS EVENTS MARKETING PROGRAM

Commenting on Tourism Australia's unveiling this week of a trade marketing program to increase Australia's share of the lucrative business events sector, AACB's Executive Director Mr. Mike Cannon welcomed the approach, citing the fruitful partnership between Business Events Australia (BEA) and the Convention Bureaux of Australia as a key driver in developing the program and allied initiatives.

"BEA is to be congratulated on the integrated program it has developed with DDB, and for the dialogue it has had with the Convention Bureaux of Australia. We look forward to working with BEA and their co-operative marketing projects."

However, Mr Cannon made it clear that the new program and allied initiatives will only be effective if there is a sufficient resource to drive them. "Australia has fallen further behind in the highly respected rankings produced by the International Conference Centre Association (ICCA), continuing the downward trend to now rank 14th as a business events destination."

Mr. Cannon went on to say; "For Tourism Australia's new program to work it is abundantly clear that greater stimulus is required, and on an on-going basis. As against recent initiatives in Asia, BEA does not have sufficient resources at this time. We call on the Australian Government to both recognise the need, and to fully implement the recommendations of Australia's business events industry, as detailed in the National Business Events Strategy for Australia developed by the Business Events Council of Australia (BECA*)".

For further information:

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*The Business Events Council of Australia's presentation to the Australian Government is available on:
http://www.businesseventscouncil.org.au/page/national_businessbrevents_strategy.html

Information on ICCA can be found at <http://www.iccaworld.com/>