



CANNON SHOOTING OFF TO SARAWAK

After eleven years at the helm of the Association of Australian Convention Bureaux (AACB) looking after the national interests of Australia's many Convention Bureaux, Mike Cannon is moving on to Sarawak, Borneo as CEO of the Sarawak Convention Bureau (SCB).

"The offer came as a welcome surprise" said Cannon. "I will truly miss working alongside my colleagues at the Convention Bureaux of Australia. I feel very privileged and honoured to have worked with some most outstanding leaders in the Business Events industry in the nation and have enjoyed seeing the progress we have made on both national and international levels."

In parting, Cannon also paid tribute to the chairs of the many AACB committees and AACB president Damien Kitto, CEO of the Adelaide Convention Bureau.

"In the past eleven years I have seen every city, state and regional Bureau move ahead in leaps and bounds in terms of their own destination marketing objectives, but importantly, we have jointly instigated strategies and programmes to ensure Australia's place in the global market will continue to gain strength well into the future" said Cannon.

"This is in no small part due to the dedication of the wonderful team we have heading the various strategic and programming committees to whom I pass on my heartfelt thanks. In particular I want to thank Damien Kitto; an incredibly proactive AACB president who has shown me incredible support" he said.

Cannon will fill the shoes in Sarawak vacated by the respected Jill Henry "I'm excited though to be working with the enthusiastic team at the SCB who have flourished so well under Jill Henry's expert guidance" he said.

Kitto said of the outgoing CEO "Mike Cannon has been an integral part of an organisation that is now leading the charge when it comes to marketing and selling Australia as a viable destination for Business Events."

"Whilst individually being directly responsible for business development at a city, state and regional level, the AACB members (Bureaux) as a team are now on the front foot leading the way with new and innovative projects that showcase Australia to the world as a leader in the Business Events industry".

Mr Cannon will depart the AACB in March 2012. The AACB Board has made the decision to seek a replacement with the same skills as Mike, focusing on stakeholder management, an understanding of the BE industry of Australia, and the international BE market. Details will be posted shortly for interested applicants.

For further information:

MIKE CANNON
Executive Director
Assoc of Australian Convention Bureaux (**AACB Inc.**)
Level 13, 80 William Street, East Sydney, NSW, Australia 2011
Tel: 1300 721 572 From abroad: +61-2-9326 9133
Mobile: 0414.230 127
Email: mike.cannon@aacb.org.au