

**Staff Scholarship Winner of 2009**

**Submission by Juliet Lally  
of Brisbane Marketing Convention Bureau**



### **Expanded Extract**

#### **Background (for qualification purposes)**

“Queensland has enjoyed a healthy share of the Australian business events market over the last decade but there are signs the state’s business events market is starting to plateau and market share is starting to decline, particularly in the international marketplace.”<sup>1</sup>

“There is now greater global demand to deliver business events which have strong social and environmental focus. Increasingly, corporate meeting and incentive planners from around the world are seeking information on venues and services in Australia, which can assist businesses in staging events that are more sustainable.”<sup>2</sup>

These two reports shaped my ideas for this project.

#### **outline**

A visit to a green meeting destination to study the specific strategies that not only create a green image for a city but which also translate to evidence “on the ground” of sustainable environmental practices having been installed.

#### **aims**

1. To study the process undertaken by a meeting destination that transformed itself into a *green* meeting destination.
2. To observe the marketing tactics subsequently employed to attract international meetings to the destination based on its green credentials.

#### **objectives**

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<sup>1</sup> *Events Review – Queensland*, David Williams, August 2008, p43

<sup>2</sup> *National Corporate Social Responsibility (CSR) Audit, For Australia's Business Events sector*, Business Events Australia, Tourism Australia, February 2009, p3

This project will assist Brisbane Marketing in achieving two of its Business Plan 2009/2010 objectives, specifically:

- leading the education and coordination of Brisbane Corporate Social Responsibility (CSR) credentials for our Convention members; and
- creating economic value for Brisbane by attracting conferences to the city.

## benefits

- personally

The project will expand my current knowledge of the tourism and business events industry into the green sphere. This will provide numerous career development opportunities from the potential to provide greater input into the marketing of Brisbane's business events industry to the possibility of spearheading the green business events industry revolution for the city.

- bureau

Primary benefit: Achieve the Business Plan 2009/2010 objective of leading the education and coordination of Brisbane CSR credentials for our convention members.

Secondary benefit: Create a new platform on which to market Brisbane's business events industry and therefore help to achieve the Business Plan 2009/2010 objective of creating economic value for Brisbane by attracting conferences to the city.

The project also provides the opportunity for Brisbane Marketing to form strategic alliances with organisations providing world's best practice benchmarks and to become the first Australian Bureau to be a member of the Green Industry Meeting Council.

## where (for qualification purposes)

The project would take place in two cities in the United States of America, Portland, Oregon and Denver, Colorado.

## why Portland?

- In their own words Portland is, practically shouting from the treetops: "We are green!", and the list of green credentials is long.
- This is a city where:
  - According to the 2000 U.S. Census, some 5,000 residents commute to work each day by bicycle;
  - Where city planners ripped out a freeway and replaced it with a park;
  - Where parking meters are solar powered; and

- Where the meticulous synchronization of traffic signals results in an annual savings of 17 million gallons of gasoline.<sup>3</sup>
- In order to achieve the project objectives, meetings would be sought with Travel Portland and the Green Meeting Industry Council's Oregon Chapter:
  - **Travel Portland**
    - The body charged with promoting the Portland metropolitan area as the destination for meetings, conventions and travel.
    - In 2003, Portland's hospitality community joined together to create and present a green meeting proposal. This catalyst encouraged Travel Portland to create its Green Team to make sure that their organisation was "walking the talk." Today, the Green Team works to further promote sustainability efforts in the meetings industry.<sup>4</sup>
  - **Green Meeting Industry Council, Oregon Chapter**
    - Founded in Portland, Oregon, the Green Meeting Industry Council (GMIC) is, "the premier global community solely dedicated to sustainability not only through education but also by spearheading research, policy and standards for the meetings and event industry."<sup>5</sup>
    - On July 1, 2009 GMIC announced the inception of its first affiliated chapter, the GMIC Oregon Chapter. "Our chapter is committed to engaging anyone who touches the meetings & events industry to join us in promoting and educating others on the value of sustainable business practices", says GMIC's Executive Director, Tamara Kennedy-Hill.<sup>6</sup>

### why Denver?

- The GMIC Annual Sustainable Meetings Conference 2010 is in Denver, Colorado.
- \* Non-member registration fees for the 2009 GMIC Conference included a complimentary one year membership in the Council.

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<sup>3</sup> Travel Portland website – [www.travelportland.com](http://www.travelportland.com)

<sup>4</sup> Travel Portland website – [www.travelportland.com](http://www.travelportland.com)

<sup>5</sup> (Green Industry Council website – [www.greenmeetings.info](http://www.greenmeetings.info))

<sup>6</sup> "Green Shoots Sprouting Up in Oregon... GMIC Announces First Affiliated Chapter", Press Release, 1 July 2009.

## when

Monday 1<sup>st</sup> Feb 2010

Arrive into San Francisco, California from Brisbane  
Transfer to Portland, Oregon

Monday 1<sup>st</sup> Feb 2010 –  
Saturday 6<sup>th</sup> Feb 2010

### **Portland, Oregon**

Study the city as an example of a green meeting destination  
and establish relationships with:

- Travel Portland
- GMIC Oregon Chapter

Saturday 6<sup>th</sup> Feb 2010

Transfer to Denver, Colorado

Saturday 6<sup>th</sup> Feb 2010 –  
Friday 12<sup>th</sup> Feb 2010

### **Denver, Colorado**

Project to culminate with attendance at the GMIC Annual  
Sustainable Meetings Conference,  
9 – 11 February 2010

Friday 12<sup>th</sup> Feb 2010

Transfer to San Francisco, California  
Depart San Francisco, California for Brisbane