



ASSOCIATION OF AUSTRALIAN
CONVENTION BUREAUX INC.

THE ASSOCIATION BEHIND THE
BUREAUX WHO MARKET AUSTRALIA
FOR BUSINESS EVENTS



2008 AACB STAFF SCHOLARSHIP APPLICATION

LESLIE FRANCIS
CANBERRA CONVENTION BUREAU

ATTRACTING BUSINESS EVENTS AS A
CRITICAL COMPONENT OF SIGNIFICANT
MILESTONE CELEBRATIONS FOR A CITY

2.2 Role Description

THE NATURE OF MY ROLE WITH THE CANBERRA CONVENTION BUREAU:

To source and attract business events to Canberra by targeting specific industry market segments in accordance with individual and team performance KPIs. Success is measured by direct delegate expenditure and accommodation room nights which deliver a positive economic benefit for Canberra.

To support and work collaboratively with the Canberra Convention Bureau team to contribute to the achievement of the Bureau's overall business plan goals.

Appendix 1: Business Development Manager Job Description

Appendix 2: Organisational Chart

SPECIFIC SKILLS I BRING TO THE CANBERRA CONVENTION BUREAU

- Ability to negotiate outcomes to benefit clients, members and Canberra city while positively contributing to the clients' business event objectives.
- Passion for the tourism industry, having been involved in the industry since graduating from college in 1995.
- A strong hotel management background giving me a very good understanding of event operations from both a venue and client perspective.
- Well developed industry relationships gained through networking within the industry over a 13 year period.
- Confidence to sell Canberra as a destination having lived here for 27 years, supported by a strong knowledge of Canberra's asset base and pride in the destination.
- Highly developed interpersonal skills and experience in the business event sales process.
- A broad range of experience and skills including sales, marketing, management, finance and food & beverage operations.

2.3 Project Proposal

BACKGROUND AND BUREAU CONTEXT

On 12th March 2013 Canberra will celebrate 100 years since the naming of Canberra as the National Capital of Australia.

“Canberra as ‘the national meeting place’ is a strongly supported theme for 2013. A multi-layered approach, where conferences, events and festivals share a common theme and occur simultaneously, is desirable” (the Canberra Centenary Blueprint, ACT Government 2006).

Celebrations will occur throughout 2013 and meetings and conferences are an important component.

PROJECT OUTLINE

A visit to three of the most appropriate International destinations for the Canberra Convention Bureau and AACB members to learn from overseas Bureaux (or equivalent marketing bodies) who have gained experience in attracting business events to a destination by leveraging a milestone anniversary celebration, occurring in a specified time period within the destination. With reference to previous scoping work carried out by the ACT Government, the project will initially undertake desk research to investigate a number of destinations with appropriate application for the Australian context and Canberra in particular. The aim is to identify and incorporate the most useful sales strategies and tactics, given both the Canberra Convention Bureau’s and the cities resource base, to assist in developing a conference program for 2013 by attracting business events to Canberra as part of the celebrations.

Appendix 3: The Canberra Centenary Blueprint

Appendix 4: Planning for the Centenary of Canberra, Australia’s Capital

2.3.1 Project Aims, Project Objectives, how I and the Bureau will benefit

PROJECT AIM

To investigate and identify sales and marketing strategies and tactics used by overseas Bureaux to attract business events to a destination during a significant milestone celebration period.

PROJECT OBJECTIVE

This project will assist the Canberra Convention Bureau to secure up to 15 conferences relating to the 2013 Celebrations, in accordance with the 2013 Blue Print guidelines. In consultation with the Chief Minister's Department, the Bureau has identified six key cities suitable for further investigation from a business event perspective. Initially further desk research would be carried out to narrow down the potential destinations from six to three key destinations to include in the proposed travel schedule. Existing ACT Government relationships and connections in these destinations, formed during earlier broad scoping studies, are expected to assist in optimising the outcomes of this business event specific project work.

HOW I WILL BENEFIT FROM THE PROJECT

- Through career development in visiting overseas bureaux, developing new ideas and contributing to the planning of 2013 Celebrations in the area of a conference program.
- Broadening my experiences by travelling through other countries, with a business event mindset, exposing me to destinations and other business tourism elements I would not otherwise get the opportunity to see.

HOW THE BUREAU WILL BENEFIT FROM THE PROJECT

- There is an immediate need which is relevant to the Canberra Convention Bureau's role, in conjunction with the Chief Ministers Department, to deliver the business event objectives of the 2013 Blueprint.
- I would bring back tactical ideas that can be implemented immediately.
- Exposure to how Bureaux in other countries operate.
- The Canberra Convention Bureau 2013 Blueprint can assist other Australian Bureaux who have milestone celebrations in the future.

2.3.2 When and where this project will take place

Allowing for time to establish appropriate meeting schedules and introductions through the Chief Ministers Department and ICCA connections, the project would ideally take place in the 3rd quarter of 2008-09. It will be important to implement learning from the study tour as early as possible as the lead time for 2013 events, of a size appropriate for Canberra, is fast approaching.

The project would take place in Canada, North America, Japan or Israel, with six cities to be researched further and three cities then visited as part of the project.

Edmonton, Alberta, Canada – during 2005, the city celebrated its 100th anniversary

Ottawa, Canada - during 2005, the City of Ottawa celebrated its 150th anniversary

Quebec City, Canada - celebrating their 400th year anniversary through 2008

Jamestown, Virginia, North America - celebrated the 400th anniversary of the settlement of Jamestown in 2006.

Nara, Japan – celebrating their 1300th anniversary in 2010

Tel Aviv, Israel – celebrating their 100th anniversary in 2009

2.3.3 Budget required to undertake this project

2 scenarios have been considered with reference to the budget for this project, taking into consideration further research is to be conducted with 3 cities visited.

Scenario 1: Based on 3 Canadian Cities

ITEM	DESCRIPTION	COST
Flight	Canberra to Sydney	Nil
Flight	Sydney to L.A.	Nil
Flight	L.A. To Vancouver	\$ 250.00
Flight	Vancouver to Edmonton	\$ 300.00
Flight	Edmonton to Ottawa	\$ 500.00
Flight	Ottawa to Quebec	\$ 270.00
Flight	Quebec to L.A.	\$ 470.00
Flight	L.A. To Sydney	Nil
Flight	Sydney to Canberra	Nil
Accommodation	7 nights @ \$200	\$ 1,400.00
F&B	9 days @ \$70	\$ 630.00
Taxi	Fares 7 days @ \$60	\$ 420.00
Incidentals		\$ 100.00
	Total Canadian Dollar	\$ 4,340.00
	Total Australian Dollar*	\$ 4,157.00

* Based on conversion rate as at 24th July 2008

Scenario 2: Based on 2 Canadian Cities and 1 Japanese City

ITEM	DESCRIPTION	COST
Flight	Canberra to Sydney	Nil
Flight	Sydney to Tokyo	Nil
Train	Tokyo to Nara	¥ 13,850.00
Train	Nara to Tokyo	¥ 13,850.00
Flight	Tokyo to Vancouver	\$ 2,200.00
Flight	Vancouver to Edmonton	\$ 300.00
Flight	Edmonton to Ottawa	\$ 500.00
Flight	Ottawa to L.A.	\$ 350.00
Flight	L.A. To Sydney	Nil
Flight	Sydney to Canberra	Nil
Accommodation	7 nights @ \$200	\$ 1,400.00
F&B	9 days @ \$70	\$ 630.00
Taxi	Fares 7 days @ \$60	\$ 420.00
Incidentals		\$ 100.00
	Total Yen	¥ 27,700.00
	Total Canadian Dollar	\$ 5,900.00
	Total Australian Dollar*	\$ 5,891.00

* Based on conversion rate as at 24th July 2008