



## Australia is missing out on high-yield international business events.

The international business events market has enormous potential for Australia. Professional and scientific conferences, corporate meetings and incentives, and exhibitions attract high-yield international delegates, promote trade and professional development, and lift Australia's profile in the business, professional and scientific world. In a highly competitive international market, Australia is losing its market share. Despite significant investment in infrastructure, Australia is being outperformed. To regain and retain its position, Australia needs a strong national marketing push by Tourism Australia. A neglected sector until now, Tourism Australia needs specific funding to position Australia as a highly successful business events destination in collaboration with industry.

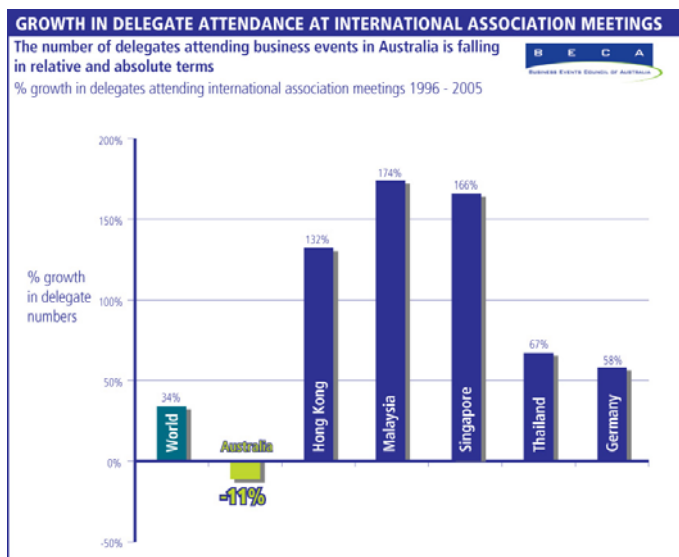
Australian business events are facing:

- Declining market share
- Fierce international competition
- Lack of resources at national level to boost states and industry efforts

Yet business events and business "tourists" are acknowledged as the highest per day visitor spend.

Australia's decline of international association conference market over past 10 years:

- 55% global growth of Association events
- 34% global growth in attendance
- **11% decline in attendance for Australia**



The Business Events Council of Australia (BECA)\* calls on the Australian Government to provide \$25 million per annum to establish a new and dedicated Division within Tourism Australia (TA) which will strategically market Australia as a leading business event destination.

### WHAT AUSTRALIA NEEDS

1. Total annual spend of \$25 million by Australian Government to position Australia as a business events destination.
2. Dedicated resources within Tourism Australia to deliver this specialised, B2B marketing.
3. Formalised process of industry consultation.

Business Events were worth \$17 billion to Australia in 2003. Contribution to employment = 214,000 jobs. International Business events delegates spend five times the average international visitor. (NBES research, CRC; IVS, TRA)

State convention bureaux marketing spend - \$23.7 m  
 Major convention centres int'l marketing spend - \$14 m  
 Convention centre infrastructure - \$3.5 billion  
 TA spend on BE marketing - under \$3 m  
 (Est. expenditure based on available information 04-05.)

\*The Business Events Council of Australia (BECA) is the peak industry body representing the interests of the business meeting, incentive events, convention and exhibition sectors in Australia.  
 Contact: Elizabeth Rich, Executive Director, 02 9969 1400, 0414 969 140 [elizabethrich@a1.com.au](mailto:elizabethrich@a1.com.au)

Association of Australian Convention Bureaux • Australian Convention Centres Group • Exhibition & Events Association of Australasia • International Congress & Convention Association • Meetings & Events Australia