



ASSOCIATION OF AUSTRALIAN
CONVENTION BUREAUX INC.

THE ASSOCIATION
BEHIND THE BUREAUX
WHO MARKET
AUSTRALIA FOR
BUSINESS EVENTS

MELBOURNE BUREAU CHIEF NEW PRESIDENT OF AACB

Sandra Chipchase, Chief Executive Officer of the Melbourne Convention + Visitors Bureau (MCVB) has been elected the new President of the Association of Australian Convention Bureaux (AACB). Joining her as Vice President is John Fitzgerald, CEO of the Sunshine Coast CVB.

Ms Chipchase thanked outgoing President Robyn Hendry for the excellent work she had contributed to the AACB. Ms Chipchase said was excited about the opportunities ahead for Australian Convention Bureaux to continue to work together to generate export dollars for Australia and to increase Australia's ranking in the highly competitive international business events market.

“International business visitors spend almost five times more than leisure tourists. These visitors offer Australia high yield and dispersal as 46% pre or post tour to regional areas and others parts of Australia.

“As well as the obvious economic benefits for Australian venues, exhibition and staging companies, hotels, shops, restaurants and transport providers, these high profile international conventions and corporate events play an important role in sharing knowledge, building expertise and facilitating the growth and development of our key industries,” Ms Chipchase said.

Ms Chipchase said many of the delegates attending business events in Australia later return as tourists, often bringing family members with them.

“Australia boasts some of the world's best venues for staging conventions and exhibitions; when combined with our vast range of tourist attractions, nature, beaches, Indigenous history and culture, shopping, food and wine, this makes us a highly desirable business events destination.

AACB's President is confident that with Government focus on the importance of the sector coupled with the more aggressive collective marketing of Australia's Business Events capabilities, in conjunction with Tourism Australia, Australia will see an increased market share.

“Globally Australia is currently ranked 9th in the world in terms of the number of association meetings per country.

AACB's goal is to persuade more and more members of the global business community to choose Australia for their business events, experience how professional and efficient we are, see how fantastic this country is, and come back again

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AACB Inc - REPRESENTING THE 14 LEADING CONVENTION BUREAUX OF AUSTRALIA
Founding member of **BECA** (the Business Events Council of Australia) www.businesseventscouncil.org.au