

A. CURRENT ACTIVITIES

ROLE DESCRIPTION

Current Role

- As International Manager with the Perth Convention Bureau, my role is sales orientated. I am responsible for developing and implementing an effective strategy for maximising incentive and corporate meeting business from our core international markets. The strategy involves an effective communications program including in-market sales calls, electronic contact and regular destination updates to the international incentive houses, corporate end-users and their preferred travel agents.
- Awareness of market trends and issues affecting the international marketplace is an essential aspect to my role. I work closely with Tourism Australia in-market and the Western Australian Government representatives in overseas offices to ensure I am abreast of industry trends.
- I work with key airline partners to implement and accompany a program of targeted familiarisations and site inspections to further develop the corporate meeting and incentive business into Western Australia.

Unique/Outstanding achievements

- Unique to Western Australia is the co-operative spirit between the PCB and our member Inbound Tour Operators. By treating the Western Australian ITO's as clients first and identifying their distribution channels in our origin markets I have been able to significantly strengthen the PCB's relationship with the ITOs and grow the corporate meeting and incentive market. This is reflected in increased liaison and membership and also in the results of the Bureau's annual Customer Satisfaction Survey. Conducted by Patterson Market Research, the Customer Satisfaction Survey provides an independent and unbiased assessment of PCB services in relation to our members and our clients. This survey has identified a 14% shift in satisfaction from 80% in 2001 to 94% for 2004 in the category of "Satisfaction with the Professionalism and Knowledge of Marketing and Sales Staff at the Perth Convention Bureau. (*refer attached table – appendix 1.*)
- I maintain regular contact with the ITO's to realise an ongoing goal of pursuing high yield and profitable business for Western Australia. In particular, to address recent market feedback of product tiredness, I am working to identify and then incorporate fresh and diverse products suitable for the business tourism market through updated itineraries.
- I am responsible for securing corporate meeting and incentive business for Western Australia and in the past five years have generated results totaling 720 individual corporate meetings and incentives representing 45,861 delegates and an estimated economic impact of \$112.79 million.

ROLE DESCRIPTION *continued*

Specific skills

- As a committed team member in a small organisation, I gain satisfaction from the diversity of projects and tasks that we undertake in any one year. I believe my strongest skills lie in the areas of communications with clients and staff members, and project management of bids, site inspections and tradeshow.
- I am team focused and actively embrace the corporate values of the Perth Convention Bureau:
 - Enthusiasm beyond expectation
 - Commitment to innovation and creativity
 - Growth and efficiency
 - Honesty and integrity
- I take pride in demonstrating an ongoing commitment to the overall achievement and business success that the PCB brings to Western Australia.

KEY PERFORMANCE INDICATORS

- Delegate Targets - In 2003/2004 I exceeded the Corporate Meeting and Incentive target of 10,500 delegates by securing 175 pieces of business representing 11,174 delegates and an estimated economic impact of \$28.2 million. In 2004/2005, I secured 116 pieces of business in Conventions and Corporate Meetings and Incentives representing 9,170 delegates and an estimated economic impact of \$19.2 million.
- Client Satisfaction Survey - This survey has identified a 14% shift in satisfaction from 80% in 2001 to 94% for 2004 in the category of "Satisfaction with the Professionalism and Knowledge of Marketing and Sales Staff at the Perth Convention Bureau" for the Meeting Planners (field in which the ITO's responses are recorded) .
- Co-operative familiarisation opportunities with Tourism Australia – I was responsible for the itinerary conceptualisation, bid submission, planning, implementation and delivery of the Tourism Australia Choose Australia Asian Corporate Familiarisation in June 2004 and the Tourism Australia Taste of Australia UK Corporate Visit in July 2005, both of which were regarded as highly successful events. In addition to the developing client relationships, both familiarisations required detailed planning, budget management and securing of significant levels of sponsorship from within the industry. At the time of presenting this submission the Choose Australia Asian Corporate program has delivered quoting opportunities for five incentive groups, of which two have been converted so far.

PROFESSIONALISM

- The PCB currently enjoys a healthy relationship with the Western Australian based ITO's, which is attributed to our successful strategy of identifying their role firstly as clients. The shift in relationship to client focused has resulted in increased liaison and membership. As part of the strategy I introduced the first ever ITO incentive program for companies working in the UK, European and Asian sectors.
- I was invited by Tourism Western Australia to sit on the ATE05 Steering Committee representing the Business Tourism sector.

- Member of the WA Chinese Chamber of Commerce.
- Invited by the WA Chapter of ATEC to present at a workshop on maximising benefits from site inspections and familiarisations.
- Represent PCB at Lord Mayoral receptions for visiting international delegations.
- I regularly attend the networking and information sessions provided by the following organisations:
 - Australian Tourism Export Council
 - Tourism Australia
 - Tourism Western Australia
 - Department of Industry and Resources (WA Government)
 - International business councils – Australia Indonesia Business Council, Australia Malaysia Business Council, etc
 - Meetings and Events Australia
 - Pacific Asia Travel Association

TESTIMONIALS

Testimonials have been provided by:

Maggie White, Regional Manager, South & South East Asia, Tourism Australia

Anne Maree Ferguson, Managing Director, Perth Convention Bureau

B. CAREER DEVELOPMENT PROPOSAL

PROJECT DESCRIPTION

Aims and objectives

To assist Indigenous Tourism product to become market ready and improve the Aboriginal experience for visiting incentive groups especially from the key market of Germany. This will be achieved by:

- international research to gain a detailed understanding of what the incentive market is looking for;
- delivering that information to Indigenous Tourism Operators in Western Australia; and
- identifying product to be appropriately incorporated in Incentive itineraries.

Outline

This project involves three separate stages and there is a degree of flexibility with the dates, subject to market forces and identifying the most opportune times to travel.

1.
 - Literature review of information published for this topic and preparation of research questionnaire.
 - Market research in Germany, 24-28 October 2005.
 - Summarise market research findings.
2.
 - Collaborate with Western Australian Indigenous Tourism Operators Council in preparation for discussions with individual operators.
 - Meeting with Indigenous Tour Operators, completed by mid November 2005.
 - Summarise discussion points, completed by 15 December 2005.
3.
 - Itineraries completed by February 2006.

Project benefits

- Project is anticipated to bring benefit to all Indigenous Tourism Operators in Western Australia through increased exposure to the business tourism sector.
- Other potential benefits include increased marketing and income opportunities for the Indigenous Tourism Operators, keeping the culture strong, cross cultural awareness throughout the tourism industry and increased visitor satisfaction with Aboriginal tourism product.

Benefit to the Perth Convention Bureau

- Realising the PCB corporate goals of representing the market interests of Western Australia as a business tourism destination.
- Expanding cultural and indigenous knowledge within the Bureau across all departments.
- Increasing the products available in Western Australia to promote to the European incentive markets and thereby increase the success ratio for corporate meetings and incentive travel groups.

- Stronger Australian identity in the international incentive and corporate meeting markets, by appropriately including authentic, traditional and contemporary Aboriginal culture from Indigenous tourism ventures in the incentive programs and promotion of the same.

Resources

AACB SCHOLARSHIP PRELIMINARY BUDGET					
<i>Growing Indigenous Tourism opportunities through business tourism - AACB Staff Scholarship submission for 2005</i>					
INCOME					
		Scholarship grant		\$5,000	
		Qantas airfare (no cash value)			
		TOTAL INCOME		\$5,000	
EXPENDITURE					
		<i>Five nights in Europe - market research</i>			
		Accommodation - Europe - AUD270 p/night		\$1,350	
		Meals and incidentals - Europe - AUD90 p/day		\$450	
		Transportation - Europe - AUD120 p/day		\$600	
		<i>Appointments with WA Indigenous Operators</i>			
		Internal WA flights			
		Perth - Broome (rtn) Skywest		\$600	
		Perth - Esperence (rtn) Skywest		\$450	
		Accommodation			
		Broome - 3 nights at \$150 p/night		\$450	
		Perth, Mandurah, Margaret River - no cost			
		Meals and transfers - 7 days at \$100 p/day		\$700	
		Hire car in Broome - 3 days at \$110 p/day		\$330	
		Petrol in Broome		\$70	
		International airfare - Qantas - Perth to Frankfurt (rtn) - (no cash value)			
		TOTAL EXPENDITURE		\$5,000	

KEY PERFORMANCE INDICATORS

- Develop and distribute a desktop research on current and planned Indigenous Tourism Operations with potential for inclusion in corporate meeting, incentive and convention itineraries.
- By March 2006 all incentive proposals leaving the PCB office will contain an appropriate Indigenous Tourism component.
- and hopefully to deliver the findings of this report to the next Australian Indigenous Tourism Conference in June 2006.

PERSONAL ASPIRATIONS

In March 2005, when I sought approval to attend the second Australian Indigenous Tourism Conference, I had no idea the impact this event in late June 2005 would have on me.

Over the three days of hearing from international guest speakers (interesting) and successful Indigenous Operators (inspirational) I was excited by the feeling of having been part of a very special event. Plenary sessions were diverse, educational and animated, the workshops were constructive and inclusive and the presenters were sometimes nervous and sometimes humorous but always with an enlightening story.

There were many stories and how those stories were told at this conference made me want to learn more, to respect Aboriginal culture more and to do more!

In many ways tourism is the perfect vehicle for keeping ancient cultures alive and while the Indigenous Operators will undoubtedly gain benefits from exposure to the business tourism sector, I am convinced that it will be I who will be so much richer for the experience.

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Appendix 1. - Satisfaction with the Professionalism and Knowledge of Marketing and Sales Staff at the Perth Convention Bureau – table of results.

APPENDIX 1.

Satisfaction with the Professionalism and Knowledge of Marketing and Sales Staff at the Perth Convention Bureau

	Total Sample %	Members %	Planners %
Very satisfied	48	39	76
Satisfied	40	46	21
Net satisfied	88	85	97
Neither/nor	6	6	3
Dissatisfied	1	1	-
Very dissatisfied	-	-	-
Net dissatisfied	1	1	-
Satisfaction Index Score – 2004	88	86	94
Satisfaction Index Score – 2003	88	88	94
Satisfaction Index Score – 2002	90	88	92
Satisfaction Index Score – 2001	84	88	80
Satisfaction Index Score – 2000	90	86	96
Satisfaction Index Score – 1999	90	88	92

As listed in the Perth Convention Bureau 2004 Customer Satisfaction Survey report, prepared by Patterson Market Research in July 2004. Page 11, section 1.8.1 - Satisfaction with the Professionalism and Knowledge of the Marketing and Sales Staff at the Perth Convention Bureau, table of results .