



2004 AACB STAFF PRIZE



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Part A - Essay Question:

Moving up the ladder and furthering your career development is very important and requires a lot of decision-making and most importantly hard work and effort. Explain in essay format where you see yourself going within Bureau and how you intend to get there, and why winning this prize can help your movement. Include details of what you wish to do with this scholarship eg. A University course, TAFE certificate or attending a leading industry conference or seminar.

Preamble

In 2003 I completed a Certificate III in Business Administration at Prides Business College. When an advertised position for Membership & Administration Officer became available at ACTA I applied and fortunately, was successful.

Section A

I had not previously considered the business events industry to be one that I could potentially establish a career in. But ask me now and I will confidently say that this industry is where I want to be. After only six months of working at ACTA I have become passionate about our destination, enthusiastic to learn all I can about the industry and willing to work hard to contribute to what ACTA can do for South Australia and what other Convention Bureau's can together do for Australia. With this in mind I recognise there is still much I have to learn in order to achieve this goal and progress within the industry.

Climbing the Ladder

Climbing the ladder will require further education in the meetings, business events and tourism sectors. This knowledge will enable me to improve my personal effectiveness within ACTA, to make a greater contribution to the team and to repay the great support that I have from my workgroup. As a result, member businesses will benefit.

I have been able to relate some of the general principles I have learnt through previous study into the Membership & Administration position I currently hold. However, if I wish to pursue my career aspirations, I will need to have a more advanced understanding of our Industry.

Where do I see myself going within the Bureau, and how do I get there?

The Business Events department within ACTA is where my greatest interests lie. When the opportunity presents itself, as a first step, I aim to move to the role of Business Development Coordinator.

I genuinely believe that I can make a positive contribution to the achievement of ACTA's primary corporate goal which aims to attract new and repeat business to Adelaide and South Australia. I can measure my contribution through the Key Performance Indicators listed on the following page.

How will winning the AACB Staff Prize help me achieve my aims?

Winning the AACB Staff Prize will allow me to further my education by contributing to the fees of the Diploma of Events Management course offered through the Adelaide Institute of TAFE. Emphasis throughout the course is on the application of the principles and practices relevant to our industry, and is vital in gaining the qualifications required for the position of Business Events Coordinator. The course provides graduates with management level skills for the Convention & Events Industry.

Finally, I must thank ACTA for giving me the opportunity to participate in this award.

Part B - Key Performance Indicators:

I have identified a number of ways that will maximise my chances of moving into the role of Business Development Coordinator. These are explained in the key performance indicators outlined below.

PROFESSIONAL

Attendance at Business Events Team Sales Meetings

- Attend weekly sales meetings, to enable me to increase my knowledge and awareness of how the business events side of the bureau operates.

Assistance with Bid Submissions

- Provide assistance in sourcing quotes and support letters
- Communicate with appropriate members to ensure quotes are received on time
- Educate members who are unfamiliar with the bidding process and requirements of the quote
- Complete assembly and distribution of bid submissions

Increase Knowledge of Member Product

- Conduct an additional 6 member visits per month
- Attend membership networking events

Assistance with Business Events Activities

- Source quotes and product options for teaser campaigns
- Research through regular member contact new stories for the Grapevine Newsletter
- Source quotes from members for ACTA's Familiarisation program

PERSONAL

- Commence Diploma of Events Management at Adelaide Institute of TAFE
- Join the MIAA Professional Development Committee and attend regular MIAA professional development meetings
- Regularly review a wide range of business events/ tourism publications
- Be pro-active in presenting myself for work and other industry opportunities to gain experience outside of my current role.