Presentation

The National Business Events Strategy 2020

Rhona Walker – MEA Chair of the Board
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MEA’s Relationship to BECA

BECA
Business Events Council of Australia

- AACB
  Association of Australian Convention Bureau Inc
- EEAA
  Exhibitions & Events Association of Australia
- ICCA
  International Congress and Convention Association (Australian Chapter)
- MEA
  Meetings & Events Australia
- ACCG
  Australian Convention Centres Group
What is the National Business Events Strategy 2020?

The Industry’s stakeholders consider a national framework and a strategic Industry/Government team approach to be essential if the Business Events sector is to maximise its economic contribution.

The national framework and joint approach make up the strategy.
How was the Strategy Conceived?

The National Business Events Strategy for Australia 2020 was conceived in February 2008 when the Minister for Resources, Energy and Tourism, the Hon Martin Ferguson AM MP, met with business events and tourism industry representatives (including MEA CEO Linda Gaunt).

Central to the discussions were the Industry’s concerns about challenges and changes affecting Australia’s performance as a business events destination – now and in the future.
Minister for Resources, Energy and Tourism, the Hon Martin Ferguson MP

MEA Conference, May 2008

“We cannot be complacent about Australia being able to hold its own against stiff international competition. That is why I have convened a Business Events Working Group to develop a strategy for the Business Events sector..."
Its objective is to develop a strategy that will deliver better outcomes through improved coordination, marketing focus, and cooperation between the Industry and different levels of Government. In such a competitive international market, we cannot rest. We must work together to fulfil Australia’s enormous potential on the international and domestic scenes”
Key Recommendations in the Strategy – Tourism Australia and Consultation

• That increased funding be provided to Tourism Australia so it can boost its Business Events Activities in the key areas of bid support, convention delegate boosting, marketing and research
Key Recommendations in the Strategy – Tourism Australia and Consultation (cont)

• That Tourism Australia increase its efforts to improve the effectiveness of its Business Events Advisory Panel, to ensure an effective conduit exists between the industry and the Tourism Australia Board (MEA CEO is a member of this panel)
Key Recommendations in the Strategy – Tourism Australia and Consultation (cont)

• That the Business Events Industry and Tourism Australia continue to strengthen their collaborative efforts through joint ventures
Key Recommendations in the Strategy – Aviation

Capacity
• That air service arrangements be negotiated ahead of demand

• That air services negotiations be targeted at key Business Event growth markets

• That Australia actively pursues both bilateral ‘open skies’ air service arrangements with key individual nations and multilateral ‘open skies’ arrangements

• That there be a defined strategic use of fifth freedom rights
Key Recommendations in the Strategy – Aviation (cont)

Capacity (cont)

• That additional short term capacity be made available in bilateral arrangements to meet major event demand

• That air service arrangements with other Governments be facilitated to permit short term additions of capacity by airlines of both countries for large events

• That bilateral air services negotiations be targeted at the key business event growth markets of China, India, Canada, Taiwan and Asia countries outside the top nine Asian inbound markets
Key Recommendations in the Strategy – Aviation (cont)

Regional Aviation
• That a formal mechanism to established where Industry can provide airlines with forward client bookings data to facilitate improved scheduling and planning
Key Recommendations in the Strategy – Aviation (cont)

Passenger Facilitation

- That the Express Path trial be made permanent and extended to all Australian international gateway airports
Key Recommendations in the Strategy – Export Services

• That the Business Events Industry and the Australian Government work together to establish an agreed methodology to capture the scope and value of the growing Business Events export market
Key Recommendations in the Strategy – Climate Change and Sustainability

• That the Australian Government encourage its Departments to reduce the environmental impact of their conferences and aim for carbon neutral events

• That the Australian Government Requests for Proposals/Tenders for the organisation of their meetings include a mandatory requirement for companies/suppliers to provide information on their CSR credentials and how they will run the meetings according to sustainable event guidelines
Key Recommendations in the Strategy – Climate Change and Sustainability (cont)

- That the Australian Government introduces a short term incentive scheme and/or tax relief to encourage all events organisers to aim for carbon neutral events

- That Government introduces a short term incentive scheme and/or tax relief to encourage all Business Event operators to introduce and trial CSR activities and programs
Key Recommendations in the Strategy – Climate Change and Sustainability (cont)

• That the Business Events Industry and Australian Government collaborate to identify appropriate international climate change related conferences and provide support for the creation of worthwhile inaugural “anchor” events in Australia

• That Tourism Australia in partnership with CVBs and industry, introduce and adopt the practice of running carbon neutral familiarisations for media and business event buyers as a benchmark for the Industry
Key Recommendations in the Strategy – Climate Change and Sustainability (cont)

• That Tourism Australia demonstrates and actively promote a low carbon footprint through its international trade shows, ATE and other appropriate events and acknowledge and promote efforts made by tourism related associations and convention bureaux to stage their own carbon neutral meetings

• That the Business Events Industry through its representative associations, implement a program of green initiatives
Key Recommendations in the Strategy – Climate Change and Sustainability (cont)

• That BECA and its stakeholders in collaboration with the National Tourism Alliance and Tourism Australia provide a “Green” website portal as a central information point for industry on how to access information on staging “green events” and accessing suppliers who are accredited
Key Recommendations in the Strategy – Forecast and Performance Targets

• That the Tourism Forecasting Council includes inbound Business Event attendees in their visitor predictions

• That the new Australian Business Events Strategy implementation group defines the mechanisms which will enable industry performance to be judged and national Business Events Goals to be set

• That the projects expected to be included in the National Long Term Tourism Strategy be taken into account when setting Business Events forecasts
Key Recommendations in the Strategy – Infrastructure

• That Government identify crown land and property in capital cities that would be better used for tourism development

• That Government ensure all tourism development exceeding $20million is not subject to local council approval but assessed and approved under States environmental and planning laws as matters of state and regional significance
Key Recommendations in the Strategy – Infrastructure (cont)

• That State Governments provide a “one stop shop” service to facilitate the assessment and approval of major tourism development projects

• That Governments urgently provide a targeted program of payroll and land tax incentives to tourism development, including land and payroll tax refunds for furniture, fittings and fixtures and other product refurbishment and five year land and payroll exemptions for new development
Key Recommendations in the Strategy – Research

• That additional Government funding be provided to Tourism Research Australia specifically to boost its Business Events Research

• That the Business Events Industry organisations allocate an annual budget for research and BECA play a coordinating role to ensure research investments are maximised
Key Recommendations in the Strategy – Research (cont)

• That the Business Events Industry and the Australian Government agree on the base of available research results which can be used regularly to determine the performance of the Industry

• That the Business Events Industry supports Tourism Research Australia to have relevant airlines agree to allow surveys to be undertaken in airport club lounges
Key Recommendations in the Strategy – Taxation

• That the GST ruling on deposits as it relates to the Tourism Industry be scrapped and the timing of GST liabilities brought in line with other liabilities

• That the Australian Government access the regulatory burden of the process of the making and implementation of tax rulings

• That the Department of Resources, Energy and Tourism establishes a joint taxation panel with the industry which requires the ATO to consult with the industry prior to new draft rulings
Key Recommendations in the Strategy – Taxation (cont)

• That the ATO provides simple, easy to use advice on GST refunds for overseas Business Events organisers and delegates

• That the Australian Government introduces an incentive for businesses to train staff, similar to a research and development incentive, with tax deductibility of 125% on all eligible training, as part of the Australian Government’s “education revolution” to encourage ongoing job training and to stimulate the domestic Business Event Business
Key Recommendations in the Strategy – Visas

• That the Australian Government appoint a BECA representative to the Tourism Industry Advisory Group so the Business Events sector can be represented in discussions to further streamline the visa process, particularly for large group movements related to major Conventions/Business Events
Key Recommendations in the Strategy – Workforce Skills and Training

• That Business Events is officially recognised by the Australian Government as a sector suffering from a chronic skills shortage by adding it to the national skills shortage list, ensuring that assistance with visas and migration of skilled labour is offered.

• That the Australian Government recognises and supports the Business Events Industry Accreditation Programs; namely in the first instance the Meetings & Events Australia’s (MEA) Industry Accreditation Program.
Key Recommendations in the Strategy – Workforce Skills and Training (cont)

• That the Australian Government requests its own federal departments and agencies, recognise and give preference to MEA Accredited Meetings Managers in relevant appointments or contracts, given the large number of meetings hosted by Government

• That significant research is undertaken in the areas of salary band recommendations so that there are salary benchmarks against other industries, and that this research is developed and funded by the Business Events Industry on a dollar for dollar matching basis with the Australian Government
Key Recommendations in the Strategy – Workforce Skills and Training (cont)

• That the Australian Government provides encouragement to the Business Events Industry to providing training support to both vocational and tertiary institutions by expanding its GST free component beyond the current articulated training arrangements to approved non articulated training

• That the Australian Government supports Business Events career education in secondary schools by providing funding through the Department of Education, Employment and Workplace Relations on a dollar for dollar matching basis with the Business Events Industry
Key Recommendations in the Strategy – Workforce Skills and Training (cont)

• That Business Events Industry organisations continue to address workforce skills and education issues, expanding professional development and education programs, strengthening relationships with secondary and tertiary institutions and private training providers, developing clear education articulation pathways and fostering appropriately trained industry practitioners to deliver practical education and training
Key Recommendations in the Strategy – Impact of Technology

• That Business Events Associations develop Case Studies which demonstrate the effectiveness of face to face events

• That Business Event Associations foster improvements in business event programs, in terms of new meeting technologies, content, delivery and networking opportunities, delivered by organisers to enhance the live event experience
Key Recommendations in the Strategy – Strategy Implementation and Review

• That an Australian Business Events Strategy Implementation Group be established to provide ongoing guidance and review of the Strategy

• That the Australian Business Events Strategy Implementation Group promotes increased coordination between the Business Events Industry and the Australian Government

• That the Australian Business Events Industry Implementation Group meets at least twice annually
In Conclusion

• Questions

• Thank you