

Media Release
24 May 2022

New PM demonstrates the importance of Business Events on Day 1

The [Business Events Council of Australia](http://www.businesseventscouncil.org.au) (BECA) congratulates the new Prime Minister of Australia, the Hon Anthony Albanese MP, and his team on their election victory over the weekend. BECA looks forward to working with the new Labor government on business events industry recovery and growth over the next term.

BECA Chair, Dr Leo Jago OAM, stated, *“It is great to see Prime Minister Albanese demonstrate the importance of business events on day one by not only travelling to participate in the QUAD leaders’ strategic security meeting in Tokyo, but also reconfirming his election commitment to deliver an employment summit – bringing together unions and employer groups to resolve wages and productivity challenges.*

“Further, we back the Prime Minister’s position to bid for and host a future UN Climate Conference in Australia, in partnership with our Pacific neighbours.

“We look forward to working with the new Labor Ministry once announced through a whole-of-government approach to unleash the benefits that business events offer the nation, including trade and investment, education and skills, research and innovation, commercialisation and productivity – while also driving the visitor economy.”

Before the pandemic, business events were valued at AU\$36 billion, and employed more than 229,000 Australians.

To achieve pre-pandemic recovery and aim for long-term industry growth, BECA seeks to collaborate with the new Albanese government on the following priorities:

- Demand driving initiatives including an expansion of the business events bid fund.
- Invest in better data capture and analysis to best reflect the true value of the industry.
- Resolve workforce shortages and skills gaps.
- Improve visa competitiveness.
- Mitigate risk and uncertainty by addressing insurance challenges.
- Delivering THRIVE 2030 to help realise the potential of business events and the visitor economy.

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Business Events: delivering innovation, knowledge and performance for Australia



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About BECA:

The Business Events Council of Australia (BECA) was formed in 1994 as a peak industry body. It provides an umbrella structure for the key industry associations operating in the Australian business events sector: The Association of Australian Convention Bureaux (AACB), Australian Convention Centres Group (ACCG), Exhibition and Event Association of Australasia (EEAA), International Convention and Congress Association (ICCA)-Australian Chapter, Meetings and Events Australia (MEA) and the Professional Conference Organisers Association Inc (PCOA).

As the peak industry body for the business events sector, we provide a single voice for the industry and liaise with the federal government and relevant agencies on matters common to all sectors of the industry. Our members represent the cross-section of the industry, and we work together to build a strong voice for all sectors of the industry.

Business Events are major drivers of the Australian economy and generate trade, investment, employment, knowledge sharing and also stimulate the visitor economy.

For more information visit: www.businesseventscouncil.org.au

Business Events: delivering innovation, knowledge and performance for Australia

Business Events Council of Australia is an alliance representing: Association of Australian Convention Bureaux • Australian Convention Centres Group • Exhibition and Event Association of Australasia • Meetings and Events Australia • Professional Conference Organisers Association