



BUSINESS EVENTS COUNCIL OF AUSTRALIA

CIRCULAR – DECEMBER 2012

Board Appointments

The Business Events Council of Australia (BECA) has announced the appointment of Sydney Convention and Exhibition Centre Chief Executive Ton van Amerongen as its new Chair.

The position was confirmed at a BECA Board meeting in Sydney on Friday, which also saw Brisbane Convention and Exhibition Centre General Manager Bob O’Keeffe made Treasurer. Adelaide Convention Bureau CEO Damien Kitto will retain his position as Deputy Chair.

In other appointments, the CEO and Creative Director of Lateral Event Management, Simon Baggs, and the Managing Director of Diversified Communications Asia, Matt Pearce, have both joined the nine-member BECA board.

Meanwhile, the BECA Council, which works alongside the Board, also has two new faces, with Melbourne Convention and Exhibition Centre CEO Peter King and Gold Coast Convention and Exhibition Centre General Manager Adrienne Readings both joining the body.

Tourism Australia Update

The Board of BECA invited Andrew McEvoy and Penny Lion from Tourism Australia and Business Events Australia to meet with the Board and discuss current activities and future directions.

Andrew and Penny provided a brief update on the state of the industry:

- 2020 business events target is a yield strategy and we are currently well on target for achieving \$16b - \$17b.
- Overall industry growth of 11% year on year to October quarter with growth in all markets – 30% growth from USA, 21% China, 16% Japan, 17% growth for Malaysia, 15% increase from UK.
- They are working with the Bureaus and some PCO’s to assist with a delegate boosting fund program. This is focused on the international events but does allow for national events where international contingents are possible.
- BEA now has a presence in a number of second tier cities in China and will be monitoring the return from this investment.
- BEA working to develop relationships within China amongst the corporate market through building relationships with key airlines. This will provide direct access to the corporate market in China.
- BEA encourages anyone doing marketing work within countries where they have an office to contact them and utilise the BEA resources locally.

Tourism Australia, Business Events Australia and BECA all endorsed the continued relationships and collaboration between the organizations.



Research

BECA continues to focus on research as one of the two core priorities. Currently BECA has confirmed it will undertake a tender process to seek external organizations to provide short term and ongoing research for the industry. In infancy at the moment the project has the full support of the BECA Board and is being managed through the Research Sub Committee. The Sub Committee is currently in discussions with TTF regarding the undertaking of an audit into the existing research available in the industry and through BECA members.

Advocacy with TTF

BECA is working with our advocacy partner, Tourism and Transport Forum (TTF) to develop the Business Events Policy Platform for 2013 in the lead up to the federal election. At the last meeting TTF presented the first draft of the policy platform document to the Board for discussion.

The Platform is based on two key pillars:

1. A National Business Events Fund to provide support to bidding for business events and for marketing in the business events arena.
2. Industry and government collaboration. This will require each government department and agency to work closely with the business events industry to develop and implement strategies to secure business and professional events of relevance to their core portfolio responsibilities.

The BECA Board is now considering the most appropriate structure for the funding and collaboration efforts. It is planned to finalise the details by mid-February for launching at AIME.