


BUSINESS EVENTS: DELIVERING FOR AUSTRALIA



BUSINESS EVENTS: a powerful communication medium

Scientific and academic congresses,
professional conferences, trade exhibitions,
government meetings, corporate meetings,
business conventions, training workshops,
forums, incentives , product launches, retreats.



- best practice
- productivity
- investment
- sales
- profile
- research
- collaboration
- community outreach
- exports
- fundraising
- showcasing
- knowledge transfer
- technical skilling
- problem solving
- cultural exchange
- business alliances
- networking

BUSINESS EVENTS: Delivering legacies for Australia beyond tourism

Business events participants deliver strong yield for tourism destinations, with the highest daily spend of any visitor.

This is the tip of the iceberg.

Business events deliver much more than travel and hospitality spend.

They are at the forefront of the knowledge economy, providing a direct and powerful platform for new information to reach the market.

Governments and communities are increasingly recognising the benefits of hosting business events.

The case studies in this booklet illustrate how business events deliver for Australia.

Face to face events are highly effective vehicles for learning, collaborating, developing business relationships, demonstrating, selling, inspiring and problem solving.

They stimulate trade.

International business events hosted in Australia provide unique opportunities for the country over and above a boost in visitors. These events bring world's best practice to Australia and enable Australia to showcase itself to the world.

Business events often represent tipping points: acting as levers to launch new ideas, identify trends, spread news of research breakthroughs; and equipping people to meet the challenges of change.

Connections are made, action is taken, which otherwise may never have occurred.

The business events sector creates opportunities on many levels.

The growth of the business events industry in Australia since its emergence in the 1970s has seen the development of world class venues and professionals delivering a wide range of quality events which have resulted in intellectual, business and social legacies for the country.

Industry growth has spawned an expanding export market for Australian business events products and services.

BUSINESS EVENTS: AGRICULTURE





Botanists and biofuels

Australia's vibrant scientific community is active across all botanical disciplines and its researchers play a prominent and highly collaborative role in international biological sciences. These strong global connections helped secure the XVIII International Botanical Congress for Australia.

Over 2,400 delegates from 73 countries came together in Melbourne in July 2011 for the congress. Many then spread out across Australia, from the south west of Western Australia to far north Queensland, in a number of special field trips, to more closely examine the country's many endemics and strong Gondwanan elements.

Technology innovations featured on the scientific program along with food security, crop productivity, genetics, plant conservation, plant breeding and climate adaptation.

Exciting research was presented including news about a hormone that determines the size and shape of crops which could improve harvests, and help in the control of a vampire plant according to Queensland researchers who reported on their work at the congress. The researchers, led by Associate Professor Christine Beveridge, have developed genetic tools which will allow them to tease out more details.

Keynote speaker Professor Chris Somerville, the director of the Energy Biosciences Institute (EBI) at the University of California, Berkeley and the University of Illinois, who heads up the world's largest integrated bioenergy research institute, spoke about his confidence the US will meet its target of producing 30 per cent of its transport fuels from plants by the year 2030. Unlike biofuels made from cornstarch or sugar, cellulosic fuels are made from the cellulose-rich body of plants which is not digested by humans.

Australian researchers are contributing to this work.

While in Australia, Prof Somerville extended collaborations with the ARC Centre of Excellence in Plant Cell Walls at the Universities of Melbourne, Adelaide, and Queensland. Under the agreement, the US Institute will gain access to the biological and technical expertise of the Centre, and the Centre will gain access to expertise and facilities at the EBI, including a team of American economists and modellers who will assess Australia's natural resources and infrastructure capacity for producing biofuels.

"The ARC Centre has expertise in studying carbohydrates that you don't get anywhere else in the world," Prof Somerville said. "The agreement allows it to plug into an emerging field worldwide. The future source of our fuels is a world problem which demands a world solution."

The congress also included a series of free sessions open to the public, providing a unique international learning opportunity.

Average attendance was 300 over the five public talks. Topics included "Fruits of the vine – future climates and wine"; "The World of Plants"; "The Atlas of Living Australia: infrastructure for biodiversity research"; and a debate on "Brave New World: can we solve tomorrow's environmental and energy problems by using life itself?" moderated by Robyn Williams, ABC Science Show.

A wide variety of specialised meetings also took place, plus a special exhibition on the science of botanical illustration, showcasing 30 of Australia's leading botanical illustrators and opened to the general public over three weeks.

With as many as two-thirds of the world's 350,000 plant species in danger of extinction in nature during the course of the 21st century, there were many serious issues under consideration. This resulted in the conference adopting five key resolutions to help sustain plant diversity.





Plant diseases under the microscope

Darwin was the scene for the 4th Asian Conference for Plant Pathology in April 2011, attended by almost 400 delegates from 34 countries. A large delegation from China joined colleagues from many other Asian countries plus plant pathologists from further afield. It was the first time the Asian Society had combined with the Australasian Society for a joint event.

With a theme "New Frontiers in Plant Pathology for Asia and Oceania" the conference gave delegates a chance to talk about problems facing the region in terms of plant disease and, importantly, gave Australians a firsthand chance to hear what sort of diseases are in neighbouring countries which may have to be faced in Australia.

A number of workshops, some using the laboratory facilities at Charles Darwin University, dealt with issues such as biosecurity, soilborne diseases, forestry, virology, banana and potato diseases, and nematodes.

Delegates from developing countries attending the event gained vital diagnostic skills using Australian laboratory facilities.

Dr Elaine Davison, President of the Australasian Plant Pathology Society, hosted a special breakfast session at which presidents and past presidents from plant pathology associations in Singapore, Pakistan, Thailand, Indonesia, Japan, South Africa and Australia dealt with key issues such as biosecurity, worldwide trade and certain plant pathogens.

Delegates also visited a diverse range of farms to experience the array of tropical horticulture enterprises in Darwin; including mangoes, rambutans, Asian vegetables and cut flowers. The mango industry was highlighted to give delegates an insight into the nature of the industry, crop management techniques, major diseases and options for their control. Another field trip visited vegetable farms in the Darwin area to view Root Knot Nematode problems.

Given the devastating nature of diseases on crops and the environment, it is easy to see why such a meeting is critical to sharing vital knowledge.

A photograph of two women, likely of Asian descent, looking down at a document or laptop. The woman on the left is wearing a pink lanyard and a white top. The woman on the right is wearing glasses and a white top with a colorful pattern. The image is overlaid with large, semi-transparent geometric shapes in shades of purple, pink, orange, and green. The text 'BUSINESS EVENTS: EDUCATION' is written in white, bold, sans-serif capital letters in the upper left corner.

BUSINESS EVENTS: EDUCATION

Agents workshop boosts Australian study and travel

The International Consultants for Education and Fairs (ICEF), based in Germany, and EdMedia, based in Australia combined to convene the Australia New Zealand Agents Workshop on the Gold Coast in 2011.

Originally focusing on language colleges, the event was opened up to all sections of the education industry to counter the decline in the former market. High schools, universities, TAFE colleges, language schools and vocational colleges all participated, resulting in 509 delegates from 52 countries. Exhibitors were up 26% on the 2010 event, representing a range of industries including banks, insurance companies, telecommunication companies, tour companies, and work and travel providers.

"We were extremely happy with the 100 per cent growth in the work and travel sector, which reflects the link between education and the youth tourism industry," reported Rod Hearps, Vice President of ICEF Asia Pacific. "A major objective is to get educators and youth tourism operators to meet with agents who can send them business: with agents they already know and new agents."

An informative seminar program covered key issues such as: cooperation between education and youth tourism industries; Latin American student expectations; plus Australian visas and immigration updates.

A highlight was a site visit of 240 delegates to Bond University to see one of the premier education facilities in Queensland.

BUSINESS EVENTS: ENGINEERING

Water in a changing world

“Balance and Uncertainty: Water in a Changing World” was the theme for the 34th International Association of Hydraulic Engineering and Research Congress held in Brisbane mid 2011. It was a collaborative effort between Engineers Australia and the International Association of Hydraulic Engineering and Research. The congress combined with the 33rd National Hydrology and Water Resources Symposium and the 10th National Conference on Hydraulics in Water Engineering.

The topic of water resources is increasingly a vital one for the world in which hydraulic engineering plays a critical part. Australia has an established reputation in this field and this congress enabled a large number of Australian professionals to present the latest research and projects in the hydro-environment field. Over 200 of the 570 papers presented at the congress were by Australians.

Hosting this international event in Australia created an opportunity to include students and young professionals in the program, and to offer local technical tours to demonstrate Australia's expertise.

BUSINESS EVENTS: CORPORATE OUTREACH



Amway China hits Melbourne running

A classic example of the huge value of Asian incentive business was the Amway Greater China Leadership Seminar held in Melbourne in April 2008. The seminar involved 7,200 Chinese delegates spread over four waves of around 1,800 delegates each. The Melbourne Convention and Visitors Bureau estimates delegate expenditure was \$18.6 million and that the total economic impact was \$35 million. The event represented 20,000 room nights for local hotels.

Amway China left a legacy beyond its spend in the destination. Part of the program involved a Fun Run around the Royal Botanic Gardens in aid of a local charity. Each participant was asked to contribute A\$10 which was donated to Berry Street – a Melbourne Children's Charity. In total, approximately 5,720 people participated in the optional run and \$57,720 was raised and donated to Berry Street to aid its education programs for disadvantaged children.



Clean Energy Week

The century-old Hartnett House in Brunswick was fitted with the latest in clean energy technology to mark the official launch of the inaugural Clean Energy Week, held in Melbourne in May 2011.

Leading solar company Clenergy donated and installed a three-kilowatt solar power system valued at \$10,000 at the Melbourne City mission facility on Albion Street. Clean Energy Council Chief Executive Matthew Warren said the charity installation was a fantastic way to launch the landmark event on Australia's clean energy calendar.

"Hartnett House and Melbourne City mission have been providing magnificent service to the local community here for a century. We're bringing a wonderful old building into the new energy age, giving it access to cheap, clean power to run its operations."

Clean Energy Week followed, attracting more than 2,200 delegates and visitors to the conference and exhibition from across Australia and around the world. It was the biggest clean energy industry event ever staged in Australia, combining the previously separate Clean Energy Council National Conference and Australia's biggest solar event, the ATRAA Conference.

The Clean Energy Week exhibition was for the first time opened to the public in response to the growing interest in energy options for domestic and commercial applications.

The exhibition featured an interactive education program for school children that booked out in a matter of days bringing 1,000 primary school children from across Melbourne to participate in the specifically designed program and exhibition.

BUSINESS EVENTS: ENERGY + RESOURCES



Showcase for oil and gas innovation drives business

Australasia's largest oil and gas exhibition (AOG) has boomed over the last five years, more than tripling its international visitors and the number of international exhibitors.

This Perth-based event is a firm fixture on the global oil and gas calendar. Over 10,000 corporate visitors attended the show which brought an estimated \$10.9 million in expenditure to the city in 2011.

"Western Australia ranks as one of the most exciting oil and gas provinces in the world with some of the largest (Chevrons Gorgon project) and most innovative (Shells Prelude Floating LNG project) projects", explained event director Bill Hare from Diversified Exhibitions Australia.

Western Australia is home to 500 commercial mining and petroleum projects currently underway and is one of the world's leading resources economies.



AOG covers the entire spectrum of the oil and gas industry from exploration and production technology including gas processing, to pipelines, offshore services, engineering, design and construction.

Visitors to the show include senior managers, engineers, consultants and procurement professionals from exploration and production companies, engineering firms, consultancies, contractors and from the service and supply industry.

The multi-faceted exhibition is a sell out each year.

A unique AOG Careers Day has been designed to educate and excite secondary and tertiary students to pursue a career in the oil and gas industry. In 2011 over 400 tertiary and 600 secondary students participated. The sponsors of this event included Woodside, ConocoPhillips, Worley Parsons and JP Kenny.

The Subsea Australasia Conference is run in conjunction with AOG and in a short time has grown to become one of the largest events of its kind in the world with over 500 delegates.

AOG provides a platform for Australian companies to showcase their products and services, particularly in the popular Innovation Zone. Participants in 2011 included the CSIRO, University of Western Australia, Constructive Media, Matrix Composites & Engineering, and Dynapumps.

One Scottish-based provider of engineering services company, Tracs, attributes its successful participation in the last two AOGs as a key stimulus in a decision to set up an office in Australia. Positive feedback from a range of Australian and international exhibitors reflects the great success of the show in driving business.

Surveys based on 450 exhibitors shows the average total value of sales leads generated by each exhibitor was \$911,000, pointing to an estimated \$410 million in potential business written at the show.

BUSINESS EVENTS: GOVERNMENT



Cairns Forum strengthens Pacific Islands links

The Department of the Prime Minister and Cabinet hosted the 40th Pacific Islands Conference in Cairns in August 2009 on behalf of Australia. The opportunity only comes up about once every 15 years with the 2009 event attracting some 600 delegates including heads of state and government representatives from around the Pacific, Commonwealth Secretariat, the United Nations and the Western & Central Pacific Fisheries Commission.

The forum provides the chance to develop regional approaches on key areas such as marine safety, climate change, fisheries, trade, health, sport, renewable energy, the bulk procurement of petroleum and regional aid. A number of declarations were released as a result of discussions and agreement including adoption of the Cairns Compact on Strengthening Development Coordination in the Pacific.

Leaders agreed on urgent and ongoing need for the development of effective policy measures and practical responses aimed at building sustainable economic resilience in the region.

A \$US3million partnership agreement was signed between Oceania Football Confederation, the Government of Australia, and the Football Federation of Australia. The landmark agreement aims to deliver sports-based programs that contribute to community development in the Pacific.

United Nations downunder

Only the third time held outside New York, and the first time in the Southern Hemisphere, the Australian Government co-hosted a major United Nations conference in Melbourne in September 2010. Delegates from 70 countries and 355 NGOs joined a large media contingent and other invited guests to total 2,075 attendees.

The theme of the 63rd annual UN DPI/NGO Conference focused on global health and eradication of poverty through the UN Millennium Development Goals, marking ten years since the Goals were agreed to by the 189 UN countries. The conference is run in partnership between the United Nations Department of Public Information, the Australian Government and the worldwide NGO community.

Outcomes were fed into the High Level Plenary Meeting of the General Assembly on the Millennium Development Goals in New York which took place three weeks later.

Taking the conference "on the road" was a deliberate decision by the UN to develop a more diverse global NGO community. In 2008 the 61st Annual Conference, dedicated to "Reaffirming Human Rights for All", was fittingly held in Paris, France, where the Universal Declaration for Human Rights was adopted six decades earlier. The 2009 Conference, with a theme "For Peace and Development: Disarm Now", was convened in Mexico City - the capital of a country well known for its stand on issues of disarmament. In 2010 the Conference was held in Melbourne, Australia, a city renowned for its medical research, as the NGOs examined the issue of Global Health and Millennium Development Goals.

The conference vision statement clearly articulated its direction. "In global health we need more integration of programs, a focus on maternal/child issues, methods to generate outcome data, cost

effective delivery, sustainability, and an emphasis on prevention. Therefore, this Conference should emphasize the multidisciplinary, multifaceted issues in fostering health, not just managing disease."

Collaborative discussions resulted in a conference declaration which listed nine objectives and called upon the Millennium Goals to be met by 2015. Three of the eight Goals relate to health, namely: reduce child mortality; improve maternal health; and reduce HIV/AIDS, malaria and other infectious diseases.

As both the UN Secretary-General and the Director-General of the World Health Organization have noted on global health: "Health is the tie that binds all of the Millennium Development Goals together. If we fail to meet our target on health, we will never overcome poverty, illiteracy, achieve universal education and meet the other MDG challenges."



BUSINESS EVENTS: HEALTH



Eyes on Australia

The Asia Pacific Academy of Ophthalmology Congress came to Australia for the first time in March 2011. Hailed an outstanding success by the Australian host, the Sydney event attracted over 4,500 delegates from 67 countries.

The foresight and generosity of the Australian organising committee saw almost 1,000 ophthalmology professionals from emerging countries participate, made possible by foregoing congress profits to subsidise these delegates' registration fees.

The event highlighted the work of ophthalmologists operating in the field around the Asia Pacific region such as East Timor, India and China, with the large photographic display providing a direct reminder of the link between conference learning and practice. The Royal Australian and New Zealand College of Ophthalmologists used the opportunity to promote its leadership program to encourage its field missions in the Asia Pacific region.

A complex series of sessions and keynote addresses exposed local practitioners to the best advances in the world. Live surgery was beamed into session rooms with extraordinary clarity to demonstrate fine surgical techniques.

The trade exhibition featured state-of-the-art ophthalmology technology with millions of dollars in equipment onsite allowing for practical demonstrations. Australian head office of equipment supplier Ellex, based in Adelaide, was one of the exhibitors.

"Several of our laser and ultrasound systems were sold directly off the exhibit floor during the congress: but of even more importance was the opportunity to showcase our products and technology to more than 4,000 delegates, providing many opportunities for future growth of the Ellex brand", said company representative Kate Hunt.

Satellite activities saw a group of Chinese ophthalmologists visit the Sydney Eye Hospital. Another group of 80 delegates held a 3-day meeting in the Hunter Valley.

The conference spawned the formation of a new Asian Pacific Glaucoma Society which will provide information to the region to help manage patients with glaucoma using the world's best current knowledge and standards.



NT community benefits from health meetings

Bringing a group of health industry professionals to the Northern Territory in July 2011 to promote the destination as a meeting place has already produced positive outcomes especially for the Northern Territory Convention Bureau which has identified the health sector as one of the NT's key industry strengths. The group visited the Royal Darwin Hospital's War & Disaster Forum, the NT Radiation Oncology unit, the National Critical Care and Trauma Response Centre and the Menzies School of Health Research. In Alice Springs, the program included Alice Springs Hospital, the Baker IDI Heart & Diabetes Institute, Alice Springs Hospital's Renal Dialysis Unit (Purple House) and the Medicine Tree NT. An immediate pledge of support was made to Purple House by one of the attendees and connections were established for future events which would link national and international health professions' meetings to relevant health projects in the Territory.

In an example of the health strategy and Corporate Social Responsibility (CSR) in action, a group of dentists attending the Australian and New Zealand Society of Paediatric Dentistry Conference held in Central Australia in August 2011 visited the Mutitjulu Community to educate local children on dental care and dispense dental kits.



Skin cancer breakthrough

The International Melanoma Research Congress came to Australia for the first time in November 2010. The Sydney event attracted a record attendance of 950 delegates from 30 countries demonstrating the importance of this research area to Australia.

The congress was hosted by the Melanoma Institute Australia, the world's largest research and treatment facility of its kind. The high prevalence of melanoma in Australia has led to the development of significant national expertise and research capacity.

Co-Convenor Professor Nick Hayward said: "With more than 10,000 Australians diagnosed with melanoma each year and 1,200 dying from the cancer, the Melanoma Research Congress series is incredibly important in bringing experts together to discuss new molecular therapies to treat this disease.

"The conference reinvigorated interest in melanoma treatment. We have made major developments in the last few years and this forum reignited an interest to work in the field.

"It was also very timely in that major clinical trials had been completed and published in the months leading up to the congress, which have provided the biggest breakthrough in melanoma treatment in 50 years. The congress gave us the ability to showcase the results and give them their first public airing.

"We revealed that two new drugs for melanoma could be approved for broader use within the next year which may provide the first effective treatments for advanced forms of the disease. This gave people a renewed hope that a treatment might be in reach. Before now, hope of a cure was far off, but we were able to demonstrate that the drugs under development have the potential to lead to effective treatment."

Australia initiates global meeting on new science

Professor Julio Licinio, Director of The John Curtin School of Medical Research of the Australian National University was behind the effort to create a new international conference on Translational Medicine which was held in Canberra, November 2010. The aim was to establish Canberra as the global hub for this relatively new field of science. Plans are already in train to hold the conference biannually, alternating between Australia and another country.

The emerging field of translational medicine brings together the research findings from diverse scientific fields with the aim of promptly translating the results into better care for patients, in the form of quicker development of new diagnostic procedures, drugs or therapies. The conference created a forum to advance international academic collaboration in the field.

A highlight of the conference was the official launch the Australian-German Institute for Translational Medicine, a joint initiative of the JCSMR at ANU, Canberra, and the Technische Universität Dresden. The new Institute is an exciting development, and its work should lead to important new treatment methods to help in the fight against diabetes, depression, dementia and other epidemic diseases.

"The two universities behind the Institute have been pioneers in the academic roll out of translational medicine, and both bring vast amounts of experience to the initiative. The formation of the Institute will facilitate a research and knowledge exchange program between the two countries, and its first work will look at fighting diseases which are commonplace in both the Asia-Pacific region and Europe," said conference convenor Dr Madeleine Nicol.



INAUGURAL EVENTS: NEW OPPORTUNITIES

Australian initiative
creates new international
conferences on topical
issues and areas of expertise.



Australia puts youth mental health on global agenda

The 1st International Youth Mental Health Conference was held in Melbourne in July 2010. The initiative was created by Convenor Professor Patrick McGorry, Executive Director Orygen Youth Health Research Centre and Australian of the Year 2010 and headspace, the National Youth Mental Health Foundation that focuses on the mental health and well being of young people.

This inaugural and significant event brought together 1,000 innovators, practitioners, researchers, social workers, educators, youth workers, policy makers, psychologists, psychiatrists and allied health specialists. The conference showcased research and evidence based best practice presentations across the keys of youth well-being and mental health. In addition to the innovative conference program, a public forum 'A Conversation with Professor Patrick McGorry' was held attracting a further 600 participants from within the community of carers, youth, parents and others interested in the realities and challenges of youth mental health. Professor McGorry was joined by a panel of mental health advocates for a candid discussion about the issues facing young Australians and how the community can influence change.

The forum took the 'conversation' outside of the conference structure for a very real and engaging discussion with the community and those dealing with the realities of youth mental health.

As a result of the success of the Conference, the 2nd International Conference is now being planned in collaboration with Ireland, another country leading the way in the field of youth mental health, ensuring the knowledge and information exchange continues across the globe.

Focus on patient choice in advanced care planning

Advance Care Planning (ACP) is a process enabling a patient to express wishes about his or her future health care in consultation with their health care providers, family members and other important people in their lives. Keen to develop education and peer networking in this area, Associate Professor Bill Silvester, Director of the Respecting Patient Choices Program at Austin Health, Melbourne decided to create an education conference dealing with the subject. The result was the Inaugural International Advance Care Planning Conference, held in Melbourne in April 2010.

Notwithstanding the challenges of creating a new event, the organising committee worked with a conference management company to launch and deliver a successful conference. Delegate numbers of 450, including 14% from overseas, exceeded expectations.

The opportunity to create a longer-term legacy from this success was not lost. Leveraging off this success, Dr Silvester was able to announce the launch of a new society, The International Society of Advance Care Planning & End of Life Care (ACPEL), and quickly secured membership interest. Future conferences around the world are already on the drawing board, with the event returning to Melbourne in 2013 and 2016.

The Respecting Patient Choices program, pioneered at Melbourne's Austin Hospital in 2002 and now operating around Australia, has driven real reform in end of life health care.

"The success of the inaugural ACPEL conference underlines how important advance care planning is to the health industry and more especially, to the community," Dr Silvester summed up.

BUSINESS EVENTS: MARINE



Millions of dollars turnover each hour at boat show

When the inaugural Sydney Boat Show was launched in 1968 by the Boating Industry Association of NSW, it was held in a suburban shopping centre and featured just 57 exhibitors.

Forty four years later, the show has grown to become the largest recreational boat show in the Southern Hemisphere, with typically more than 900 boats, 280 exhibitors and 75,000 visitors. Packed with millions of dollars worth of boats, engines, marine electronics, fishing tackle, scuba and water ski equipment and every type of boating accessory imaginable, it fills all available exhibition space at Sydney Convention and Exhibition Centre, plus fills Cockle Bay with a specially built extension to the existing marina in Darling Harbour.

It has also added "International" to its name. With good reason. Over the years, the show has increased its international profile. In 2011, half of the exhibitors represented international companies with many having their international representatives at the show supporting their efforts. Each year over 2,000 international visitors travel to Australia for the show.

In a typical year, the show has over 25,000 visitors from country NSW, interstate and overseas. Of those visiting from these areas, 84% say that the show was the primary reason for their trip.

Many leading marine companies use the show as a launching pad for new products, including the Australian companies exporting to the international market boat builders and marine component manufacturers such Riviera, Maritimo, Sea-Wind, Muir Winches and Aqua-Luma. The industries AIMEX export awards are held to coincide with the show.

The Show's Marketing Manager, Domenic Genua, said typical turnover at the event is between \$5million and \$6million an hour. "Over the whole show we expect that our 2011 exhibition will turn over about \$300million on site", said Genua. "A further \$200million in sales is expected to occur during August as a direct result of the show. The event contributes \$500million to our industry which is almost 25% of the industries annual turnover within the state of NSW".

The event is an economic driver in itself. Not only stimulating sales for the exhibitors, an estimated 5,500 people are involved at some time in the preparation and delivery of the annual show.

The multi-faceted event incorporates a series of activities which add value for visitors and exhibitors including information for careers in the maritime industry; better boating education; a fun boat building competition; a photographic competition, cooking demonstrations, a fishing clinic, the Better Boating Lounge education stage, free Sydney Harbour tours for show ticket holders, historic boat displays and a fashion show.

The show uses its high profile to support a wide range of groups and activities. Students from educational institutions fulfil many roles during the show as part of their management, event, tourism and journalism studies. Exhibitors raising money for good causes are supported and allowed to use the event as a backdrop and focal point for their activities. In 2011 the event was a launch point for two brothers leaving on 9500 km odyssey from Sydney over the top to Perth in a rubber duckie, with an aim to raise \$200,000 for prostate cancer research. It also was the closing point for the drive that raised \$250,000 for the children of Bear Cottage.

The background of the image is a deep space scene. It features a dense field of stars of various colors (white, yellow, orange) against a dark blue and black void. A prominent blue nebula with wispy, glowing structures is visible on the right side. Overlaid on the left side of the image are several semi-transparent, overlapping geometric shapes in various colors: light blue, green, magenta, orange, and purple. These shapes are arranged in a way that they appear to be layered, creating a sense of depth and movement. The text 'BUSINESS EVENTS: SCIENCE' is positioned in the upper left corner, partially overlapping the geometric shapes and the starry background.

BUSINESS EVENTS: SCIENCE

Australian research launch at physics congress

Held in Melbourne late 2010, the 19th Australian Institute of Physics Congress attracted 800 physicists and industry professionals to showcase the strength and diversity of Australian physics and optical fibre research.

The congress also provided the forum for the launch of a major collaborative program within the scientific community. A \$25-million Australian Research Council (ARC) Centre to explore the origins of the universe immediately after the Big Bang was previewed by the Director General of CERN in Switzerland, Prof Rolf-Dieter Heuer.

The ARC Centre of Excellence for Particle Physics at the Terascale will explore particle physics at terascale energies (a thousand billion electron volts) through the ATLAS experiment, which is a giant particle detector attached to Large Hadron Collider at CERN.

The Centre brings together scientists from the University of Melbourne, the University of Adelaide, Monash University, the University of Sydney and a host of international collaborators.

Prof Heuer was announced as the Chair of the International Advisory Committee of the ARC Centre, and its director will be Prof Geoff Taylor of the School of Physics at the University of Melbourne.

"The Centre will greatly expand Australia's role in the largest pure science enterprise on planet earth, the Large Hadron Collider," Taylor said.

Asia Pacific women engineers network

Held in Adelaide in July 2011, the 15th International Conference for Women Engineers and Scientists was ten years in the planning, and the first meeting held in the Southern Hemisphere.

The conference gave Australian female leaders in engineering, science and technology fields an opportunity to showcase their contributions on a global stage. Discussions covered new ideas and solutions to contemporary problems including climate change, water, energy and sustainability; gender and career issues.

"The problems that engineers must solve today are critical to the survival of future generations. The need for women's creativity and know-how has never been greater, as the best possible solutions will be found if men and women combine their considerable talents together to lead and work in engineering teams", said Dr Marlene Kanga, co-chair of the organising committee.

An Asia Pacific Nation Network held its first meeting. The Network encourages women engineers and scientists to collaborate and form alliances for future projects.

Five site tours were offered to key Adelaide locations including BioInnovation SA, home to the BioSA Incubator which was opened to fast track the growth of local companies; the new SA Water Desalination Plant and the IPAS Optical Fibre Research Facility.

A Future Minds Expo invited local high school students to meet with the world's leading scientists and engineers, encouraging them to consider a career in these areas.

Nobel Laureates in atomic physics visit Australia

In July 2010, over 600 delegates from 37 countries met in Cairns to hear from some of the best atomic physicists in the world. The occasion was the 22nd International Conference on Atomic Physics. It boasted a program that included three Nobel Laureates plus many other renowned atomic physicists.

An outstanding program of invited speakers and contributed posters covered the most recent advances in the broad field of atomic physics, such as atomic tests of fundamental physics, precision measurements (including atomic clocks), laser spectroscopy, and quantum information processing with atoms and ions.

Co-Chair of the local organising committee was Professor Peter Hannaford, Director of the Centre for Atom Optics and Ultrafast Spectroscopy at Swinburne University of Technology in Melbourne. He believed the success of the event showed the field of Atomic Physics is flourishing. The benefits were not contained to the conference itself.

"Following the conference we continued to be flooded by international visitors to our laboratories around Australia which gave Australian research wonderful exposure around the world."

The conference gave a unique opportunity to Cairns State High School. Nobel Laureate Professor Wolfgang Ketterle visited to speak about his research, various fields of physics, superfluids and the discovery of a 5th state of matter at very low temperatures.

"We want to make sure young people know, feel and experience how exciting science is and to encourage them to pursue careers in science if they're passionate about it" he said.

"It is very rare that High School students are exposed to such high quality, leading edge scientists" said Robyn Cowie, Head of Science at Cairns State High School. "It not only gives students an insight into genuine science, but it allows them to connect with an high calibre international scientist to discuss the various fields of physics and their research." she said. "We had 140 students fill the auditorium and listened intently to every word Wolfgang Ketterle had to say. I am sure they would have stayed and listen for another hour".



Soil science meeting identifies collaborative opportunities

The World Congress of Soil Science is held every four years under the auspices of the International Union of Soil Sciences. It is the peak meeting for the world's soil scientists.

"Australia is a significant player in soil science", explained Mike Grundy CSIRO Sustainable Agriculture Flagship scientist. "There was a suggestion that it was time for Australia to host the event once again: the last time was in 1968."

Backed by a strong Queensland Branch of the Soil Science Society, the event welcomed over 1800 delegates from 65 countries in Brisbane in August 2010. Large delegations came from New Zealand, USA, Japan, Korea, Germany, France, UK, Italy, Russia, Brazil and China.

The Brisbane meeting theme was 'Soil solutions for a changing world' in recognition of the urgent challenges facing the world over the next few decades. A huge range of research was presented in 400 oral papers and 1,226 poster presentations.

Notable advances included a new understanding of the processes needed for a new 'green revolution', remarkable new insights into soil biology and soil biological function, and new studies on the importance of soil and soil health for social stability.

Amongst many highlights the evolving area of soil research in the emerging field of metagenomics, or the collection and observation

of naturally occurring genetic material for the purposes of medical and other research, excited attention. Numerous papers exploring this area were presented at the congress as part of the 'Gene expression and proteomics in soil' sessions.

For instance, Ian Pepper from the University of Arizona presented a paper in which he discussed soil as a potential source of therapeutic treatments for disease, underscored by the fact that some 60 percent of cancer drugs developed between 1984 and 1994 were soil-derived.

"A general outcome was an upsurge in people's realisation that there were opportunities for collaborative projects across countries. I can think of a couple of examples where Australian scientists were involved in this. People from overseas were really made aware of the work happening over here too," added Mike Grundy. "Every morning we had a plenary session, where all delegates got together and looked at some of the major issues the world was facing and Australia's response"

The program offered a dynamic program of public events and scientific tours to each corner of Australia and New Zealand. A public debate on mining versus agriculture attracted around 500 people.





BUSINESS EVENTS: EXPORTS

There are a small but growing number of Australian business events companies and individuals who are successfully exporting their product and services to the world.

Often under the radar, these people are making their mark overseas.

The development of a strong business events industry in Australia has enabled these operators to learn, grow and build a global reputation for quality.

The potential exists to increase this service export market.

Aussie expert in event technology goes global

Info Salons Australia Pty Ltd started 21 years ago as a small business providing automated registration systems to the emerging exhibition industry. The company growth has mirrored the growth in exhibitions and conferences in Australia, expanding their specialised IT products and services for the business events market.

Success in the Australian market with innovative events technology gave Info Salons confidence to expand into the Asian market, and it now has six overseas offices including Beijing, Shanghai, Macau, Hong Kong, Dubai and London. Together with the Australian operation Info Salons employs 150 permanent staff who have clocked up more than 3,500 events in ten countries. Income from offshore markets has now grown to be almost 40% of the total revenue of the company.

Info Salons develops all its software in-house, including mobile platforms, and offers registration facilities in almost every language. Innovations have included the first tracker tool and registration entry barcode for mobile phones, and more recently have created smartphone applications.

"When we started the company there was no internet, no email and no mobile phones. When I look back, we've come a long way from being the first company to launch magstrip plastic badges in Australia," said CEO Jo-Anne Kelleway, who gained international recognition as winner of a 2004 Global Mobile Award for being the first company to send a barcode to a mobile phone to scan entry into an event.

"In the past twenty-one years, we've seen huge changes in the exhibition industry in Australia. Many of my clients who started out as local businesses are now are part of multi-national groups and this has offered us opportunities to extend our services beyond Australia.

"In particular, we have focused our efforts on positioning Info Salons to take advantage of the rapid growth of the exhibition industry in China with the opening of three offices."

London is Info Salon's latest move, putting the company in position to leverage off the 2012 Olympics and providing a base for further expansion in Europe.



Professionalism and innovation pays off

When Australia won the bid to host the 12th International LNG event in Perth in 1998 Australian company Exhibition & Trade Fairs (ETF) was appointed to organise the exhibition component. ETF more than doubled the size of the exhibition and this opened the door to what has become a service export success story. After Perth ETF was invited by the Korean National Organising Committee [NOC] to tender for the next event, LNG 13, in Seoul in 2001.

Invitations to bid for future LNG exhibitions followed from the respective NOCs and now, over 12 years on, ETF has also organised the LNG exhibition in, Qatar, Spain and Algeria, with work underway on the next event in Houston USA in 2013. ETF will also be handling the exhibition when the LNG event returns to Perth in 2016.

The export story doesn't end there. In 2008 ETF leveraged its success and experience to successfully tender against seven other companies for the exhibition at the World Gas Conference (WGC) 2012 Kuala Lumpur. In an exciting development for ETF the company has also won the tender, against four competing companies from France and the UK, for WGC 2015 Paris where the exhibition is expected to be 30,000 gross sqm.

ETF's Director of Portfolio Development Rodney Cox believes the company's success lies in not only growing the size of the exhibitions. "We provide innovative ideas and solutions to meet the challenges that each venue and city posed. We also proactively drive the exhibition's contribution to the brand values and success of the entire event.

"Our business model sees our staff responsible for exhibition sales, visitor marketing and operational delivery all based in Australia. While we deliver the event in the host country, we use Australian based companies for activities such as design, printing, website, marketing, on-line services etc. We also use the Australian teams from global suppliers for activities such as freight forwarding and on-site logistics."

Cox estimates that, across a three-year event cycle, ETF's international portfolio now provides around 20% to 25% of the company's total revenue, in addition to broadening and diversifying their revenue base.



Business events multi media specialist gains export opportunity

When the large banking conference known as **sibos** came to Australia in 1997 and appointed ZOOM Productions as official photographers, little did its directors Anthony Vallario and Giselle Martins realise how important this event would turn out to be for their business.

The professional services of this local supplier impressed the global sibos team so it was no surprise when sibos once again used ZOOM Productions for photography and video when they returned in 2006. The match worked for all concerned, and ZOOM approached sibos with the proposition of appointing them on a longer term basis around the world, rather than utilising a multitude of varying companies in the various event locations.

sibos agreed to a three-year appointment which saw ZOOM cover the events in Boston 2007, Vienna 2008 and Hong Kong in 2009. This has now been extended to a longer term arrangement with Amsterdam in 2010, Toronto 2011, Osaka 2012 and beyond.

Vallario explains “sibos presented an opportunity for us to provide specialised digital media services to a large conference and exhibition looking to partner with an experienced provider that understood conferences and exhibitions, but in particular, the specialities and high standard of their finance event. We had built up the trust in the relationship and saw the opportunity to create an unmatched winning outcome for the sibos organisers, the exhibitors and for ZOOM Productions.”

From a base offer of photography for the first Australian event, ZOOM has now expanded its services to now offer video media coverage of the exhibition, social events, interviews and sessions; 360 degree virtual tours of the venue space and exhibition; post show framed prints, coffee table books; speakers gifts; tailored exhibition websites; and custom-built web tours of the venues as aids for exhibitors.

For the Osaka show in 2012, ZOOM will produce a destination video for the first time.

After focusing on the Australian market for most of its twenty years, ZOOM Productions is growing its export market and is currently looking into establishing an office in Europe.



Australian venue manager continues to expand offshore

Strong convention venue management skills have paid dividends for an Australian company, AEG Ogden.

AEG Ogden cut its teeth on venue management in Australia as Ogden IFC. From its first job managing the Brisbane Entertainment Centre in 1986, AEG Ogden's "family of facilities" has grown to include purpose-built convention and exhibition centres in Brisbane, Cairns and Darwin, in addition to stadia, entertainment centres, theatres and showgrounds in Brisbane, Newcastle, Perth, Albany, Cairns and Sydney.

The company built a solid reputation based on this experience in Australia and now exports its services in the form of management of venues in the Asia Pacific region. The major international convention and exhibition in Kuala Lumpur came first in 2005, followed in 2011 by an impressive new centre in Qatar. Further venue management contracts are being negotiated in the Middle East, India and Asia.

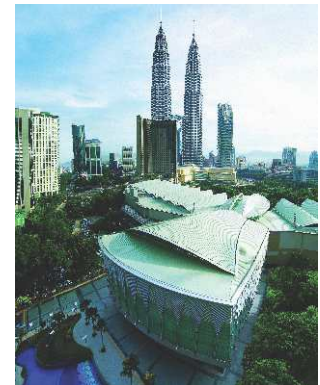
The group's expansion has been tied in with Ogden IFC's decision in December 2007 to join forces with the Anschutz Entertainment Group in the USA to form a joint venture, AEG Ogden.

The Australian-based division oversees the venue management services delivered in the Asia Pacific region and has developed a prominent global reputation for its integrated management systems covering all aspects of venue operation including event planning, event day operation and the delivery of services in-house where feasible including catering, cleaning, car parking and security.

The company also exports their consultancy services to other venues around the globe.

AEG Ogden Director of Convention Centres, Geoff Donaghy said that operating world-class centres in Australia had helped cement the company's reputation overseas. "With the rise of centres in Asia and the Middle East, we saw an opportunity to further develop our business offshore.

"We expect this growth to continue to mirror the rise in convention centres throughout the region. It provides a great chance for Australian professionals to export their expertise in the business events market," Mr Donaghy added.



Aussie event manager's great leap forward in China

Australian event design and management company Off Site Connections started life in Queensland in 1995, enjoyed success in Australia, and saw an opportunity to expand into a growing market by taking its services to China. Its head office remains in Brisbane, with operations in Cairns, Gold Coast, Sydney and across China. The China offices opened first in Shanghai in 2005 and now include Beijing and Macau.

Managing Director Peter Kinnane now spends most of his time in China. He explains how this great leap offshore came about: "Around 12 years ago while we were producing events in Australia for Chinese clients they asked us to take our expertise to China and produce events for them there. In doing so it became quite clear that the events industry on the ground was very raw and we saw a chance to provide a high end, creative and professional product.

"While this created enormous challenges it also opened a window of opportunity to commence a Chinese based operation in 2005. Today, for our company to be sustainable, we couldn't rely on inbound business to Australia, which is why our core business relies on local, multinational, inbound and out bound markets.

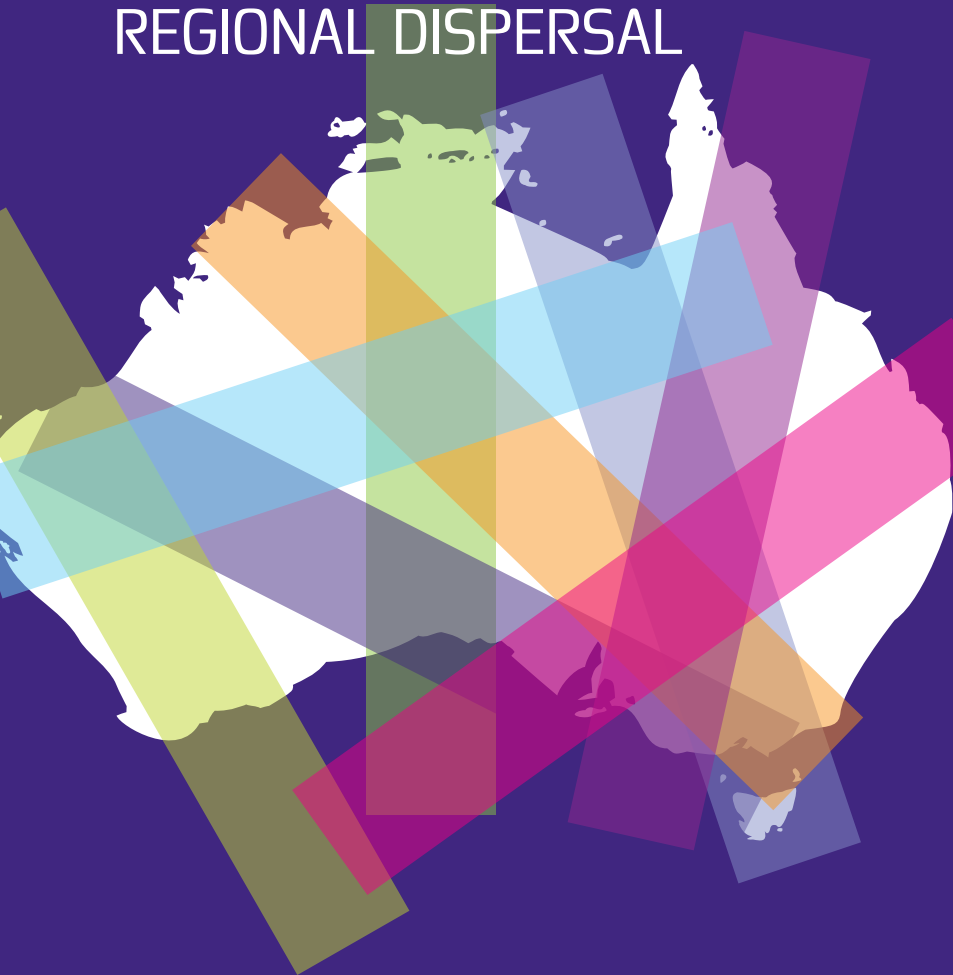
"The Australian business has benefited from relationships developed in China which lead to producing Chinese-hosted events in Australia. Having Chinese staff helps with cultural and language issues."

"Running a business in Asia is not easy; there are challenges every day, but that's what makes it so exciting. Aussies in general are blessed with a "can do attitude", are well travelled, come from a multi cultural country, and are adaptable. A combination of these qualities helps us to work in the Asian environment."

Kinnane had a long term vision to be part of the obvious growth he could see for event management in China which is paying off. The expertise he gained in Australia provided a solid base to develop and train local Chinese teams to deliver successful events in the corporate conference and incentive markets.



BUSINESS EVENTS: REGIONAL DISPERSAL



Business events visitors often combine business with pleasure, taking the opportunity to undertake pre and post conference tours. International delegates are especially partial to extending their stay and exploring Australia.

Satellite meetings and study tours enable business events participants to add value to their visit.

Here are just some examples of tours tracked through conferences. These are official tours: in addition, many delegates and accompanying partners organise their own individual itineraries.

International Botanists spread around Australia. Melbourne was the site of the XVIII International Botanical Congress in July 2011. After the conference a wide range of regional botanical tours covered **Dandenong Ranges, Yarra Valley** and **Victoria's Mallee**; tropical forests of **Atherton Tablelands** in Queensland; coastal and mountainous habitats of **north-east NSW** and **south-east Queensland**, the south of **Western Australia** and north of **Perth** to **Monkey Mia** to see the wildflowers .

Psychologists from the International Congress of Applied Psychology in Melbourne, July 2010, visited **regions of Victoria** including **Philip Island**, the **Red Centre** and **North Queensland**, in addition to site visits to a number of local research centres and institutes.

A group of delegates attending the XXVI Mint Directors Conference in 2010 in **Canberra** headed to **Cairns** after the meeting.

The **Youth program** at the World Poultry Congress in Brisbane 2008 offered a five day tour of the **poultry industry** in **Queensland** and **NSW**.

Nuclear Medicine delegates attending an international congress in **Darwin** in July 2011 were in **Kakadu** for a two-day workshop.

Surveyors at the XXIV FIG International Congress in Sydney, April 2010, took the opportunity to visit the **Hunter Valley, Blue Mountains, Palm Cove, Alice Springs** and **Ayers Rock** while in Australia. Official post congress field trips were organised to **Canberra** and **Barossa Valley**. A two-day History workshop was held at Old Government House **Parramatta** in addition to technical field visits around **Sydney**.

Delegates attending the 9th World **Indigenous Women and Wellness** Conference in **Darwin** combined this with a three-day tour of **Kakadu** National Park with local Aboriginal women guides and a half-day coastal tour of Darwin and local **Aboriginal lands**.

A number of satellite meetings were held in conjunction with the International Conference on **Atomic Physics** held in **Cairns**, July 2010. Delegates headed to **Cape Tribulation** for a student workshop. Others meet in **Brisbane** for a related conference; an international meeting was held on **Magnetic Island**, and some to extended their stay in Cairns for affiliated meetings.

An **education-related conference**, the Australia New Zealand Agent Workshop, held on the **Gold Coast** in 2011 offered a range of familiarisation tours showcasing campuses and key attractions throughout Australia and New Zealand to participating agents. Three- to four-day tours visited **Cairns**, the Gold Coast, and **Goomeri** and VisitOz at the working holiday makers Springbrook Farm in **Queensland**.

Women engineers and scientists meeting in **Adelaide** for the International Conference for Women Engineers and Scientists in July 2011 headed to the **Barossa** as well as offers for tours to **Melbourne, Perth** and **Rottneest Island, Tasmania, Kangaroo Island, Central Australia** and **Queensland**.

Melbourne hosted the World Neuroscience Congress in 2007 which saw delegates attending **twenty additional scientific meetings** around Australia including **Victoria, South Australia, Sydney, Darwin** and **Cairns** in addition to an extensive leisure tour program which was on offer.

Satellite scientific meetings were held in **Melbourne** and **Adelaide** for experts attending the International **Melanoma** Research Congress in **Sydney**, November 2010.

Excursions around Australia were organised in association with the World Congress of **Soil Science** in Brisbane, August 2010. Delegates travelled as far afield as **Western Australia, South Australia, Victoria, Tasmania**, from **Sydney** to **Brisbane**, and the **Queensland Wet Tropics** and **Savannah**.

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