



Association
of Australian
Convention
Bureaux

International Business Events

FORWARD CALENDAR

SPECIAL EDITION:
the immediate impacts
of COVID-19

JULY/20

ANALYSIS OF BIDS WON, BIDS LOST AND THE BID PIPELINE

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WE SUPPORT POSITIVE POLICIES THAT ATTRACT BUSINESS EVENTS TO AUSTRALIA...

...DRIVING TRADE,
INVESTMENT, INNOVATION
AND HIGH YIELD
VISITATION.



AUSTRALIAN
CONVENTION CENTRES
GROUP



BUREAUX MEMBERS

AACB OVERVIEW



ASSOCIATE MEMBERS



ABOUT AACB

The Association of Australian Convention Bureaux is the peak Australian business events network driving economic prosperity for Australia. The Association brings together Australia's most influential city and regional bureaux, dedicated to marketing their specific region as premier business events destinations to domestic and international markets. AACB and its members represent more than 1,800 businesses and organisations across the tourism and events spectrum.

WHAT ARE CONVENTION BUREAUX?

Convention bureaux are the drivers of business events coming to the country with the support of industry. They directly bid for business events affiliated with the fastest growing global industries and facilitate the engagement of local businesses in conventions won for their host destinations. Convention bureaux models vary across Australia, but typically rely on a mix of public funding from state/territory and local governments, and private investment through membership and cooperative marketing programs.

THE BUSINESS EVENTS INDUSTRY

Deloitte Access Economics has described the business events sector as "a high-value, fast-growing component of the visitor economy", where one in five dollars spent by international visitors in Australia is spent by an international delegate attending some form of business event. Recent figures released by Ernst & Young indicate that the business events industry contributes \$35.7 billion in direct expenditure and over 229,000 direct jobs each year.

However, the business events sector augments economic activity well beyond directly measurable metrics, underpinning knowledge creation and exchange, innovation and investment among other positive impacts. International business events play a significant role in building a more productive and more diverse Australian economy.

Around the world, business events are being used as strategic tools for attracting trade, investment and global talent. Governments invest in the business events sector because they recognise not just the high yield, but also the long-term benefits accruing from growth in the visitor and knowledge-based economies.



Image credits: TOP: QT Hotel Perth. ABOVE: Adelaide Convention Centre. FRONT COVER: Melbourne Convention and Exhibition Centre.

ABOUT THIS REPORT

FORWARD CALENDAR

ANALYSIS OF BIDS WON

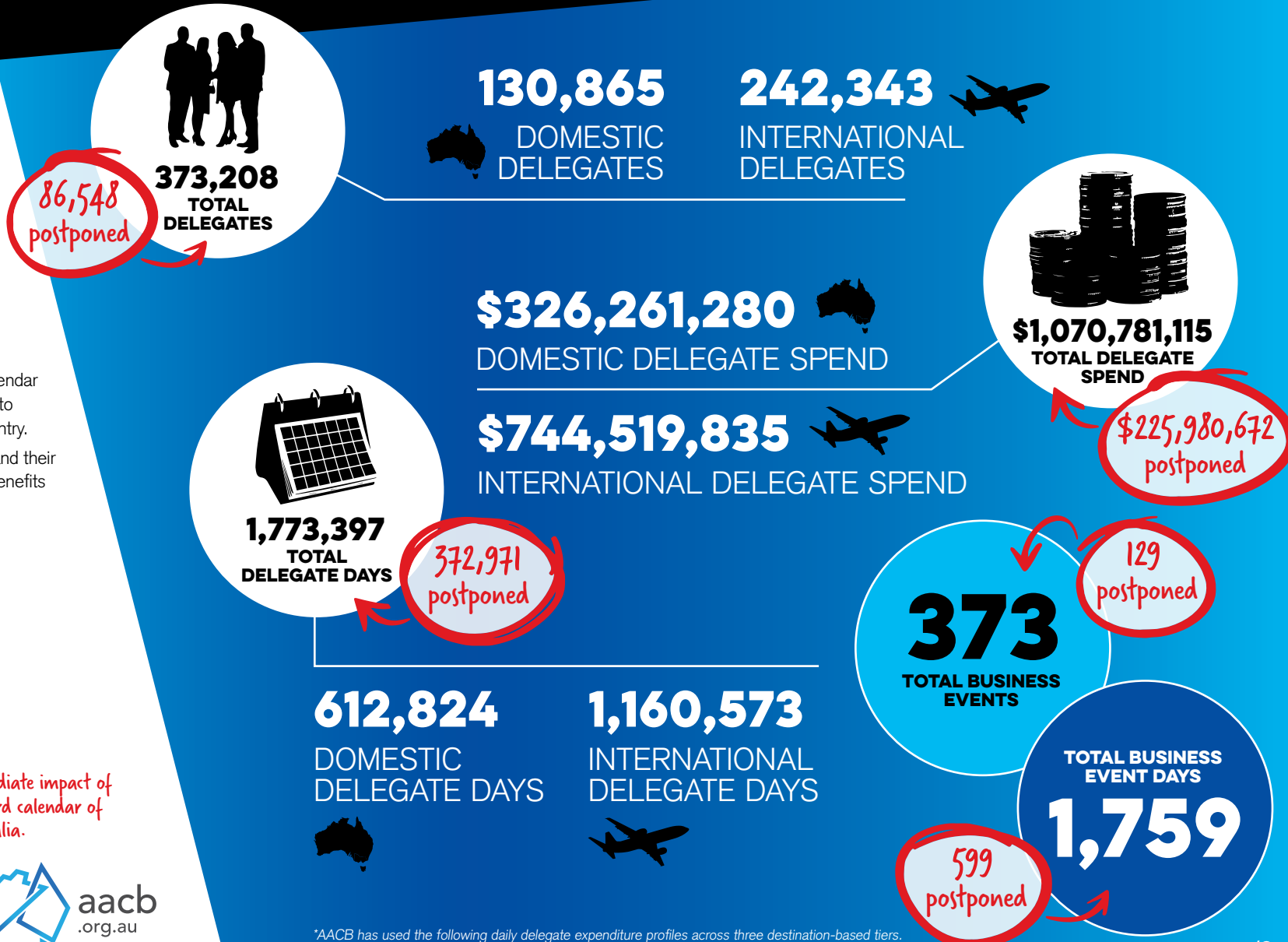
The AACB has produced an annual performance report for almost two decades. These reports have enabled AACB's members to benchmark their performance on a range of dimensions. In recent times, the AACB has developed a new data collection system which allows key market intelligence to be shared frequently with its strategic partners and government stakeholders.

Business events are unique in that they are the only tourism sector that provides a vision of confirmed future business. AACB's forward calendar outlines international business events attracted to Australia by convention bureaux across the country.

This intelligence can be used by governments and their departments to maximise the beyond tourism benefits that these events offer, such as:

- Attract global talent
- Transfer knowledge
- Boost productivity
- Nurture research collaboration
- Foster innovation
- Encourage foreign investment
- Stimulate trade
- Promote cultural exchange
- Deliver community benefits.

This special edition report highlights the immediate impact of the global coronavirus pandemic on the forward calendar of international business events secured for Australia.



*AACB has used the following daily delegate expenditure profiles across three destination-based tiers. National delegate (a) \$547, (b) \$406, (c) \$337; International delegate (a) \$664, (b) \$460, (c) \$434.

Trade activity cancelled for 2020

65%

OF ALL INTERNATIONAL CONVENTIONS WON have a trade/exhibition component

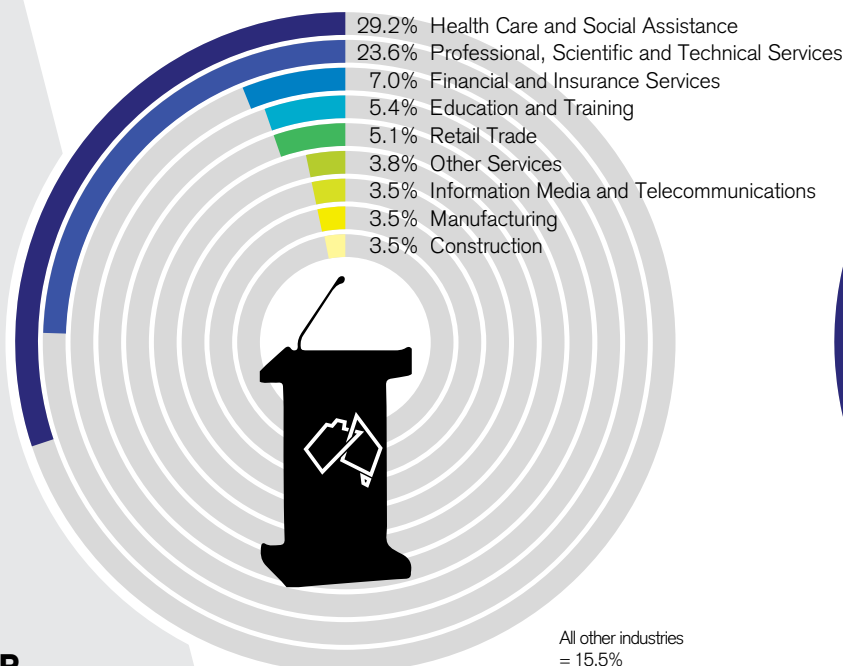
In-person collaboration cancelled for 2020

56k + 28k

INTERNATIONAL AUSTRALIAN delegates are expected to COLLABORATE on issues of PROFESSIONAL, SCIENTIFIC and TECHNICAL SERVICES

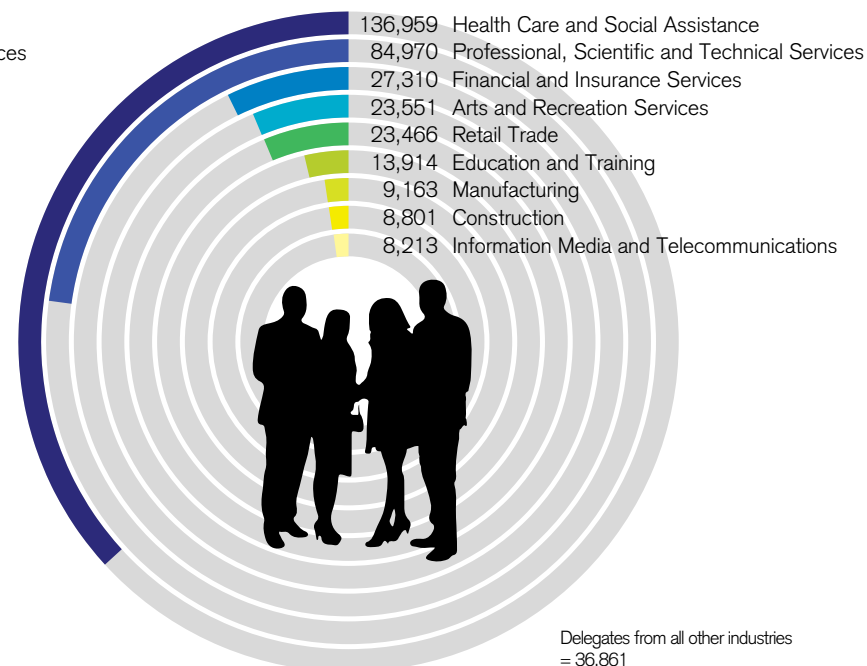
INTERNATIONAL BUSINESS EVENTS BY INDUSTRY TYPE

From July 2020



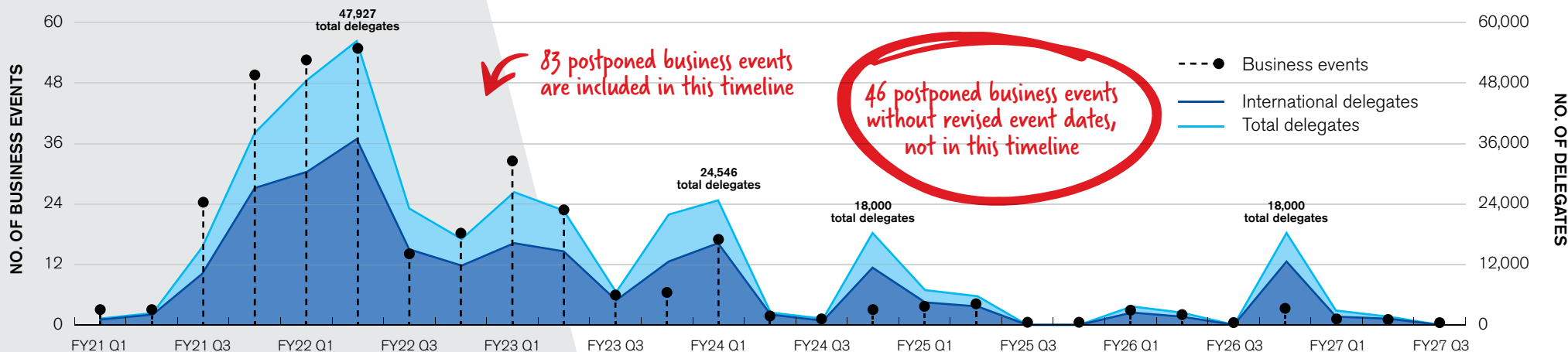
ESTIMATED DELEGATE NUMBERS BY INDUSTRY TYPE

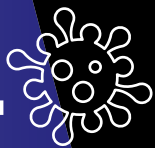
From July 2020



BUSINESS EVENTS & DELEGATES PER QUARTER

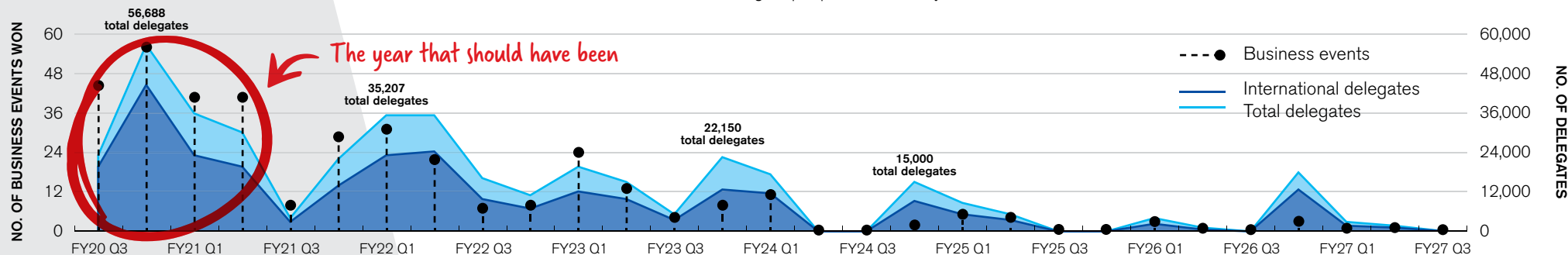
From July 2020





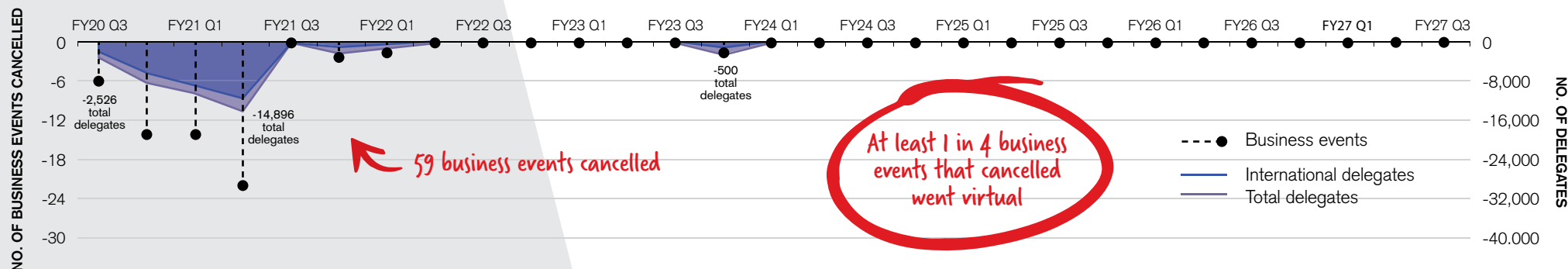
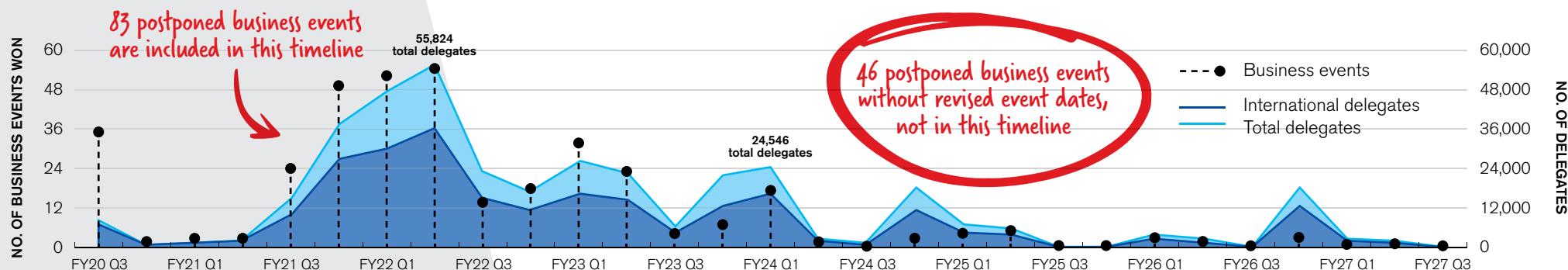
FORWARD CALENDAR OF BIDS WON PRE-COVID-19

Business events and delegates per quarter from January 2020



IMPACT OF COVID-19 ON THE FORWARD CALENDAR OF BIDS WON

Business events and delegates per quarter from January 2020



225

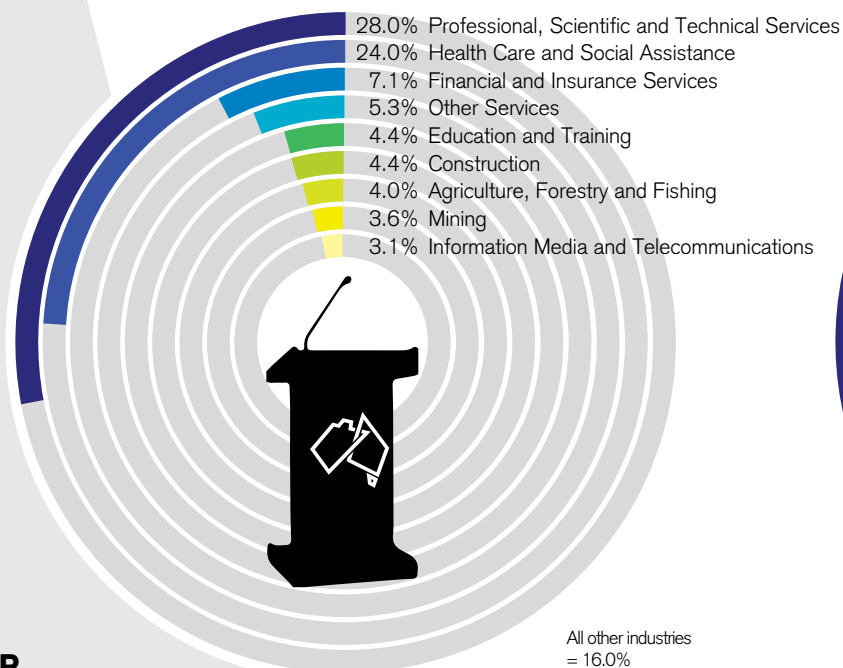
TOTAL BUSINESS EVENTS



\$601,715,215
TOTAL DELEGATE SPEND

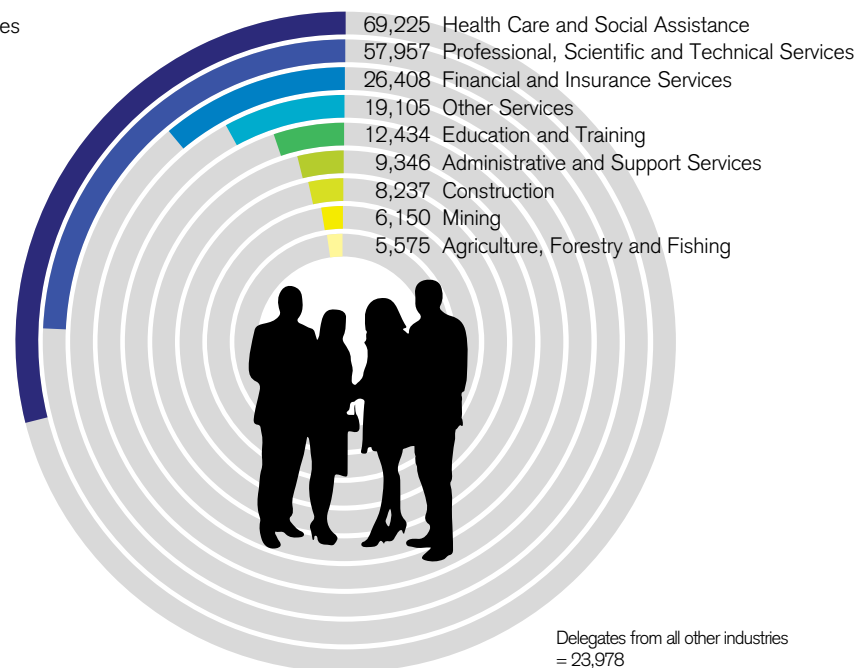
INTERNATIONAL BUSINESS EVENTS BY INDUSTRY TYPE

From July 2020



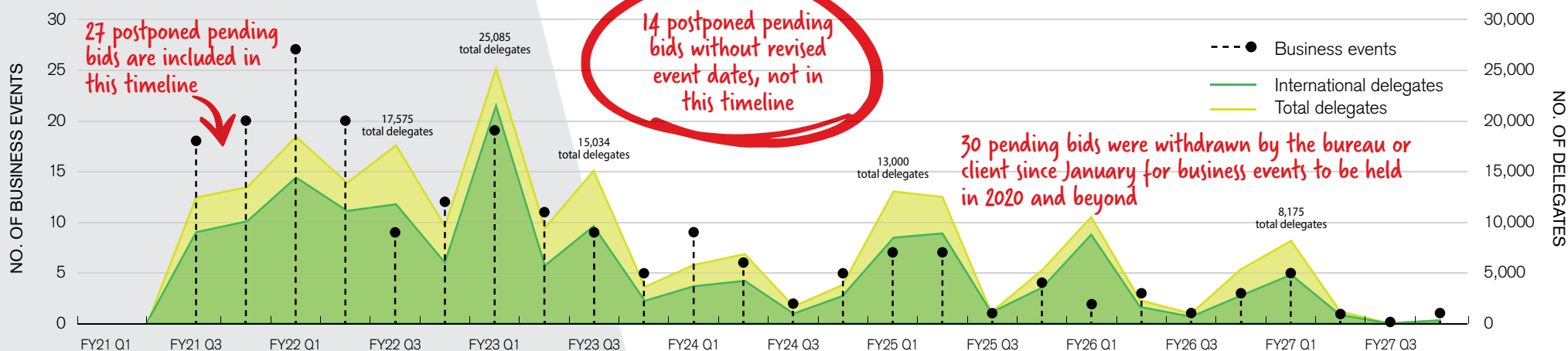
ESTIMATED DELEGATE NUMBERS BY INDUSTRY TYPE

From July 2020



BUSINESS EVENTS & DELEGATES PER QUARTER

From July 2020



-319

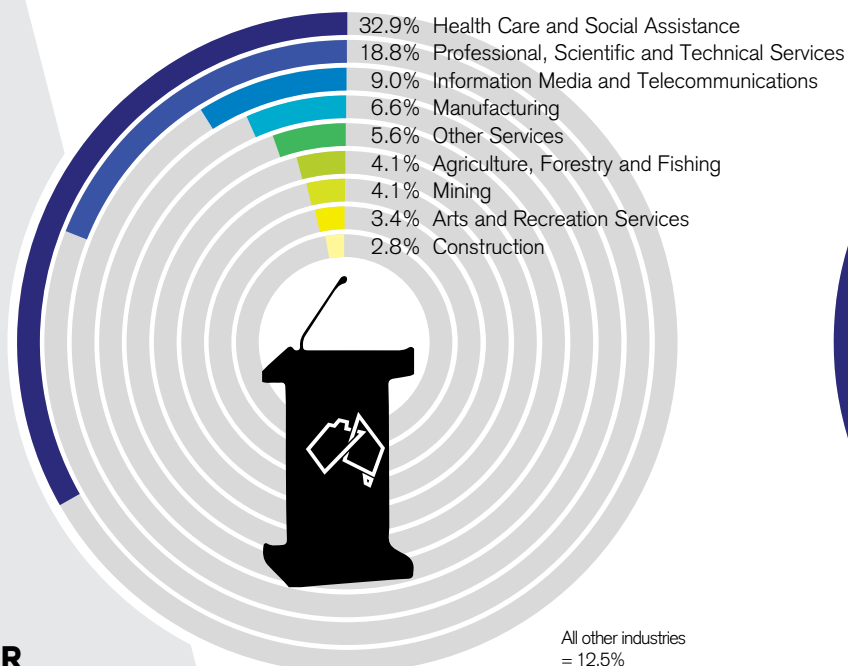
TOTAL BUSINESS
EVENTS



-\$1,046,714,464
TOTAL DELEGATE
SPEND

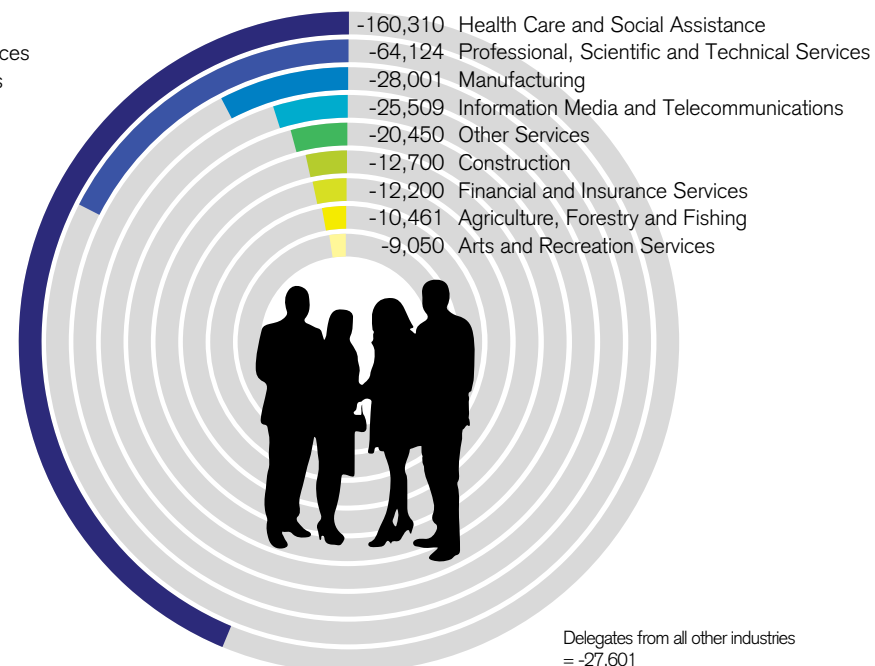
INTERNATIONAL BUSINESS EVENTS BY INDUSTRY TYPE

From July 2020



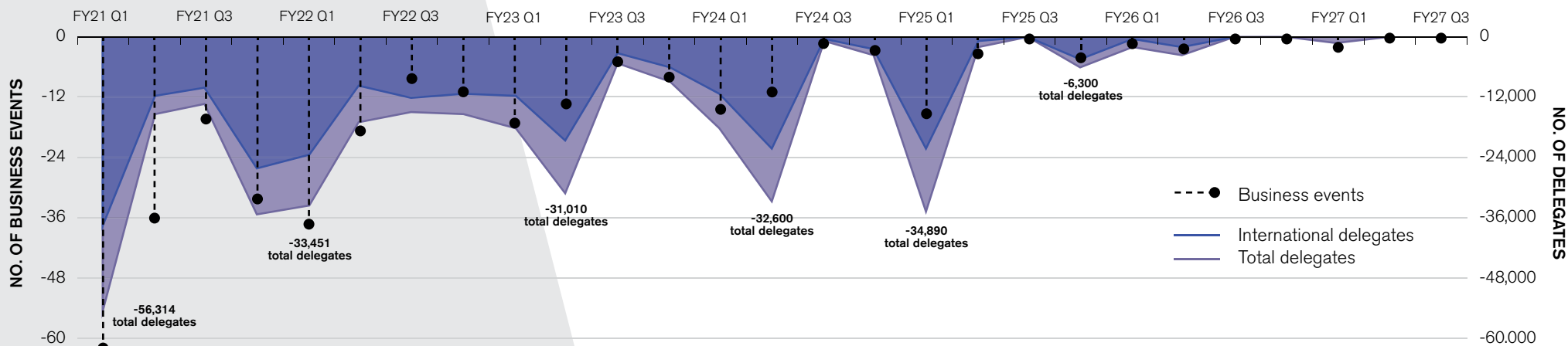
ESTIMATED DELEGATE NUMBERS BY INDUSTRY TYPE

From July 2020



BUSINESS EVENTS & DELEGATES PER QUARTER

From July 2020



REASONS FOR BIDS LOST & WON

ANALYSIS

REASONS DEFINED

Major Crisis - decision impacted by a natural disaster, financial crisis, political unrest or global pandemic.

Airline Access - accessibility of Australia by air.

Bid Team - professionalism of bid delivery, including bid leader, local support, convention bureau, event organiser, or lobbying activities.

Financial Package - strength of financial incentive or business event package offered.

Total Cost - budget availability or constraints, including costs for airfares, visas, accommodation, event delivery and the strength of the Australian dollar.

Geographic Preference - perceptions of the destination, preference of the geographical region, or travel distance and time.

Infrastructure & Services - suitability of available event infrastructure and services, or confidence in delivery.

Executive Influence - location of president and other key executives or political factors.

Membership Base - presence of the membership base, and therefore delegate pool, of the organisation.

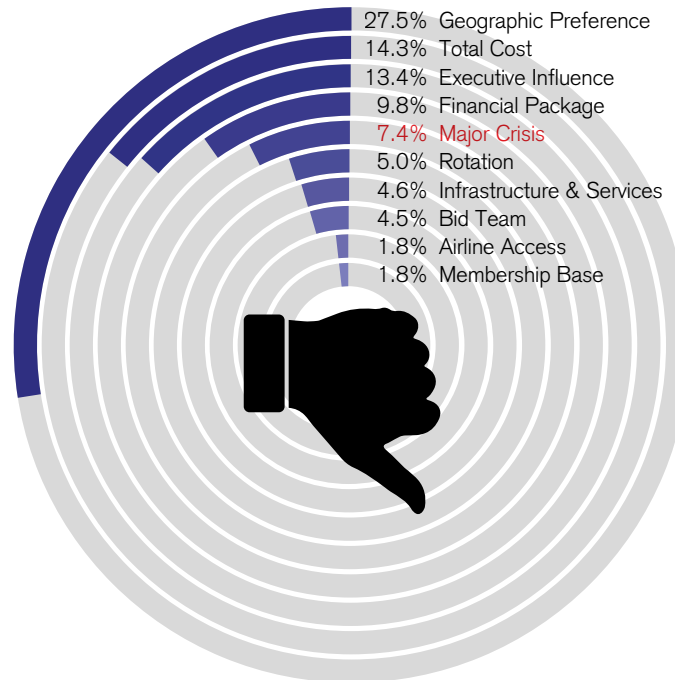
Rotation - the business event's global rotation pattern.

Other - other factors driving the decision.



REASONS FOR BIDS LOST

Response Rate = 94%



Other reasons for bids lost
= 10.0%

TOP REASONS FOR BIDS LOST

Association:

Geographic Preference	28%
Executive Influence	16%
Total Cost	15%

Corporate:

Major Crisis	31%
Geographic Preference	26%
Infrastructure & Services	14%

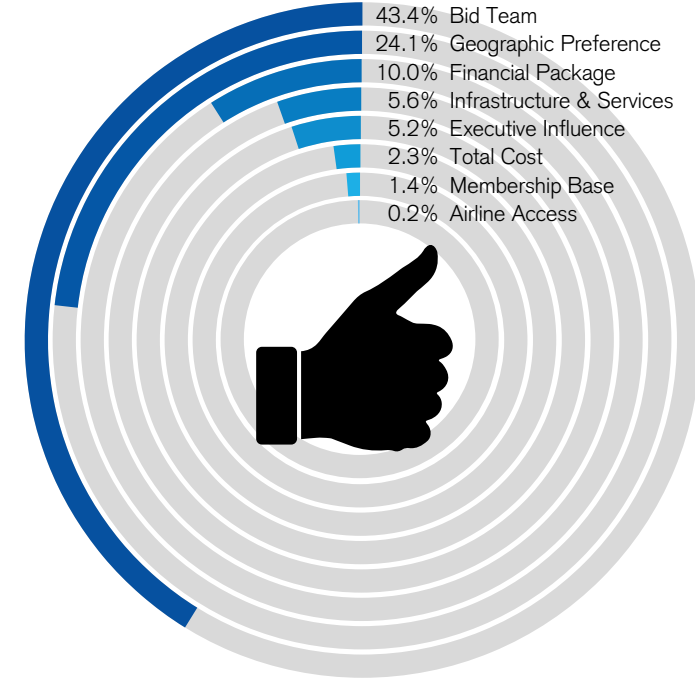
15%
OF ASSOCIATION
BIDS LOST were due
to **TOTAL COST**

31% OF
CORPORATE
BIDS LOST were due
to a **MAJOR CRISIS**



REASONS FOR BIDS WON

Response Rate = 48%



Other reasons for bids won
= 7.8%

TOP REASONS FOR BIDS WON

Association:

Bid Team	42%
Geographic Preference	22%
Financial Package	11%

Corporate:

Bid Team	50%
Geographic Preference	32%
Infrastructure & Services	8%

42%
OF ASSOCIATION
BIDS WON were
due to the **BID TEAM**

32% OF CORPORATE
BIDS WON were due to
GEOGRAPHIC PREFERENCE



TOURISM AUSTRALIA BUSINESS EVENTS BID FUND PROGRAM (BFP)

Quick Reference Guide

The Business Events Bid Fund Program (BFP) provides assistance to secure new international business events for Australia.

WHAT IS THE BUSINESS EVENTS BID FUND PROGRAM?

Managed by Tourism Australia's specialist unit, Business Events Australia, the Business Events Bid Fund Program (BFP) is designed to increase the conversion of bids for new international business events for Australia through the offer of financial support at the critical bidding stage. The BFP is designed to deliver conversion of new business in situations where Australia is bidding against international competitors for the right to host the business event.

WHAT DO I NEED TO KNOW?

Tourism Australia recognises that bidding for international business events is an ongoing undertaking and therefore there are no deadlines for submissions to the BFP. Please note however that the BFP is only available to support bids where a decision is made by 30 June 2021.

WHAT CAN THE BFP FUNDING BE USED FOR?

The provision of funds via the BFP is designed to ensure a material difference to event costs in Australia. This can include, but is not limited to costs for accommodation, venue hire, transport etc. The BFP does not subsidise administrative, logistics or marketing costs for international bids, for example for overseas travel for client meetings or marketing materials.

WHO CAN QUALIFY FOR THE BFP?

The BFP is available to support business events including international corporate incentive trips, exhibitions, association conferences and congresses. Applications are open to all eligible agencies, organisations or individuals who meet the Mandatory Eligibility Criteria and are leading bids for new international business events to take place in Australia. Applicants must be able to enter into a legal contract with Tourism Australia and must agree to the BFP Terms & Conditions.

Business events bids submitted for support via the BFP will be assessed against mandatory criteria to ensure they;

- Align with the Australian Government's Trade and Investment Priority Sectors* (where applicable) and Tourism Australia's business events strategy;
- Have the potential to increase the success rate of Australian bids for international business events;
- Have the potential to attract large numbers of international visitors to Australia; and
- Are likely to deliver significant economic value to Australia

HOW ARE BFP APPLICATIONS ASSESSED?

Tourism Australia has established a robust application process, created around a Mandatory Eligibility Criteria that outlines requirements including minimum economic value of potential business events bids. All eligible submissions will be assessed by a Tourism Australia panel against this criteria.

HOW DO I APPLY FOR THE BFP?

A prospectus for Tourism Australia's Business Events Bid Fund Program is available online. Applications for the BFP are now open.

Please visit australia.com/businessevents for more information

TRADE AND INVESTMENT PRIORITY AREAS*

The Australian Government's trade and investment facilitation strategies are focused around the following priority sectors. Events, where applicable, that align with these trade priority sectors will be highly considered during assessment of applications for the Business Events Bid Fund Program.

Trade and Investment Priority Areas

- Food & Agribusiness
- Advanced Manufacturing
- Infrastructure
- Resources & Energy
- International Health

**subject to revision by the Australian Government*



AACB STRATEGIC PARTNERS

AACB works with strategic partners dedicated to expanding Australia's business events industry through sharing industry knowledge, research, technology and innovation.



Association
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Convention
Bureaux

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**WHEN
ASIA
PACIFIC
MEETS**