# The Value of Business Events to Australia

Business Events Council of Australia

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EY
Building a better working world

BECA
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# Executive summary

This study highlights the importance of the business events industry to Australia, by estimating the economic contribution, value add and employment of the industry for the 2013-14 financial year. This study was prepared by Ernst & Young (EY) in conjunction with the Business Events Council of Australia (BECA) and was co-funded by the Australian Government under the T-QUAL Grants Program and the Australian business events industry.

## Method

The method used in this study was a quantitative survey approach, supplemented by consultation with industry stakeholders, analysis of existing industry research and desktop research of publicly available information. Each component of the study is underpinned by information obtained from business event venues regarding the number of events and participants they hosted[1]. The business events industry is defined as:

> *Any public or private business activity consisting of a minimum of 15 persons with a common interest of vocation, held in a specific venue or venues, and hosted by an organisation (or organisations).*

For the purpose of developing appropriate and manageable research, the scope of this study included events with at least 100 delegates and exhibitions over 500m$^2$. Given this scope, data collection focused on events with at least 100 delegates.

In order to facilitate comparison with the previous National Business Events Study (NBES), we used data from existing research in Queensland to estimate the number of business events with between 15 and 100 delegates. It is important to note that the results presented in this report for events with less than 100 delegates are not based on a comprehensive survey of venues across Australia.

## Key Findings

Over 37 million people attended more than 412,000 business events across Australia in 2013-14. These business events directly generated:

- $28.0 billion in direct expenditure
- $13.5 billion in direct value added
- 179,357 direct jobs

A breakdown of these results by event size is provided in Table ES1.

**Table ES1: Summary of business events, 2013-14**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| Number of events | 332,194 | 79,810 | 412,004 |
| Number of delegates (m) | 11.5 | 25.7 | 37.2 |
| Direct expenditure ($b) | $8.5 | $19.5 | $28.0 |
| Direct value add ($b) | $4.0 | $8.9 | $12.9 |
| Jobs | 54,007 | 125,350 | 179,357 |

The business events industry comprises 3 market segments; meetings and conventions, exhibitions and incentives. As can be seen in Table ES2, meetings and conventions form the largest component of the industry in terms of events, delegate numbers, expenditure and value add. In contrast, incentives form the smallest component of the industry in terms of delegates. However the high yield associated with incentive events results in a larger share of direct expenditure.

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[1] Data was received from 249 venues out of the total population of 942 venues. The event and delegate information received from venues was combined with event benchmark expenditure profiles, based on 141 event profiles obtained from organisers.

**Table ES2: Breakdown of the industry by market segment**

| | Meetings and conventions | Exhibitions | Incentives | Total |
|---|---|---|---|---|
| Number of events | 391,060 | 2,157 | 18,787 | 412,004 |
| Number of delegates (m) | 26.5 | 9.4 | 1.3 | 37.2 |
| Direct expenditure ($b) | $23.2 | $3.1 | $1.7 | $28.0 |
| Direct value add ($b) | $11.3 | $1.5 | $0.7 | $12.9 |
| Jobs | 147,491 | 21,525 | 10,342 | 179,357 |

Since 2002-03, the industry has made a growing contribution to the Australian economy. Direct industry expenditure has increased by over $10 billion, from $17.4 billion to $28.0 billion. This growth has outpaced inflation over the same period, with a compound annual growth rate of 4.5%.

## State Breakdown[2]

New South Wales and Victoria hosted the largest number of events and delegates (see Figure ES1). Combined, they accounted for almost 60% of the business events industry. This was followed by Queensland and Western Australia.

The breakdown of direct spend by state and territory (Figure ES2) shows that Victoria had the highest spend (36%), which was greater than the proportion of events and delegates hosted in that state.  This is due to the mix of events hosted in Victoria in 2013-14. In particular, Melbourne staged more large international meetings and conventions compared to Sydney, and hosted larger exhibitions. This mix of events was likely driven by the closure of the Sydney Convention and Exhibition Centre for part of the 2013-14 financial year.

**Figure ES1: Breakdown of events and delegates by state and territory**

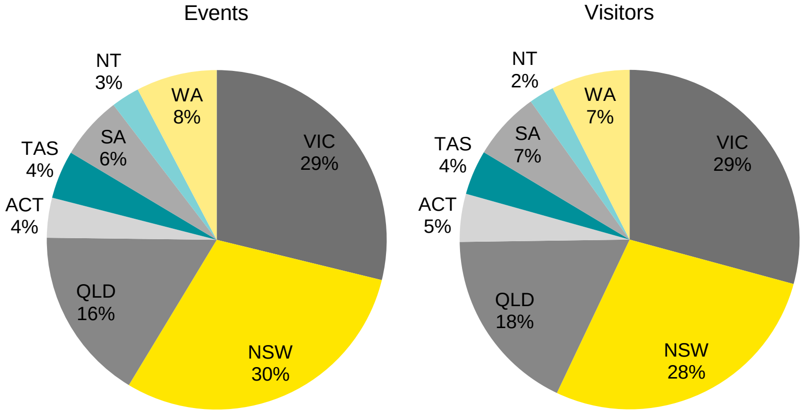
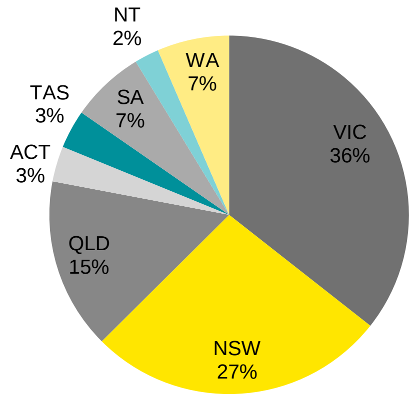



**Figure ES2: Breakdown of direct expenditure by state and territory**




*Note: State breakdown illustrated includes all event types, i.e. meetings and conventions, exhibitions and incentives)*

2 While delegate and event numbers for New South Wales and Victoria are similar, there is a significant difference in the direct expenditure in those states. This can be explained by the mix of events in each state. In 2013-14, Melbourne staged more large international events compared to Sydney. This mix of events was likely driven by the closure of the Sydney Convention and Exhibition Centre for part of the 2013-14 financial year. During this time Sydney was unable to host large international business events that require convention centre facilities, particularly conferences and conventions, which will have understated overall results and impacted on NSW relative market share.

## Meetings and conventions

There were over 391,000 events which attracted 26.5 million delegates. It can be seen from Table ES2 that the majority of events were single or part day events. Corporate events were the most common event type, followed by government and then association.

**Table ES3: Meeting and convention events and delegates**

| | Number of events | | | Number of delegates | | |
|---|---|---|---|---|---|---|
| | Single day | Multi Day | Total | Single day | Multi Day | Total |
| Association | 28,187 | 9,480 | 37,667 | 3,109,879 | 1,930,149 | 5,040,028 |
| Corporate | 232,224 | 72,107 | 304,331 | 13,073,252 | 4,829,903 | 17,903,155 |
| Government | 39,545 | 9,517 | 49,062 | 2,862,558 | 652,363 | 3,514,921 |
| **Total** | **299,956** | **91,104** | **391,060** | **19,045,689** | **7,412,415** | **26,458,104** |

Other key points:

- The total direct expenditure from meetings and conventions was $23.2 billion in 2013-14. These events contributed direct value add of $11.3 billion and generated over 147,000 jobs.
- Overall, 3% of meeting and convention delegates were from overseas, 20% were from interstate and 77% were from within the host state. However, the origin of delegates varied significantly depending on the type and duration of the event.
- International delegates spent on average $440 per day. Interstate delegates had a higher expenditure level per day at $586. For both interstate and international delegates, accommodation is the single largest expense, followed by domestic air travel. In comparison, local delegates spend the most on ground transport.
- Average expenditure reported by meeting and convention organisers was $192 per delegate day. The most significant costs were food and beverage and venue hire.

## Exhibitions

In 2013-14, there were 2,157 exhibitions staged in Australia, attracting 9.3 million visitors and over 65,000 exhibitors. Exhibitions as part of a conference were the most frequently held type of exhibition, although these events tended to be small in scale. In contrast, consumer exhibitions attracted the majority of visitors and exhibitors, despite having a lower number of events overall.

**Table ES4: Number of events and delegates**

| | Number of events | Number of visitors | Number of exhibitors |
|---|---|---|---|
| Trade | 697 | 850,139 | 20,560 |
| Consumer | 552 | 7,649,566 | 32,621 |
| Mixed trade and consumer | 80 | 414,139 | 7,616 |
| Part of a conference | 827 | 440,710 | 4,405 |
| **TOTAL** | **2,157** | **9,354,553** | **65,203** |

The total direct expenditure from exhibitions was $3.1 billion in 2013-14. These events contributed direct value add of $1.5 billion and generated over 21,000 full time equivalent jobs.

## Incentives

In 2013-14 there were 18,673 incentive travel events hosted in Australia. The majority of these were single or part day events.

**Table ES5: Estimate of the number of events and delegates**

| | Number or events | Number of delegates |
|---|---|---|
| Single or part day events | 13,208 | 865,529 |
| Multi day events | 5,579 | 475,707 |
| **TOTAL** | **18,787** | **1,341,237** |

Over 1.3 million delegates attended these incentive events. The origin of delegates varied significantly depending on the duration of the event; International delegates represented the largest group of participants at multi day events (43% of delegates). In contrast, there were very few international delegates at single day events, which predominantly attracted local delegates.

The total direct expenditure from incentive events was $1.7 billion in 2013-14, making it the smallest segment of the business events industry in terms of expenditure. The incentive events contributed direct value add of $0.70 billion and generated over 10,000 jobs.

## Other benefits

This study demonstrates that business events are a major economic driver for the Australian economy, but the current approach to valuing these benefits is focused on immediate tourism spending of delegates, event expenditure and venue utilisation. This focus on short term impacts masks the wider and more enduring benefits of business events associated with support for infrastructure development, business relationships, knowledge transfer and industry investment. Refer Section 9 for further discussion on the other benefits of business events.

## Future work

This study has established benchmarks for events with greater than 100 delegates. The approach adopted in this study could form the basis of an ongoing research program.


## Acknowledgements

This study has involved the collection of a significant amount of data from the business events industry. EY would like to acknowledge the contribution and input provided by the following organisations throughout the course of this project:

- Business event venues
- Business event organisers
- Convention bureaux
- BECA board
- Professional Conference Organisers Association
- The Incentive Association
- Meetings & Events Australia
- Exhibition and Event Association Australasia
- Tourism and Events Queensland
- Tourism Research Australia

# 1. Introduction

## 1.1 Business events in Australia

The business events industry delivers significant economic benefit to Australia. Business events generate a strong visitor yield, given the high daily expenditure of participants. But business events deliver much more than tourism spend. Beyond the tourism benefits, business events have wide and enduring benefits associated with business relationships, knowledge transfer, employment and industry development. Business events help industry deliver their goals; acting as levers to launch new ideas, identify trends, spread news of research breakthroughs; and equipping people to meet the challenges of change.

The business events industry comprises a number of components. A business event is defined as:

> *Any public or private business activity consisting of a minimum of 15 persons with a common interest of vocation, held in a specific venue or venues, and hosted by an organisation (or organisations). This may include (but not be limited to): conferences, conventions, symposia, congresses, incentive meetings, marketing events, special celebrations, seminars, courses, public or trade shows, exhibitions, company general meetings, corporate retreats, training programs.*

For the purpose of developing appropriate and manageable research, the scope of this study included events with at least 100 delegates and exhibitions over $500m^2$.

## 1.2 Project background

The Business Events Council of Australia (BECA) was formed in 1994 as a peak industry body. BECA provides an umbrella structure for the key industry associations operating in the Australian business events sector.

A major study on Australia's meetings and exhibitions sector was released by Tourism Research Australia in 1999. Following this the industry collaborated in 2005 with the Sustainable Tourism Cooperative Research Centre (STCRC) to undertake another major research project for the business events industry.

The resulting National Business Events Study (NBES) released in 2005 was a more comprehensive evaluation of Australia's business events sector. The NBES investigated all components of the business events sector including exhibitions, meetings and conferences, and the incentive travel sectors. Each component of the study was underpinned by information obtained from business event venues regarding the number of events and participants they hosted over the 2002-03 financial year.

There have been a number of smaller studies completed since the NBES study, with them frequently relying on the NBES metrics as a base source of data. This data is now over ten years old and therefore the industry identified the need for this data to be updated

## 1.3 This study

Ernst & Young (EY) has been engaged by the Business Events Council of Australia (BECA)[3] to estimate the value of business events to the Australian economy. This study was co-funded by the Australian Government under the T-QUAL Grants Program and the Australian business events industry. It highlights the importance of the business events industry to Australia, by estimating the economic contribution, value add and employment of the industry in 2013-14. It also estimates other key measures, such as the number of business events, participants, and venues across Australia.

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[3] www.businesseventscouncil.org.au

**Defining key measures**

Three common indicators of an industry's economic size or value are:

- **Industry output** – the market value of goods and services produced by an industry, often measured by industry turnover/revenue. Industry output is also referred to as 'gross economic contribution'
- **Industry value add** – the market value of goods and services produced by an industry, after deducting the cost of goods and services used. This represents the sum of all wages, income and profits generated by the industry
- **Industry employment** – the number of workers directly employed by the industry, expressed in terms of total number of jobs.

The approach used for this study was a quantitative survey approach, supplemented by consultation with industry stakeholders, analysis of existing industry research and desktop research of publicly available information.

As with the NBES, each component of this study is underpinned by information obtained from business event venues regarding the number of events and participants they hosted. Given the scope of the study, data collection focussed on events with at least 100 delegates. Data was received from 249 venues from the total population of 942 venues. In order to facilitate comparison with previous results, data from existing research in Queensland was used to estimate the number of business events with between 15 and 100 delegates.

Based on the venue population of 942 and a venue survey response rate of 249, the sample size achieved overall is considered statistically robust. The random sampling margin of error would be +/- 4.5 per cent at the 90 per cent confidence or +/- 5.3 per cent at the 95 per cent confidence. This falls within the accepted range of 95% confidence level and 5% confidence interval (high) and 90% confidence level and 10% confidence interval (low)[4].

The event and delegate information was combined with benchmark expenditure profiles, developed based on:

- 141 event profiles obtained from event organisers
- 14 existing sources for delegate and exhibitor expenditure

The approach adopted in this study could form the basis of an ongoing research program. This study has established benchmarks for events with greater than 100 delegates.

## 1.4 Acknowledgments

This study has involved the collection of a significant amount of data from the business events industry. EY would like to acknowledge the contribution and input provided by the following organisations throughout the course of this project:

- Venues
- Business event organisers
- Convention bureaux
- BECA board
- Professional Conference Organisers Association
- Meetings & Events Australia
- The Incentive Association
- Exhibition and Event Association Australasia
- Tourism and Events Queensland
- Tourism Research Australia

[4] Partnerships Victoria, Public Sector Comparative: Appendix E: Statistical probability techniques and sample distributions – "It is not possible to obtain an estimate of probability that is 100 per cent correct. An appropriate trade-off between mathematical accuracy and meaningful estimate therefore needs to be made. Generally, a confidence interval of 90 or 95 per cent is considered statistically robust."

# 2. Summary results

This section provides a summary of results for all event sizes. Sections 4 to 6 of this report provide a more detailed breakdown of results by event size.

## 2.1 Number of business events and delegates

Over 37 million people attended more than 412,000 business events across Australia in 2013-14.

**Northern Territory**

| Measure | Total | % of Aust. |
|---|---|---|
| Events | 11,107 | 2.7% |
| Delegates | 895,299 | 2.4% |

**Queensland**

| Measure | Total | % of Aust. |
|---|---|---|
| Events | 68,159 | 16.5% |
| Delegates | 6,590,866 | 17.7% |

**Western Australia**

| Measure | Total | % of Aust. |
|---|---|---|
| Events | 31,700 | 7.7% |
| Delegates | 2,775,415 | 7.5% |

**New South Wales**

| Measure | Total | % of Aust. |
|---|---|---|
| Events | 122,931 | 29.8% |
| Delegates | 10,337,663 | 27.8% |

**ACT**

| Measure | Total | % of Aust. |
|---|---|---|
| Events | 15,666 | 3.8% |
| Delegates | 1,698,628 | 4.6% |

**South Australia**

| Measure | Total | % of Aust. |
|---|---|---|
| Events | 24,855 | 6.0% |
| Delegates | 2,422,669 | 6.5% |

**Tasmania**

| Measure | Total | % of Aust. |
|---|---|---|
| Events | 18,873 | 4.6% |
| Delegates | 1,578,776 | 4.2% |

**Victoria**

| Measure | Total | % of Aust. |
|---|---|---|
| Events | 118,713 | 28.8% |
| Delegates | 10,854,577 | 29.2% |

## 2.2 Direct industry expenditure, value add and employment[5]

Those business events directly generated:

- **$28.0 billion**
  direct expenditure
- **$13.5 billion**
  direct value added
- **179,357**
  direct jobs

**Northern Territory**

| Measure | Direct | % of Aust. |
|---|---|---|
| Expenditure ($m) | $618 | 2% |
| Value add ($m) | $276 | 2% |
| Jobs | 3,141 | 2% |

**Queensland**

| Measure | Direct | % of Aust. |
|---|---|---|
| Expenditure ($m) | $4,335 | 15% |
| Value add ($m) | $2,062 | 15% |
| Jobs | 27,705 | 15% |

**Western Australia**

| Measure | Direct | % of Aust. |
|---|---|---|
| Expenditure ($m) | $1,819 | 6% |
| Value add ($m) | $836 | 6% |
| Jobs | 11,931 | 7% |

**New South Wales**

| Measure | Direct | % of Aust. |
|---|---|---|
| Expenditure ($m) | $7,547 | 27% |
| Value add ($m) | $3,940 | 29% |
| Jobs | 46,031 | 26% |

**ACT**

| Measure | Direct | % of Aust. |
|---|---|---|
| Expenditure ($m) | $898 | 3% |
| Value add ($m) | $427 | 3% |
| Jobs | 5,495 | 3% |

**South Australia**

| Measure | Direct | % of Aust. |
|---|---|---|
| Expenditure ($m) | $1,864 | 7% |
| Value add ($m) | $862 | 6% |
| Jobs | 12,783 | 7% |

**Tasmania**

| Measure | Direct | % of Aust. |
|---|---|---|
| Expenditure ($m) | $972 | 3% |
| Value add ($m) | $420 | 3% |
| Jobs | 6,793 | 4% |

**Victoria**

| Measure | Direct | % of Aust. |
|---|---|---|
| Expenditure ($m) | $9,988 | 36% |
| Value add ($m) | $4,641 | 34% |
| Jobs | 65,479 | 37% |

[5] While delegate and event numbers for New South Wales and Victoria are similar, there is a significant difference in the direct expenditure in those states. This can be explained by the mix of events in each state. In 2013-14, Melbourne staged more large international events compared to Sydney. This mix of events was likely driven by the closure of the Sydney Convention and Exhibition Centre for part of the 2013-14 financial year. Sydney was unable to host large international business events that require convention centre facilities, particularly conferences and conventions, which will have understated overall results and impacted on NSW relative market share.

## 2.3 Flow on effects

In addition to the direct contribution, business events had a flow on effect to the Australian economy. The total contribution (direct + indirect) was:

- **$20.3 billion**
  total value added

- **$23.1 billion**
  total economic contribution (GDP)

- **237,538**
  total jobs

**Western Australia**

| Measure | Direct | % of Aust. |
|---|---|---|
| Gross Value Add ($m) | $1,253 | 6% |
| Gross State Product ($m) | $1,414 | 6% |
| Jobs | 14,696 | 6% |

**Northern Territory**

| Measure | Direct | % of Aust. |
|---|---|---|
| Gross Value Add ($m) | $429 | 2% |
| Gross State Product ($m) | $473 | 2% |
| Jobs | 4,140 | 2% |

**Queensland**

| Measure | Direct | % of Aust. |
|---|---|---|
| Gross Value Add ($m) | $3,189 | 16% |
| Gross State Product ($m) | $3,588 | 16% |
| Jobs | 37,638 | 16% |

**New South Wales**

| Measure | Direct | % of Aust. |
|---|---|---|
| Gross Value Add ($m) | $5,725 | 28% |
| Gross State Product ($m) | $6,485 | 28% |
| Jobs | 60,989 | 26% |

**ACT**

| Measure | Direct | % of Aust. |
|---|---|---|
| Gross Value Add ($m) | $612 | 3% |
| Gross State Product ($m) | $724 | 3% |
| Jobs | 6,855 | 3% |

**South Australia**

| Measure | Direct | % of Aust. |
|---|---|---|
| Gross Value Add ($m) | $1,310 | 6% |
| Gross State Product ($m) | $1,475 | 6% |
| Jobs | 16,087 | 7% |

**Tasmania**

| Measure | Direct | % of Aust. |
|---|---|---|
| Gross Value Add ($m) | $649 | 3% |
| Gross State Product ($m) | $734 | 3% |
| Jobs | 12,365 | 5% |

**Victoria**

| Measure | Direct | % of Aust. |
|---|---|---|
| Gross Value Add ($m) | $7,172 | 35% |
| Gross State Product ($m) | $8,203 | 36% |
| Jobs | 84,769 | 36% |

## 2.4 The business events value pyramid

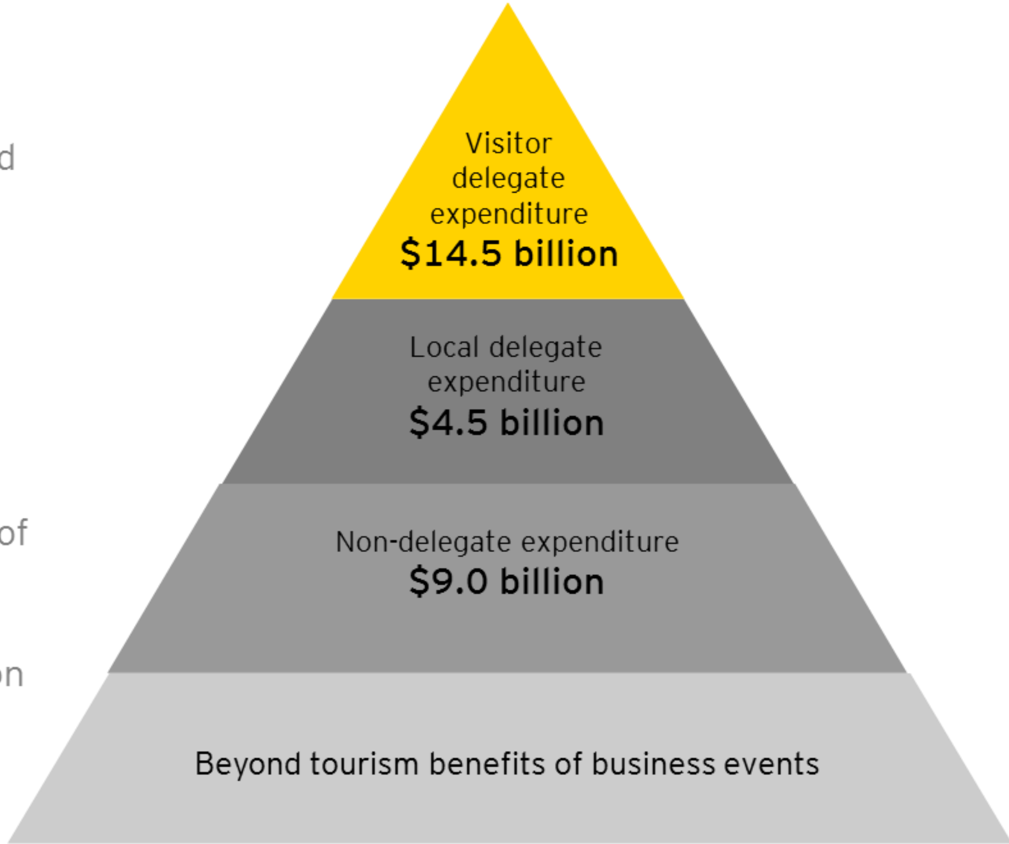
Provided in the following figure is a breakdown of the benefits of business events in Australia by type of benefit.

**Visitor economy impact:** Measures the contribution of international and interstate visitors

**Local economic impact:** Measures the contribution of local delegates from within the event state

**Non-delegate impact:** Measures the broader contribution of event organisers and suppliers

**Beyond tourism benefits:** Discussion of the wider and more enduring benefits of business events



# 3. Market segment breakdown

The business events industry is broken down into 3 market segments, which are covered in the following sections of this report:

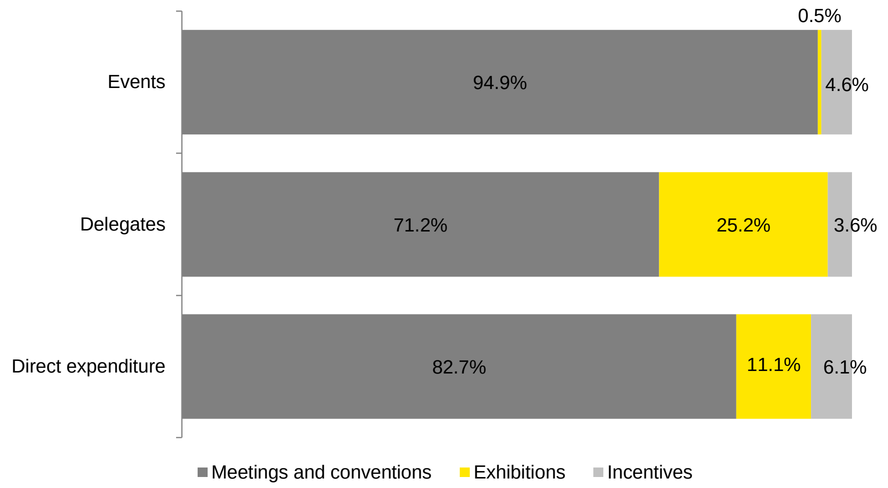
- Meetings and conventions (Section 4)
- Exhibitions (Section 5)
- Incentives (Section 6)

Figure 1 illustrates the breakdown of the industry into these segments. It can be seen from this breakdown that meetings and conventions form the largest component of the industry in terms of events, delegates and direct expenditure.

Exhibitions are the least frequently held event type (less than 1% of the industry in terms of event numbers), but the large number of visitors at these events means this segment has a much larger proportion of delegates (25%).

Incentives form the smallest component of the industry in terms of delegates (4%), but the events are high yielding, resulting in a larger share of direct expenditure (6%).

**Figure 1: Market segment breakdown**



# 4. Meetings and conventions

Meetings and conventions form the largest component of the industry, in terms of events, delegate numbers, expenditure and value add. These events contributed $23.2 billion to the economy during 2013-14

## 4.1 Number of events

There were over 390,000 meetings and conventions staged in 2013-14. The table below shows the number of events by duration, event type and event size.

**Table 1: Estimate of the number of events**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| **Single or part day events** | | | |
| Association | 18,237 | 9,950 | 28,187 |
| Corporate | 194,585 | 37,639 | 232,224 |
| Government | 31,055 | 8,490 | 39,545 |
| Total single day | 243,877 | 56,079 | 299,956 |
| **Multi day events** | | | |
| Association | 5,389 | 4,092 | 9,480 |
| Corporate | 59,884 | 12,191 | 72,075 |
| Government | 7,348 | 2,169 | 9,517 |
| Total multi day | 72,621 | 18,451 | 91,072 |
| **Single and multi day events** | | | |
| Total | 316,498 | 74,530 | 391,029 |

It can be seen from the table that:

- Smaller events with less than 100 delegates are more common than larger events
- The majority of events were single or part day events
- Corporate events were the most common event type.

## 4.2 Meeting and convention delegates

Over 26.4 million delegates attended meetings and conventions in 2013-14. Consistent with the number of events, the number of participants at corporate events also represents the largest group of participants.

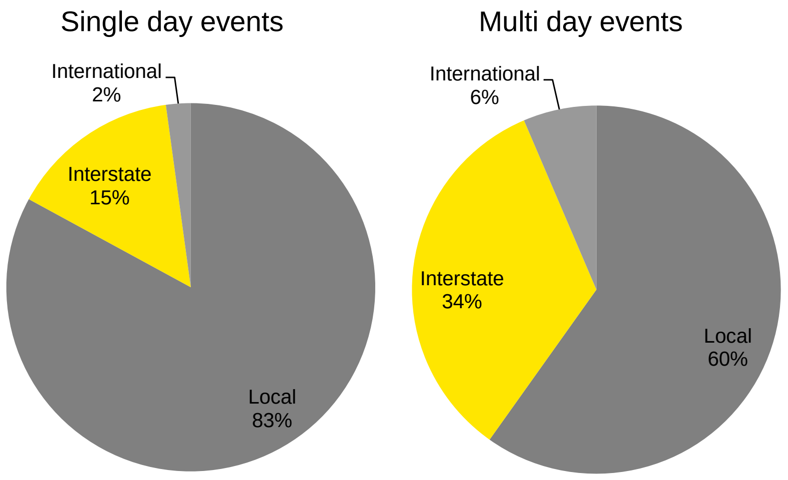
**Table 2: Estimate of the number of delegates**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| **Single or part day events** | | | |
| Association | 768,279 | 2,341,600 | 3,109,879 |
| Corporate | 6,619,749 | 6,453,503 | 13,073,252 |
| Government | 1,028,249 | 1,834,309 | 2,862,558 |
| Total single day | 8,416,277 | 10,629,412 | 19,045,689 |
| **Multi day events** | | | |
| Association | 239,742 | 1,690,407 | 1,930,149 |
| Corporate | 2,058,501 | 2,771,403 | 4,829,903 |
| Government | 250,294 | 402,069 | 652,363 |
| Total multi day | 2,548,536 | 4,863,878 | 7,412,415 |
| **Single and multi day events** | | | |
| Total | 10,964,813 | 15,493,291 | 26,458,104 |

## Origin of delegates

Overall, 3% of meeting and convention delegates were from overseas, 20% were from interstate and 77% were from within the event state. However, the origin of delegates varied significantly depending on the duration of the event, as illustrated in Figure 2. Multi day events attracted a much higher percentage of delegates from overseas and interstate, whereas single day events attracted a larger share of local delegates.

**Figure 2: Origin of delegates**




## Length of stay

International delegates stayed on average 8.2 days in Australia. This comprised of 4.6 days in the host region, and an additional 3.6 days elsewhere in Australia. Interstate delegates stayed in the host region for an average of 3.1 days, and local delegates stayed on average 1.5 days.

## Delegate expenditure

Table 3 shows the mean daily expenditure of meeting and convention delegates. The average daily expenditure of international delegates was $440. Interstate delegates had a higher expenditure level per day at $586. There are 2 main reasons for this. Firstly, domestic airfares were included in the expenditure for domestic delegates, but international airfares were not included. Secondly, the additional days spent elsewhere in Australia by international delegates were associated with a lower level of spend per day. The average daily expenditure assumed for the international delegates pre/post event stay in other parts of Australia was based on TRA international visitor spend data. This was considerably lower than the average daily expenditure of these delegates during their stay in the host state.

For both interstate and international delegates, accommodation is the single largest expense, followed by domestic air travel. In comparison, local delegates spend the most on ground transport. Spend on registration fees is low across all delegates (ranging from $26 to $40 per day). This is because registration fees have only been applied to association meetings and conventions.[6]

[6] It has been assumed that the majority of corporate and government events are meetings which do not attract registration fees.

**Table 3: Average meeting and convention delegate spend per day**

| | Local | Interstate | International |
|---|---|---|---|
| Accommodation | $5.11 | $164.78 | $161.21 |
| Dining out/restaurants | $31.42 | $64.18 | $40.76 |
| Ground transport | $49.81 | $36.46 | $21.61 |
| Domestic air travel | $14.32 | $142.74 | $51.86 |
| Tours | $1.51 | $18.35 | $26.05 |
| Recreational activities | $0.75 | $11.34 | $11.15 |
| Theatre/concert/cinemas | $2.37 | $8.94 | $7.74 |
| Other Food and Drink | $2.32 | $13.08 | $5.11 |
| Shopping | $10.74 | $45.31 | $47.96 |
| Registration | $26.17 | $39.91 | $37.58 |
| Other | $8.74 | $40.72 | $28.97 |
| TOTAL | $153.25 | $585.83 | $440.01 |

Overall, meeting and convention delegates spent $15.7 billion in Australia during 2013-14 (excluding registration fees, which are accounted for as part of the organiser expenditure). Domestic delegates accounted for the majority of this spend.

**Table 4: Total delegate expenditure and direct contribution**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| **Delegate expenditure* ($ m)** | | | |
| International | $815.8 | $2,149.9 | $2,965.6 |
| Interstate | $3,063.5 | $5,878.0 | $8,941.5 |
| Local | $1,504.3 | $2,261.0 | $3,765.3 |
| Total | $5,383.6 | $10,288.9 | $15,672.5 |
| **Direct contribution to value added ($ m)** | | | |
| International | $369.8 | $971.7 | $1,341.6 |
| Interstate | $1,330.7 | $2,548.4 | $3,879.1 |
| Local | $720.1 | $1,081.5 | $1,801.6 |
| Total | $2,420.6 | $4,601.7 | $7,022.3 |

*Excludes registration*

## 4.3 Meeting and convention organisers

As shown in Table 5, the average expenditure reported by meeting and convention organisers was $192 per delegate per day. The most significant cost to organisers was food and beverage, followed by venue hire (although for government events venue hire had the highest cost). The highest average organiser spend was for association events, followed by government events.

**Table 5: Average organiser spend per delegate day**

| | Association | Corporate | Government | Total |
|---|---|---|---|---|
| Venue | $41.11 | $33.72 | $73.28 | $39.99 |
| Food and beverage | $51.87 | $55.01 | $43.75 | $52.98 |
| Equipment | $28.44 | $26.63 | $23.76 | $26.73 |
| Administration | $29.40 | $23.78 | $15.18 | $24.14 |
| Marketing, promotion and design | $19.08 | $13.62 | $9.92 | $14.50 |
| Key note and other sponsored speakers | $21.34 | $18.68 | $27.45 | $20.31 |
| Security | $2.83 | $1.26 | $0.57 | $1.56 |
| Other | $17.44 | $11.22 | $3.73 | $11.84 |
| TOTAL | $211.51 | $183.93 | $197.65 | $192.05 |

Overall, meeting and convention organisers spent $7.5 billion during 2013-14.

**Table 6: Organiser expenditure and direct contribution ($ m)**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| Organiser expenditure | $2,508.4 | $5,020.4 | $7,528.8 |
| Direct contribution to value add | $1,395.2 | $2,837.1 | $4,232.3 |

## 4.4 Total expenditure, value add and employment

The total direct expenditure from meetings and conventions was $23.2 billion in 2013-14. These events contributed direct value add of $11.3 billion and generated over 147,000 jobs.

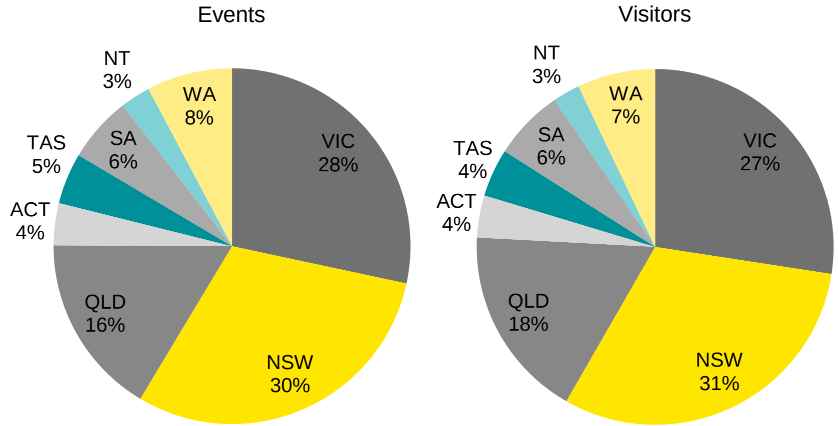
**Table 7: Direct expenditure, value add and employment**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| Expenditure ($ m) | $7,892.0 | $15,309.3 | $23,201.3 |
| Value added ($m) | $3,815.8 | $7,438.8 | $11,254.6 |
| Jobs | 50,213 | 97,277 | 147,491 |

## 4.5 State breakdown

Figure 3 shows the breakdown of events and delegates by state and territory. New South Wales and Victoria hosted the largest number of events and delegates. Combined, they accounted for almost 60% of the meetings and conventions market. This was followed by Queensland and Western Australia.

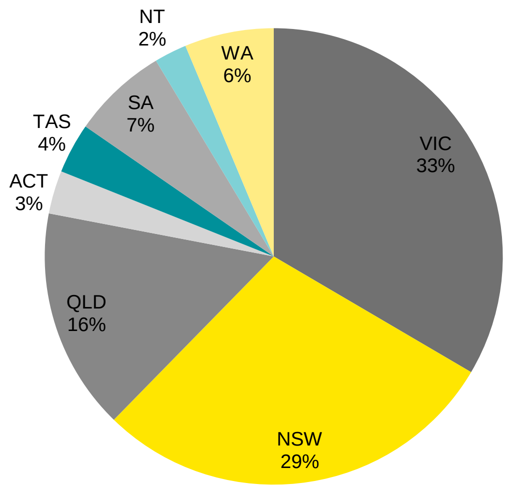
**Figure 3: Breakdown of events and delegates by state and territory**




The breakdown of direct spend by state and territory (Figure 4) shows that Victoria had the highest spend (33%), which was greater than the proportion of events and delegates hosted in that state. This is due to the mix of events hosted in Victoria in 2013-14. In particular, Melbourne staged more large international events compared to Sydney. For example, Melbourne hosted the 22nd World Diabetes Conference (with 10,237 delegates from 170 countries) and the World Congress of Cardiology 2014 (with 5,900 delegates from 120 countries)[7]. This mix of events was also likely driven by the closure of the Sydney Convention and Exhibition Centre for part of the 2013-14 financial year.

[7] http://www.melbournecb.com.au/conferences-in-melbourne/conference-case-studies/

**Figure 4: Breakdown of direct spend by state and territory** [8]




8 While delegate and event numbers for New South Wales and Victoria are similar, there is a significant difference in the direct expenditure in those states. This can be explained by the mix of events in each state. In 2013-14, Melbourne staged more large international events compared to Sydney. This mix of events was likely driven by the closure of the Sydney Convention and Exhibition Centre for part of the 2013-14 financial year. During this time Sydney was unable to host large international business events that require convention centre facilities, particularly conferences and conventions, which will have understated overall results and impacted on NSW relative market share.

# 5. Exhibitions

**In 2013-14, over 2,000 exhibitions were held in Australia, attracting over 9 million visitors. These exhibitions generated expenditure of $3.1 billion and contributed direct value add of $1.5 billion**

## 5.1 Number of events and delegates

In 2013-14, there were 2,157 exhibitions staged in Australia, attracting over 9.3 million visitors and 65,000 exhibitors. The table below shows the breakdown of exhibitions by event type. Exhibitions as part of a conference were the most frequently held type of exhibition, although these events tended to be small in scale. In contrast, consumer exhibitions attracted the majority of visitors and exhibitors, despite having a lower number of events overall.

**Table 8: Number of events and delegates**

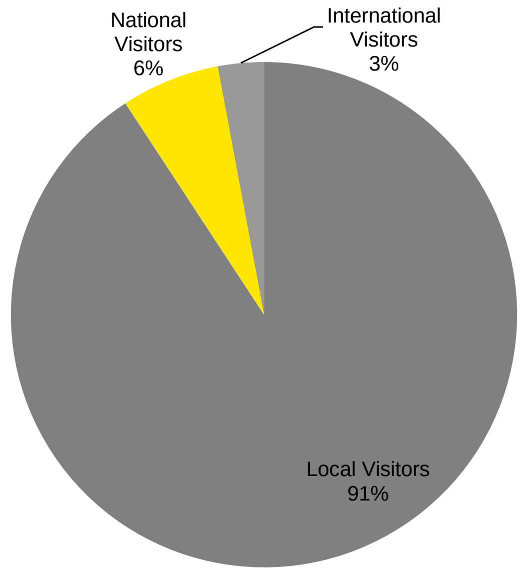
| | Number of events | Number of visitors | Number of exhibitors |
|---|---|---|---|
| Trade | 697 | 850,139 | 20,560 |
| Consumer | 552 | 7,649,566 | 32,621 |
| Mixed trade and consumer | 80 | 414,139 | 7,616 |
| Part of a conference | 827 | 440,710 | 4,405 |
| TOTAL | 2,157 | 9,354,553 | 65,203 |

## 5.2 Exhibition visitors

### Origin of visitors

Overall, 3% of exhibitions visitors were from overseas, 6% were from interstate and 91% were from within the event state.

**Figure 5: Origin of visitor**




### Visitor expenditure

Table 9 shows the mean daily expenditure of exhibition visitors. Public exhibition visitors had the lowest daily spend ($124), which is expected given that these events tend to mostly attract local visitors. In contrast, mixed exhibition visitors had the highest average daily spend.

Across all visitors, the most significant expenditure items were accommodation, dining out/restaurants and shopping.

**Table 9: Average exhibition visitor spend per day by exhibition type**

| | Trade | Consumer | Mixed |
|---|---|---|---|
| Accommodation | $34.52 | $24.00 | $53.96 |
| Dining out/restaurants | $35.46 | $24.93 | $36.13 |
| Ground transport | $9.18 | $6.48 | $9.44 |
| Domestic air travel | $9.83 | $6.13 | $11.70 |
| Tours | $1.10 | $0.86 | $3.19 |
| Recreational activities | $7.13 | $5.00 | $6.88 |
| Theatre/concert/cinemas | $1.55 | $1.08 | $1.75 |
| Other | $19.03 | $15.95 | $69.44 |
| Shopping | $55.87 | $39.26 | $51.63 |
| TOTAL | $173.68 | $123.69 | $244.12 |

Overall, exhibition visitors spent $2.3 billion in Australia during 2013-14 (excluding registration/entrance fees). Domestic delegates accounted for the majority of this spend.

**Table 10: Total visitor expenditure and direct contribution ($ m)**

| | Total expenditure | Direct contribution to value added |
|---|---|---|
| International | $570.9 | $308.7 |
| Interstate | $576.7 | $251.5 |
| Local | $1,197.2 | $455.5 |
| TOTAL | $2,344.8 | $1,015.7 |

## 5.3 Exhibitors

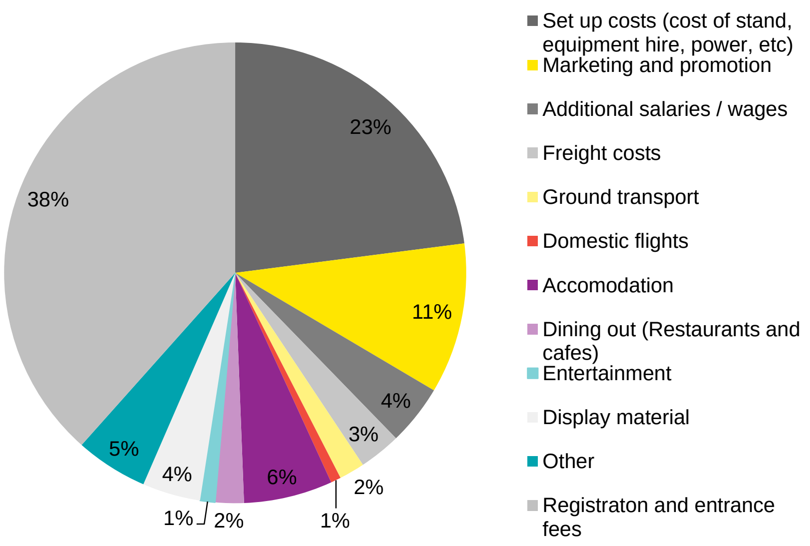
Table 11 shows the average exhibitor expenditure (per organisation), including registration fees paid to event organisers. International exhibitors have the highest spend (over $30,000), followed by interstate exhibitors.

**Table 11: Average exhibitor spend (per exhibition)**

| | Average spend |
|---|---|
| Local | $10,678 |
| Interstate | $20,383 |
| International | $31,887 |

The major expense items for exhibitors are registration and entrance fees (which include the cost of floor space) and set up costs. Combined, these account for over 60% of total expenditure.

**Figure 6: Breakdown of exhibitor spend**




Overall, exhibitors spent $643 million in Australia during 2013-14 (excluding registration/entrance fees)[9].

**Table 12: Total exhibitor expenditure and direct contribution ($ m)**

| | Total expenditure | Direct contribution to value added |
|---|---|---|
| Exhibitors | $643.4 | $406.4 |

## 5.4 Exhibition organisers

Table 13 shows the average expenditure reported by exhibition organisers per exhibitor. The most significant cost to organisers was venue hire. Other major costs included administration, marketing promotion and design and stand construction.

Trade exhibitions had the highest organiser spend per exhibitor, followed by mixed exhibitions. In contrast, exhibitions as part of a conference had the lowest organiser spend per exhibitor.

**Table 13: Average organiser spend per exhibitor**

| | Trade | Consumer | Mixed | Part of a conference |
|---|---|---|---|---|
| Venue | $420.32 | $497.75 | $461.62 | $371.50 |
| Food and beverage | $225.60 | $20.57 | $118.81 | $146.38 |
| Equipment | $259.28 | $326.08 | $294.72 | $167.85 |
| Administration | $331.20 | $143.33 | $233.59 | $176.73 |
| Marketing, promotion and design | $372.00 | $442.69 | $409.69 | $174.70 |
| Key note and other sponsored speakers | $132.00 | $12.09 | $69.55 | $64.62 |
| Stand construction cost (as charged to exhibitor) | $259.20 | $242.27 | $250.84 | $256.82 |
| Security | $100.80 | $59.55 | $79.42 | $32.90 |
| Other | $60.00 | $234.31 | $151.27 | $40.03 |
| TOTAL | $2,160.40 | $1,978.64 | $2,069.52 | $1,431.53 |

Overall, exhibition organisers spent $137 million in Australia during 2013-14, generating $88 million in value add.

**Table 14: Organiser expenditure and direct contribution ($ m)**

| | Total expenditure | Direct contribution to value added |
|---|---|---|
| Exhibition organisers | $137.2 | $88.0 |

[9] Registration fees are excluded to avoid double counting with organiser spend

## 5.5 Total expenditure, value add and employment

The total direct expenditure from exhibitions was $3.1 billion in 2013-14. These events contributed direct value add of $1.5 billion and generated over 21,000 jobs.

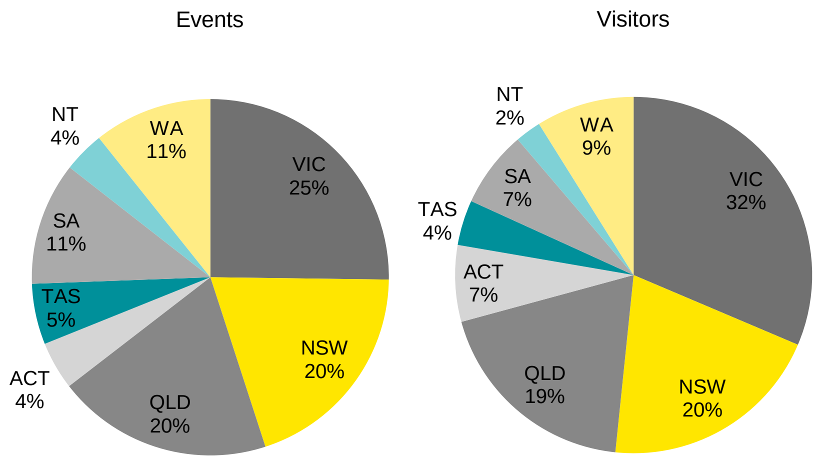
**Table 15: Direct expenditure, value add and employment**

| | Direct value |
|---|---|
| Expenditure ($ m) | $3,125.3 |
| Value added ($ m) | $1,510.1 |
| Jobs | 21,525 |

## 5.6 State breakdown[10]

Figure 7 shows the breakdown of exhibitions and visitors by state and territory. Victoria, New South Wales and Queensland hosted the largest number of exhibitions. Combined, they accounted for 65% of exhibitions. The proportion of visitors attending exhibitions in Victoria is greater than the proportion of events held in that state, indicating a larger event size in Victoria.

**Figure 7: Breakdown of exhibitions and visitors by state and territory**




10 While delegate and event numbers for New South Wales and Victoria are similar, there is a significant difference in the direct expenditure in those states. This can be explained by the mix of events in each state. In 2013-14, Melbourne staged more large international events compared to Sydney. This mix of events was likely driven by the closure of the Sydney Convention and Exhibition Centre for part of the 2013-14 financial year. During this time Sydney was unable to host large international business events that require convention centre facilities, particularly conferences and conventions, which will have understated overall results and impacted on NSW relative market share.

# 6. Incentive travel

There were over 18,000 incentive events held in Australia during 2013-14. These events contributed $1.7 billion in direct expenditure and $0.70 billion in direct value add to the Australian economy in 2013-14

The term "Incentives" refers to a global management tool that provides rewards to motivate and recognise recipients for their performance. This study considers travel incentives. Other incentives rewards (such as cash or merchandise) are not classified as business events and have not been captured in this study.

## 6.1 Number of events

In 2013-14 there were 18,787 incentive travel events hosted in Australia. The majority of these were single or part day events.

**Table 16: Estimate of the number of events**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| Single or part day events | 11,030 | 2,179 | 13,208 |
| Multi day events | 4,666 | 912 | 5,579 |
| TOTAL | 15,696 | 3,091 | 18,787 |

## 6.2 Incentives delegates

Over 1.3 million delegates attended the incentive events. Consistent with the number of events, the number of participants at single day events also represents the largest group of participants.

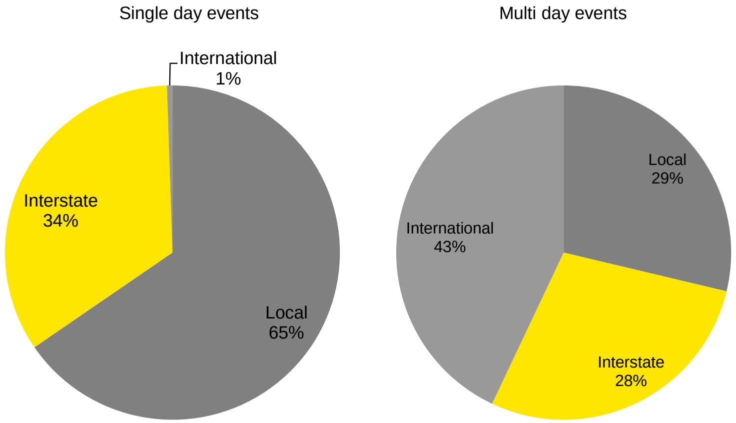
**Table 17: Estimate of the number of delegates**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| Single or part day events | 372,611 | 492,918 | 865,529 |
| Multi day events | 163,924 | 311,784 | 475,707 |
| TOTAL | 536,535 | 804,702 | 1,341,237 |

### Origin of delegates

Overall, 52% of incentives delegates were from within the event state, 32% were from interstate and 16% were from overseas. However, the origin of delegates varied significantly depending on the duration of the event, as illustrated in the Figure below. International delegates represented the largest group of participants at multi day events. This indicates that for multi day events, in bound tourist groups make up the largest part of the incentives market. In contrast, there were very few international delegates at single day events, which predominantly attracted local delegates.

**Figure 8: Origin of delegates**




## Delegate expenditure

Table 18 shows the average delegate expenditure per day for incentive delegates. International delegates spend $211.16 per day. This spend predominantly relates to personal items (for example shopping) and recreational activities, as the organiser would typically pay for trip expenses such as airfares and accommodation.

**Table 18: Average delegate expenditure per day**

| | Average spend in host region |
|---|---|
| International | $211.16 |
| Interstate | $282.57 |
| Local | $282.57 |

Overall, incentives delegates spent $965 million in Australia during 2013-14.

**Table 19: Delegate expenditure and direct contribution**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| **Delegate expenditure* ($ m)** | | | |
| International | $45.1 | $117.8 | $162.9 |
| Interstate | $163.6 | $282.5 | $446.2 |
| Local | $149.5 | $206.4 | $355.9 |
| Total | $358.2 | $606.8 | $965.0 |
| **Direct contribution to value added ($ m)** | | | |
| International | $15.5 | $40.5 | $56.0 |
| Interstate | $55.9 | $96.5 | $152.4 |
| Local | $51.6 | $71.1 | $122.8 |
| Total | $123.0 | $208.1 | $331.2 |

## 6.3 Incentives organisers

Table 20 shows the average expenditure reported by incentives organisers. The most significant costs to organisers were venue hire and food and beverage.

**Table 20: Average organiser spend per day**

| | Single day event | Multi day event |
|---|---|---|
| Venue | $28.92 | $107.88 |
| Food and beverage | $21.63 | $80.66 |
| Equipment | $4.17 | $15.56 |
| Administration | $10.47 | $39.07 |
| Marketing, promotion and design | $3.22 | $12.00 |
| Key note and other sponsored speakers | $2.46 | $9.16 |
| Ground transport | $9.52 | $35.50 |
| Sightseeing, tours, or team building activities | $18.03 | $67.24 |
| Other | $1.59 | $5.93 |
| TOTAL | 100.00 | 373.00 |

Overall, incentives organisers spent $749 million in Australia during 2013-14.

**Table 21: Organiser expenditure and direct contribution ($ m)**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| Total expenditure | $274.4 | $474.9 | $749.4 |
| Direct contribution to value added | $136.5 | $232.0 | $368.5 |

## 6.4 Total expenditure, value add and employment

The total direct expenditure from incentive events was $1.7 billion in 2013-14, making it the smallest segment of the business events industry in terms of expenditure. The incentive events contributed direct value add of $0.69 billion and generated over 10,000 jobs.

**Table 22 : Direct output, value add and employment**

| | Under 100 delegates | Over 100 delegates | Total |
|---|---|---|---|
| Expenditure ($ m) | $632.6 | $1,081.8 | $1,714.4 |
| Value added ($ m) | $259.6 | $440.1 | $699.7 |
| Jobs | 3,794 | 6,548 | $10,342 |

# 7. Regional contribution

**The business events industry is an important contributor to the regional economy, with over 178,000 events held in regional Australia during 2013-14.**

This study does not breakdown the total industry contribution by regional and metropolitan areas. This regional analysis would require a detailed analysis of the flow of expenditure through the economy and not just, for example, the place of an event and its average expenditure profile. Rather, we use the number of events and delegates hosted in regional areas as a proxy for regional contribution.

The business events industry is an important contributor to the regional economy, based on the following proxy indicators of regional importance:

- ***Distribution of venues*** - Around 52% of venues are located in regional Australia
- ***Distribution of events*** – Around 44% of events were held in regional areas
- ***Distribution of delegates*** - Around 36% of delegates attended business events in regional areas.
- ***Travel behaviour of delegates*** – International and interstate delegates who attend business events located in metropolitan area may also visit regional areas during their trip. For example, a recent delegate survey in Melbourne found that 38% of international delegates and 28% of national delegates visited regional Victoria before and/or after a conference.[11]

The regional contribution of different market segments is shown in Table 23.

**Table 23: Regional contribution**

| | % of events held in regional Australia | % of delegates attending regional events |
|---|---|---|
| Meetings and conventions | 43.8% | 39.8% |
| Exhibitions | 30.0% | 27.0% |
| Incentives | 42.1% | 36.5% |

[11] Melbourne Convention Bureau 2013, *Melbourne Convention Delegate Study 2013*

# 8. Taxation contribution

Business events generated a taxation contribution of:

- **$0.86 billion**
  on direct consumption

- **$2.76 billion**
  on total (direct + indirect) consumption

**Northern Territory**

| Measure | Total ($m) | % of Aust. |
|---|---|---|
| Direct tax | $23 | 2.7% |
| Total (direct+indirect) tax | $44 | 1.6% |

**Queensland**

| Measure | Total ($m) | % of Aust. |
|---|---|---|
| Direct tax | $149 | 17.2% |
| Total (direct+indirect) tax | $398 | 14.5% |

**Western Australia**

| Measure | Total ($m) | % of Aust. |
|---|---|---|
| Direct tax | $56 | 6.5% |
| Total (direct+indirect) tax | $161 | 5.8% |

**New South Wales**

| Measure | Total ($m) | % of Aust. |
|---|---|---|
| Direct tax | $244 | 28.2% |
| Total (direct+indirect) tax | $760 | 27.6% |

**ACT**

| Measure | Total ($m) | % of Aust. |
|---|---|---|
| Direct tax | $29 | 3.4% |
| Total (direct+indirect) tax | $112 | 4.1% |

**South Australia**

| Measure | Total ($m) | % of Aust. |
|---|---|---|
| Direct tax | $52 | 6.0% |
| Total (direct+indirect) tax | $166 | 6.0% |

**Tasmania**

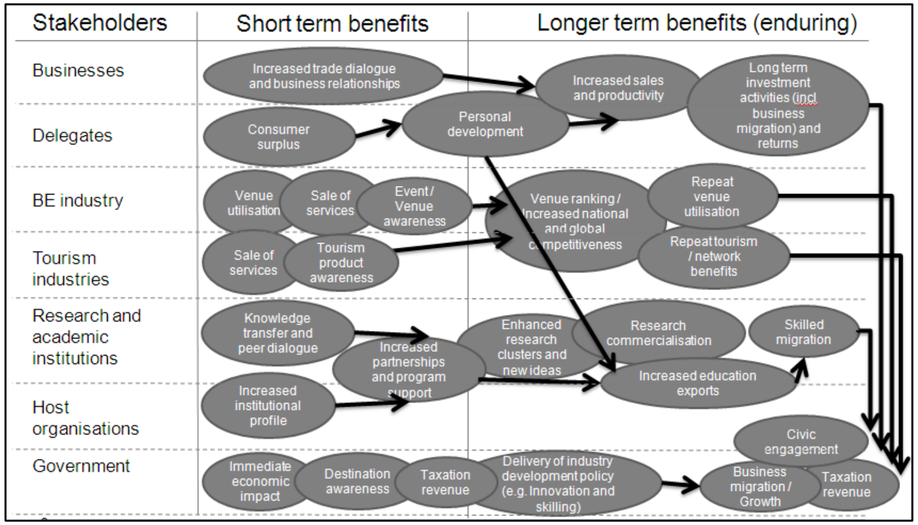
| Measure | Total ($m) | % of Aust. |
|---|---|---|
| Direct tax | $29 | 3.3% |
| Total (direct+indirect) tax | $86 | 3.1% |

**Victoria**

| Measure | Total ($m) | % of Aust. |
|---|---|---|
| Direct tax | $283 | 32.8% |
| Total (direct+indirect) tax | $1,031 | 37.4% |

# 9. Other benefits and case studies

This study demonstrates that business events are a major economic driver for the Australian economy, but the current approach to valuing these benefits is focused on immediate tourism spending of delegates, event expenditure and venue utilisation. This focus on short term impacts masks the wider and more enduring benefits of business events associated with support for infrastructure development, business relationships, knowledge transfer and industry investment. These wider benefits and their linkages are illustrated in the Figure below.




The broader impacts of business events have been examined in a number of studies using case study events in Sydney, most recently in *Beyond Tourism Benefits – Measuring the social legacies of business events*. The study was an online survey of 1,090 attendees to five international congresses held in Sydney between 2009 and 2011. In summary, the study identified the following key outcomes delivered by business events:

**Knowledge expansion:**

- Growing local knowledge
- Knowledge improving education
- Knowledge improving professional practice

**Networking, relationships and collaboration:**

- Access to networking opportunities for local practitioners and researchers
- Networking fosters creation of long term relationships
- Networking as a catalyst for knowledge expansion and research development
- Networking as a catalyst for research collaborations
- Research collaborations lead to the development of new products and technologies

**Educational outcomes:**

- Opportunities for local postgraduate research students
- increased attractiveness of education sector

**Fundraising and future research capacity:**

- Fundraising opportunities
- Greater access to government and/or private sector funding sources

**Business investment:**

- Realising significant investment opportunities
- Realising business-related opportunities such as increased product exposure and awareness, new leads, improved organisational profile, access to target markets and improved branding
- Increase in exports sales

**Raising awareness and profiling:**

- Generating awareness of sector specific issues
- Raising awareness of broader societal issues
- Profiling local organisations, associations, and/or centres
- A catalyst for government support

**Showcasing and destination reputation:**

- Showcasing local talent
- Enhancing Sydney's reputation as a global leader
- Enhancing Sydney's reputation as a business events destination.

The Beyond Tourism Benefits – Measuring the social legacies of business events study found that:

> *Business events assist communication that promotes the effective diffusion of knowledge. Over 90 per cent of respondents believe that these congresses have facilitated the dissemination of new knowledge, ideas, techniques, materials, and technologies by providing Sydney/New South Wales (NSW) based educators, practitioners and researchers with access to a network of international colleagues. This networking affords local delegates with new business and research collaborations, which can generate innovation, ideas and research agendas for many years to come. Significantly, for the continued health and growth of each sector, attendance at these business events has delivered these benefits to emerging leaders, including Australian postgraduate research students. Business events provide a supporting platform from which the growth of intercultural understandings and international friendships can occur. It is this understanding that contributes to Australia's capacity for success in global markets in business and education. International delegates are exposed to local knowledge, research capacity, sites and facilities – all of which increase the attractiveness of Sydney's education sector.*
>
> *Growth in this sector has wider benefits for increasing the future capacity of NSW in the various sectors. Sydney's capacities are showcased through the staging of international business events, putting the destination 'on the map', fostering Sydney's reputation as a place of highly skilled, capable, world leading researchers. Eighty-seven percent of respondents agree that successful hosting of the events has enhanced Sydney's reputation as a global business events destination.*

The following case study on the Biannual Mint Directors Conference further demonstrates the value that business events generate beyond tourism benefits.

**Biannual international Mint Directors Conference 2010**

In 2010 the Royal Australian Mint hosted the biannual international Mint Directors Conference (MDC) in Canberra, with 350 industry representatives from around the world attending.

The traditional tourism economic benefits delivered from the MDC is estimated as being $425,000 to the ACT economy and $650,000 to the wider Australian economy – a benefit that has been easily exceeded by the identified business benefits to Australia.

Prior to the 2010 MDC the Mint had minimal export sales (approx. $2m per annum), but these have since grown exponentially. Most importantly, the growth in these export sales can be directly attributed to the hosting of the 2010 MDC. As part of the conference all attendees were given a tour of the Mint facility and a range of important business connections were established.

As noted by the Royal Australian Mint:

> *"As a result of the Conference, and the exposure of the Royal Australian Mint resulting from this Conference, the Mint has entered into several export contracts resulting in a total revenue value of over $12 million per annum, with some of these being multi-year contracts of over 10 years.*
> *Hosting the MDC enabled us to bring the decision-makers to where the work is done, in Canberra at the Mint. No other marketing or sales initiative would have had the same immediate and significant impact."* (Dr Prabir De, Business Development and Technical Director, Royal Australian Mint)

Having the MDC in Canberra has also delivered other benefits to the Mint and its staff, including in skills development and by expanding the views of staff of what can be achieved.

As is demonstrated by the experience of the MDC, attracting appropriate Business Events represents an excellent pathway for demonstrating Australia's expertise

The BECA report *Business Events: Delivering for Australia*[12] provides additional case studies that demonstrate the legacy impacts of business events.

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12 www.businesseventscouncil.org.au/beyond-tourism-benefits.html

# 10. Previous studies

The benefits of the business events industry has been subject to significant research in the past, both in Australia and internationally. In particular, the National Business Events Study (NBES) released in 2005 was a comprehensive evaluation of Australia's business events sector in 2002-3. There have been a number of smaller studies completed since the NBES study, with them frequently relying on the NBES metrics as a base source of data.

This section of the report provides a comparison of this study to results from previous studies, and highlights key differences. The focus is on comparing the industry overall, and also the meetings and conventions segment. It is important to note that caution should be taken when comparing the results of this study to the NBES due to the different methodologies employed. In particular a direct comparison of the exhibitions and incentives is not possible.

## 10.1 Expenditure, value add and employment

Direct industry expenditure has increased from $17.4 billion in 2002-03 to $28.0 billion in 2013-14. This growth has outpaced inflation over the same period, with a compound annual growth rate of 4.5%.

**Table 24 : Direct expenditure, value add and employment**

| | 2013-14 | NBES (2002-03) |
|---|---|---|
| Expenditure ($b) | $28.0 | $17.4 |
| Value added ($b) | $13.5 | $6.1 |
| Jobs | 179,357 | 115,580 |

In addition, the results are consistent with continued industry growth as estimated by TTF Australia in *The Value of Business Events: Measuring the value of the Australian Business Events Sector, 2003-2020*.

## 10.2 Meetings and conventions

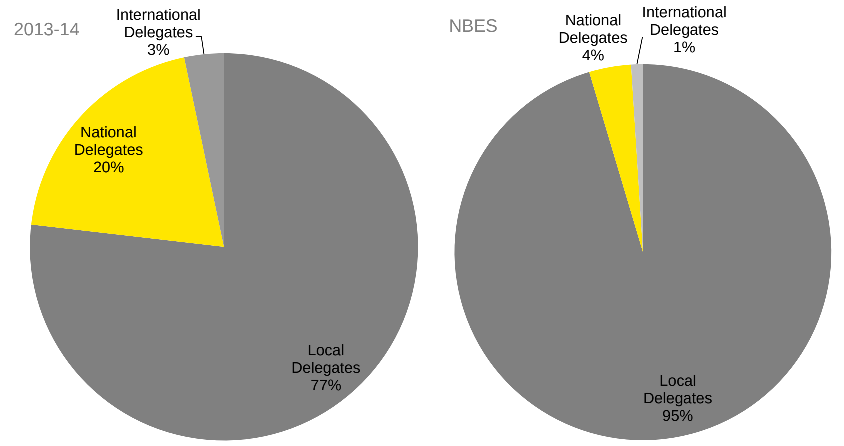
Since 2002-03, the overall number of events has increased, however the average number of delegates at those events has decreased, resulting in an overall decline in the number of delegates. There has also been a significant shift towards single and part day events.

**Table 25 : Number of events and delegates**

| | 2013-14 | NBES (2002-03) |
|---|---|---|
| Number of single day events | 299,956 | 218,297 |
| Number of single day delegates | 19,045,689 | 16,514,411 |
| Number of multi day events | 91,104 | 98,074 |
| Number of multi day delegates | 7,412,415 | 11,897,455 |

The origin of delegates at meetings and conventions has also changed, with a higher proportion coming from overseas and interstate.

**Figure 9: Origin of meeting and convention delegates**



# Appendix A Report disclaimer

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