



## Association of Australian Convention Bureaux

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28 February 2017

The Hon Julie Bishop MP  
Minister for Foreign Affairs  
PO Box 6022  
Parliament House  
Canberra, ACT 2600

### Priorities of the business events sector in Foreign Affairs and Trade

Dear Minister,

The Association of Australia Convention Bureaux (AACB) welcomes the opportunity to provide a submission in advance of the planned 2017 Foreign Affairs White Paper.

Australia's convention bureaux bring major meetings, incentives, conventions and exhibitions to our cities and regions. As their peak body, we are expertly placed to offer an objective opinion of the true value of business events to Australia. In short, conferences and exhibitions act as a shop window onto Australia's export industries, but need further government stimulation if Australia is to reach its full trade potential.

Conventions bring the world's best and brightest to Australia to learn from our companies and academic, yet our global position is slipping, meaning fewer global luminaries pay us a visit.

We are particularly interested in the taskforce established to review tourism as a key export earner for Australia. Any examination of the potential for the tourism as an industry would be incomplete without specific and detailed references to the corporate meetings, trade exhibitions and conventions that collectively make up the business events industry. One in five dollars spent by international visitors to Australia is spent by a business event delegate. In addition, international delegates spend, on average, 21 per cent more than other international visitors over their trip – and 77 per cent more per day.

In 2015/16, over 38 million people attend more than 429,500 business events across Australia, generating more than \$30.2 billion in direct expenditure and almost 193,500 jobs. Our comments are formatted in response to the questions posed in the call for public submission.

Yours faithfully,

Andrew Hiebl  
Chief Executive Officer



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Convention Bureaux

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