

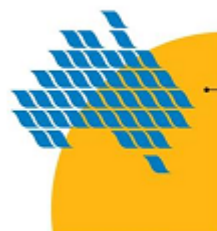


TOURISM NT
NORTHERN TERRITORY
AUSTRALIA

2012 AACB Staff Scholarship

“Integrating the world into Business Events”

Submission by **Rebecca McCaig**
Business Development Executive
Northern Territory Convention Bureau



ASSOCIATION OF AUSTRALIAN
CONVENTION BUREAUX INC.

THE ASSOCIATION
BEHIND THE BUREAUX
WHO MARKET
AUSTRALIA FOR
BUSINESS EVENTS

17 August 2012

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To Whom It May Concern,

RE: Rebecca McCaig

It gives me great pleasure to recommend Rebecca McCaig for the 2012 AACB Staff Scholarship.

Rebecca is a Business Development Executive based in Melbourne for the Northern Territory Convention Bureau (NTCB), a division of Tourism NT. Rebecca has held this role since January 2011. Previous to this Rebecca held the role of Business Tourism Coordinator in the Darwin office for the NTCB.

Rebecca's current role assumes responsibility for the strategic business development activities for the NTCB within the identified industry strengths group. The industry group encompasses Oil & Gas, Mineral Resources, Desert Knowledge, Health and Renewable Energy. As a relatively new strategy of linking commercial outcomes in a broad industry context to the Business Events field, Rebecca has been a leader in driving this to fruition.

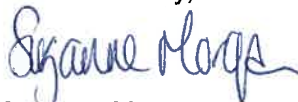
As a high performing and motivated individual Rebecca has seen a high level of success not only in the strategic business development for which she is primarily responsible, but also in creation of linkages between professional Association bodies and industry in the NT primarily in the Health and Renewable Energy fields.

Rebecca has a demonstrated aptitude and flair for the creation of business to business networks. The success of her work and engagement of the industry groups within the private and government sectors are a testament to this.

Rebecca is a consummate professional who is constantly striving to provide practical and meaningful commercial engagement through her work. The role is generating significant momentum in displaying outcomes of Business Events beyond Tourism. This is due in no small part to the exceptional performance of Rebecca.

As I cannot extrapolate fully on Rebecca in short reference form I would be delighted to provide further information if required.

Yours Sincerely,



Suzanne Morgan
Executive Director, Industry Development

ROLE DESCRIPTION

Nature of role

- My role of 'Business Development Executive, Industry Strengths' was created to support the Northern Territory Convention Bureau's (NTCB) strategy to identify new business event opportunities by leveraging the Northern Territory's strength industries
- I achieve this by building compelling business cases to attract Business Events which will provide economic and social benefits to the NT
- My role is also responsible for driving awareness of key industry projects to Corporate, Association and Government organisations through well researched and targeted client relationship management and promoting the benefits and linkages of hosting an event in a location of relevance
- My role has the added benefit of connecting organisations with local experts/ champions in relevant strength industry sectors creating opportunities for additional commercial and social outcomes and industry profile-raising

Skills

- 12 years experience in tourism and hospitality industries in national and international environments in a diverse range of fields including State Tourism Organisation, Hotels, Catering & Event Management
- Diploma in Hospitality Management
- Demonstrated business development skills gained through formal strategic sales training
- Professional and personal interest in research and investigating and identifying potential links to support business cases
- Professional and personal interest in connecting people and organisations for mutually beneficial economic and social outcomes

Proposed future within my bureau (60 words maximum excluding bolded text)

Leverage the success of the Industry Strengths strategy to create a business case for Tourism NT/ NTCB to establish a platform to connect corporate and community organisations via business events. I anticipate further potential to exist for other NT Government agencies to access this platform to maximise the social and economic benefits beyond tourism in the NT.

PROJECT PROPOSAL (300 words maximum excluding bolded text)

Background

"If the community is happy, then they support your business and if your business is doing well, then you can give back even more to the community."

Magic Johnson

To understand the potential for Business Events to have increased social benefit in local communities, I engaged Leo Jago, Chief Economist TRA, who recommended I examine Massachusetts Convention Center Authority's (MCCA) C.A.R.E program. Launched in 2010, C.A.R.E - Community Assistance by Responsible Events¹ creates a directly proportional relationship between Business Events and community.

¹ www.massconvention.com/pdf/2010/04.01.10%20-20Conventions%20CARE%20release.pdf

Proposed Project

2 week study trip to Boston - Approval received from MCCA to work with their External Relations and Community Liaison divisions to further understand the implementation and delivery of their C.A.R.E program.

Objectives

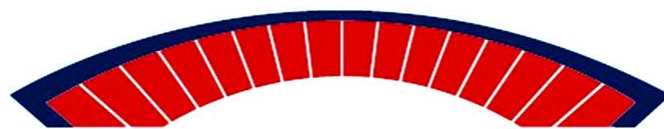
1. Understand political, social, and economic agendas involved in delivering an 'impactful' project whilst balancing commercial and social imperatives of the destination
2. Deliver project in line with Tourism NT's new strategic plan which places key focus on Business Events
3. Extend scope of project to benefit wider strategies across NT Government agencies.
4. Evolve project to benefit every Australian community with capacity to host Business Events

How I will benefit

- I'm encouraged by the shift in corporate culture toward leaving positive legacies in communities and I have an opportunity to make a difference by cultivating my passion for creating connections between corporate and community organisations
- This project provides a career development path where I can apply these learnings across NT Government and the national Business Events industry

How my bureau, the Northern Territory and Australia will benefit

- Wide-reaching potential for project allows NTCB to increase profile within NT Government and garner support from relevant agencies
- Tourism NT acknowledged as an agency benefiting broad range of sectors, both public and private going 'beyond Tourism'
- NTCB recognised leader in industry resilience demonstrating the value of Business Events through knock-on impacts to wider community in times of economic uncertainty



MCCA
MASSACHUSETTS CONVENTION
CENTER AUTHORITY

LOCATION

Boston, Massachusetts, USA

DATE

August 2013

Proposed Itinerary

DATE	
Saturday August 3	Depart Melbourne/ Arrive Boston
Monday August 5 – Friday August 9	MCCA – External Relations
Monday August 12 – Friday August 16	MCCA – Community Liaison
Sunday August 18	Depart Boston
Tuesday August 20	Arrive Melbourne

BUDGET

ITEM	COST
Return Domestic Flight JFK - BOS	\$300
Accommodation x 16 nights @ \$200 per night	\$3200
Meals x \$80 per day	\$1280
Ground Costs ie APO transfers, taxis, public transport	\$300
TOTAL	\$5080.00

I will be personally responsible for incurring any costs over and above \$5000.