

AUSTRALIAN SCHOOL OF BUSINESS™
THE UNIVERSITY OF NEW SOUTH WALES



**THE EIGHTH RA LAYTON LECTURE
WITH SANDRA CHIPCHASE**


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Agenda

- 630 Welcome
 - Dr Nina Mistilis
- 635 Introduction of the speaker
 - Professor Larry Dwyer
- 640 Presentation
 - Sandra Chipchase
- 720 Q&A
- 725 Thanks
 - Students – Susan Perry (UG) & Angelo Vassiliades (PG)
- 730 Closing remarks
 - Dr Nina Mistilis

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Welcome

DR NINA MISTILIS

- Coordinator Master of Commerce in Tourism Marketing Program
- Acting Coordinator Bachelor of Commerce in Services Marketing, Tourism & Hospitality Program

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Introducing the Speaker

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Professor Larry Dwyer
Qantas Professor of Travel & Tourism Economics

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Speaker

Sandra Chipchase
CEO of Melbourne Convention + Visitors Bureau

'The future of business events for Australia'





Career Opportunities

- Sector Expertise (Incentives, Conventions, Exhibitions)
- Major Event Management
- Sponsorship – Events/Precincts
- Precinct Management
- Corporate Events/Staging
- Tourism/Destination/Marketing/Environmental

Top International Meeting Cities (2002-2006)

Ranking	Cities	2006	2005	2004	2003	2002
1	Paris	363	316	266	318	309
2	Vienna	316	252	226	202	195
3	Singapore	298	184	159	125	142
4	Brussels	179	217	238	231	249
5	Geneva	169	169	211	212	198
6	Helsinki	140	61	81	98	83
7	Barcelona	139	171	155	136	143
8	London	118	154	157	174	167
9	Amsterdam	117	104	111	93	112
10	New York	93	135	105	118	115

Source: Union of International Associations (2007) International Meetings Statistics for the Year 2006

Top Asia-Pacific Cities For Meetings (2002-2006)

Ranking	Cities (World Ranking)	2006	2005	2004	2003	2002
1	Singapore (2)	298	184	159	125	142
2	Seoul (11)	89	104	113	58	84
3	Beijing (18)	80	88	100	44	60
4	Tokyo (24)	58	69	53	57	52
5	Melbourne (26)	53	45	42	61	31
6	Bangkok (31)	45	62	78	78	83
7	Kuala Lumpur (34)	44	55	68	47	62
8	Hong Kong (37)	41	41	66	39	38
9	Sydney (38)	40	62	78	79	89
10	Busan (41)	37	23	6	6	10

Source: Union of International Associations (2007) International Meetings Statistics for the Year 2006

Fast Facts - Australia

- **316,000 Business Events** (conventions, corporate meetings, incentive travel reward programs and exhibitions) are held each year
 - 24.8 million delegates
 - They spend AUD\$17.36 Billion
- **In Victoria, 88,500 Business Events** per annum
 - Held at 360 venues (27% of the Australian market)
 - Around 5.4 million delegates
 - Spend \$3.4 billion and contribute \$1.2 billion to the Victorian economy
 - A further \$780 million is spent by convention delegates in regional Victoria
 - The Business Events industry generates 13,500 jobs for the State

Benefits to Australia

As well as generating yield, dispersal and economic impact, conventions:

- Promote and showcase Australian expertise and innovation to the world.
- Attract world leaders and investment decision makers that would otherwise not come to Australia
- Provide world's best educational opportunities for young Australian professionals
- Build professional business networks between Australians and international companies and Associations

Benefits to Australia (cont'd)

The Business Events industry is the highest yielding sector of the tourism industry.

- **Yield**
 - International convention delegates spend (on average) five times the average international tourist
 - 26% of all convention delegates also bring a partner*
- **Dispersal**
 - 46% of all international convention delegates pre or post tour to other parts of Australia*
 - 57% of all delegates indicate that they will come back to Australia for a holiday within the next two years after the convention has been held*

*Source: The National Business Events Study (2004) in Sustainable Tourism, CRC

Benefits to Australia (cont'd)

- **Economic Impact**
 - Business Events are directly responsible for 14,000 jobs in Victoria
 - Business Events generate \$1.2 billion for the Victorian economy
- **Profile**
 - The Business Events MCVB has secured, cements Melbourne's claim that it truly is the event capital of Australia; sporting events, cultural events and, of course, business events. The number of medical and scientific meetings held in the city only serve to reinforce the fact that Melbourne's university research institutions are the finest in the country and world's best

Major Exhibition Centres in the World

Name	Location	Exhibition Area (S/M)
Hanover Messe	Hanover	469,760
Fiera Milano	Milano	374,961
Messe Frankfurt	Frankfurt	321,000
Koeln Messe	Koeln	286,000
Dusseldorf Messe	Dusseldorf	234,398
Paris Expo	Paris	226,011
McCormick Place	Chicago	201,000
National Exhibit Centre	Birmingham	190,000
Munich Messe	Munich	160,000

Source: AUMA (Association of German Trade Fair Industry, 2004)

Major Exhibition Centres in the Asia-Pacific Region

Name	Location	Exhibition Area (S/M)
Guangzhou Int'l Conv. & Exh. Centre	Guangzhou	150,000
Tokyo Int'l Exh. Centre (Big Sight)	Tokyo	80,660
Shanghai New Int'l Expo Centre	Shanghai	80,500
Impact Exh. & Conv. Centre	Bangkok	80,000
INTEX Osaka	Osaka	70,078
China Int'l Exhibition Centre	Beijing	67,000
Asia World Expo	Hong Kong	66,000
Int'l Stadium Yokohama	Yokohama	64,000
Hong Kong Conv. & Exh. Centre	Hong Kong	64,000
Singapore Expo	Singapore	60,000
KINTEX	Goyang, Korea	54,975
Makuhari Messe	Chiba, Japan	54,353
*Taipei Nangang Exh. Centre (March 2008)	Taipei	48,185

Melbourne Convention + Visitors Bureau (MCVB) Core Objectives

- To win Business Events for Melbourne
- To position Melbourne as a premier Business Events destination
- To maximise yield by achieving increased delegate and accompanying visitor numbers, length of stay and expenditure

New Melbourne Convention Centre Precinct Development Footprint



About the Project

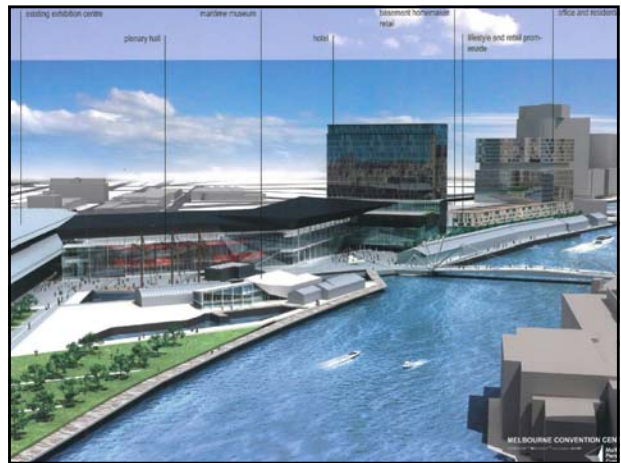
Melbourne's new convention centre will be open for business in 2009.

The integrated facility will be the most advanced exhibition and convention space in the southern hemisphere.

The new centre will be one of the most architecturally impressive and environmentally sound buildings in Australia, and one of the greenest convention centres in the world.

The Project Funding

1. State Government \$370 million
2. City of Melbourne \$43 million
3. Plenary / Austexx \$600+ million



The new Melbourne Convention Centre

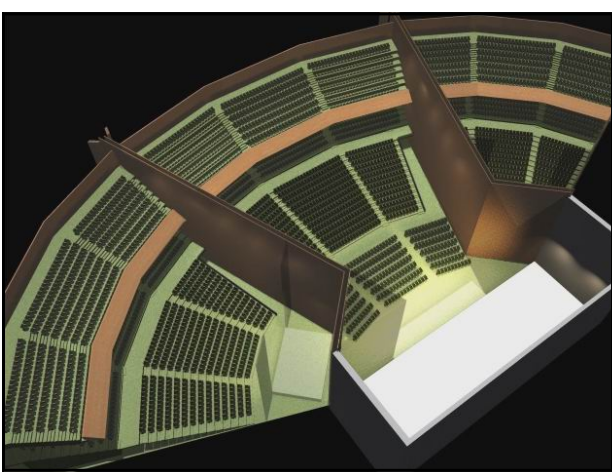
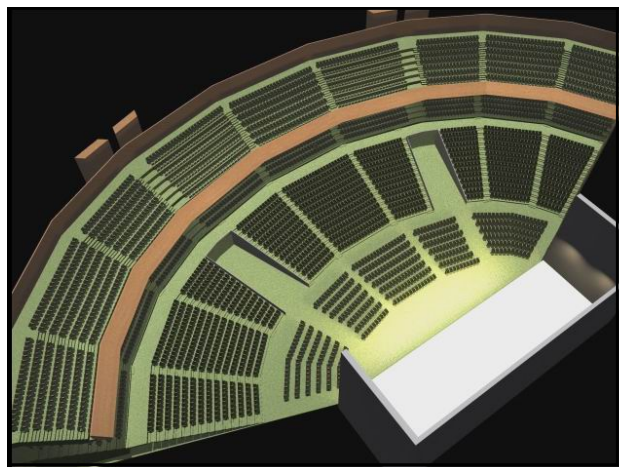
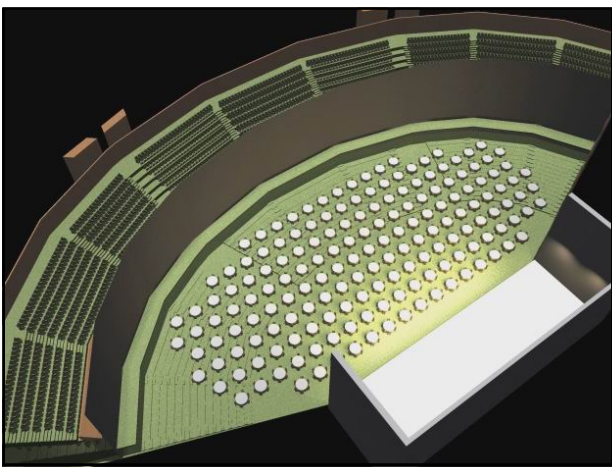
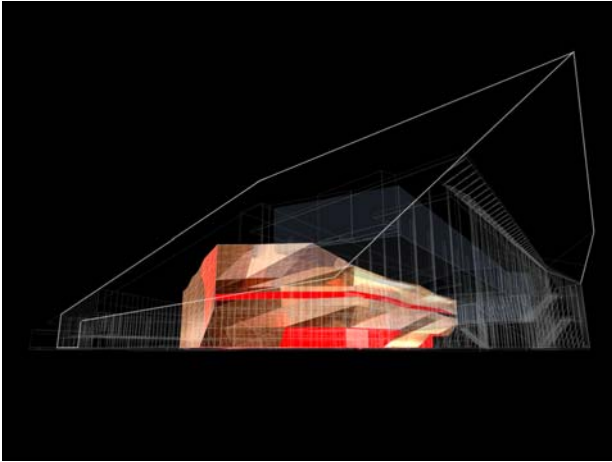


Pre Function Area




Foyer








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Financial Benefits to the Victorian Economy

- Additional \$197 million per year of operation
- Accommodation / Restaurants 41%
- Transport 8%
- Cultural and Recreation 5%
- Retail 3%
- Regional Impact \$92.5 Million
- Life of Project total benefit to Victoria \$1.85 Billion





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The Games People Play

- Underwriting
- Bounty on Delegates
- Lobbying
- Creative Thinking
- Doing Your Homework

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Place Creation and Precinct Management - Docklands



Singapore Redevelopment

A Strong Complement of Venues and Facilities



Marina Bay Integrated Resort



Incentive Market Development

What is Incentive Travel?

- Rewards Staff Performance
- Rewards Behavioural Change
- Can Reward Customers/Clients

Key Selling Points for Incentive Travel Destinations

- Must have “Wow” factor
- Bragging rights
- “Memories to last a lifetime”
- Sizzle/Inspiration

What Does it Take to Win Incentives?

- Destination appeal
- Exclusivity
- Unique venues
- Unique experiences
- Innovation
- Relationships
- Great Collateral/Support Material (12 months)



Key Incentive Market Segments

- Pharmaceutical
- Insurance
- IT
- Telecommunications
- Automotive
- Banking/Finance
- Electrical
- Direct selling

Incentive Examples

- Island Famil
- Fields of Fire
- Harbour Pirates
- Village Building/Social Responsibility

Major Events



Australia's Key Objectives

1. To present a contemporary image of Australia
 - culturally diverse and harmonious
 - dynamic economy
 - thriving, sophisticated arts sector
2. To present new images of Australia
 - innovation
 - technological expertise
3. To promote tourism to Australia
4. To create new and expanded business markets



Arts and Cultural Program

- Had a program of Australian entertainment that ran every week of Expo.
- Promoted the Arts program to the media to encourage them to come to Expo
- Promoted the program to local citizens to encourage them to come to Expo on the days we had entertainment
- Sent photos and stories on the artists at Expo to newspapers around Australia, Germany and Europe to promote Expo 2000 and Australia's role in it!



World Expo 2000 Media Results for Australia

- Achieved Record Publicity – DM 34 million worth
- Achieved Record Pavilion Attendance – 3 million

Olympic drawcard

Sidney's role as Olympic host is proving a big drawcard for Australia's pavilion at Expo 2000 in Germany. Flanked by steampunk beer tents and kangaroo per stalls, the queues for the pavilion are long but everyone seems more than happy to wait to see a ground-level video of Australia's outlook, Olympic and Paralympic torch relays, and examples of technology and medicine pioneered in Australia.



Running until the end of October in Hannover, which is a 90 minute train ride from Hamburg, Expo 2000 is seen by its organisers as an opportunity for Germany to present a new image to the world.

With its theme of Human and Nature, Technology in 21st Century, the event is expected to attract nearly 200 pavilions. The event features bars, clubs, cafes, side-shows, markets, film festivals and numerous arts and cultural events.



Image: Australian performers get the message across at Expo 2000 in Hannover









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Environmental Management

- New Field of Opportunities/Careers
- International Competition
- Measurement
- Carbon Emissions/Offsets
- “Green meetings”
 - Water
 - Energy
 - Waste
- Marketing


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“It is not the critic who counts; not the man who points out how the strong man stumbles.....The credit belongs to the man who is actually in the arena”

Theodore Roosevelt


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GOOD LUCK!




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Q & A
Questions & Answers!





Thanks

Students
-Susan Perry (UG-BCOM) &
-Angelo Vassiliades (PG- MCOM)



Closing remarks

- Dr Nina Mistilis