

# Members Newsletter

August 2010



## BUREAU NEWS

### CEO UPDATE



After a long period of no staff turnover we have sadly said goodbye to a few of our team and we have warmly welcomed a few new team members to the fold. We will highlight our new members over the next couple of issues, starting with Petrina Gillespie below.

Well the new financial year is off to a flying start. We are moving forward with phase two of the implementation of our THINK CANBERRA strategy, which you will learn more about over the coming months. We are also working on a substantial body of opportunities identified during the last year with the goal of converting these to new business for Canberra.

The Centenary in 2013 is fast approaching and are working with the ACT Government 2013 unit in the Chief Ministers Department to enhance our '2013 offer' in order to convince those conference organisers who are not yet completely sold on the idea that this will be a great time to meet in Canberra.

Lastly, a topic that you are all interested in – the ACT Government Tax Review. Your representative Board is taking close interest in this process and the proposed outcomes and will ensure your voice is heard in seeking to advance the taxi service in Canberra for business event clients.

### STAFF UPDATE



#### **Petrina Gillespie Business Development Manager, Melbourne**

We are delighted to welcome onboard Petrina Gillespie as our Business Development Manager, Melbourne. Petrina brings a wealth of business events knowledge to our Sales Department and to the Bureau, with over 20 years experience.

Previous to her new role at the Bureau Petrina was the Director of Sales and Marketing at the Melbourne Convention and Exhibition Centre (MCEC). Petrina was responsible for marketing and communication strategies both in Australia and International markets.

Petrina also has a broad understanding of the hospitality industry having worked for Regent International Hotels and Four Seasons Hotels, Sydney and Melbourne.

Petrina will be based in Melbourne where she will be working closely with the Melbourne business events market.

### EVENTS



#### **A selection of major conferences this month**

| Start            | End                      | Meeting   | Primary Venue                 |
|------------------|--------------------------|---|-------------------------------|
| 2 <sup>nd</sup>  | 3 <sup>rd</sup>          | Pathways Health & Research Centre Training<br>August 2010                               | Rydges Capital Hill           |
| 12 <sup>th</sup> | 14 <sup>th</sup>         | Australian Cardiovascular Health & Rehabilitation<br>Association Annual Conference 2010 | Rydges Lakeside<br>Canberra   |
| 13 <sup>th</sup> | 15 <sup>th</sup>         | 2010 AFDA NSW/ACT Division Annual General<br>Meeting                                    | Pavilion on<br>Northbourne    |
| 30 <sup>th</sup> | 1 <sup>st</sup><br>Sept. | International Urban Design Conference 2010  | National Convention<br>Centre |



## Networking Night

Our 4<sup>th</sup> Networking Night for the year was held on Tuesday night at the [Belconnen Premier Inn](#). We had another great turnout from both members and clients with approximately 100 people attending. [View photos from the night](#).

## INDUSTRY AND GOVERNMENT NEWS

### ELECTION POLICIES



## Gillard Labor Government invests \$46 million to encourage visitors to stay longer and spend more

### MEDIA RELEASE

23<sup>rd</sup> July

Today the Gillard Labor Government announced the allocation of \$46 million in new funding to promote and develop Australia's \$41 billion tourism industry. This includes a \$40 million injection into the TQUAL Grants program and \$6 million for the National Long Term Tourism Strategy.

On the Gold Coast today, Minister for Tourism, Martin Ferguson said this was further evidence of the Gillard Labor Government's commitment to the long term growth and sustainability of tourism in Australia. [Read the full release](#).

Stand up for Australia.  
Stand up for real action.

## The Coalition's plan for real action to support Tourism

The Coalition's plan for real action on Tourism includes the following initiatives:

1. Supporting domestic tourism development growth
2. Building tourism infrastructure and development
3. Increasing business events tourism
4. Expanding Australia's tourism research capabilities

[Read the full report](#)



## Tourism and Transport Forum Election 2010 Policy Commitments

Download TTF's report on current tourism election commitments from both major parties. [Download report](#).



## Canberra Must Release Purse Strings to Win More Business Events – BECA Chief

The Business Events Council of Australia (BECA) is using the election campaign to seek an immediate \$10m to boost Australia's position as a global events destination.

BECA Chairman Geoff Donoghly said \$10m annually was not a big ask at a time of tight fiscal budgeting because lack of investment and increasing global competition had seen Australia's ranking as a business events destination slip from 4<sup>th</sup> to 16<sup>th</sup> in less than a decade\*. [Read the full article](#)

## RESEARCH



## Australian Consumer perceptions of Canberra as short break destination

The latest ACT Visitor Profile and Satisfaction (VPS) project is a collection of data from respondents during the Winter and Spring seasons in 2009 to establish a VPS benchmark for Canberra as a regional tourist destination. [Click here to read the full report](#).



### Members Latest News

- Guess who's coming to dinner?
- New look National Gallery
- Conference update from IHG
- BeChallenged take out two awards at the 2010 Learn X Awards
- Hoyts *showBusiness* corporate event experience
- Mantra on Northbourne gets a facelift and your chance to WIN a weekend getaway whale watching
- Life, Death & Magic: 2000 years of Southeast Asian Ancestral Art
- Want to upgrade your skills or considering a career in events?
- How would you like to gather in the Forrest?

[Read all the latest members news.](#)

*If you would like your industry news included in this monthly update, please forward your information to [Penny Calvert](#).*