

# CONVENTION NEWS



May 2007

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## The Merry Month of May

An interesting mix of national association conferences has boosted Tasmania's convention figures to make this month the best May for four years.

Sixteen conferences, including five over 300 delegates have contributed to 3,300 delegates staying 12,400 bed nights and spending \$4.6M just during their conferences.

Pre and post touring would add considerably to this expenditure in Tasmania, as several of the conferences backed on to a weekend.

The result in May comes after below average figures in March and April; it leads into an average winter of just over 5,000 delegates, but heralds a very strong spring with 9,500 delegates expected.

The major conferences in May have been Spatial Sciences Association 650 delegates; Local Government Managers Association 599 and Podiatry Association of Australia 640.

Coming next week are the Insolvency Practitioners Association of Australia with 300 delegates and the Dieticians Association of Australia with an expected 300 delegates.

## KPMG To Consult on Convention Infrastructure in Hobart

KPMG has been appointed by the Tasmanian Convention Bureau (TCB) and Tourism Tasmania to undertake consultation with providers and users of convention facilities, on existing and/or potential gaps in Hobart's convention infrastructure.

The TCB has a medium term strategy to attract directly or indirectly 40,000 convention visitors per annum to Tasmania.

In considering this strategy, the TCB in conjunction with Tourism Tasmania has engaged KPMG to investigate and report on options for the development of

infrastructure and related facilities to enable Hobart to respond to the future needs of conferences, particularly those with up to 1,200 delegates or with a large trade exhibition attached, or those wanting a non-hotel dinner venue for over 350 delegates in the city.

The consultation will include interviews and discussions with convention providers, alliance groups, convention hosts and organizers, State Government, City Council and other interested parties.

Key venue members of the TCB have been invited to participate and other members are invited to contact Vin Barron, TCB Chief Executive if they would like input.

## **Activity in Interstate Markets**

The TCB is in the middle of some imaginative and exciting marketing activities in Sydney and Melbourne as well as providing a great Tasmanian experience for 22 family visitors.

Last week the TCB exhibited at the inaugural Australian Events Expo in Sydney.

The previous week it was the RSVP events tradeshow in Melbourne. The Federal Group supported these events.

On 1<sup>st</sup> June 2007, the TCB and four members will host 20 of Australia's top incentive operators at a unique dining experience at Tetsuya's restaurant in Sydney. Tetsuya and Leo Schofield will be there as well!

In between that, in late April, the TCB hosted eight clients from Melbourne and Sydney on an "Island Escape" family of Hobart and the Channel/Huon region (two have sought quotes for conferences already), and in June there will be a fourteen delegate "Northern Exposure" family to Launceston Tamar Valley and Cradle Mountain for clients from Brisbane, Sydney and Melbourne.

The 'Tasmanian Winter Wonders' family for nine clients from Sydney, conducted in Hobart last July has resulted in eight bookings so far.

## **TCB Board Changes**

Director of Tourism with Federal Group Tasmania, Mr Bernard Dwyer has been appointed to the TCB Board replacing Ms Jude Franks, following her resignation from Federal.

Ms Felicia Mariani, Chief Executive of Tourism Tasmania has been appointed as the Tourism Tasmania Director on the TCB Board. Following these changes, Mr Roch van Delft, Regional General Manager of Qantas, was elected as Deputy Chairman.

Other members of the TCB Board are:

Mr Tony Hart, Managing Director - Clemenger Tasmania (Chairman)  
Mr Nicholas Heyward, Managing Director – Tasmanian Symphony Orchestra  
Mr Ralph Freckelton, General Manager – Hotel Grand Chancellor Hobart  
Ms Ruth Lilian, Conference Manager – DC Conferences (Sydney)

## Members' Marketing Workshop

Thank you to the 37 member representatives who attended the recent TCB Marketing Workshop, facilitated by Malcolm Wells.

The feedback from members was most positive and compilation of the outcomes will be completed and distributed very shortly.

Members attending also had the benefit of some excellent presentations from the TCB's sales managers, updating everyone on their day to day role, market conditions and marketing tips for members.

## Conventions Coming Our Way

The following conferences have been confirmed since 29<sup>th</sup> March 2007.

	<b>Date</b>	<b>Delegates</b>	<b>Value</b>
36th International Conference for Australian College of Mental Health Nurses	Aug/Sept 2010	150	\$252,000
10th Filipino National Conference	Oct 2008	150	\$175,000
L.J Hooker Property Investment Management Conference 2008	Mar 2008	300	\$276,000
Australian Photographic Society Inc	Sept 2008	350	\$409,500
Australian Furniture Removers Association	Aug 2008	200	\$234,000
ACPET National Conference	Aug 2008	400	\$624,000
Chiasma National Conference	Sept 2007	30	\$23,000
French Champagne Makers Assoc	Feb 2008	50	\$92,000

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