

# CONVENTION NEWS



March 2008

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## Tasmania presented at International Trade Show

Seven Tasmanian Convention Bureau industry members representing fourteen products from around the state gave Tasmania a strong presence at a recent international tradeshow in Melbourne.

The Asia Pacific Incentive and Meetings Expo (AIME) attracted 850 exhibitors from more than 50 countries, 400 hosted buyers from overseas and around Australia and 1600 other local buyers.

The Tasmanian Convention Bureau came away with more than 60 new contacts, 30 strong leads and 8 immediate bids for conferences.

## Local Trade Show and Seminar to help Conference and Meeting Planners.

A free tradeshow, seminar and cocktail reception which will have about 40 Tasmanian Convention Bureau member products exhibiting is expected to attract 150 meeting planners/buyers to Wrest Point on Tuesday 8 April 2008.

"Conference in Action" provides a broad exposure to conference products and services during a three hour trade show and a one hour seminar where anyone planning a meeting or conference will get tips from professional conference organisers, menu ideas from a leading banquet chef and service tips from a Maitre de.

The tradeshow commences at 3.30pm, adjourns for the seminar from 4.30pm until 5.30pm and re-opens from 5.30pm until 7.00pm. The Minister for Economic Development and Tourism, the Hon Paula Wriedt will attend after Parliament and officially open the evening trade show session.

Anyone organising a meeting or conference, or having the opportunity to secure a national or international conference for Tasmania is encouraged to attend. Please register by phoning 03 6224 6852 or email [mail@tasmaniaconventions.com](mailto:mail@tasmaniaconventions.com).

## **Members' One Hour Educational Seminar**

In conjunction with Conference in Action, Tasmanian Convention Bureau members will have the added attraction of a free one hour educational seminar from 2.00pm until 3.00pm to be presented by leading Melbourne based PCO Suzanne Hart.

The topic will be presenting your product, particularly through hosting a successful familiarisation visit or site inspection.

The Tasmanian Convention Bureau encourages all members to participate and welcomes attendance for the one hour seminar from as many staff as you can spare. Reception staff, conference and banquet supervisors, sales staff and general managers are all welcome. It will be time well spent.

## **Princes Wharf Redevelopment**

The Tasmanian Convention Bureau has welcomed Premier Paul Lennon's call to focus on the redevelopment of Princes Wharf. The Tasmanian Convention Bureau has the view that to develop and grow the business tourism sector in Hobart, an integrated approach is required in planning for public facilities on the waterfront.

The Chair of the Bureau, Tony Hart, said "With intense competition from new conference facilities in interstate capital and regional cities, Hobart needs to maximize its developments to ensure that they added to current facilities." "We need to also ensure that our developments meet market expectations," Mr Hart added.

In responding to a recent study which compared Hobart's convention infrastructure with its competitors, the Tasmanian Convention Bureau believes that the redevelopment of Princes Wharf should have an area that has flexible space for community use, including exhibitions, large dinners and meeting areas.

## **The Island of Inspiration Presents 'Green and Glamorous'**

This is the theme of an elegant dinner showcasing the finest Tasmanian food and wine for twenty Tasmanian Convention Bureau clients in Sydney on 9 April 2008.

Guest speaker, Jeremy Garling from Great Southern E-Vents is the Meeting and Events Australia conference organiser of the year, green consultant to the MEA national conference in May and his company offers 'Green Choice' to clients.

Several Tasmanian Convention Bureau members are participating in this co-operative activity.

## **Tasmania in Asia**

The Tasmanian Convention Bureau joined all other Australian Bureau and some industry representatives at the 10<sup>th</sup> Annual Team Australia Business Events Educational (TABEE) held in Macau during March 2008. Sharlene Dadd reported some interest from smaller corporate groups and the prospect of Tasmania receiving 3 day add-ons from interstate destinations is becoming a focus.

The Tasmanian Convention Bureau will continue to support TABEE to help secure some Indonesian, Thailand and Indian business.

## **Industry Helps Refine Bidding Strategies**

There has been a pleasing response to the recent member seminars which were geared to improving our collective competitiveness in a tough marketing environment. More than 30 members attended a 'Convention and Incentive Marketing Mini Summit' which addressed the changing face of Tasmania's competition, bidding trends and strategies, conference infrastructure, familiarisation strategies and transport issues.

This was followed by a workshop for key members who play a pivotal role in the bidding effort to secure conferences for Tasmania.

Both forums identified areas for improvement in members' product presentation and submission time lines and some refinement in the Tasmanian Convention Bureau's bidding strategies.

## **Launceston and Cradle Mountain in Conference Spotlight**

Twelve conference decision makers from Sydney, Melbourne and Brisbane will be assessing venues and attractions in Northern Tasmania during a 3 day familiarisation visit in mid April.

The meeting planners are being hosted by the Tasmanian Convention Bureau sales team from Sydney, Melbourne and Launceston. They will be exposed to 28 venues, attractions and service providers and obtain a great insight to the appeal and professionalism of the two regions as conference and incentive destinations.

## **Staff Appointment**

Having farewelled Kerry Baker in mid February, we are pleased to welcome Lia Le Grove to the position of Executive Assistant/Office Manager in the Hobart head office. Lia brings strong corporate experience to the Tasmanian Convention Bureau and will be a primary contact for all Tasmanian Convention Bureau members.

Members acknowledged and thanked Kerry for her outstanding ten year contribution to the Tasmanian Convention Bureau at a function at Rydges recently.

## New Members

The Tasmanian Convention Bureau is pleased to welcome the following new members:

Bruny Island Charters & Tasman Island Cruises  
915 Adventure Bay Road  
Adventure Bay TAS 7150  
Ph: (03) 6293 1465  
Contact: Trina Mangels  
[marketing@brunycharters.com.au](mailto:marketing@brunycharters.com.au)  
[www.brunycharters.com.au](http://www.brunycharters.com.au)

Wyndham Vacation Resort Asia Pacific – Beaches Conference Centre  
78 Surf Road  
Seven Mile Beach TAS 7170  
Ph: (03) 6248 6222  
Contact: Kim Millington  
[hobart.reception@wyndhamvrap.com](mailto:hobart.reception@wyndhamvrap.com)  
[www.wyndhamvrap.com](http://www.wyndhamvrap.com)

Suzanne Hart Events  
6 Greta Street  
Greensborough VIC 3088  
Ph: (03) 9391 2268  
Contact: Suzanne Hart  
[suzanne@she.net.au](mailto:suzanne@she.net.au)  
[www.she.net.au](http://www.she.net.au)

## Conventions Coming Our Way

A sample of major national conferences confirmed in the last three months.

	Dates	Delegates	Value \$
Ci Events – Client Sales Conference	Apr 08	50	57,000
New Polytechnic Education Conference	May 08	300	228,000
National Vocational Education and Training Research Conference	Jul 08	200	152,000
Carrier Conference	Jul 08	210	399,000
Australian Spa Association	Jul 08	400	312,000
Separation Science Symposium	Dec 08	200	228,000
International Echinoderm Conference	Feb 09	200	380,000
Linux Australia National Conference	Jan 09	800	1,920,000
Rotary District 9810	Mar 09	1000	1,200,000

	<b>Dates</b>	<b>Delegates</b>	<b>Value \$</b>
Australian Cherry Growers Association	Aug 09	300	240,000
Nephrology National Conference	Sept 09	350	560,000
Harmony College Workshop	Sept 09	130	156,000
Australia and New Zealand Association for Medieval and Early Modern Studies Conference	Nov/Dec 09	200	240,000
National Women's Health Conference	2010	700	882,000
International Paediatric and Child Health Nursing Conference	May 2010	350	588,000
2010 Apex Clubs of Australia	July 2010	300	1,008,000

### **Tasmanian Convention Bureau Limited**

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