

MEDIA RELEASE

“Focus needs to be on winning international business events” – Tourism Accommodation Australia

1 December 2014: Tourism Accommodation Australia (TAA) has welcomed the Federal Government’s new initiative to grow the international business events market in Australia.

The **‘Attracting Business Events to Australia’** initiative was announced by Minister for Trade and Investment Andrew Robb and will offer a ‘whole of Government’ approach to winning major conferences and exhibitions for Australia.

The initiative will see the Australian Government – through Austrade and Tourism Australia –work with industry during the bidding and event-delivery process. Under the new framework, Austrade will coordinate ministerial support for an event and will organise onshore and offshore promotion, while Tourism Australia will partner with industry to provide marketing and promotional materials.

CEO of Tourism Accommodation Australia, Carol Giuseppi, said the initiative recognised the substantial potential value of major conferences and events for Australia’s tourism industry and wider economy.

“We have been urging government to invest in tourism infrastructure projects such as major convention facilities and it is pleasing to see projects such as the development of the International Convention Centre in Sydney underway, as it has the potential to become one of the world’s most sophisticated venues,” said Ms Giuseppi.

“Many other convention centres around the country are upgrading their facilities, while the Hunter Valley will get a major new Conference and Events Centre in January, and cities like Geelong are planning new venues to underpin their tourism futures.

“Business events can inject many millions of dollars into the economy, which is why it has become a fiercely competitive market, particularly in the Asia-Pacific region. Greater co-operation and co-ordination by Government can significantly enhance the business events sector’s ability to win major bids for Australian cities.

“Minister Robb’s initiative shows the Government not only understands the value of business events, but is prepared to work with the industry to maximise the potential.”

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