



## AACB EYES INT'L INNOVATION

**THE** Association of Australian Convention Bureaux (AACB) is expecting Australia to attract 223,000 international delegates over the next 10 years in its latest Forward Calendar.

The int'l attendees would fill 460 Qantas A380s and will join 118,000 local delegates.

AACB ceo Andrew Hiebl said globally, business events were being used as a tool to attract trade, investment and international talent.

"Governments are investing in the business events sector not just because of its high yield, but also the long-term benefits accruing from growth in the visitor and knowledge based economies," he said.

Healthcare and Social Assistance, Professional, Scientific and Technical Services, and Administrative and Support Services were the top three industries for the number of int'l delegates attracted.

The Healthcare and Social Assistance sector will bring



77,500 delegates to Australia.

AACB president Karen Bolinger said international business events were important facilitators in helping Australia achieve its innovation objectives.

"Innovation and science are critical for Australia to deliver new sources of growth, maintain high-wage jobs and seize the next wave of economic prosperity," she said.

Despite a strong number of delegates, Hiebl said Australia was missing 268,000 great

minds who would go elsewhere due to lost business.

He added that Australia needed to entice more innovators to come and share their ideas in the country.

"Conventions and exhibitions are the ideal forum in which such collaboration can take place and lead to greater commercialisation through the bringing together of scientists and researchers with private enterprise and investors," he said.

**Picture:** Tourism Australia.

Today's issue of BEN

Business Events News today has two pages of news.

## Top Secret 2018 Canberra

**EXPRESSIONS** of interest are open for the Canberra Convention Bureau's Top Secret annual showcase for meeting planners.

Running from 01-03 Mar, the three-day program will allow attendees to explore Canberra' MICE offering, as well as attend several networking events.

**CLICK HERE** for more info.



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## International arrivals up

**THE** latest visitor stats from the Australian Bureau of Statistics (ABS) show the number of international visitors entering Australia for conferences and conventions was 28,300 in Aug 2017.

This was an increase of 68%, compared to Aug 2016, where the figure was 16,800.

So far this year there have been 162,900 delegates entering Australia for the purpose of conventions and conferences, which was a 27% increase from the same period last year.

In the eight months to Aug 2016, 128,200 entered Australia for business events.

## NZ wins large medical conf

**AUCKLAND** has won a bid to host the World Organisation of Family Doctors (WONCA) Asia-Pacific Region Conference, which will be held in mid-2020.

An estimated 2,000 family doctors from throughout the Asia-Pacific region are expected to attend the annual conference.

The event will be held at the New Zealand International Convention Centre (NZICC).

Delegates will stay the equivalent of 12,000 visitor nights, contributing NZ\$4.1 million to the Auckland and New Zealand economy.



**AN EXHIBITION** in Bonn is showcasing more than 250 paintings said to have been looted during WW2.

The Gurlitt: Status Report aims to highlight the lost artworks and is in the process of reuniting selected pieces with their rightful owners/descendants.

"If somebody makes a claim we always investigate seriously. It's one of the main purposes of the exhibitions," said Rein Wolfs, director of the Federal Art Gallery, Bonn.





# business events news

businesseseventsnews.com.au

6th November 2017

Find out why Perth is hot for events in the November issue of *travelBulletin*.

CLICK to read *travelBulletin*



## IMEX 2018 now open

**REGISTRATIONS** have opened for groups to secure their spot with Tourism Australia at IMEX Frankfurt, to be held 15-17 May 2018.

The Australia stand will provide the chance to meet and do business with int'l event planners at one of the largest MICE trade shows.

In 2017, over 50 business leads were generated for Australia at IMEX Frankfurt.

**CLICK HERE** for more info.

## EEAA UFI CONGRESS

**THE** Exhibition and Event Association of Australasia (EEAA) has joined close to 500 participants from around the world at the 84th UFI Global Congress in Johannesburg, South Africa, last week.

Australia was represented at the event by EEAA chief exec Joyce DiMascio and board members Jo-Anne Kelleway and Helen Mantellato.

DiMascio said there was a tremendous opportunity to

position the Australasian events sector as an agile, competitive and enterprising market.

"We can play an important role connecting our Members with the insights shared and relationships created through this face-to-face exchange."

The conference addressed major industry issues like digitisation, security, skills and labour, safety, as well as demographic and economic changes in the world.

## PCB Aspire information lunch

**THE** Perth Convention Bureau (PCB) will hold an annual free information lunch as part of its 2018 Aspire Program.

The event will take place on 05 Feb 2018 from 12pm and will be held at the Perth Convention and Exhibition Centre.

Attendees to the event must RSVP by 25 Jan.

For more details on the Aspire lunch - **CLICK HERE**.

## Media Sales Executive Macquarie Park, NSW

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## INPLACE Insights



Each month Senior Account Manager **Peter Jackson** of inPlace Recruitment, shares his observations from a recruiter's perspective to help job seekers and employers find the perfect fit.

Peter has over 12 years' recruitment experience in the event and hospitality industry.

## Interviewer or interviewee

**WITH** the candidate market being extremely tight particularly within the senior candidate market the recruitment process is no longer one sided.

During the interview process this is the time for both parties {candidate and employer} to promote their individual qualities and value. This is the time that an employer must promote their business and identify their work culture.

Remember that the candidate is likely to be deciding between 2 or potentially 3 job offers.

So what do candidates really look for? A clearly outlined position description, ongoing career opportunities and increasingly a priority is the work culture of the organisation.

Next time you are hiring and commence interviewing ask yourself, why someone would want to work for our company. This may assist you in promoting your business to prospective candidates and securing great talent.

## Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email [info@businesseseventsnews.com.au](mailto:info@businesseseventsnews.com.au)

### 26 - 28 NOV

PCOA Conference; Gold Coast Convention and Exhibition Centre; details here: [www.pco.asn.au](http://www.pco.asn.au)

### 3 - 9 DEC

Dreamtime 2017; Brisbane, Queensland; details here: [tradeevents.australia.com](http://tradeevents.australia.com)

### 20 -21 FEB

AIME 2018; Melbourne Convention and Exhibition Centre; visit: [www.aime.com.au](http://www.aime.com.au)

### 7 - 11 MAR

ITB Berlin; Messe Berlin ExpoCenter City; for details see: [www.itb-berlin.de](http://www.itb-berlin.de)



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