



CAUTIOUS EVENT OPTIMISM

TOURISM Australia has reported an “uptick in confidence” reflected in a new phase of research to gauge the attitudes of Australian corporate decision makers towards domestic business events.

Business Events Australia polled 459 local event organisers, finding that the proportion of businesses currently planning events in Australia within the next six to 12 months had increased to 59%, versus 48% in an earlier survey conducted in Aug.

Tourism Australia Executive General Manager Events, Penny Lion, said the findings indicated that Australian businesses “continue to show intent to start running larger events in the near future, especially state-level or national conferences.

“We also found there is a desire among businesses to get back to face-to-face events.

“Whilst significant challenges lie ahead for the industry, we are stepping in the right direction towards restarting business events in Australia,” Lion (**pictured**) added.

Key factors behind decisions to organise business events included to build team morale (59%), as well as to reward employees (51%) and reinforce company culture (44%).

The findings also showed an appetite to relocate at least one overseas corporate event to Australia in the next 12 months, with 83% of respondents saying they were “somewhat likely” to shift an event onshore, versus 77% from the Aug poll.

More than half of respondents



said future business events would involve some form of travel, with intrastate journeys favoured over interstate travel at this stage due to ongoing border closures and uncertainty about travel restrictions.

More than 40% of decision makers said the COVID-19 safety reputation of destinations was their number one concern influencing their decision about where to host an event.

The findings also indicated a strong desire to return to face-to-face events, although there was also recognition of the need for hybrid and virtual options as well.

Interestingly, 77% said their domestic events budget for the next 12 months will be the same as 2019/20 or higher, while three quarters of those polled said domestic events would have a similar number of attendees or more in the next year, compared to pre-COVID.

Lion said the research would inform Business Events Australia’s domestic strategy, as well as giving the industry some insights to help shape their business recovery plans.

A fact sheet summarising the findings is available at businesseventsaustralia.com.

AACB pipeline

THE Association of Australian Convention Bureaux (AACB) has released its latest Forward Calendar, indicating a strong total of 373 major events confirmed for the coming years.

AACB CEO Andrew Hiebl said although the figure was healthy, it had been artificially inflated because more than a third of events had been postponed from this year into 2021 and beyond.

He said that with strong competition for the high-yield business events market expected from countries around the world in a post-pandemic environment, it was vital that governments provide long-term support for the local sector.

He urged a permanent extension and boost of the Business Events Bid Fund, which is currently scheduled to conclude at the end of the current financial year.

Today’s issue of **BEN**

Business Events News today has two pages of news.

Victorian showcase

BUSINESS Events Victoria is hosting a Regional Victoria Virtual Showcase on 03 Dec, with the online event set to showcase some of the newest spaces, experiences and innovations across the state.

Registrations are now open for the free session - **CLICK HERE**.

New ADL hotel

INTERCONTINENTAL Hotels Group has celebrated the official opening of the new Crowne Plaza Adelaide, which officially debuted yesterday in a ribbon cutting ceremony officiated by Simon Birmingham, Federal Minister for Finance, Trade, Tourism and Investment.

It’s the the third newbuild Crowne Plaza to open in Australia this year.



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business events news



WHEN you're organising an event, it's always important to make sure attendees have the correct address for the venue.

However that didn't happen at a post-election press conference in the USA, where members of incumbent President Donald Trump appear to have been involved in a bit of a mix-up.










A small gardening company called Four Seasons Total Landscaping was the backdrop for the media event where Trump's personal lawyer Rudi Giuliani reiterated claims of alleged voting fraud in the election.

It's unclear whether the garden centre in Philadelphia was actually the intended venue, with Trump himself suggesting in a now-deleted tweet (naturally) that it was taking place at the upmarket Philadelphia Four Seasons Hotel.

However the owners of the business said they were honoured to have hosted the event, and are making the most of the publicity by selling merchandise with the catchy tag-line "Make America Rake Again - Lawn and Order" (pictured).



EEAA NAMES FINALISTS

		
Helen Mantellato ICC Sydney	Sian Caton Diversified Coms	Alysia McAuliffe Reed Exhibitions
		
Kym De Britt ADIA	Jenna Cali Informa Australia	Amy Saleh Hannover Fairs
		
Libby Rae & Juston Prisuda - Connected	Nicole Walker Arinex	Jack Wetherby-Fell ICC Sydney

THE Exhibition and Events Association of Australasia (EEAA) has announced the finalists for this year's Unsung Hero and Richard Geddes Young Achievers in the EEAA 2020 Awards for Excellence.

The candidates have been nominated by their employers, clients and industry peers, having demonstrated a "can-do attitude, stoicism and outstanding contribution during 2020, despite the extremely difficult operating conditions for the exhibitions and business events industry this year," said EEAA CEO Claudia Sagripanti.

The Unsung Hero Award finalists are Jenna Cali from

Informa Australia; Australian Dental Industry Association CEO Kym De Britt; Helen Mantellato from ICC Sydney; Connected Event Group directors Libbie Ray and Justin Prisuda; and Arinex CEO Nicole Walker.

Finalists for the Richard Geddes Young Achiever Award, all aged under 30, are Sian Caton from Diversified Communications; Alysia McAuliffe, Reed Exhibitions; Amy Saleh of Hannover Fairs; and Jack Weatherby-Fell from ICC Sydney.

The awards will be broadcast from the ICC on 08 Dec - to register to attend the event virtually or live **CLICK HERE**.

IBTM deferred

IBTM Asia Pacific for 2021 has been rescheduled until later in the year, with organisers saying the deferral aims to allow more time for travel restrictions to be eased.

The event, originally planned for Apr this year, was deferred for 12 months initially, with the latest update meaning it will now take place 08-09 Jun 2021 at the Marina Bay Sands Expo and Convention Centre in Singapore.

"We know from conversations with our customers and the wider industry that meeting in person is regarded as being more important than ever as the industry recovers," said IBTM Asia Pacific Event Manager Michael Jones.

"Therefore, we took the decision to move the dates of the event to ensure that as many as possible of our friends can join us in person in Singapore," he said.

ICC expansion

INTERNATIONAL Convention Centre Sydney has been given approval to increase the capacity of its Aware Super Theatre to 2,400 when attending seated, ticketed events.

The venue is normally able to seat 8,000 people when operating at full capacity.