



Apply for Boost

APPLICATIONS for Tourism Australia's Business Events Boost program (**BEN 04** May) close next Wed 30 Jun at 5pm AEST.

The scheme aims to support the Australian business events industry with the opportunity to leverage funding and Tourism Australia's expertise, to deliver marketing and distribution projects which help drive demand for domestic face-to-face business events.

Full details of the program and application info are at businessesnews.com.au.

Auckland success

ALMOST 400 delegates have registered for the 17th Congress of the Intestinal Rehabilitation & Transplant Association (CIRTA) which is scheduled to take place in Auckland from 30 Jun-02 Jul.

The event was secured with the collaboration of Auckland Convention Bureau and Dr Helen Evans from Starship Children's Hospital, with the support of Tourism NZ.

It's the first time the congress has been held in New Zealand, with delegates to attend both in person and online.

Sustainable Asia

DESTINATION Asia has taken the opportunity of the travel shutdown to update its sustainability policies and goals, with local representative Nicole Naylor saying they are "perhaps more relevant than ever".

The comprehensive strategy is mapped to the UN's Sustainable Development Goals - for more info see destination-asia.com.

BECA LOOKS TO INDUSTRY FUTURE

BUSINESS events will be a key part of Australia's long-term tourism targets, with a gathering of senior industry stakeholders this month setting an ambitious \$50 billion target for the industry's contribution to the Government's Tourism 2030 long term visitor economy plan.

The Business Events Council of Australia (BECA) is on the front foot for the country's post-COVID recovery, convening the high level meeting at ICC Sydney to help inform the Government's Reimagining the Visitor Economy strategy as part of a task force commissioned by Tourism Minister Dan Tehan.

The event saw 75 industry leaders and senior executives attend, both in person as well as virtually due to the COVID-19 restrictions which at the time impacted travel from Victoria.

The workshop included delegates from Tourism Australia, Austrade and Business Events Australia, with the outcomes set



to be incorporated into the final Tourism 2030 report currently being developed by an expert panel led by former Tourism Minister Martin Ferguson.

Both short- and long-term objectives were discussed, with immediate priorities including building "confidence to meet" by promoting what is possible, increasing certainty for planning and reducing financial risk.

Also on the agenda were urgent workforce shortages and skills gaps, as well as securing further Government support

for attracting and fulfilling the potential of business events.

Longer term targets included building a future-ready workforce, and developing growth strategies in partnership with Government towards the \$50 billion 2030 aspiration.

BECA Deputy Chair, Geoff Donaghy, said the meeting also saw strong support for BECA to continue its role of uniting the industry and its advocacy role with the Federal Government.

"There was an endorsement of the BECA Recovery and Rebound Framework, as the vehicle to deliver this message, which will now include an industry vision to 2030," Donaghy added.

Key next steps include advocating for a clear re-opening roadmap for business events, as well as consulting with the industry about "consolidating business events representation and increasing resourcing for the peak body to promote consistent messaging".

MEA 2021 Young Professional winners

MEETINGS & Events Australia (MEA) has announced the winners of the 2021 Ungerboeck Young Professional Scholarship.

Recipients this year include:

- ACT - Olivia Hannan, Air Force Events
- NT - Emily Smigowski, AA&P Events
- NSW - Keisha Pickin, Merlin Events
- Qld - Erin Glackin, Sofitel Noosa Pacific Resort
- Vic - Luci Awad, Saxton Speakers Bureau

The scholarship gives the successful applicants the opportunity to attend Evolve 2021, MEA's annual national events industry showcase which is scheduled to take place in Melbourne on 08 Sep. MEA Chair, Nigel Collin, said

"it is wonderful to see the calibre of future leaders in our industry," paying tribute to Ungerboeck's longstanding support for the program.

Ungerboeck MD APAC, Fred Lazerini, congratulated the winners, saying "they have all shown incredible achievements and their participation at Evolve will provide them with valuable insights that will help shape the future of our industry".

"I wish all the winners every success throughout their careers, and look forward to witnessing more of their achievements in coming years."

Attendance at Evolve can be either in person in Melbourne or at Satellite Hubs in Sydney and Brisbane - for more information see the website at evolve2021.com.au.

Hong Kong shows

NEARLY 20 physical exhibitions at the Hong Kong Convention and Exhibition Centre over the last three months welcomed more than one million visitors.

The strong attendance is a "promising sign for the exhibition industry," said Kenneth Wong, GM MICE & Cruise at the Hong Kong Tourism Board.

He said the positive response "clearly indicates that the value of physical shows are high, and Hong Kong has demonstrated how to safely and seamlessly resume large-scale business events gradually, and pave the way for further recovery".

To view a video showcasing the centre's health and safety measures [CLICK HERE](#).