



Funding Submission
to
City of Hobart
2019-20 Financial Year



Introduction

Business Events Tasmania (BET) is a not for profit member organisation that offers specialist bidding services in order to deliver tangible benefits to the visitor economy, as well as to drive long lasting legacies through the attraction of strategically valuable business events to the state. Conference connections underpin knowledge creation and exchange, attract global talent, encourage trade and investment, nurture collaboration, foster innovation and provide social benefits to a city.

With over 170 members, BET takes a lead role in promoting Hobart, and regional Tasmania as business event destinations to national and international associations, corporate organisations and event planners. Our success is achieved by working collaboratively with members, key stakeholders and local partners to secure successful business events to the state.

As Tasmania's capital city, major gateway into the state and home to Tasmania's key conference and meetings infrastructure, Hobart is the primary beneficiary of all BET sales and marketing activity.

BET recently commissioned Tasmanian research company EMRS to conduct a comprehensive survey of delegates attending conferences in Tasmania, with results indicating that the return on business events continues to grow.

The business event industry is known for attracting the highest yielding visitor to the visitor economy. The research showed that BET delegates spend \$672 per day, a significant increase from \$573 as shown in similar research conducted in 2012. Delegates are now also staying longer, an average of 6.1 nights per stay and in addition to that, 55% of delegates surveyed intend to return to Tasmania for leisure within the next three years.

In 2017 the City of Hobart (the City) and BET signed a three-year Memorandum of Understanding (MOU) to provide a platform for working collaboratively on key priorities for Hobart.

BET greatly values the strong working relationship it has with the City and recognises the significant contribution the annual funding (\$104,200) provides in supporting BET to drive important economic and social benefits to the City of Hobart.

BET now seeks \$105,555 (CPI adjusted) in annual funding from the City for the 2019-20 financial year in recognition of the broad economic and social benefits conferencing and business events bring to Hobart.

BET Strategic Imperatives

The Business Events Tasmania Strategic Plan 2019-2022 has recently been finalised setting out strategic imperatives for the future growth of business event value delivered to Hobart and Tasmania.

The strategic plan is focussed on ensuring that business performance drives the sector in a sustainable manner, delivering results that add value in line with community expectations and business capacity.

Business events, in particular association conferences, drive visitors to Hobart during the shoulder and off-peak tourism seasons. Hobart's accommodation capacities will soon increase substantially with the opening of new hotels, however conferencing space largely remains the same. To align with this increased capacity, Business Events Tasmania will focus on driving an increase in delegate numbers through targeting larger sized conferences (500+ delegates). This will increase delegate numbers in the 'non-busy' tourism times, providing valuable economic benefits to new hotels while still remaining manageable within Hobart's current conferencing facilities.

In addition to association conferences, BET has identified the Corporate and Incentive travel market as a key component of the organisation's strategic direction. Corporate and Incentive business travel requires minimal conferencing space whilst demanding a 5-star experience. The new nationally and internationally branded hotels opening in Hobart are perfectly aligned to this market. BET is focussed on being market-ready to deliver quality experiences for these clients for 2020 and beyond.

As well as delivering the highest yielding visitor to Hobart during off-peak times, the legacies created at a conference are often the most significant, but hard to measure, benefit of business events. BET's Tasmanian Ambassador Program drives strategically valuable business to Hobart that promotes trade and investment, knowledge exchange, fosters innovation and provides social benefits to the region. BET's current strategic plan has a primary focus on growing the Ambassador Program to increase activity within these valuable trade sectors to Hobart, delivering economic benefits beyond tourism.

Hobart Performance

Bid Wins

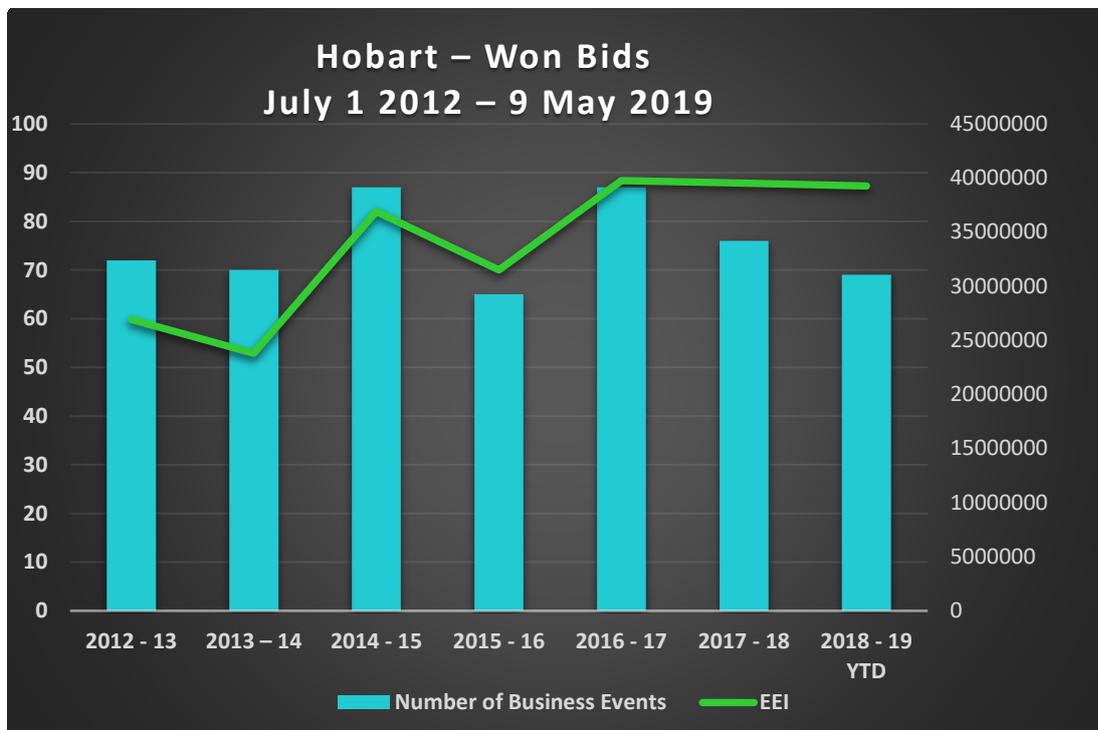
A key performance indicator for BET is to win business events to Tasmania.

The following table demonstrates BET’s historical and current bidding performance from July 1, 2012 through until May 9 2019.

Table 1: Hobart – Won Bids July 1, 2012 – 9 May 2019

	2012 - 13	2013 – 14	2014 - 15	2015 - 16	2016 - 17	2017 - 18	2018 - 19 YTD
Number of Business Events	72	70	87	65	87	76	69
Delegates	15925	14546	19041	16982	20590	18471	17659
Estimated Economic Impact (EEI)	\$ 26,920,212	\$ 23,802,429	\$ 36,896,672	\$ 31,503,779	\$ 39,766,562	\$ 39,519,601	\$ 39,264,822

Graph 1: Number of Bid Wins and EEI for Hobart July 1, 2012 to 9 May 2019



The data in the table provided demonstrates BET has achieved targeted bid wins for 2017-18 and is on track to achieve the KPI for 2018-19 financial year. As at 9 May 2019 there were 57 bids still awaiting a decision.

It should be noted that BET data only includes bids directly placed and won by BET. The activities carried out by BET in promoting Hobart as a business event destination also delivers business directly to the venues and the city.

Strategic Bids

The business events sector augments economic activity well beyond measurable metrics, underpinning knowledge creation and exchange, investment among other impacts. These business events are often referred to as the knowledge economy.

A key strategic imperative in BET's strategic plan 2019 -2022, is to position BET for long term sustainable growth through increased awareness of the benefits of the knowledge economy.

BET's Tasmanian Ambassador Program has won 11 strategic bids, attracting 4,230 delegates to Hobart.

Table 2: Strategic Bid Wins for Hobart 2018-19

This financial year, BET have secured 11 business events that link to key areas for Hobart.

Meeting Year	Lead Name	Delegates	Value	Market Segment
2020	Australian Association of Gerontology National Conference 2020	600	\$1,034,000.00	Science-Medical
2019	International Urban Design Conference 2019	250	\$274,500.00	Building and Construction
2020	Australasian Lymphology Association Conference 2020	450	\$932,250.00	Science-Medical
2019	The National Nursing Forum 2019	300	\$823,500.00	Science-Medical
2019	Australasian Professional Society for Alcohol & Other Drugs Conference 2019	600	\$1,317,600.00	Science-Medical
2022	International Seaweed Triennial Symposium 2022	700	\$2,515,800.00	Science-Other
2020	Australian & New Zealand Association of Oral and Maxillofacial Surgeons National Conference 2020	250	\$565,000.00	Science-Medical
2019	Paramedics Australasia Conference 2019	250	\$411,750.00	Science-Medical
2021	Australian and New Zealand Glaucoma Society Annual Scientific Meeting 2021	80	\$93,120.00	Science-Medical
2023	Rural Medicine Australia 2023	700	\$1,727,600.00	Science-Medical
2019	Wild and Comparative Immunology Workshop 2019	50	\$54,900.00	Science-Medical

Table 3: Strategic Bids Pending for Hobart 2018-19

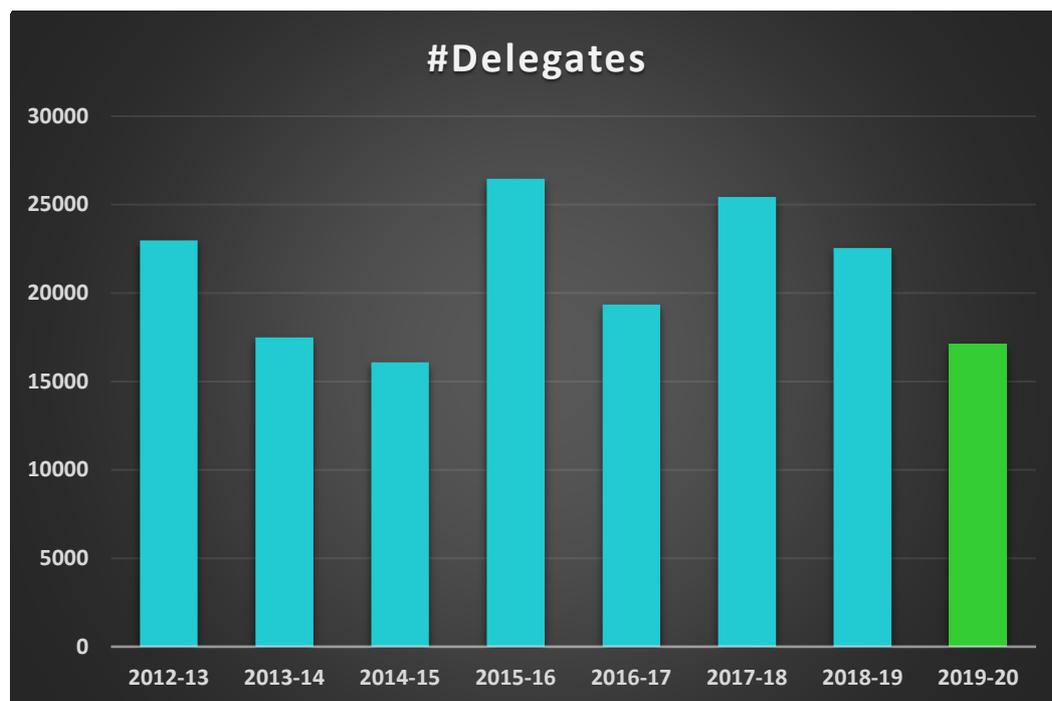
This financial year, BET have submitted 15 business events that link to key areas of growth in Hobart and still awaiting final decision.

Meeting Year	Business Event	Delegates	Value	Market Segment
2022	Annual National Suicide Prevention Conference 2022	1000	\$678,000.00	Science- Medical
2021	Australian Earth Sciences Convention 2021	550	\$1,280,400.00	Science/Technology/ IT/Telecommunications/ Technical
2022	International Association for Hydro-Environment Engineering and Research - Hydroinformatics 2022	600	\$2,156,400.00	Science- Other
2021	Australian and New Zealand Association of Neurologists Annual Scientific Meeting 2021	600	\$1,396,800.00	Science- Medical
2023	International Towing Tank Conference 2023	300	\$1,295,700.00	Science- Maritime
2020	Australasian Symposium on Ultrasound and Regional Anaesthesia 2020	150	\$254,250.00	Science- Medical
2021	Australian College of Audiology National Congress 2021	1200	\$2,793,600.00	Science- Medical
2020	Australasian College of Tropical Medicine Southern Cross Travel Medicine Conference 2021	180	\$314,280.00	Science- Medical
2020	Sohn Australia – Hearts and Minds Investment Leaders Conference 2020	1000	\$1,130,000.00	Finance/Banking/ Investment/Insurance
2020	Council of International Students Australia National Conference 2020	250	\$565,000.00	International Education
2022	Australian Housing and Urban Research Institute National Homelessness Conference 2022	800	\$958,400.00	Social Work/Religion
2023	Australian Housing and Urban Research Institute Biennial National Conference 2023	750	\$1,388,250.00	Building and Construction
2020	Total Real Estate Training Leadership Conference 2020	100	\$193,500.00	Govt/Education/ Training/Safety/ Security
2022	Australian and New Zealand Intensive Care Society and Confederation of Australia Critical Care Nurses 2022	1000	\$2,396,000.00	Science- Medical
2019	Royal Australian College of General Practitioners National Research Symposium 2019	150	\$164,700.00	Science- Medical

Business Events Held – Delegate Numbers

The actual timing of when a business event is held is influenced by a number of factors including constitutional rotational pattern and market supply. This can create variances in delegate numbers across the years without a strong correlation to bidding activity.

Graph 2: Total delegates for Business Events held in Hobart July 2012 – May 2019 YTD (plus secured for 2019-20)



Key Activities

Benefits Beyond Tourism – Tasmanian Ambassador Program

The Tasmanian Ambassador Program provides long lasting legacies for the City of Hobart and southern Tasmania. This is the most effective means in the business events sector to promote Tasmania on an international stage. Conferences align with Tasmania's key industries to attract delegates from all over the world. BET is currently preparing case studies of recent strategic conferences held to demonstrate the value to the state beyond visitation and economic benefit.

With the aim of growing BET's Tasmanian Ambassador Program, BET has been meeting with key stakeholders including the Tasmanian State Government, University of Tasmania, CSIRO and Menzies Research Institute to ensure a collaborative approach and ensuring maximum benefit for all parties.

Sales Activity

A sales and marketing action plan has been developed in line with the strategic objectives set out in the BET Strategic Plan 2019-2022.

The administration and sales team has been restructured in the last 12 months to increase capacity in line with the strategic plan.

Data management through BET's CRM continues to be a tool that enables the sales team to manage rotational association business effectively.

There is a strong business development focus in building new relationships with association clients hosting larger conferences (500 delegates) and corporate clients up to 100. These markets align with current and future Hobart capacities and deliver business in off peak tourist seasons.

Sales campaigns have been developed to grow awareness of Hobart's unique experiences to these targeted clients. These campaigns will culminate in a familiarisation (famil) program for Hobart with BET hosting corporate clients during Dark Mofo (June 2019) and an association famil in March 2020.

BET in conjunction with Business Events Australia (BEA) recently hosted a famil into Hobart for New Zealand event planners as BEA have identified a strong interest in Hobart from New Zealand.

In-Market Activity

National trade shows continue to provide a platform for BET to showcase Tasmania as a business event destination to key markets. In 2018-19 BET attended the following trade shows; Professional Conference Organiser (PCOA), Franchise Forum, Association Forum, AIME and PAICE. AIME and PAICE enable BET to connect to both national and international clients.

The sales team continue to connect with clients through in-market sales calls in Sydney, Melbourne and Brisbane. The team hosted two client lunches in Melbourne and Sydney in 2018 – 2019 FY. southern member representation included Hotel Grand Chancellor Hobart, Princes Wharf No.1, Frogmore The Lounge, Wrest Point, RACV/RACT, TFE Travel Lodge, Best Western Hobart, The Old Woolstore and Scene Change Hobart.

BET continue to work with Tourism Australia and Business Events Australia to represent Tasmania to the international markets at trade shows and to International travel organisations.

In 2019-20 BET will increase in-market presence through increased activities that align closely with key stakeholders to promote the Tasmanian brand to the business event market.

Site Inspections

The sales team identify clients during the bidding process who need some additional information and support and offer to host them on a site inspection to assist in winning the bid. Site inspections enable the team to demonstrate that Hobart has the products and services to deliver their conference to a high standard. This connects the client with key Hobart operators in discussing the logistics of holding a conference in Tasmania. In total the sales team have hosted 32 site inspections in Hobart during the 2018-19 FY.

City of Hobart Venues

The City offers some iconic buildings and unique spaces that are available to host business events, and BET will invite further collaboration from the City to identify new opportunities for representation and ways to promote the destination and these facilities.

City Hall remains the most in demand of the City of Hobart venues amongst clients. The team have provided the City with 4 referrals, 11 service requests and 3 site inspections. BET's Chief Executive Officer recently organised a site tour with team members of the City venues to refresh on activities and engage with City of Hobart officers. In addition, the CEO and sales team participated in the Reimagining City Hall project.

Marketing and PR

Marketing collateral

BET is committed to sustainable marketing practices with a move to fully digitised marketing and PR collateral and activities. This includes a more interactive online version of BET's Planners Guide featuring and Hobart & South section, City of Hobart venues and all BET members within the Hobart region:

- BET planners Guide <https://www.betasmania.com.au/pg/>

Promotion of Hobart is also dominant in BET's website www.betasmania.com.au and within the organisation's social media platforms.

BET recently partnered with Business Events Australia to create a high-end video showcasing Hobart and southern Tasmania for the Chinese market. As well as this, BET is working with an external provider to create all important video and still imagery content of Hobart's businesses within the business events market to be used in digital and social media marketing.

Promoting waste reduction at conferences and events

Business Events Tasmania has been working closely with Council officers within the Parks and City Amenity division to identify ways to better encourage the conference and business events industry to move towards more sustainable event practices. As a specialist bidding organisation responsible for marketing Hobart, and Tasmania, as a business events destination, we understand the role we can play in increasing public consciousness around the reduction of waste and recycling to both our local member partners and the wider business event industry.

While we are not conference and event organisers, we have strong lines of communication with all major Hobart venues operating within the conferencing industry and have started a campaign to encourage businesses to be more environmentally responsible.

A broader campaign to approximately 4,000 national business event planners will commence shortly and will highlight how providing a waste conscious service will not only have benefits for the natural environment but can also enhance the profile of their event and has the potential to save them money.

Attached is the graphic used, and first story in our member newsletter:



https://www.betasmania.com.au/simpletipsforreducingwaste/?utm_source=Business+Events+Tasmania+Newsletters&utm_campaign=27f45ca216-EMAIL_CAMPAIGN_2019_04_23_10_55&utm_medium=email&utm_term=0_8006827bb1-27f45ca216-53095577

Public relations

BET is currently developing a more comprehensive public relations plan, working with key stakeholders, to better promote Hobart and Tasmania as a business events destination to national and international business events planners. This plan will highlight Hobart's unique selling point and differentiate the city from competing destinations such as Perth, Northern Territory and regional Victoria.

The plan also includes promotion of the benefits that conferencing, and business events can bring to a city and to local businesses within a region.

Memorandum of Understanding

At the start of the 2017-18 FY the City and BET signed a three-year MOU through until 2020.

As part of the funding from the City, BET has a KPI of 72 bid wins for the 2018-19 FY. As at 9 May 2019 BET had secured 69 bids and feel they are on track to meet the KPI with 57 bids currently awaiting a decision.

As outlined in the MOU, the City and BET have worked together to collaborate on the following priorities;

1. Collaboration on bids where appropriate.

BET continue to actively promote Hobart City as a conference destination in all activities including bids, site inspections, trade shows and in market activities. With the appointment of Dougal McLauchlan - Hallkeeping Services Coordinator, the relationship has grown in strength and the team actively engage with him to provide feedback on-site inspections. The site inspections are now of a high standard and the clients are showing stronger interest in the properties.

The new strategic vision incorporates a significant increase in digital marketing activity. The team are currently preparing a content plan to develop content, including video and still photography, which will incorporate the City's key facilities over the next few months.

2. Jointly work to identify targeted business sectors that link to key areas of growth in Hobart and Tasmania e.g. domestic/international education, Antarctic, Science and Southern Ocean, cultural and creative industries, medical research and maritime sector.

This financial year, Hobart has held the following business events that link back to key areas for the city of Hobart.

Business Event	Total Attendance	Economic Impact	Market Segment
Australian and New Zealand Association for Health Professional Educators Annual Conference 2018	350	\$559,650.00	Science- Medical
National Aboriginal Community Controlled Health Organisation Conference 2018	180	\$287,820.00	Health/Pharmaceutical
Heads of Student Administration Conference 2018	100	\$159,900.00	Education
Australian Health Economics Society Conference 2018	150	\$159,900.00	Science- Medical
Aeromedical Society of Australasia Annual Conference 2018	150	\$239,850.00	Science- Medical
Australian Rural & Remote Mental Health Symposium 2018	250	\$399,750.00	Science- Medical
Australia and New Zealand Falls Prevention Society Conference 2018	400	\$639,600.00	Science- Medical
National Rural Health Conference 2019	1200	\$1,976,400.00	Science- Medical
Australian Ceramics Triennale 2019	400	\$878,400.00	Cultural Development
Sweet Adelines Australia Annual Convention 2019	800	\$1,317,600.00	Cultural Development

This report details strategic bid wins and pending bids for the 2018-19 FY in line with key sectors as outlined by the City. In summary;

- BET's Tasmanian Ambassador Program has won 11 strategic bids, attracting 4,230 delegates to Hobart and an estimated economic impact of \$9,695,120. These included 9 science/medical, 1 science /other and 1 building and construction.
- In addition, this financial year BET has submitted 15 business event bids that link to key areas of growth in Hobart that are still awaiting final decision. These events would attract 8,630 delegates with an estimated economic impact of \$16,965,280.

3. Building relationships (in addition to collaborative initiatives outlined above) – Aldermanic and Council officer attendance at BET presentations, bids, seminars and member functions.

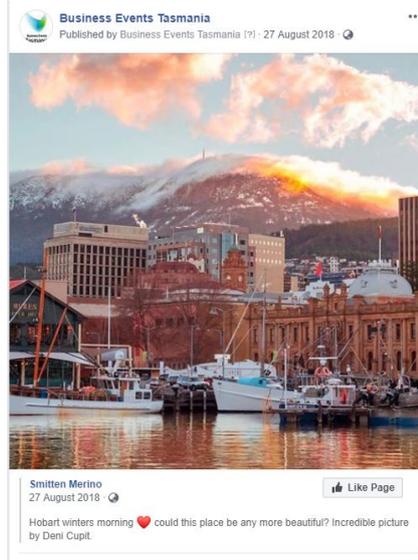
Aldermanic and Council Officers were invited to the BET Ambassador annual event hosted by the Premier Will Hodgman and BET member events held throughout the FY.

The Lord Mayor Anna Reynolds was invited to speak to members at the Hobart xmas event held in Collins Court. Members feedback was positive to the Lord Mayors speech and attendance at the event.

4. Collaboration on social media opportunities.

Throughout the 2018-19 FY BET have included social media posts promoting Hobart City. In late 2018, BET ran a successful sales campaign around the theme the '12 Days of Christmas'. The campaign focussed on Hobart and regional Tasmania's major conferencing venues and service providers operating within the business events industry. Seven of the "12 days" focussed on Hobart and southern Tasmania.

Following are a few examples of social posts relating to Hobart.



5. Digital presence of TTIC and the City venues on the BET website and presence in the Planners Guide.

Hobart City received a full page advertisement in the BET Planners Guide, featured on page 26. <https://www.betasmania.com.au/pg/>

Promotion of Hobart is also dominant in BET's website www.betasmania.com.au, each of the venues feature as below.

City Hall

<https://www.betasmania.com.au/searchfilter/?company-name=city+hall&submit-all=Search>

Town Hall

<https://www.betasmania.com.au/searchfilter/?company-name=town+hall&submit-all=Search>

Waterside Pavillion

<https://www.betasmania.com.au/searchfilter/?company-name=waterside+pavillion&submit-all=Search>

Tasmanian Travel and Information Centre

<https://www.betasmania.com.au/searchfilter/?company-name=Tasmanian+travel+and+information+centre&submit-all=Search>

6. Ongoing promotion of the Councils meeting venues/facilities through site inspections, familiarisations and bids.

The team have provided the City with 4 referrals, 11 service requests and 3 site inspections. It is expected that as BET's strategic plan diversifies its target to the Corporate and Incentive market that the City's venues will see even greater opportunity with less traditional conferencing requirements needed and larger budgetary spends.

The BET Xmas event was held in Collins Court. The choice of venue was to showcase a creative space used for an event, with the aim of introducing members to new and inspiring concepts for the purpose of being market ready for the emerging corporate and incentive market.

BET are currently planning for two familiarisations to Hobart. The City will be consulted in the development of these programs.

7. A member of the BET team to work with appropriate City of Hobart representative to assist in the creation of appropriate marketing collateral for city owned venues.

BET's Chief Executive Officer recently organised a site tour with BET team members of the City venues to refresh knowledge and engage with City of Hobart officers. Feedback was provided at the time of the meetings. In addition, the CEO and sales team participated in the Reimagining City Hall project.

With the emerging interest and growth opportunity within the Corporate and Incentive market the BET team feel that the City has a number of unique and interesting spaces, including and beyond the traditional venue spaces. The team are currently scoping a new microsite specifically targeting the corporate market with unique attractions and experiences. It is intended that this will provide a valuable platform to inspire clients to use more of the spaces available by the City as similarly featured in the A Guide to Hobarts Creative Venues. <https://www.hobartcity.com.au/Community/Arts-and-culture/Creative-Hobart/Hobarts-creative-venues>

Conclusion

On behalf of the BET Board, members and businesses that benefit from business event delegates coming to the region, BET sincerely thanks the City of Hobart for its ongoing support and now seeks consideration to approve funding for the 2019-20 financial year.

Ongoing funding is critical for BET to continue its efforts to sell and market Hobart as a business event destination of choice.

BET is therefore seeking funding approval of \$105,555 for the 2019-20 FY to maximise future growth.

I look forward to strengthening BET's relationship with the City of Hobart and to further identify and develop opportunities to work collaboratively in attracting business events to Hobart and southern Tasmania.



Marnie Craig

Chief Executive Officer, Business Events Tasmania