



CITY OF HOBART

MINUTES ATTACHMENT

ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE MEETING

OPEN PORTION OF THE MEETING

THURSDAY, 30 JUNE 2022

AT 4:30 PM

VENUE: COUNCIL CHAMBER, TOWN HALL

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BUSINESS EVENTS ROLE

- High yielding visitor
 - Drives visitation outside peak periods
 - Delegates stay beyond duration of business event
- Repeat tourism- 55% of delegates intend to return within 2 years
 - Create trade and investment opportunities
 - Drives knowledge economy

BUSINESS EVENTS TASMANIA'S ROLE

- Direct bidding for business events
- Destination marketing more broadly to industry



COVID RECOVERY

- From 1 January – 31 May 2022, Hobart has hosted 29 business events with an estimated economic impact of around \$17M, representing 5,930 delegates and 19,545 room nights
- Business events that are either confirmed for future years or currently awaiting a decision

22/23	Business Events	Delegates	Room Nights	Value \$
Confirmed	56	16,702	53,575	\$51,611,507.00
Pending	51	9,094	23,263	\$26,179,860.00

23/24	Business Events	Delegates	Room Nights	Value \$
Confirmed	10	3,860	12,570	\$13,362,240.00
Pending	28	9,360	34,125	\$34,204,940.00

24/25	Business Events	Delegates	Room Nights	Value \$
Confirmed	2	480	2,620	\$2,196,780.00
Pending	4	2,150	5,700	\$5,725,650.00

25/26	Business Events	Delegates	Room Nights	Value \$
Confirmed	-	-	-	-
Pending	4	1,770	5,160	\$5,622,020.00

FAMILIARISATION PROGRAM

- In 2021, BET received a grant under the Recovery for Regional Tourism Program to undertake famil activity showcasing Tasmania's business events capabilities
- BET have hosted two familiarisation programs with another in planning for August
- During Dark Mofo, and in collaboration with Business Events Australia, we also hosted key representatives from the New Zealand business events sector on a familiarisation of Hobart
- To date, the programs have provided 48 bidding opportunities worth an estimated \$41M



SALES FUNNEL

Future BE that sales team are working on for Hobart



BUSINESS EVENTS ATTRACTION FUND (BEAF)

- The BEAF allows BET to offer financial support at the critical bidding stage, to help secure national and international conferences to the state
 - Previously administered by the Department of State Growth, BET took on the administration of BEAF from October
 - Provides quick responses to funding opportunities when the team are bidding for Business Events
- Since July 2021, 19 business events proposed to take place in Hobart have been approved for funding. Equating to 6,180 delegates, 17,615 room nights and an estimated worth of \$18M, these business events represent a range of sectors including medical science, Antarctic and Southern Ocean and retail

STRATEGIC BUSINESS EVENTS IN FOCUS



Benefits beyond tourism:

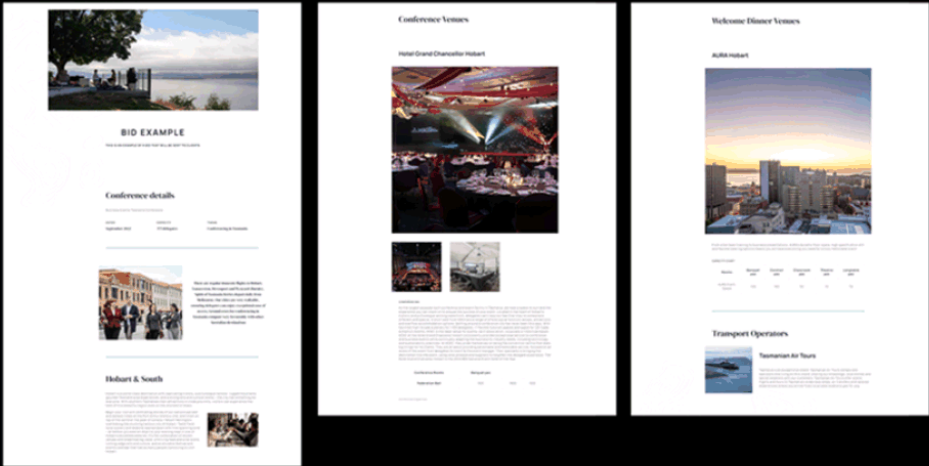
- Drive long lasting legacies
- Knowledge creation and exchange
- Attract global talent
- Encourage trade and investment
- Nurture collaboration
- Foster innovation and
- Provide social benefits

STRATEGIC BUSINESS EVENTS SECURED FOR HOBART

Event Name	Meeting Start	Delegates	Value
International Temperate Reefs Symposium 2023	8/01/2023	250	\$945,000.00
International Seaweed Triennial Symposium 2023	19/02/2023	700	\$3,175,200.00
International Fisheries Observer and Monitoring Conference 2023	6/03/2023	250	\$945,000.00
Planning Institute of Australia National Congress 2022	18/05/2022	500	\$1,101,000.00
Property Council of Australia Congress 2022	26/03/2022	700	\$2,569,000.00
Australia-China Youth Dialogue 2022	6/05/2022	80	\$267,840.00
Australian Rheumatology Association Annual Scientific Meeting 2023	4/05/2023	650	\$2,948,400.00
Australian and New Zealand Association of Neurologists Annual Scientific Meeting 2023	15/05/2023	600	\$2,268,000.00
Australasian Society of Aerospace Medicine Conference 2023	15/09/2023	220	\$665,280.00
Progress in MS Research Scientific Conference 2022	3/04/2022	150	\$440,400.00
Royal Australian College of General Practitioners Practice Owners National Conference 2022	14/05/2022	530	\$778,040.00
Inaugural Defence Skilling Summit 2023	8/11/2022	120	\$176,160.00

BIDDING TOOL

We are overhauling the way we provide information to our customers. This will result in giving our customers what they want and how they want it, positively building our reputation in-market. Currently in member testing, due for completion first quarter 22/23.



BUSINESS EVENTS TASMANIA MAGAZINE

Launched in December, BET produce a magazine, *Business Events Tasmania*, released quarterly. A soft sales document that allows BET to convey important messages around Tasmania's unique selling proposition. Distributed electronically, the magazine is sent to approx. 4,500 event planners and key decision makers nationally and internationally.



BE BOOST

- In partnership with Business Events Australia, BET have produced a suite of delegate boosting and promotional videos

The videos are available for conferences and business events to use as destination announcements to encourage increased delegate numbers to Tasmanian events

A suite of videos have also been created to accompany bids and showcase talented individuals working in Tasmania's key industry sectors

THANK YOU

- Ongoing funding is critical for BET to continue its efforts to sell and market Hobart as a business event destination of choice. The success of which will continue to aid in the city's recovery post COVID-19.
- BET sincerely thanks the CoH for its ongoing support and now seeks consideration to approve funding for the 22-23 FY.
- BET is therefore seeking funding approval of \$114,932.00 for the 2022-2023FY.

BUSINESS EVENTS TASMANIA