



CITY OF HOBART

MINUTES ATTACHMENT

ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE MEETING

OPEN PORTION OF THE MEETING

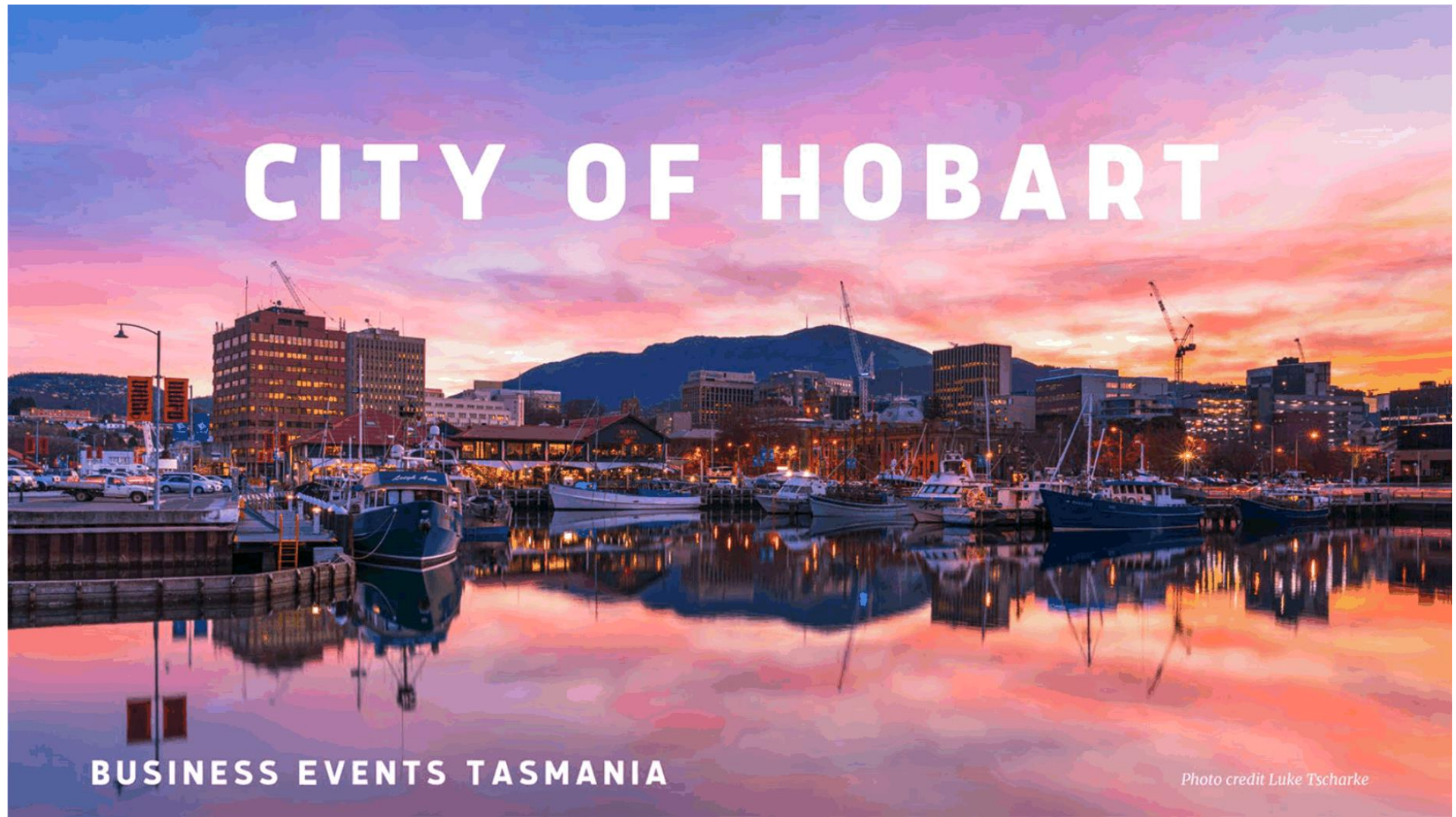
THURSDAY, 26 AUGUST 2021

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 the business event
- Repeat tourism – 55% of delegates intend to return within 2 years
- Create trade and investment opportunities

BUSINESS EVENTS TASMANIA'S ROLE

Business Events Tasmania (BET) performs two important roles:

- Direct bidding for conferences and business
- Marketing of the destination more broadly to industry

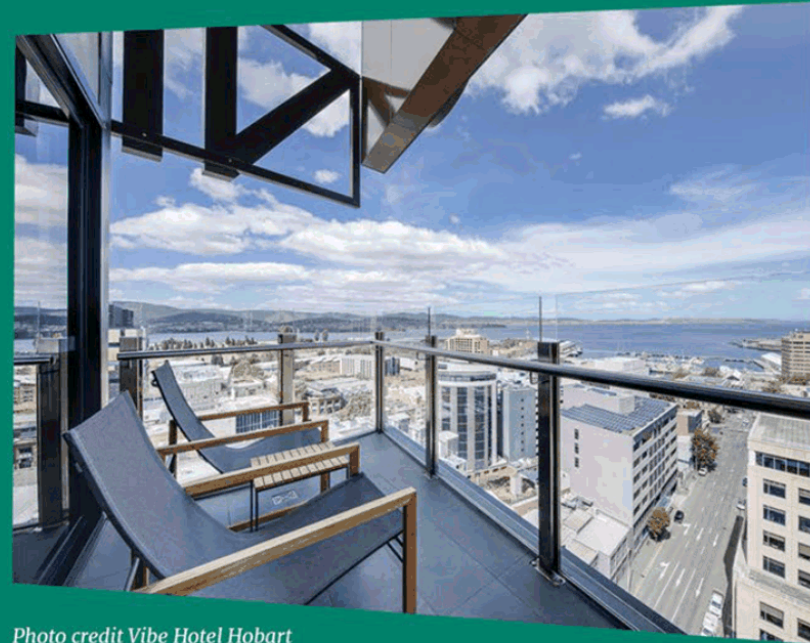


Photo credit Vibe Hotel Hobart

COH AND BET

BET greatly values the long-term relationship it has with the CoH and recognises the significant contribution the annual funding provides in supporting BET to drive important economic and social benefits to the CoH.

In June 2020, BET approached the council as an important partner and offered a short term reduction of 50% for the 20-21 FY funding. This was made possible as BET qualified for the federal government business support including jobkeeper.

COVID-19

EFFECTS ON SECTOR

- Business events has been one of the hardest hit industries by COVID-19
- Mass gathering restrictions and border closures continue to impact on the recovery of the business event sector.
- BET's priority was to reschedule as many events as possible for 20-21FY; 36% cancelled, 50% postponed and 14% (10) went ahead

EFFECTS ON BET

- Staff reduced hours and exhausted leave entitlements
- Internal restructure with two positions not being replaced
- Waived membership fees to provide relief to the BET membership
- BET operation remained viable with federal government stimulus replacing some of the reduced revenue
- Enabled a focus on sales and marketing activity to provide efficient and effective solutions

RECOVERY- SHORT TERM

- 2021 has presented opportunities for business events in Hobart
- Corporate and Incentive (C&I) groups
- New hotel developments are a drawcard to the domestic C&I market
- Bidding level is high
- Bid conversions are showing signs of a strong recovery for the next few years

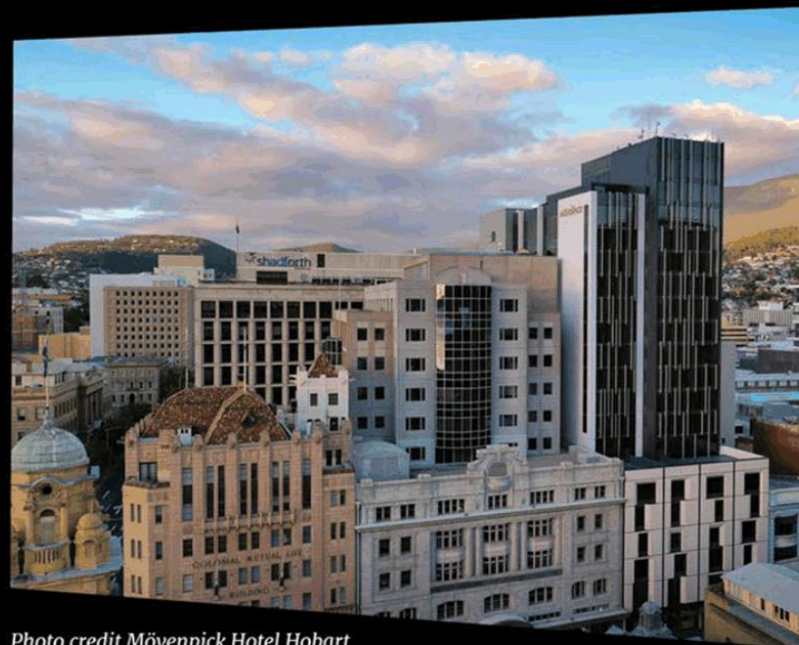


Photo credit Mövenpick Hotel Hobart

COVID-19 SAFE EVENTS



Photo credit RANZCP Congress 2021

BET works closely with government, conference organisers and industry to deliver successful, face-to face, COVID-19 Safe business events.

Royal Australian & New Zealand College of Psychiatrists Congress

- May 2021, 850 delegates
- Hotel Grand Chancellor Hobart
- Dinners held at various Hobart restaurants
- Gala dinner at Hobart Function and Conference Centre

FUTURE PIPELINE

Hobart is showing a strong pipeline for future BE.

21/22	Conferences	Delegates	Room Nights	Estimated Economic Impact
Confirmed	45	9,665	29,850	\$26,105,510.00
Pending	43	6,492	19,204	\$21,570,577.00

22/23	Conferences	Delegates	Room Nights	Estimated Economic Impact
Confirmed	23	8,930	28,630	\$26,197,800.00
Pending	28	7,721	21,618	\$21,536,999.00

FUTURE PIPELINE

Hobart is showing a strong pipeline for future BE.

23/24	Conferences	Delegates	Room Nights	Estimated Economic Impact
Confirmed	5	2,070	7,980	\$8,474,280.00
Pending	12	5,470	19,960	\$18,190,620.00

24/25	Conferences	Delegates	Room Nights	Estimated Economic Impact
Confirmed	1	300	1,900	\$1,635,900.00
Pending	2	1,050	2,400	\$2,687,550.00

BET ACTIVITIES TO AID RECOVERY

Business Events Attraction Fund (BEAF)

- Funding has been increased by a further \$1.2m, making a total of \$2.4m over 4 years.

Interactive City Map

- An interactive, digital experience allows for a realistic destination experience.
- Features conferencing and meeting venues
- 360 degree virtual tours
- Highlights key experiences and itineraries

New Website

- Improved useability and search functionality

Bidding Tool

- Overhauling the way we provide information to our customers
- Giving customers what they want and how they want it

BET ACTIVITIES TO AID RECOVERY

In 21-22FY we will deliver the organisations most comprehensive famil program ever.

- The Tasmanian brand is proving appealing in the post-COVID-19 environment
- Commitment to the T21 recovery action plan
- 1x famil already hosted during Dark Mofo
- 100 clients in total
- Famil also assisting small operators with funded product development

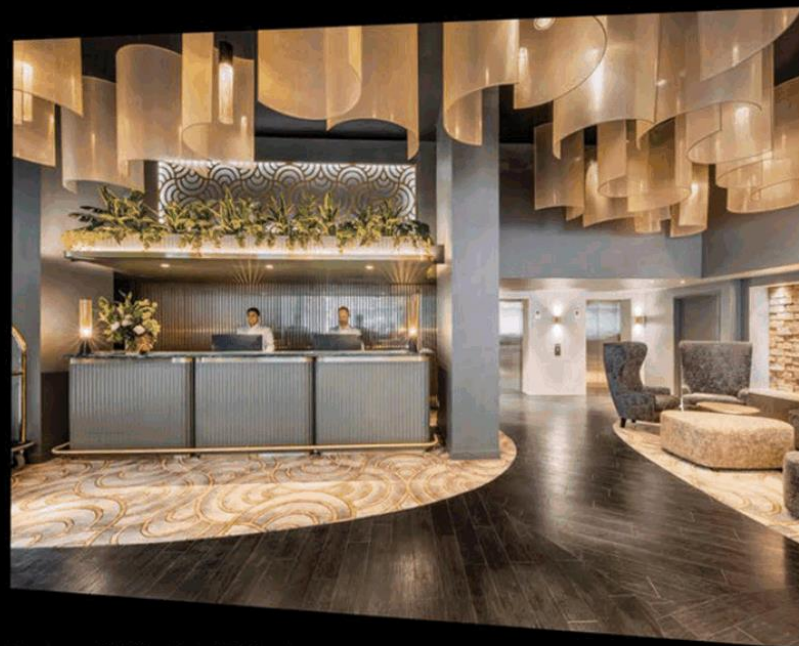


Photo credit Vibe Hotel Hobart

RECOVERY LONG TERM

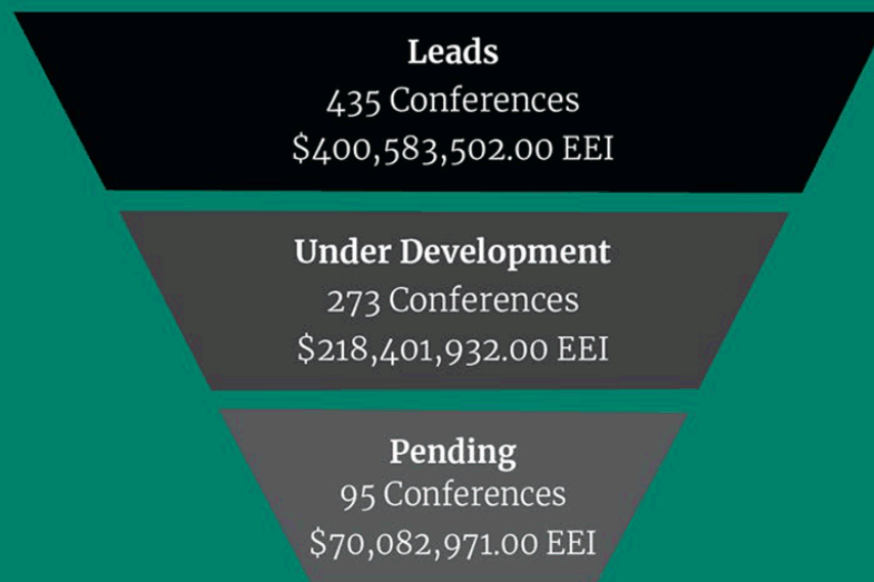
A key activity for BET is to collaborate with local organisations and personnel to identify and bid on business events that align with areas of key focus for Hobart including Antarctica, education, green and renewable economy, health care and social assistance, information technology and science.

The Tasmanian Ambassador Program drives:

- Strategically valuable business
- Promotes trade and investment
- Promotes knowledge exchange
 - Foster innovation
 - Provides social benefit

SALES FUNNEL

Future business events that the Sales Team are working on for Hobart



BET'S FUTURE

- Recovery of the sector from COVID-19 will be long
 - Competitiveness of the sector has increased
- BET's board approved budget for 21-22FY, presents a loss of \$137,645, as the board understand if we don't invest as we emerge from COVID-19 the impact will last 5-7 years severely impacting on the economic return to the CoH and tourism and hospitality businesses
 - The loss assumes that CoH funding returns to 100% and that BET membership fees are reinstated in full
- If either is not met the organisation's reserves would drop below the base surplus required by the organisation

FUTURE OF THE SECTOR

The business events sector is an important demand driver to the tourism and hospitality sector, being critical in the post COVID-19 recovery.

Tourism Australia's recent research found:

- **83%** intend to host the same number or more business events post pandemic (compared to pre- COVID-19)
- **51%** see main reason to host a business event is to re-build team morale or connection post pandemic
- **75%** are currently planning business events for the next 12-24 months
- **93%** of those who usually hold one or more events overseas each year are likely to relocate at least one of these events to Australia

*BET is very grateful for the support and collaboration provided by CoH.
BET is therefore seeking funding approval of \$109,355 for the 2021-2022FY.*

Photo credit Rob Burnett



BUSINESS EVENTS TASMANIA