

Canberra Convention Bureau

# Membership Prospectus

2022/2023





## A MESSAGE FROM OUR CEO

Canberra Convention Bureau invites you to join as a member of the peak organisation responsible for securing conferences, meetings, incentive programs and other business events for the Canberra region.

The Bureau is a team of sales and destination marketing professionals who, in collaboration with its membership base, drives economic benefits to the ACT by promoting Canberra as a brilliant destination for business events – a region where knowledge, culture and influence intersect to deliver a powerful and memorable experience for conference hosts and delegates alike.

Pre-COVID, the Bureau generated \$56 million in economic benefits for the ACT, and we are working together with our industry to rebuild towards pre-pandemic targets by positioning Canberra as a safe and accessible business events destination.

We achieve our mission of increasing the volume of business events into Canberra through a range of sales activities targeting meeting planners, underpinned by free-of charge services our clients can access, such as bid development support, venue and quote sourcing, connections with conference service suppliers and access to a range of marketing tools available for the promotion of their event.

Becoming a member of the Canberra Convention Bureau puts your business in front of local, national, and international meeting planners through the sales and marketing activity implemented by the Bureau. It also gives you access to qualified sales leads, extends your marketing reach, and allows you to connect directly with other members, industry partners and clients.

As our industry rebuilds through the COVID-19 crisis and confidence is reinstated among meeting planners, a strong business events offering will be critical for our destination to secure business and achieve strong returns. Now more than ever, a partnership with Canberra Convention Bureau will help your organisation and our industry thrive once again.

I look forward to welcoming you as a valued stakeholder and working collaboratively with you and our membership base to position Canberra as a world-class business events destination.



**Michael Matthews**  
Chief Executive Officer





## WHO WE ARE

Canberra Convention Bureau is the peak organisation responsible for securing conferences, meetings, incentive programs and other business events for the Canberra region. With 40 years' experience, the Bureau partners with industry and stakeholders to attract and deliver business events with an estimated economic impact of over \$50 million to the region each year (pre-COVID).

Working with national associations, corporate organisations, and meeting planners in Australia and internationally, we identify and bid for these events to be held in Canberra.

Many of these events are new business for the region and attract thousands of delegates providing city-wide economic benefits. Hotels, venues, restaurants, transportation providers, event services and the retail sector are the key beneficiaries, however business events also deliver rich benefits in terms of social, human and export capital.

## A COLLABORATIVE COMMUNITY

The Bureau's success is underpinned by the support of its members and stakeholders. As we work towards recovery, being part of a collaborative community of industry professionals is critical in securing business events and raising the profile of our region. As a member you can access these business opportunities and share in the benefits that business events deliver to our region.



## WHAT WE DO

Canberra Convention Bureau is a sales and marketing organisation and its key focus is to identify, bid for, and secure national and international business events for the Canberra region, as well as position Canberra as a world-class business events destination. This activity is only possible with a strong membership base and the support of our stakeholders.

Each year the Bureau's activities include:



Top Secret hosted national familiarisation program



Canberra on Show showcase of local business events suppliers



Hosted familiarisations for Professional Conference Organisers and local meeting planners



80+ bid submissions and 200+ business leads per year



Hosted client site inspections for national meeting planners



Research and industry advocacy



Print and digital publication of Canberra Meeting Planners Guide



Industry networking nights



Attendance and member representation at industry tradeshows



National (and international) sales trips



Industry development and education opportunities



Member promotion through a range of integrated marketing activities



## WORKING TOWARDS RECOVERY

With the Canberra business events community significantly impacted by the COVID-19 pandemic, the Bureau is focused on delivering a range of recovery activities to assist members in rebuilding towards pre-COVID targets.

Through 2020-21, Canberra Convention Bureau implemented the following recovery activity:



### Smart Badge

Secured ACT Government funding to offer wearable contact tracing technology free-of-charge to meeting planners holding an event in Canberra



### Business Events Bid Fund

Secured ACT Government funding to roll out and administer the Business Events Bid Fund, offering cash incentives to meeting planners to bring new business to Canberra



smart  
badge

### Reconnect Canberra

Delivered a fully immersive and virtual familiarisation to 30 interstate meeting planners and media, showcasing member products and venues



### #meetagainCBR campaign

Encouraged member engagement through the development of a collaborative campaign video, rolled out across CCB marketing channels to encourage meeting planners to meet again in Canberra



### Floriade client activation

Leveraged Floriade's community activity by sending tulips bulbs and Canberra products to key interstate clients to maintain contact during lockdown and keep Canberra top-of-mind



### Digital Meeting Planners Guide

Development of a new digital Meeting Planners Guide platform to allow interactive access to MPG content and timely updates to member and destination information



# PRE-COVID HIGHLIGHTS

Canberra Convention Bureau contributes to delivering economic benefits and visitors to Canberra Region and securing business for our industry partners, and is focusing sales and marketing efforts on rebuilding towards pre-pandemic sales outcomes.

## Canberra Convention Bureau 2018/19 results



89,000+ room nights

Total room nights booked in Canberra Region



\$56.2 million

Total economic contribution to ACT



35,000 delegates

Number of delegates who visited Canberra Region by participating in a total of 113 events

## Average CCB bid value for 2018/19 confirmed business



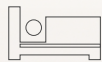
\$1.06 million

Average value of confirmed business



552 delegates

Average number of delegates per confirmed event



1,790 room nights

Average number of room nights generated per confirmed event



## WHY BECOME A MEMBER

A whole of destination approach is central to winning bids and bringing new business into the region. With your support we can continue to build Canberra's expertise as an exceptional business events destination, which in turn means new business opportunities and connections for your organisation.

### Receive sales leads

Access qualified sales leads and referrals to meeting planners interested in your product or service.

### Build new networks

Develop relationships and new business opportunities by connecting with other members, industry partners and clients.

### Extend marketing reach and brand profile

Leverage the Bureau's marketing activities and partnership programs to access new markets and clients.

### Showcase your product and services

Receive opportunities to participate in familiarisation programs, host site inspections and networking events.

### Increase your visibility

Promote your product or service in Canberra's official business events publication, the Canberra Meeting Planners Guide, and on the Bureau's website.



## Your CCB Membership Manager



Ruth Hyde is your Canberra Convention Bureau Membership Manager and your first point of contact for any enquiries regarding membership benefits, member status and opportunities to work with CCB.

You can contact her at [ruth.hyde@canberraconvention.com.au](mailto:ruth.hyde@canberraconvention.com.au) or on 02 6263 5302



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This organisation is supported by the ACT Government through VisitCanberra

[www.canberraconvention.com.au](http://www.canberraconvention.com.au) | 02 6263 5300

Through your membership of Canberra Convention Bureau, you join 1,800 businesses from across the country to create Australia's largest business event network with industry representation at the national level via the Association of Australian Convention Bureaux (AACB).

The AACB raises the profile of business events through compelling and reliable research, which demonstrates the economic, social and environmental benefits of the industry. Through a collaborative approach the AACB focuses on issues of importance to the broader industry and uses its influence to bring stakeholder groups together, including federal government, to support business events growth.

Based in Canberra, the AACB is best placed to advocate the needs of the business events industry to the federal government and its departments with representation on a number of Government committee.

