



CANBERRA
CONVENTION
BUREAU

Canberra Convention Bureau

Membership Prospectus

2023/2024



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 Canberra and 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.

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, bid fund assistance 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.

Increasing consideration of Canberra as a leading business events destination and growing the forward pipeline of business to the capital remains our mission. We take Canberra to market in partnership with industry and government to compete for business and to maximise opportunities for all our members. Now more than ever, a partnership with Canberra Convention Bureau will help your organisation and our industry grow and prosper.

I look forward to welcoming you to our business events community as a valued stakeholder and to working collaboratively with you and our membership base to position Canberra as the leading Australian 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 over 40 years' experience, the Bureau partners with industry and stakeholders to attract and deliver business events with an estimated economic impact that regularly exceeds \$50 million to the region each year.

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. We have emerged from the worst of the pandemic, and our collaborative community of industry professionals are back to securing forward placed 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



National and international bid submissions and local sales leads



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



In-Market Sales Activation



National and international sales trips



Industry development and education opportunities



Member promotion through a range of integrated marketing activities

REBUILDING OUR INDUSTRY

As the Canberra business events community emerges from the COVID-19 pandemic, the Bureau is focused on delivering a range of rebuilding activities to assist members in working towards pre-COVID targets.

Through 2022-23, Canberra Convention Bureau implemented the following recovery activity:



Virtual tours

A second round of [3D virtual tours](#) in partnership with Tourism Australia for 11 Canberra venues and 5 knowledge precincts, allowing meeting planners to experience Canberra virtually before visiting in person.



Business Events Bid Fund

Delivered Year 2 of ACT Government funding for the Business Events Bid Fund, offering financial support to meeting planners to bring new business to Canberra.



New CCB website

Optimised a new [Canberra Convention Bureau website](#) with updated design, improved user experience and enhanced member listings.



Top Secret 2023

Canberra Convention Bureau delivered its flagship annual Top Secret familiarisation in-person to domestic association and corporate decision makers.



More Trade Shows

Resumption of in-person participation at key industry trade shows including AIME 2023, and Associations Forum National Conference and AuSAE Conference plus Canberra on Show.



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.

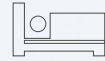
Canberra Convention Bureau 2023/24 targets

Pre-COVID results 2018/19



\$52 million

Target total economic contribution to the ACT



68,000

Target room nights booked in the Canberra region



\$38.3 million

Current pipeline of pending business

\$56.2 million in total economic contribution to the ACT

89,000 room nights booked in the Canberra region

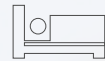
35,000 delegates visited the Canberra region

Average CCB bid value for 2022/23 confirmed business



\$667,277.50

Average value of confirmed business



882 room nights

Average number of room nights booked per confirmed event



372 delegates

Average number of delegates 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.

Access our Business Events Calendar

Periodically receive a list of confirmed events for Canberra with details of event organisers you can proactively contact to promote your product or service.

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 or on 02 6263 5302



@CBRConventions

This organisation is supported by the ACT Government through VisitCanberra

www.canberraconvention.com.au | 02 6263 5300

Our CEO represents your interests locally and nationally. Michael Matthews sits on the Canberra Region Tourism Leadership Forum (CRTLTF) and is a founding Director of the newly formed Australian Business Events Association (ABEA). ABEA is the peak body for business events in the country focusing on the issues of importance to broader industry and ensuring the settings are right to grow business events for Australia.

Until recently he was President of the Association of Australian Convention Bureaux (AACB) and Director of the Business Events Council of Australia (BECA), both now having folded with the creation of ABEA

