



Membership Prospectus

2024/2025



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 world-class destination for business events. We achieve this through a range of sales activities targeting meeting planners, underpinned by free-of-charge services our clients can access.

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. 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. Our collaborative community of industry professionals are 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.



Annual Canberra on Show
showcase of local business
events suppliers



In-Market Sales
Activation



Host 5x familiarisations
each year for Professional
Conference Organisers and
local meeting planners



Over 70 national and
international bid submissions
per annum



Host around 45 client site
inspections for national
meeting planners each year



Research and industry
advocacy



Print and digital publication
of the annual Canberra
Meeting Planners Guide



Industry networking nights



Attendance and member
representation at 10 industry
tradeshows per annum
including international



National and international
sales trips



Industry development and
education opportunities



Member promotion through
a range of integrated
marketing activities

YOU WILL BE IN GOOD COMPANY

Canberra is a unique city and as a result its tourism businesses are known for being collaborative in their approach to business events. Being the nation's capital, we have the national institutions, politicians coming and going and some of the top universities in the world. We are the 'Bush capital' with more green space and the restaurants per capita than any other city in Australia.

Our Partners

Canberra Convention Bureau is supported by the ACT Government through VisitCanberra. Michael Matthews sits on the Canberra Region Tourism Leadership Forum (CRTLTF) and is a board member of the 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 to grow business events for Australia. Canberra Convention Bureau works closely with the VisitCanberra team, Tourism Australia, Business Events Australia, CRTIC and ATIC to advocate and support Canberra's business events industry on behalf of all our members, and Canberra's economy as a whole.



Current members

Our membership mix allows us to have representation across the industry for the multitude of types of events and services that may be required. Our Platinum members have a deeper involvement with CCB's advocacy and sales, while our other members enjoy all the benefits and support they need to increase their business activity in this market. Our networking nights and other industry events provide our members with the opportunity to gain peer to peer business and support, as well as feel part of a community. To see all our current members, please go to canberraconvention.com.au/membership

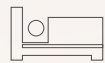


CANBERRA CONVENTION BUREAU 2024/25 TARGETS



\$60 million

Target total economic contribution to the ACT



77,000

Target room nights booked in the Canberra region



\$45 million

Current pipeline of pending business

AVERAGE CCB BID VALUE FOR 2023/24 CONFIRMED BUSINESS



\$590,448 million

Average value of confirmed business



844 room nights

Average number of room nights booked per confirmed event



342 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. Refer to our membership benefits table for more detail.

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 as well as be pre-prepared for potential increases in clientele in your area.

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, socials platforms, EDMs 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

Get a taste of what we do through our socials:



@CBRConventions

This organisation is supported by the
ACT Government through VisitCanberra
www.canberraconvention.com.au | 02 6263 5300

