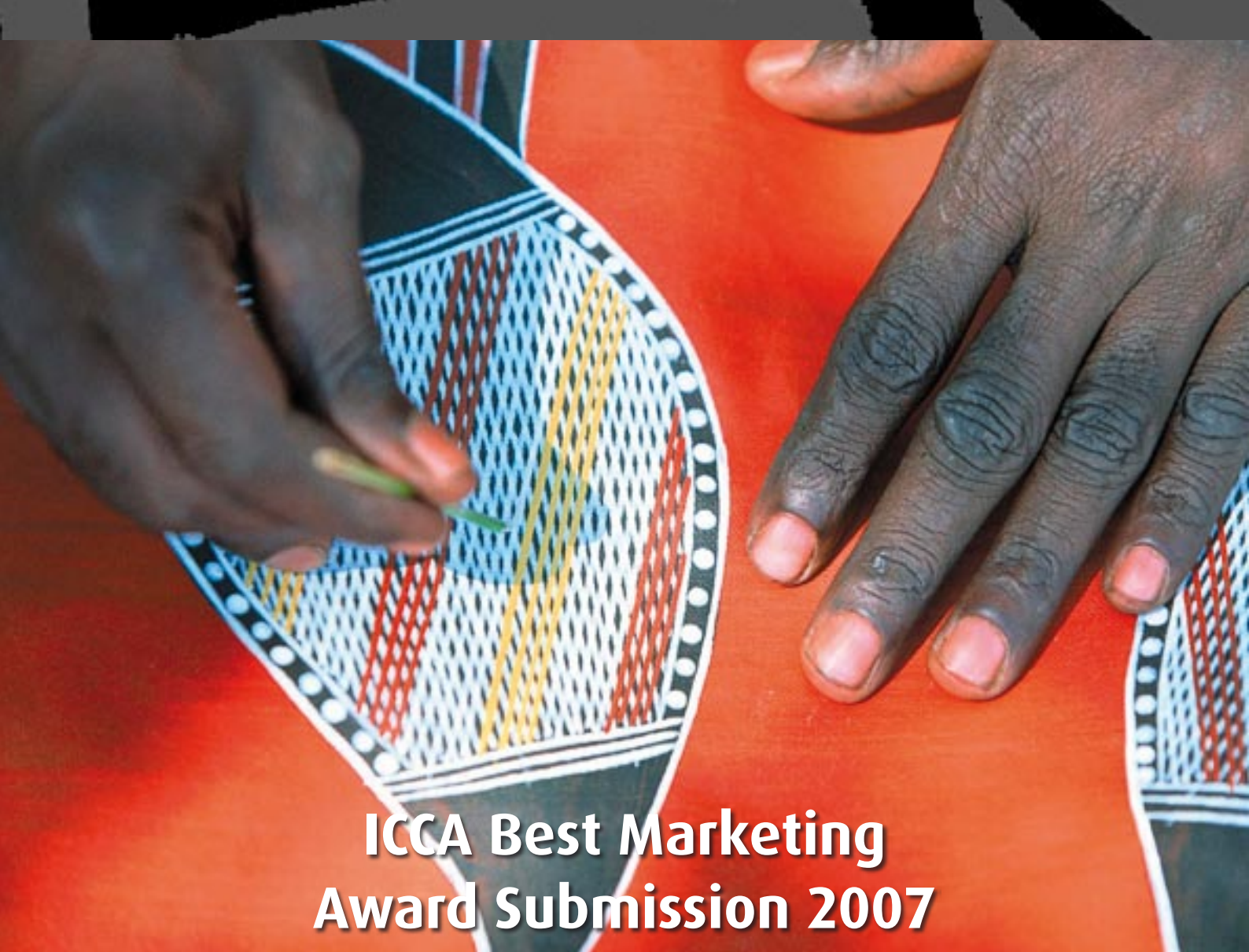




**ICCA Best Marketing
Award Submission 2007**

The Launch of Conventions Australia





Partners

This submission is made on behalf of Conventions Australia, representing the ICCA members of Australia;

**Adelaide Convention and
Tourism Authority**

Adelaide Convention Centre

**Brisbane Convention
Exhibition Centre**

Brisbane Marketing

Cairns Convention Centre

Darwin Convention Centre

**Gold Coast Convention and
Exhibition Centre**

**Melbourne Convention and
Visitors Bureau**

**Melbourne Exhibition and
Convention Centre**

**Northern Territory
Convention Bureau**

Perth Convention Bureau

**Perth Convention
Exhibition Centre**

**Sydney Convention and
Exhibition Centre**



Quotations

A **great communication** campaign that really highlights Australia and the **benefits of alliances**

Jacky Selway, Business Tourism Manager
Aberdeen Convention Bureau, Scotland

Abu Dhabi Tourism Authority has been **inspired** by the formation of Conventions Australia, a joint venture involving **14 Australian ICCA members**.

This partnership highlights that alliances are the way of the future and this is a **great campaign** and a **shining example** to the global meetings industry

Ali Ahmed Al Hosani Marketing Director and ICCA member
Abu Dhabi Tourism Authority, United Arab Emirates



Overview

Conventions Australia - An alliance for the future

Conventions Australia is an alliance of members of the International Congress and Convention Association.

It is a partnership of the leading Centres and Bureaux of Australia that are active in the international market, especially with international association meetings.

Increased global competition has changed the competitive landscape and Australia's historical reputation as a 'must see' destination is being challenged by other equally attractive cities and offerings around the world. Conventions Australia was formed to raise the profile of Australia, increase the level of awareness and reinforce its position as an ideal business events

destination in the international association market.

Over the past 10 years, Australia's ability to attract International Association conventions has fallen, as identified in the ICCA 10 year Statistics Report 1997 – 2006¹. The global business events industry is estimated at USD280 Billion. The market for global events involves over 3,000 events and 9 million delegate days. Australia's market share was 4.2% in 1997 and is currently 3.3%.

Australia has felt the effects of increased competition in new and emerging convention destinations, combined with a staggering increase in purpose-built convention centres (particularly in Asia),

all committed to attracting the lucrative economic impact spend of international convention delegates.

The rationale behind the partnership is the pooling of resources and strength it provides in competing in the international marketplace.

The new organisation is a partnership between 14 venues and convention bureaux, representing the entire country and its eight International Congress and Convention Association (ICCA) member destinations – Adelaide, Brisbane, Cairns, the Gold Coast, Melbourne, Northern Territory, Perth and Sydney.



**"Australia delivered world-class service
and convention facilities, attracting 2,700
delegates from 72 nations
including six Nobel Prize winners."**

Dr Philip Batterham, International Congress of Genetics



The Objective

The objective of Conventions Australia is to raise the profile of Australia and increase the number of future, confirmed conventions by 10%, by 2010. This will be achieved by reinforcing Australia's proven track record in hosting memorable and successful conferences and will be measured through ICCA statistics.

The Communication Strategy is to create a clear message that Australia has world-class convention infrastructure, and a

proven track record of delivering international events with record delegate attendance, sound financial returns and the ultimate delegate experience.

A three year communication campaign, with the support of Qantas and Tourism Australia, was launched at IMEX 2007.

The objective of the launch event was to generate editorial coverage.

The campaign will focus for three years on Europe, with the target markets being vertical

and horizontal media (such as industry-specific journals, trade magazines and electronic newsletters), targeting Destination Management Companies, Professional Conference Organisers and Association Management Companies, as well as the Association key decision-makers themselves through marketing and advertising.

The following document will outline the activity and achievements of the successful launch campaign.

The Campaign

Conventions Australia is an initiative by Centres and Bureaux from around the country to work together as a single entity, to pursue the market segment of international association meetings with a targeted

campaign that sends a clear message and provides a strong business case, beyond the general tourism message of destination appeal for bringing international association meetings to Australia.

The brand has been developed to be a conceptual and visual expression that enhances the prestige and impact of a 'Business Australia' identity without losing the personality and warmth of the nation, which is already known.



“Both the Australian organisers and the United Nations have been receiving extremely positive responses. The conference has created tremendous impetus to continue the work initiated in Australia.”

Michael Hogan, International Conference on Engaging Communities



The brand, its positioning and its message

Underpinning the personality and warmth traits, the brand and the logo use the warm ochre colour often associated with Australia. Its concise terminology – Conventions Australia – will immediately draw the attention of anybody involved with meetings.

The kangaroo is incorporated as another connection to the personality of Australia. The kangaroo is still one of the most distinctive symbols of Australia and one of the most recognised. The kangaroo is well-defined and suggests deliberate forward movement. The arc has a dual message – to symbolise the world and also evoke a boomerang.

The positioning, message and creative concept behind the Conventions Australia brand were reinforced during promotions for the launch.

Positioning

Australia offers a genuine partnership that is built on understanding the objectives, the audience and the business of its clients. Australia will provide a logistically successful congress in a spectacular and unique environment, with the primary aim of working with the association to meet its objectives.

Message

There are sound business reasons to bring an international association conference to Australia. Organisers get value for money, professional service delivery and commitment to achieve the association's goals, while delegates have a fun, adventurous, unique, successful and memorable experience. In short, the organizer can enjoy the accolades that come from having orchestrated a wonderful conference at all levels.

Creative Concept

The creative concept centres around a 'mirror' type execution, where a business person has returned from a convention in Australia, and is set against a defined Australian back drop. The charming reflection below mirrors the real image and includes the addition of a playful Australian cue which takes them 'back' to their memory of a highly successful event in Australia. The anchor line which articulates this idea and reinforces the positioning of the brand and its message is:

The Image of Success



'Australia has set the standard for our conventions

- you get 11 out of 10!

Beryl McMillan, Zonta International Conference 2006

Australia's leading Convention Cities have a proven track record in attracting exceptional delegate numbers. The warmth and relaxed professionalism of the Australian personality brings a unique dimension to any conference. And being in one of the world's leading business destinations, your event will be both an outstanding success and a truly memorable experience. To find out more visit conventionsaustralia.com.au



Convention Cities of Australia – Cairns, Brisbane, Gold Coast, Sydney, Melbourne, Adelaide, Perth, Darwin



Launch Campaign

The launch focused on getting the attention of the international media, Professional Conference Organisers (PCOs) and Association Management Companies (AMCs). The brand and charter of Conventions Australia were launched through the media of online, event and print. The overarching key messages were brought to life through all the activities and a broad scale overview was delivered at the launch event itself.

Key Campaign Imagery

Aboriginal imagery has been used as part of the core visual identity, due to its universal representation of Australia to the international market. It is also a contemporary and well-respected art form that provides a unique expression of the Australian spirit.



Launch Activities

Following is an overview of the launch activity undertaken. This was structured to build interest and curiosity, culminating in the major European launch at IMEX 2007.

Online Banner Advertising

Currently appears on CIM English website and directly links through to Conventions Australia site.

Press

Described the role of Conventions Australia and launched the campaign idea via industry press and industry directory publications.

Online Banner Advertising



[Click here to find out why](#)



Press

**'Australia has set the standard for our conventions
- you get 11 out of 10!'**
Survey conducted among international conference organisers

As a world's leading Convention City, Australia's proven record in creating successful meetings and events is well known and valued globally. This is reflected in the fact that Australia is consistently being ranked as one of the world's most successful destinations for business and leisure travel. And being one of the world's leading business destinations, Australia's infrastructure, services and facilities are all world-class. To find out more visit www.conventionsaustralia.com.au

Conventions Australia
The Image of Success

Conventions Office: Adelaide, Brisbane, Gold Coast, Sydney, Melbourne, Hobart, Perth, Darwin

'It's great news from Australia!'

'The collaboration of the leading convention cities made planning our conference easier and more effective.'

Published: John Sibley, International President
International Society for Meeting, Events, Conventions and Incentives

As a world's leading Convention City, Australia's proven record in creating successful meetings and events is well known and valued globally. This is reflected in the fact that Australia is consistently being ranked as one of the world's most successful destinations for business and leisure travel. And being one of the world's leading business destinations, Australia's infrastructure, services and facilities are all world-class. To find out more visit www.conventionsaustralia.com.au

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Launch Activities

Website

This is the primary portal for information, and the objective of all communication activities is to drive traffic to the website. The visitors then can select individual cities, centres and bureaux to begin the information search.

The website reinforces all key messages and facilitates access to information on destinations of interest within Australia by utilising a self-selection method.

The back-end database captures all information to build the contact database and continuously improve the effectiveness of communications activities.

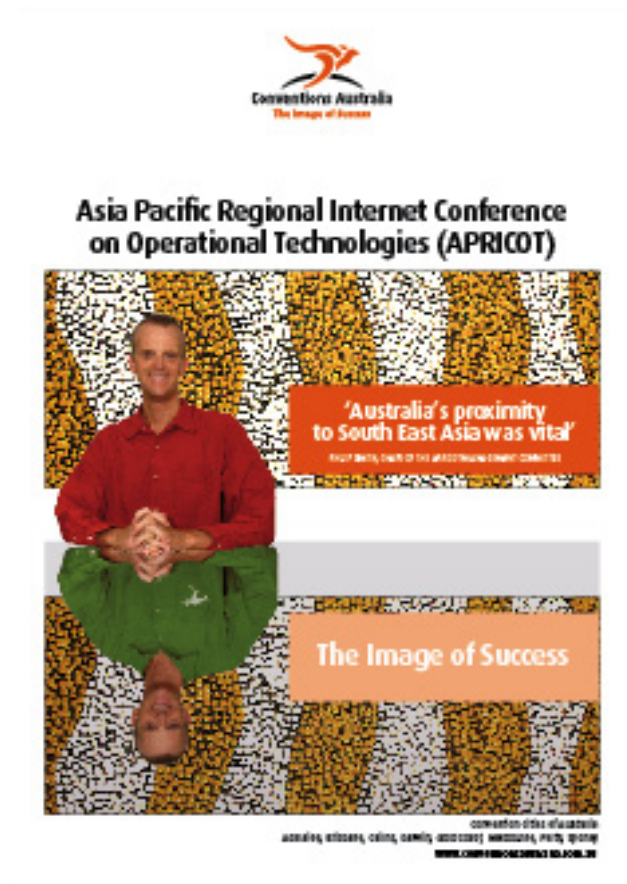


DVD and Brochure

Consist of key brand positioning a DVD and an accompanying brochure packaged together. It is designed to give audiences top line message and a visual experience that brings them closer to understanding the proposition. The strong visual content places the destination appeal in the context of meetings. The objective is, again, to drive viewers to the website for more information.

Case studies

Available for download from the website, providing evidence and support for the key brand message.



Direct Mail Invitation



Launch Activities

Direct Mail Invitation

Comprising a personalised invitation and a toy kangaroo, this piece was destined for the top 200 media and Association contacts. The objective was to ensure their attendance at the launch event for Conventions Australia at IMEX 2007. Recipients had to attend the event in order to receive the joey (baby kangaroo) and go in the draw to win a business trip to Australia, visiting a minimum of two destinations and Convention Australia partners.

Direct Mail Launch Piece

Sent to over 3000 key contacts, the core objective was to launch Conventions Australia and drive the audience to the website for more information.

Email Invitation

Designed as additional invitations to the launch event.

Direct Mail Launch Piece



Email Invitation





Event Launch

Positioning Conventions Australia as
an innovative and forward thinking brand.

Outperforming global
research and development

home to **11**
nobel prize winners

voted favourite
place to invest and live



Event Launch

Heralded by the organisers of IMEX as one of the most successful launches at IMEX, this positioned Conventions Australia as an innovative and forward thinking brand. All activities were underpinned by theming designed to immerse the audience in a new and unique experience that was truly Australian.



Press Kits



The Press Room was sponsored and taken over by Conventions Australia in a very strong visual execution to capture the imagination of the media, and to give Conventions Australia the best opportunity to leverage PR and word of mouth support. It provided constant brand awareness and reinforcement throughout the exhibition, and

allowed direct links to the website and other sources of information.

The launch event itself was held over lunch and consisted of a welcome ceremony performed by an aboriginal artist, followed by the introduction by the MC. The showing of the DVD, with its strong visual imagery, enhanced the emotive connection, and the event

finished with the prize draw of the competition. An Australian Surf Lifesaver was also on hand for photo opportunities, adding an element of fun whilst reinforcing the personality of the brand. This was set in a backdrop of key branding material around the room and catering that showcased Australian wines.



Budget

Each Convention Bureau and Centre contributed \$AU25,000 towards Conventions Australia, with the first year seeing 12 partners contribute a total of \$AU300,000.

(In July 2007 an additional two ICCA members came on board as partners, bringing the current number of partners to 14.)

Project		Timing	Total (\$AU)
Creative Concepts		Nov-06	\$ 13,200
Naming and registration of site		Dec-06	\$ 4,000
Project Management		Jan-07	\$ 30,000
Advertising	Creation	Jan-07	\$ 2,200
	Placement		\$ 59,100
Database Development		Jan-07	\$ 10,000
Photography		Jan-07	\$ 13,200
Media Coordination in Europe		Jan-07	\$ 10,000
Case Studies – templates, copywriting		Jan-07	\$ 4,000
Website		Feb-07	\$ 21,700
Direct mail – postcard + postage		Feb-07	\$ 4,100
Press releases		Feb-07	\$ 6,000
Fact Sheets	Creation	Feb-07	\$ 3,500
Launch and Postage	Invitation	Feb-07	\$ 7,900
	Gifts	Mar-07	\$ 3,000
	Prizes	Mar-07	\$ 33,300
	Event	Apr-07	\$ 40,000
Press Kits		Mar-07	\$ 500
DVD		Apr-07	\$ 16,000
Brochure and postage		Apr-07	\$ 18,300
Total			\$ 300,000



Unique Features

Unity for Success

The power of partnerships

Conventions Australia is unique in that it is a partnership of ICCA members who have come together to share a common goal, and have unanimously recognised ICCA membership as the benchmark of a committed focus on international conventions.

Whereas alliances are not new they often comprise non-competing destinations from different corners of the globe. Conventions Australia is unique in that it brings together direct competitors and finds common ground from which they can achieve mutual benefit.

The campaign associated with Conventions Australia starts with an understanding of the local areas of excellence, the industries in which the country excels, and then pursues conferences within these industries.

These industries include Medical, Science, Technology, Industry and Social Sciences.

The intent is that the strengths of the local industries will enhance bidding opportunities and successful conversions.

The campaign uses case studies to speak on our behalf, recognising that Association Executives are more likely to listen

to their fellow industry peers. Through the use of ambassadors and past convenors of successful conferences, they take the messages of Conventions Australia to their international peers on behalf of the partnership.

Another unique feature has been the use of these representatives for presentations such as the launch and in joint sales calls. The representative has the contacts and their reputation can open up the doors of their international Associations and provide credibility to the sales call.

The launch event was unique in being largely supported by past conference convenors who had held successful international conferences in Australia. They were the presenters and ambassadors who networked and promoted Australia, and included people such as Caroline Earle from the International Conference on Sexual Medicine.

The strength of an alliance of ICCA members is that it harnesses the collective resources of the industry and allows the partnership, through collaboration, to make planning a conference a lot easier, more effective and highly successful.

"Great news for Australia.

**The collaboration of Australia's leading
convention cities
made planning our conference easier
and more effective."**

Professor John Edwards, International President,
International Society for Veterinary Epidemiology
and Economics



Results

The launch was deemed a huge success, gaining media coverage before the launch even took place.

One journalist even took to lauding the savvy invitation on his personal blog – which to date has driven over 50 readers to the Conventions Australia site directly.

Record media attendance was received at the IMEX 2007 launch with over 50 media and industry personnel

participating. In total, a 25% response rate was achieved from the direct mail invitation to the 200 people.

The editorial response was overwhelming, achieving the primary objective of editorial coverage. At least twenty five articles were written following the launch, and included in publications such as International Association Executive, CIM Magazine, Travel Daily News and Odyssey magazine.

The post-launch public coverage has been excellent and remains ongoing. Some examples of this are displayed here. The coverage included both local, national and international media across online and print.

The website is gaining traction with over 964 visitors by July 2007.

Partners of Conventions Australia



Conventions Australia
The Image of Success

Convention Cities of Australia

Adelaide

Brisbane

Cairns

Darwin

Gold Coast

Melbourne

Perth

Sydney

www.conventionsaustralia.com.au

