

## What is Dreamtime?

Dreamtime is a business to business trade marketing event designed to showcase Australia's most outstanding incentive experiences. It is delivered by Tourism Australia in partnership with industry.

In 2009, it will be held over five days between 12 October and 16 October 2009.

## What is an incentive event?

Incentive events are often used by organisations to improve the performance and motivation of staff. They can include single events or be held across a number of days in exclusive locations or destinations. Incentive events are often used by organisations as tactics to increase productivity, increase sales or retain and recognise high achieving staff.

## Where will Dreamtime 2009 be held?

The host destination for Dreamtime 2009 is Sydney and the five educational destinations are Melbourne, Sydney, Adelaide, the Northern Territory and Sunshine Coast/Brisbane.

## What is the Dreamtime program?

Dreamtime 2009 will be a refashioned event to reposition Australia as a world-class sustainable destination for corporate meetings and incentives.

It will include an educational/familiarisation in the host destination, an educational/familiarisation in a second destination and Business Forum in the host destination where buyers and sellers can meet face to face. The program snapshot is as follows:

<b>Dreamtime 2009</b>		
<b>12 October to 16 October 2009 (5 days within this window)</b>		
<b>Day</b>	<b>Location</b>	<b>Activity</b>
Day 1	Educational destination	Buyers, media and escorts arrive in Australia to Educational destinations
Day 2	Educational destination	Educational activities
Day 3	Host destination – Sydney	Buyers/Media fly to host destination and sellers bump in. Afternoon Seminar and briefings Evening – Official welcome function
Day 4	Host destination – Sydney	Business Forum/tradeshaw
Day 5	Host destination – Sydney	Business Forum/tradeshaw Evening – Gala farewell function
Day 6	Host destination – Sydney	Buyers/Media depart

The Business Forum will include:

- > Two days of appointment schedules where buyers and sellers can meet face-to-face.
- > A Seminar Program for buyers to be updated on a range of issues and opportunities such as policies on visa processing and Corporate Social Responsibility as well as case studies of previous successful incentives.
- > A VIP Program to demonstrate the value of the incentive market to Australian opinion leaders and stakeholders.

# DREAMTIME 2009 FACT SHEET

April 2009



## Who attends?

Dreamtime attracts approximately 100 qualified international incentive buyers, 20 international media and Australian media. Buyers traditionally come from the key business events markets of Asia, Europe, Japan, New Zealand, UK and US.

## Who is the official airline?

Qantas is the Exclusive Airline Partner of Dreamtime 2009 and has been the airline partner for all previous Dreamtime events.

## Why do international incentive buyers attend Dreamtime?

Dreamtime provides an opportunity for buyers to experience first-hand Australian incentive experiences that could be produced for their clients. The face-to-face appointments provide international buyers an opportunity to discuss business with a broad range of Australian high-end incentive products and services.

International buyers are unlikely to recommend a destination until they have experienced the product and are convinced a program will deliver on key business objectives.

## Why do sellers attend Dreamtime?

Dreamtime provides an opportunity to do business, demonstrate products or services and build relationships with key international incentive buyers. It is the most cost effective and time efficient forum for Australian businesses to meet with highly qualified incentive buyers.

## Dreamtime – History of the event

Dreamtime was first held in 1992 in Sydney and has previously been held in Adelaide, Alice Springs, Broome, Cairns, Gold Coast, Melbourne and Sydney.

A snapshot of previous participation at Dreamtime is detailed below.

	2006	2004
<b>International Buyers</b>		
Eastern hemisphere	61	74
Western hemisphere	49	67
<b>Total</b>	<b>110</b>	<b>145</b>
<b>Australian Buyers</b>	0	4

	2006	2004
<b>Media</b>		
International media	12	20
Australian media	4	8
<b>Sellers</b>		
Australian sellers	62	70

## For more information:

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**BUSINESS EVENTS  
SYDNEY**

