



MEDIA RELEASE

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AUSTRALIA HOSTS AMWAY GREATER CHINA'S TOP STAFF

Amway Greater China's decision to choose Australia as the destination to reward 7000 of its top sales people this month is a huge win for the business events sector, the Minister for Tourism, the Hon Martin Ferguson MP, said today after speaking at the Gala Dinner last night in Melbourne.

Minister Ferguson said the visit to Melbourne by 7000 Amway Greater China sales people is the seventh piece of business to Australia from the company's operations in Asia since 2005.

"In the past three years Australia has hosted more than 30,000 Amway delegates from the Asia region - generating significant economic benefits for our country," Minister Ferguson said.

"This commitment by Amway in choosing Australia is testimony to the strong partnerships that have developed over the years along with Australia's capabilities as a world-class destination for business events. Australia has a great business events product with the right mix of experiences and infrastructure to accommodate large delegations whilst still delivering personalised professional service to exceed expectations," Minister Ferguson said, adding that China was an increasingly important source of business events for Australia.

"China is one of Australia's fastest growing source markets for business events. In 2007, the number of convention and conference visitors to Australia from China grew by 48 per cent, more than any other market, while the number of business visitors from China grew by 8 per cent.

"The Australian Government is a strong supporter of the business events sector and recognises the valuable relationships that Tourism Australia and its partners have forged with organisations such as Amway Greater China to build business for Australia out of China," Minister Ferguson said.

Tourism Australia has increased its commitment to the business events sector to assist Australia in attracting a greater share of business in the highly competitive business events market.

"In recent months Tourism Australia has increased its focus on business events through additional funding and the launch of a new business events brand for Australia. The new Business Events Australia brand defines the edge that Australia has over its competitors and the attributes that make our country an exciting and unique destination to stage world class events. This brand work will help to ensure Australia continues to resonate with the business events decision makers around the world," Minister Ferguson said.

Tourism Australia has worked closely with Amway, with support from the Melbourne Convention and Visitors Bureau to facilitate the Amway Greater China visit this month. Other visits by Amway in the past few years have included: a delegation of 14,000 from Amway Greater China to Sydney; a delegation of 2,600 to Cairns from Korea; and 5,500 delegates from Amway Greater China to the Gold Coast.

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