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UK BUSINESS EVENTS DECISION MAKERS HEAD TO AUSTRALIA

Some of the United Kingdom's top conference and incentive travel agents will be in Australia this month to experience Cairns and Melbourne as part of Tourism Australia's business events familiarisation program.

The seven day familiarisation will have a strong Corporate Social Responsibility (CSR) focus in light of the increasing focus from event organisers to deliver events with CSR credentials.

Tourism Australia Managing Director, Geoff Buckley said the 'famil' provided an opportunity to promote Australia's ability to deliver world class, sustainable business events with amazing tailor-made experiences.

"The United Kingdom continues to be an important market for Australia's business events sector. However, to ensure that we continue to attract new business from the market it is vital for key decision makers to have experience of Australia's business events products.

"Through the familiarisation program we want to show UK agents what Australia can deliver for their next corporate meeting or incentive," Mr Buckley said.

"In the current climate is critical that we continue to highlight Australia's competitive advantages – whether it's the world-class facilities, new products and experiences, inspiring programs, or a commitment to corporate social responsibility," Mr Buckley said.

Tourism Australia's Head of Business Events Australia, Joyce DiMascio said Tourism Australia recently completed a CSR audit of Australian business events product to identify the level of accreditation across the sector.

"The recent business events CSR audit provides strong evidence that in many ways Australia is leading the way in terms of corporate social responsibility specific to business events," Ms Joyce DiMascio said.

"Now we want our key customers to experience first-hand how Australia can assist businesses in staging events which have a greater social and environmental focus," Ms DiMascio said.

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