

Australia: An invitation



AUSTRALIA'S
LEADING
CONVENTION
CENTRES AND
BUREAUX

PARTNERS IN PROMOTING AUSTRALIA



to the world's associations.

Discover what you don't know about meeting in Australia...

Australia has long been known as a great place to meet.

Beyond its spectacular natural beauty and a culture that is as broad and varied as its landscape, Australia's 'fair-go' attitude encourages candour and fresh thinking.

Our environment is energised, optimistic, innovative and outward looking; our business leaders and scientists recognised for their innovation, technological know-how and ground-breaking invention.

Australia is a centre of excellence; a world leader in the fields of biotechnology, agribusiness, computer and information systems, financial services, resources and mining and the development of clean energy.

Australian innovation is found in fashion, design, commercialisation, communication and the delivery of services. This innovative approach has driven our development from an isolated continent to the powerhouse economy we are today.

Australia's confident and proactive disposition and determination to achieve success is the way we do business. It is the way we deliver events. It is just the way we are.

We're inviting the world's associations to come and see why innovation flourishes in one of the most beautiful places on earth and to share our success at your next association meeting.

Discover more at businesssevents.australia.com/associations

423,900,000



Aerial of Salt production works, Port Hedland, Western Australia.

An aerial photograph of a large-scale industrial mining or processing facility. The landscape is dominated by massive, white, conical piles of material, likely alumina or iron ore, which are arranged in a series of curved, parallel rows. A network of dirt roads and tracks crisscrosses the site. Several large, heavy-duty trucks, including a prominent white truck in the upper left and a larger truck in the lower center, are visible on the roads. The ground is a mix of reddish-brown earth and white material. In the upper right, a large, shallow, light-colored pond or reservoir is visible. The overall scene depicts a busy, large-scale industrial operation.


AUSTRALIA IS RICH IN RESOURCES AND IS THE
WORLD'S LARGEST EXPORTER OF ALUMINA,
METALLURGICAL COAL, IRON ORE AND LEAD.
IN 2009-10, AUSTRALIA WILL PRODUCE
423 MILLION METRIC TONNES OF IRON ORE.

An aerial photograph of a winding river in a lush green landscape. The river flows from the top left towards the bottom right, curving through the terrain. The surrounding land is covered in dense green vegetation, with some areas appearing more saturated or darker green. The overall scene is vibrant and natural.

4000

EARTH HOUR WAS BORN
IN AUSTRALIA. IN 2010
OVER 4,000 CITIES IN
88 COUNTRIES OFFICIALLY
SWITCHED OFF TO PLEDGE
THEIR SUPPORT FOR THE
PLANET, MAKING EARTH
HOUR THE WORLD'S
LARGEST GLOBAL CLIMATE
CHANGE INITIATIVE.

Lake Murray, South Australia.



Why Australia? *When I'm looking for the right place to hold our event, what I look for is stability.*

A flourishing democracy, Australia is one of the most politically and economically stable nations in the world, recognised for its safety, welcoming nature and resilience.

The Australian economy has outperformed most developed countries over the past 20 years, supported by a sophisticated services sector and increasing integration with the emerging super-economies of Asia.

Thanks to a highly skilled labour force drawn from its 22 million strong population, business-friendly regulatory environment and stringent intellectual property protection framework, Australia is recognised as one of the most competitive business locations in the developed world, offering business a high degree of certainty and markets a high degree of confidence.

As a single nation occupying an entire continent, it provides an especially secure stage for business events.

And with a study by The Economist's Intelligence Unit finding that four of the world's Top 10 Most Liveable Cities are in Australia, it is possible you will never want to leave!

“We are looking for a destination that offers suitable infrastructure to host well over 3,000 delegates in a welcoming, safe environment which is relevant to our industry.”

Roy Palmer

*President, World Aquaculture Society Asia Pacific
Chapter World Aquaculture Conference (Adelaide)*

Why Australia? *When I'm looking for the right place to hold our event, what I look for is profitability.*

Australia knows a thing or two about profitability.

Professional and fast-paced with a highly skilled and multilingual workforce of more than 11 million people and some of the best infrastructure in the world, Australia's major cities serve as regional headquarters or operating bases for more than 850 multi-national corporations.

Sitting at number eight in the developed world's rich list according to 2010 International Monetary Fund estimates, the World Competitiveness Yearbook has ranked the Australian economy as the most resilient in the world.

Australia has a sophisticated financial services sector and is a natural hub for the Asia-Pacific. This is demonstrated by deep and liquid financial markets and regional leadership in investment management, infrastructure financing and structured products.

“Australia had the operational excellence and creative execution to deliver the most successful event we’ve ever had.”

Professor Hilary Lapin-Scott
President, International Society for Microbial Ecology
12th International Symposium on Microbial Ecology (Cairns)

THE AUSTRALIAN ECONOMY HAS BEEN
THE MOST RESILIENT IN THE WORLD
FOR SIX OF THE PAST EIGHT YEARS.



Sydney, New South Wales.



THE WORLD'S FIRST CERVICAL CANCER VACCINE, ANTI-FLU DRUG AND BIONIC EAR WERE INVENTED IN AUSTRALIA.

Professor Ian Frazer, Developer of the world's first cancer vaccine, University of Queensland.

Why Australia? *When I'm looking for the right place to hold our event, what I look for is maximum delegate attendance.*

There is nothing like Australia as a place to attract visitors, with over five million people experiencing our stunning natural beauty, vast outback and vibrant cities each year. Thanks to excellent transport infrastructure, our 17 renowned World Heritage-listed wonders are just a hop, skip and a jump away from our eight major international gateway airports.

But Australia offers more than spectacular destinations.

Significant research infrastructure, a highly skilled workforce, a can-do attitude and a varied and sophisticated customer base have cemented Australia's leadership in fields such as information and computer technology, finance, biotechnology and advanced manufacturing.


We are a world leader in smart-grid technology to deliver intelligent energy, e-health and e-education. Australian scientists are responsible for global breakthroughs such as the ultrasound scanner, solar hot water, the world's first cancer vaccine and the bionic ear.

The scale of Australia's resources industry sees us lead the way in the development and manufacture of mining equipment, technology and services, and our diverse climate and soil types sustain an agribusiness sector that feeds more than 60 million people worldwide.

On the doorstep of Asia, we are just a short flight away from the emerging professional classes – and growing delegate base – of some of the fastest growing economies in the world.

“Attendance was above projections both in terms of numbers and revenue with the added bonus of being so close to Asia for international participants.”

Steve Healy
Chair, 8th International Alumina Quality Workshop (Darwin)



Why Australia? *When I'm looking for the right place to hold our event, what I look for is a professional program.*

As the home nation to some of the world's smartest scientific, business and creative brains, Australia has much to contribute to the professional program of association meetings.

Australia's numerous Nobel Prize winners reflect our strong record of innovation and intellectual achievement. Australians have given the world groundbreaking inventions such as counterfeit-resistant plastic banknotes, smart-card transit systems and the black-box flight recorder. We also lead the way in medical technology, developing the 'freeze-thaw' technique used in in-vitro fertilisation, discovering the antibacterial properties of penicillin and creating the Relenza flu treatment.

Australia's meeting venues are among the best in the world for technology, capacity and service standards. Many have exceptional locations in the heart of the city. Others are in close proximity to Australia's spectacular natural wonders.

“Many of the world’s leading parasitologists are undertaking ground-breaking research in Australia. This combined with high quality infrastructure and proximity to Asia make Australia the ideal place for us to get together.”

Dr Les Chappell

*Executive Secretary, World Federation of Parasitologists,
XIIIth International Congress of Parasitology (ICOPA)
(Melbourne)*

N



AMONG NATIONS WITH OVER 20 MILLION PEOPLE, AUSTRALIA IS SECOND ONLY TO THE UNITED STATES IN GLOBAL COMPETITIVENESS.

Melbourne, Victoria.



741,100

HUNDREDS OF THOUSANDS OF PEOPLE COME TO AUSTRALIA EACH YEAR TO DO BUSINESS. IN THE YEAR TO FEBRUARY 2010, 741,100 PEOPLE NOMINATED BUSINESS AS THEIR PRIMARY REASON FOR VISITING.

A track record of delivering.

Australia has a distinguished track record when it comes to hosting large-scale business events.

We have world-class infrastructure, strong sustainability credentials, a safe and appealing destination and world leadership in technology, medical and scientific achievements, agribusiness, mining and energy.

Australia is consistently ranked in the Top 20 destinations for international association meetings by the International Congress and Convention Association, hosting congresses in industries from medical to manufacturing, agriculture to automotive, arts and environment.

We work hard to make every business event held here memorable, profitable and successful.

The Economist Intelligence Unit's latest Business Travel ranking lists several Australian cities among the best destinations in the world for international business travellers, buoyed by their strong business infrastructure. This includes an extensive range of conference, exhibition and special event venues offering the best in the world for technology, capacity and service standards.

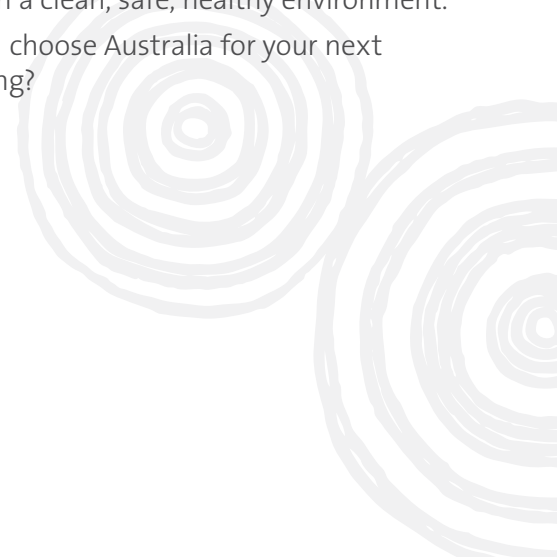
But what sets Australia apart is the central and convenient location of these venues. Whether in the heart of Australia's vibrant and cosmopolitan cities or within close proximity to world-famous natural wonders, such as Uluru or the Great Barrier Reef, Australia's conference venues are guaranteed to impress.

Australians understand the importance of protecting one of the world's most fragile environments. We have long been a pioneer in sustainable practices, producing some of the world's leading climate change experts. Our business events industry takes pride in its corporate social responsibility credentials and the steps it takes to reduce waste, cut energy consumption and offset carbon emissions to meet the global climate change challenge.

Many of Australia's convention and exhibition centres have achieved Green Globe benchmark accreditation with the Melbourne Convention and Exhibition Centre the first "6 Star Green Star" convention centre in the world. Australia was also one of the first countries to undertake a sustainability audit of its business events sector.

We offer excellent hotels and meeting places, endless sporting and leisure opportunities and the world's best medical facilities in a clean, safe, healthy environment.

Why wouldn't you choose Australia for your next association meeting?





You're invited...

We warmly invite you to choose Australia for your next convention or association event.

Meeting in Australia places you in the most dynamic business region of the world – and one of the most beautiful places on earth.

Australian innovation is evident in the things we do and the way that we do them, the things that we make and the way that we make them, the services we deliver and the way we deliver them.

Over the next two years, Australian destinations will host thousands of the world's leading thinkers, experts and innovators in fields as diverse as genealogy, mental illness, genetics, radiation physics, computer simulation and theology, all drawn by our event delivery expertise and our superb convention, exhibition and leisure facilities.

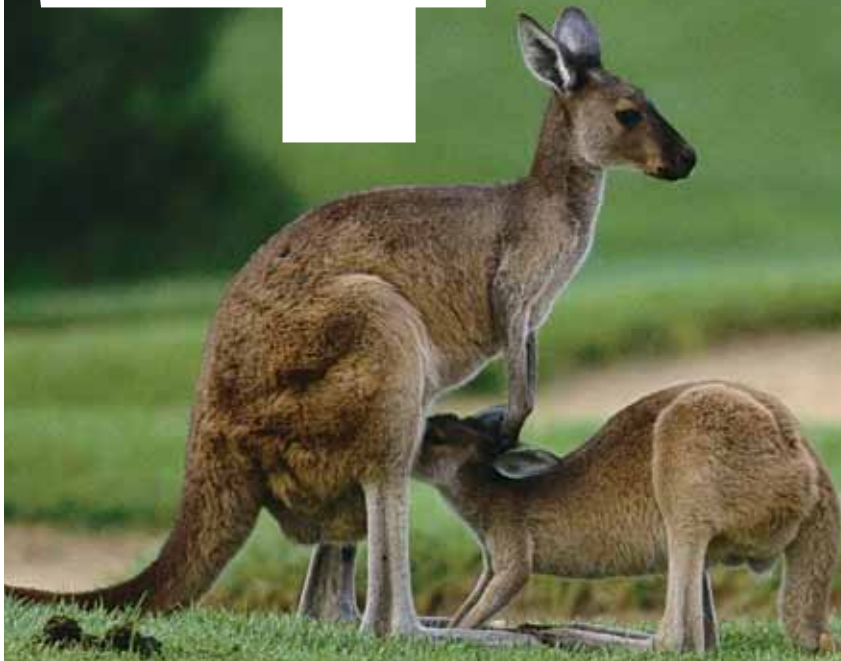
You'll never feel alone when you organise an event in Australia.

The Australian Government offers a range of services for companies wishing to do business here and there are 16 one-stop convention bureaux located around the country to assist with business event planning.

When combined with our vast range of tourist attractions, unique wildlife and white sandy beaches, Australia offers a business events destination second to none.

It is a welcoming place where ideas thrive. So bring your next association meeting to Australia and share that inspiration with us.

4



FOUR OF THE WORLD'S TOP 10 MOST
LIVEABLE CITIES ARE IN AUSTRALIA
ACCORDING TO THE ECONOMIST
INTELLIGENCE UNIT.

Perth, Western Australia.

Travel information.

Language

Australia's national language is English, but as a multicultural nation Australians come from more than 230 countries and speak over 200 languages.

Getting here

Australia has eight major international gateways and is easily accessible from all parts of the world. There are over 40 international airlines flying to Australia and with hundreds of international flights arriving and departing every day, it is easy to transfer delegates to and from your event.

Getting around

Australia is one of the world's most urbanised countries, with 70 per cent of the population living in our 10 largest cities, so you can get around easily by air, rail and road. Australia's airlines provide extensive coverage allowing you to hop quickly between cities and sights.

Climate

Whatever time of year you come to Australia, you are likely to find an area of the country where the climate is just right to suit your event. For detailed information about the climate consult the Australian Bureau of Meteorology website: bom.gov.au

Australian Currency

Australian currency (\$A) is decimal with the dollar as the basic unit (100 cents equals one dollar). The most commonly accepted credit cards are American Express, Bankcard, Diners Club, MasterCard, Visa and JCB.

Visas

All visitors to Australia, except New Zealand citizens, require a visa or an Electronic Travel Authority (ETA). For more information visit immi.gov.au

For business event organisers, the International Event Coordinator Network (IECN) is a valuable starting point. More information can be found at immi.gov.au/visitors/iecn

Liveability

Four of the World's Top 10 Most Liveable Cities 2010 are in Australia according to a study by The Economist's Business Intelligence Unit, which assesses which places around the world provide the best and the worst living conditions, ranking 140 global cities on 30 criteria covering stability, healthcare, culture, environment, education and infrastructure.

Discover more about meeting in Australia at businessevents.australia.com/associations



The Australian Association Project is a joint initiative between the Australian Government through Tourism Australia and Australia's leading Convention Centres and Bureaux through the Association of Australian Convention Bureaux (AACB) to provide Associations with the information, access and support they need to bring their events to Australia.

**For further information contact the
Australia Associations Project**

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businessevents.australia.com/associations

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