



22 April 2008

TOURISM AUSTRALIA ANNOUNCES DREAMTIME TO BE STAGED IN 2009

Tourism Australia has announced plans to stage its premier event for the incentive market, *Dreamtime*, in 2009.

Speaking about *Dreamtime 2009*, Tourism Australia Managing Director, Geoff Buckley said the decision to reschedule the event to next year was based on wanting to deliver an expanded high impact showcase of Australian incentive product in the current competitive environment.

"In the current business events climate, of increased competition from other destinations, Australia really needs to stand out from its competitors," Mr Buckley said

"After wide-ranging consultation with buyers, the Australian industry and our in-region managers, it is clear we need to make some changes to the event to ensure it continues to deliver solid results for the industry.

"To effectively implement the changes that we want to make, to create a more prestigious event, we have decided to move *Dreamtime* to next year. This will allow plenty of time to recreate a new-look event which has maximum impact with our international incentive buyers.

"The new look *Dreamtime* will incorporate the new Business Events Australia brand, which aims to reposition Australia as a world-class sustainable destination for corporate meetings and incentives," Mr Buckley said.

Head of Tourism Australia's dedicated business unit, Business Events Australia, Joyce DiMascio said "the new Business Events Australia brand highlights that Australia is a place that can connect businesses and people in way that inspires people to create and achieve great results - and *Dreamtime* is integral to communicating this message to our international buyers."

"Our international buyers have a comprehensive understanding of Australia as a business events destination and through the hosting of *Dreamtime 2009* we want to demonstrate how Australia really punches above its weight in hosting incentive programs," Ms DiMascio said.

"The 2009 showcase will be re-fashioned and therefore requires significant additional planning, investment and industry consultation.

"The showcase will deliver the message of the Business Events Australia brand, producing an event that emanates style, innovation, imagination and above all a memorable high-calibre event to which *Dreamtime* is renowned.

"Nationally, Australia is investing over AUD\$2.7 billion in business events infrastructure and *Dreamtime 2009* will be opportune to showcase some of this new product," Ms DiMascio said.

A partnership prospectus for *Dreamtime 2009* will be available over the coming months. For further details please contact Deanna Varga, Business Events Project Manager in the Business Events Australia team, on +61 2 9361 1315 or email dvarga@tourism.australia.com.

The Business Events Australia unit will continue to deliver trade marketing opportunities for the industry in 2008 which include:

- Mission to China in September 2008
- Familiarisation for corporate buyers, incentive agents and media from the UK/Europe, North America, NZ and Asia
- Marketing tool kit to assist Australian destinations to sell the business event credentials of the country
- Development of a destination brochure and Australia map
- An integrated PR program to promote Australia as a Business Events destination, and
- Promotion of Australia at international tradeshows including IMEX, EIBTM, PAICE, IT&ME, ITE, MPI WEC and MPI PEC.

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