Business Events
Tasmania

MEDIA RELEASE

Conference Delegates come back for more

Today, Premier Lara Giddings welcomed the 7th Annual CEO/Head of Staff Symposium to Hobart. This was a warm welcome to delegates returning to Tasmania for a second year in a row. This leading edge two-day conference has been designed specifically for, and is restricted to, CEOs, Executive Directors, Executive Officers and Heads of Staff of associations, charities, institutes and other not-for-profit organisations.

Stuart Nettlefold, CEO of Business Events Tasmania says "This particular conference is of huge importance to the state as the participating delegates are the key decision makers on the location of their organisations future conference or business event. The fact that they came back to Hobart for a second year in a row is testament to the relevance of our industries, the popularity of the destination and the delivery of exceptional business events."

Attending the Symposium is Phillipa Taylor, CEO of Family Business Australia, whose organisation has previously held their annual conference in Hobart in 2003. Ms Taylor said "Tasmania is a natural choice for a Family Business Conference and we hope to return again. The fact that Tasmania punches well above its weight in successful family businesses makes it a natural choice for our conference."

Business Events Tasmania has a number of returning conferences confirmed between 2012 and 2015. Importantly, once an organisation has been to Tasmania, the next business event held here attracts a higher attendance level, a longer length of stay and increased expenditure.

In the last three months Tasmania has played host to a number of significant conferences:

- Society of Hospital Pharmacists of Australia
- Australasian Professional Society on Alcohol and Other Drugs
- National Engineering Heritage Conference
- Australian Egg Corporation Ltd
- International Cool Climate Wine Symposium 2012

The positive reports from the Business Events Delegate 2011 survey follows significant growth in the business sector highlighting its value to the Tasmanian economy – over $100 million annually.

The survey also measured delegate's level of satisfaction with their business event in Tasmania.

Ninety percent of visiting conference delegates are impressed by the friendliness of the Tasmanian people, that 86% of delegates are totally satisfied with the standards of Tasmanian service and following closely in satisfaction levels are food and wine, business event organisation, restaurants and business event facilities.

Stuart Nettlefold, the CEO of Business Events Tasmania, says "Business Events Tasmania is delivering extremely good outcomes for the Tasmanian economy. In partnership with the tourism and hospitality industries and local businesses, Business Events Tasmania delivers visitation and high yield expenditure during the shoulder seasons and low season. Our industry focuses on activities that deliver ongoing economic and social benefits to Tasmania.

And, it is great to see such a high level of delegate satisfaction with Tasmania as a destination. This is a message that we will market and sell to our clients nationally and internationally - along with the uniqueness of our island, Tasmania delivers on excellent service and facilities!

Business Events Tasmania will be reinforcing this message to potential clients when it exhibits at the most significant business event and expo in the Asia- Pacific Region, the Asia-Pacific Incentive and Meeting Expo (AIME), in Melbourne this month."

Business Events Tasmania is confident that the delegates attending this symposium will be inspired and motivated to make Tasmania the destination of choice for their organisations next business event..

ENDS

9th February

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