



PERTH
CONVENTION
BUREAU

2017-2018 Membership Prospectus





Our collaborative success

The 2017/2018 financial year will be the second of the new four year Business Events Marketing and Promotional Services Agreement with Tourism Western Australia (Tourism WA) to market Perth and Western Australia (WA) as the destination for conferences and corporate meetings. The Perth Convention Bureau (PCB) performs highly in all parameters by which it is measured; delivery of delegates, cooperative ventures with industry, and return on investment.

The business events and delegates secured from both the international and national markets provide a strong boost to local visitor expenditure. These delegates spend up to five times more than their leisure tourism counterparts.

Recent years have witnessed an unprecedented level of public and private sector investment in tourism infrastructure, with a particular expansion in accommodation relative to venue space. Concurrent to the expansion of venue and accommodation capacity, the leisure tourism offering of Perth and WA has developed in quantity and quality. Progressive liquor licensing legislation and council ordinances have facilitated activation of areas otherwise redundant.

Leisure tourism destination marketing is raising the awareness of Perth's refinement as a destination. Increased airline routes and an improved arrival experience at Perth Airports are facilitating greater ease of access to WA. As a result of changing product type supply, the delegate sectors to which PCB markets must also be researched, reviewed and revised.

The Corporate & Incentive (C&I) Group sector, long standing as the lesser of PCB's focus, holds high potential growth. Its short securing lead time and smaller group size will provide an immediate resolve to Perth's high level of accommodation stock, and in the long term, through delegate familiarity, position Perth and WA as a premium conference destination.

By leveraging the existing leisure tourism marketing structures of our members, implementing its own strategies and additional resourcing, PCB will refine its target markets accordingly towards the C&I market, whilst maintaining a focus on larger 'Hero' not-for-profit (NFP) Association events.

The strategies, both long and short term, will ensure the viability of Perth's increased accommodation and venue supply, whilst increasing the allure of the destination through refined market positioning.

A handwritten signature in black ink that reads "PAUL BEESON". The signature is written in a cursive, slightly stylized font.

Paul Beeson
Chief Executive Officer
Perth Convention Bureau



Welcome members old and new!

Welcome – Members or Partners, as we prefer to call you, remain a driving force behind everything we do. As a member based organisation, your needs and input remain a high priority for us and we align these needs with our own drivers when formulating the business plan for the year ahead. Cooperative Marketing Projects are at the core of this business plan and details of some of these opportunities can be found in this document.

Every year we undertake a Member Survey aimed at ensuring we provide the best service possible and continue to review our objectives. I am delighted to report that once again the survey results showed your satisfaction with the service we deliver, with an overall rate of 80% achieved.

PCB introduced a new Customer Relationship Management (CRM) system in January 2017 called Simpleview – not only does this efficiently manage our data and reporting structures but also offers members a more interactive way to communicate with the Bureau. Our aim is to increase communication and return on investment to our members by providing a clear pathway via the Partner Extranet. This gives you the ability to manage your own account and see activity on that account. We continue to provide a flexible benefits package that fits the needs of individual organisations – we know that one size doesn't fit all. Quarterly Membership Educational Workshops help those who

participate to maximise their investment, through a greater understanding of Bureau activities. B2B events prove to be a popular activity and the Bureau always endeavours to showcase new and exciting product in our ever evolving City.

Whilst the current economic climate remains challenging, recent investment in new infrastructure and competitive hotel rates provide new opportunities when marketing Western Australia. This message, that WA is affordable, revitalised and well and truly open for business, is one we have been reinforcing at every opportunity.

The Bureau is investing in a new and improved website which will also be powered by Simpleview, allowing complete integration from our CRM and your live details posted in real time to our website. The Simpleview Content Management System (CMS) has the ability to also integrate with social media and we will be focusing on how best to use this as a tool to promote not only WA but also your services and venues.

PCB has over 200 members across WA and we value your contribution. Our mission and promise to every one of you is to try and secure the highest return on your investment whilst working collaboratively to achieve our common goal – more business events for WA.

As Tourism remains a key industry and economic driver for the State, I would like to take the opportunity to thank you for your continued support and we look forward to working with you to position ourselves as the place to hold business events in Australia.

Tracey Cinavas-Prosser
Director Stakeholder Relations
Perth Convention Bureau

Your investment in the Bureau – Why business events?

Perth Convention Bureau (PCB) is a not-for-profit, membership based organisation that has been helping associations, corporations and agents bring their conferences and corporate and incentive groups to Western Australia for more than 40 years. Our charter is to market Western Australia nationally and internationally as a business event destination.

The Bureau does this by working in partnership with industry suppliers to promote Western Australia and create new business opportunities for its members, generating social and economic benefits for the people of Western Australia. PCB works hand in hand with its more than 200 members with the aim of helping all PCB members gain the highest return on their investment.

Business events are important to the Australian economy as they produce the highest daily yield of any sector of the tourism industry. Delegates who attend business events often travel to other parts of the State which results

in significant flow-on benefits for other sectors of the economy. Currently, for every \$1M the Western Australian Government invests in PCB, this results in approximately 57,000 room nights, 256 FTE jobs and \$30M in Direct Delegate Expenditure (DDE).

The Bureau's bank of in-house expertise and industry knowledge ensures that conference, meeting, incentive and exhibition planners will have access to current market intelligence, local support and assistance to help bring and stage an event in Western Australia.



Who should become a member?

PCB represents the interests of hundreds of industry members who can contribute to the successful staging of a business event, including, but not limited to hotels, photographers, gift suppliers, AV providers, accommodation suppliers, events venues and restaurants.

We work in partnership with our members to bid for and secure events for Western Australia and as a member of PCB we can provide you with access to data of confirmed events, B2B opportunities through our networking and educational events, support in securing

potential qualifying business and other cooperative marketing opportunities.

With a highly skilled and dedicated team, the Bureau secures millions of dollars each year in DDE and our members receive the economic impact of that achievement.



Meet the team

The PCB team has extensive knowledge, passion and experience in the business events industry. Together we work closely with all of our members to ensure that Western Australia increases its share of the convention and incentive travel market.



Perth Convention Bureau is the peak industry body responsible since 1972 for marketing Western Australia nationally and internationally as a destination for conventions, exhibitions and incentive travel groups.

Key initiatives and programs

Aspire

The Aspire Program is a highly successful PCB initiative which facilitates the novel business methodology of recruiting local conveners within the Western Australian community to support bids for international and national conferences.

The aim of the program is to assist the individual's personal and professional development, either through attendance at a relevant international conference or by undertaking further study in their chosen field of endeavour. The funding covers travel, accommodation and registration expenses to the maximum value of the award.

PCB currently partners with the City of Perth, The University of Western Australia, Curtin University, Edith Cowan University, Murdoch University, the City of Mandurah, Australian Institute of Management WA, Giving West and the Telethon Kids Institute; all organisations in which professionals work or reside who are potential conference conveners for Western Australia.





Corporate and Incentive Delegate Program & Confidential Leads

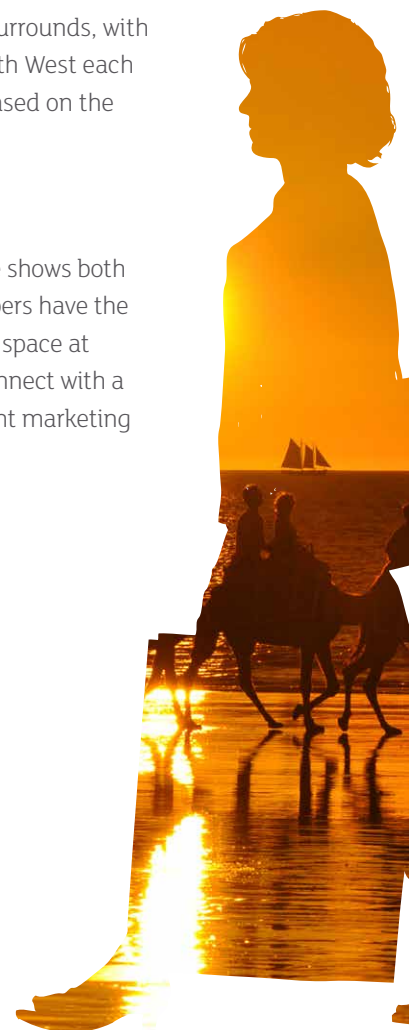
PCB can assist members in securing a national or international business event for their company. If 55% of the delegates are from outside of Western Australia or at least 33% of the delegates are from outside of Australia, the Bureau can provide funding support. Depending on the type of business, funding may cover a corporate marketing expense which may be in the form of bid development, marketing funding to increase delegate attendance, hosting a site inspection for the key decision maker or directly providing a PCB member funding to subsidise from the client's event. The Bureau does this confidentially in partnership with its financial members.

Famils and Site Inspections

PCB has been hosting familiarisations and site inspections since its inception in 1972. These programs provide potential clients with 'a taste of the destination' and have proven to be a valuable conversion tool. Famils and site inspections are hosted throughout the year within Perth and surrounds, with a further two famils to the South West and North West each year. Members are included in the programs based on the client's requirements.

Trade Shows

PCB markets the State at a number of key trade shows both within Australia and internationally. PCB members have the opportunity to participate by purchasing booth space at these events. Trade shows are a great way to connect with a targeted audience and to leverage the significant marketing and logistical support provided by PCB.



Maximising opportunities

Bid Win Notifications

Silver members and above are alerted once a bid has been won for Western Australia. Once a piece of business has been confirmed Platinum members are alerted instantaneously, Gold members a month following and then Silver members two months following. The Bid Win Notification provides members with details of the event and includes contact information of the key decision maker, providing members the opportunity to market their products and services directly to the client.

Bid Involvement

The Business Development team are continuously identifying business events that have the potential to be hosted in Western Australia and actively work with organisations to bid for their national and/or international events to come to Western Australia. The team will call upon members to contribute to bid proposals where appropriate to the piece of business and this information is then presented to the key decision makers to encourage them to choose Western Australia as their event destination.

Business Events Calendar

The Business Events Calendar provides a comprehensive confidential list of business events coming to Western Australia. Bronze members receive data on events occurring over the next year, Silver the next two years, Gold the next four years and Platinum members receive unlimited data. The calendar is updated once a quarter and can be accessed anytime via the Simpleview Extranet.

E-Newsletter

PCB produces a quarterly newsletter that is distributed to over 2000+ industry subscribers. All financial members have the opportunity to submit an article for the newsletter that is relevant to industry such as a product update or a case study and all new PCB members receive a mention.



Famils and Site Inspections

In conjunction with and at the request of PCB, member accommodation venues can be a host as part of PCB's familiarisation program. The Bureau covers the cost of flights, activities and on ground costs whilst the venue host provides rooms and on-site F&B, gaining direct exposure to clients with an opportunity to grow their business. The Bureau also hosts two regional famils per year, giving regional members direct exposure to clients.

Unlike famils which focus on groups of potential buyers, site inspections are 'one on one' programs hosted by our Business Development team for clients who have a definite piece of business in mind but need to choose venues and services. All members have the opportunity to showcase but those selected are driven by the client's requirements.

Meeting Planners Guide

PCB publishes a Meeting Planners Guide (MPG) every two years which provides information about Perth and Western Australia as a Conference and Corporate meeting destination.. The MPG is an invaluable tool for meeting planners locally, nationally and around the world to access information about holding business events in Western Australia.

Planning has commenced for the 2019 – 2021 MPG of which over 2000 copies will be distributed to buyers both nationally and internationally – in addition an electronic copy will be available on our website. All members receive a listing in the MPG with the opportunity to purchase additional advertising space.



Networking and Educational Events

PCB hosts a number of networking and educational events throughout the year providing business to business opportunities. PCB events are held in conjunction with its members to showcase member product and services to the industry.

PCB encourages members to collaboratively work together. Our events are renowned for being a lot of fun whilst providing members the opportunity to network and develop new ideas.

Referral Service – Perth Event Connection

As a benefit to members, PCB offers a free-of-charge referral service, Perth Event Connection, for anyone organising a local, national or international event in Western Australia. PCB will recommend member services and products that fit the brief for the specific piece of business.

Trade Shows

As part of PCB's ongoing marketing activities we participate in a number of national and international trade shows. These include the Asia-Pacific Incentives and Meetings Expo (AIME) which will be held on the 20th – 21st February 2018 in Melbourne. This event allows industry decision makers from around Australia, Asia-Pacific and the rest of the globe to meet and

showcase their products to the industry. Other national events include the Associations Forum National Conference and the Professional Conference Organisers Association Inc. PCO Forum.

An international trade show planned for 2017-2018 at which we will showcase (dependent on member participation) is the Incentive Travel & Conventions Meetings Asia (IT&CMA) held in Bangkok, along with a number of other road shows.

Website Directory – Simpleview Direct Feed

PCB has recently invested in a new CRM system called Simpleview which was launched in January 2017 and has invested in a new CMS with the launch of a new PCB website in May 2017. Being under the same Simpleview platform will allow the two systems to talk to each other and enable live feeds to the website from the CRM. What this means is members can log in to the Extranet and update their product and service information which will directly feed to their directory listing on the PCB website. It provides members with 24/7 online exposure and provides clients with up to date information.



Membership packages

Benefits	Virtual	Bronze	Silver	Gold	Platinum
	Self-service* No Fee	\$800 plus GST	\$1340 plus GST	\$2500 plus GST	\$4200 plus GST
Promotion on the PCB website	One Category Logo No Images	One Category Logo One Image	Two Categories Logo One Image	Two Categories Logo Two Images	Three Categories Logo Three Images
Opportunities to attend PCB networking events (Virtual at full price – reduced prices are for fee paying members only)	✓	✓	✓	✓	✓
Opportunities to engage with clients during site inspections or familiarisation tours (at PCB's request)	✓	✓	✓	✓	✓
Opportunities to purchase cooperative marketing initiatives	✓	✓	✓	✓	✓
Free ticket(s) annually to a Tools Workshop		One	Two	Three	Unlimited
Free attendance to the Member Orientation Day		One	Two	Three	Unlimited
Opportunity to submit an article for the PCB quarterly newsletter		✓	✓	✓	✓
Opportunity to attend a Members Morning Tea		✓	✓	✓	✓
Business Event Calendar – number of years' worth of data in advance		One	Two	Four	Unlimited
Opportunity to be a host during Client Familiarisation Tours (at PCB's request)		✓	✓	✓	✓
Bid Win Notifications for business confirmed for Western Australia			Two months from confirmation	One month from confirmation	Same-day confirmation
One free attendance to the DOSM Lunch (DOSM level)				✓	✓
One free attendance to the Platinum Members Lunch (GM level or DOSM)					✓
One annual 'Meet the team/Product update' exchange					✓

PCB reserves the right to decline an application and can nominate the level of membership it deems appropriate for the type of business conducted by the applicant.

Hotels and venues in the CBD with more than 80 rooms must retain a minimum of Gold Membership and pay according to the venue size – a formula is in place for this.

Professional Conference Organisers (PCO) can apply to be a bidding partner of the Bureau. Please enquire for further information.

Virtual membership has no voting rights and is a self-service level only.

We welcome participation from regional providers and can offer a 50% reduction in fee for any business outside of the Experience Perth region – please ask for further details.

Testimonials

What are some things you like about Perth Convention Bureau?

All testimonials are from anonymous members who completed the 16/17 Membership Survey.

“ Business leads and site inspections. ”

“ Opportunity to meet with like-minded people at networking events ”

“ Very enthusiastic and passionate team who are keen to win business for Perth. ”

“ Willingness to assist in securing business ”

“ Terrific opportunities to showcase Perth and its venues and services to national/ international potential clients ”

“ Willingness to assist in securing business. ”

“ Professionalism, friendliness and helpfulness of staff. ”

“ The team are extremely professional yet have a friendly and engaging manner so it is always a pleasure to work with them. ”

“ Approachability and accessibility. ”

“ Quality leads which has resulted in sales for our venue. ”





PERTH CONVENTION BUREAU

Level 1, 41 St Georges Terrace
Perth WA 6000
Australia

Tel: +61 (0)8 9218 2900
Fax: +61 (0)8 9218 2910
info@pcb.com.au

www.pcb.com.au

Our major stakeholders:



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