



PERTH
CONVENTION
BUREAU

2018-2019
Membership Prospectus



Welcome

The 2018-2019 financial year will be the third of the four year Business Events Marketing and Promotional Services Agreement with Tourism WA to market Perth and Western Australia as a premium conference and incentive travel destination.

The business events market in Western Australia (WA) is substantial. The international and national market brings delegates from other states and other countries, providing a strong boost to local visitor expenditure. Interstate and international visitors spend more than intrastate visitors. Many of the international and interstate delegates spend additional time in WA either before or after a business event, further increasing their value to the economy and increasing visitation for many regions in the State.

The Perth Convention Bureau's (PCB) key strategies and initiatives for 2018-2019 as adopted by the Board of Directors are to:

- Increase targeted marketing to Corporate and Incentive Groups in Asia, Australia and New Zealand;
- Identify and target marketing to high yielding 'hero' delegate conferences;
- Commission ongoing research and market intelligence within the Corporate and Incentive delegate sector to qualify investment and marketing; and
- Align with and leverage 'Brand Perth' to further position Perth as a premium Corporate and Incentive and Association conference destination.

PCB performs highly in the two key performance indicators by which it is measured being Direct Delegate Expenditure (DDE) and Industry Financial Contribution (IFC). In both measures PCB has exceeded targets set in 2017-2018.

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.

Leisure tourism 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.

As a result of changing product type supply, the delegate sectors to which PCB markets must also be researched, reviewed and revised.

PCB's increased focus on the Corporate & Incentive (C&I) Group sector over the past financial year has proved highly successful. Our on-ground presence in Asia, combined with a South East Asia Roadshow during July 2017, increased corporate meeting and incentive travel business from the markets of Thailand, Indonesia and Malaysia.

Following the success of the 2017 roadshow, PCB will conduct an extended Asia Roadshow in 2018 visiting Bangkok, Ho Chi Minh City, Kuala Lumpur and Singapore.

PCB will continue to pursue its focus on high yield Association conferences. This strategy has been based on market dynamics and focused on providing the highest possible return on investment for marketing effort.

PCB's high yield association strategy has proactively targeted conferences and events in the fields of medical and health, resources, education, finance, legal, engineering, science and information technology.

Our target for 2018-2019 is to secure DDE of \$148,380,000 and IFC of \$1,812,200. We look forward to working closely with all our stakeholders and member partners in the year ahead to maximise the return on your investment.

Paul Beeson
Chief Executive Officer



Welcome Members

Welcome – As a member-based organisation, our members’ needs and input remain of the highest priority for us. When formulating our annual business plan our members’ needs are aligned with our own key drivers for the year ahead. This prospectus outlines some of the Cooperative Marketing opportunities which are at the core of this business plan.

A Member Survey is undertaken annually to ensure that we provide the best service possible and continually review our objectives. The survey results showed overall satisfaction with the service we deliver.

Simpleview, our Customer Relationship Management (CRM) system introduced in early 2017, is proving to be an efficient and easy to use data management and reporting tool which also offers our members a more interactive way to communicate with the PCB.

The Partner Extranet provides members with the opportunity for increased communication and gives you the ability to manage your own account and view activity on that account. We continue to provide a flexible benefits package to ensure the needs of individual organisations are accommodated. Our popular Membership Educational Workshops also help those who participate to maximise their investment through a greater understanding of PCB’s activities.

PCB endeavours to showcase all new and exciting products in our ever-evolving city and B2B events are a proven and popular activity. Investment in new infrastructure, competitive hotel rates and engagement with airlines increasingly provide new opportunities when marketing Western Australia (WA). The message that Perth is a city in renaissance and that WA is affordable and well and truly open for business is reinforced at every opportunity.

Our new and improved website is now powered by Simpleview, allowing complete integration from our

CRM and allowing you to update your details posted in real time to our website.

The contribution of over 200 PCB members across WA is invaluable. Our mission, and promise to each of you, is to secure the highest return on your investment whilst working collaboratively to achieve our common goal – more business events for WA.

Tourism continues to be a key industry and economic driver for WA and we thank you for your ongoing support. We look forward to continuing to work together with you to position WA as the place to hold business events in Australia.

Nicolle Davey
Executive Director Stakeholder Relations

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 45 years. Our charter is to market Western Australia nationally and internationally as a business event destination.

PCB 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 continue to be 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. PCB secured \$120,099,715 in direct delegate expenditure (DDE) in 2016-2017 with an estimated 214,981 delegates days for business that will materialise out to 2020.

PCB'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, PCB secures millions of dollars each year in DDE and our members receive the economic impact of that achievement.



Meet the Team

With 17 staff members and an elected Board of Directors, our 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

PERTH CONVENTION BUREAU
ASPIRE
PROGRAM

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 WA.

Association, Corporate & Incentive Delegate Program and Confidential Leads

PCB can assist members in securing a national or international business event for their organisation or company. If 55% of the delegates are from outside Western Australia or at least 33% of the delegates are from outside Australia, PCB 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 the client's event. PCB does this confidentially in partnership with its financial members.

Familiarisation Tours 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. Familiar and site inspections are hosted throughout the year within Perth and surrounds, with a

further two familiarisations to the South West and North West each year. Members are included in the programs based on the clients' 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

Maximise your involvement with the substantial business events market in Western Australia with these membership features.



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.



Familiarisation Tours & 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. PCB 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. PCB also hosts regional famil tours annually, giving regional members direct exposure to clients.

Unlike familiarisation tours 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 convention 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.

Production 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 & 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 18th–20th February 2019 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 AuSAE, Associations Forum National Conference and the Professional Conference Organisers Association Inc. PCO Forum.

International trade shows planned for 2018-2019 (dependent on member participation) include the International Meetings Expo (IMEX) held in Frankfurt and our own PCB South East Asia Roadshow in July 2018.



Website Directory – Simpleview Direct Feed

PCB invested in a new CRM and CMS system in 2017 called Simpleview. Being under the same Simpleview platform allows 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 directly feeds to their directory listing on the PCB website. It provides members with 24/7 online exposure and provides clients with up to date information and offers.



Membership Packages

Benefits	Virtual Self-service* No Fee	Bronze \$810 plus GST	Silver \$1355 plus GST	Gold \$2525 plus GST	Platinum \$4245 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	✓	✓	✓	✓	✓
Access to advertise Special Offers on the PCB website.		✓	✓	✓	✓
Free attendance 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 Events 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 a Central Business District 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 PCB. 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 of the things you like about the Perth Convention Bureau?

*All testimonials are from anonymous members who completed the 17/18 Membership Survey.

The staff are friendly and easy to deal with. We are always remembered with leads and bids relating to our industry, my organisation has received some great bookings through PCB.

I like the passion with which the team go about their business. Their ability to leverage connections to generate solid leads is impressive and there really is a feeling of a collaborative environment.

The opportunity to promote our business to potential leads/confirmed business to Perth is great. Also the opportunity to network with fellow members.

I like the networking functions and workshops and having access to the Business Events Calendar.

The team are easy to deal with, by far the best Australian Bureau that I have dealt with. They are the benchmark.

PCB's professionalism and determination to do its best for its members.

PERTH CONVENTION BUREAU

Level 13, 225 St Georges Terrace,
Perth, 6000, Western Australia.
info@pcb.com.au

Our major stakeholders



This publication is printed on Monza recycled
which is an ISO 14001 certified environmentally
accredited paper stock.