



BUSINESS EVENTS CONFERENCE

**TOURISM
TROPICAL NORTH
QUEENSLAND**

OUR GUEST SPEAKERS



ROBYN MACK

Executive General
Manager
Commercial and
Business Events
Australia
Tourism Australia



KELLY MAYNARD

Head of Distribution
Development and
Partnerships
Business Events
Australia
Tourism Australia



PAULA ROWNTREE

Head of Events
Australian
Psychological Society



SONJA SODERBOM

Director Oceania
Ovation Global DMC



NICOLE WALKER

Managing Director
Arinex



WAYNE SMITH

Business Development
Director
Cairns Convention
Centre

BUSINESS EVENTS AUSTRALIA

31 MARCH 2023



COME AND SAY *G'day*



AUSTRALIA



Uluru-Kata Tjuta National Park

GLOBAL CAMPAIGN LEVERAGING AUSTRALIAN ICONS

TALENT



CHARACTERS



AUSSIE LOCATIONS, PEOPLE & EXPERIENCES



MUSIC



INTERNATIONAL

Drive conversion and position Australia for long term growth

BUSINESS EVENTS AUSTRALIA STRATEGIC PRIORITIES



DRIVE INTERNATIONAL DEMAND



FAST TRACK RECOVERY



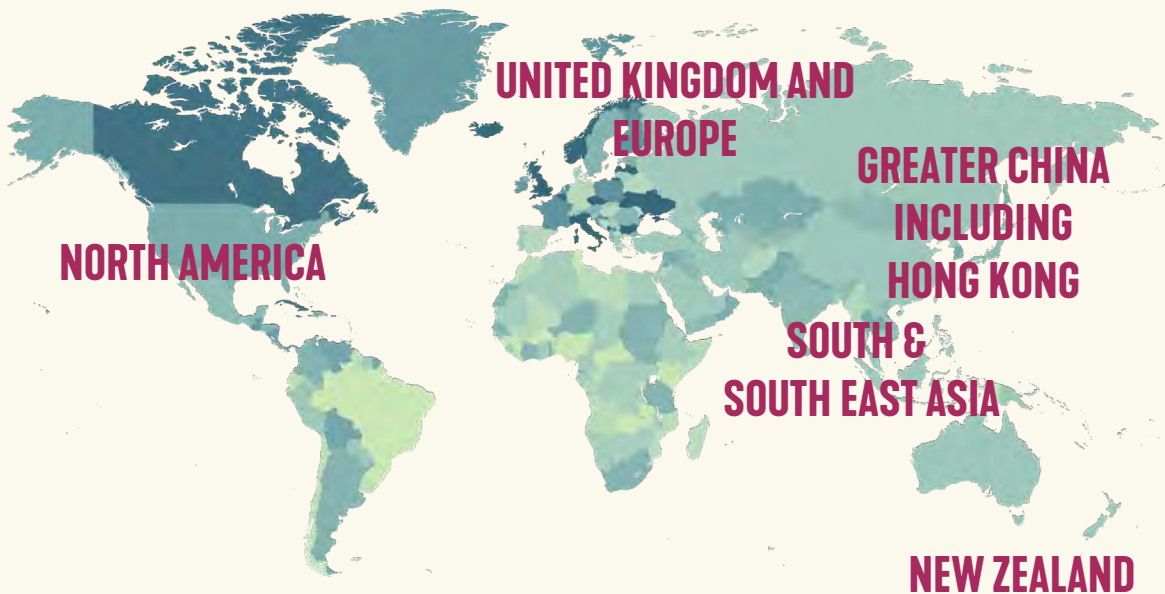
REBUILD INTERNATIONAL PIPELINE



SUSTAIN INDUSTRY

BUSINESS EVENTS AUSTRALIA TARGET AUDIENCE

INCENTIVE



ASSOCIATION



WHAT'S BEEN HAPPENING...

BRAND CAMPAIGN



CONTENT & SOCIAL



PUBLIC RELATIONS

Cairns & Sydney Roll Out the Red Carpet



Two Australian cities reflect their business event offerings.

Two Australian cities reflect their business event offerings. The article discusses the unique attractions and business event capabilities of Cairns and Sydney, highlighting their infrastructure, services, and the experiences they offer to international visitors.



DISTRIBUTION



BID FUND PROGRAM & ADVANCE PROGRAM



BUSINESS EVENTS AUSTRALIA



BRAND CAMPAIGN CONTINUES TO PERFORM WELL



PAID SOCIAL RESULTS

18.1 M

Total video views globally

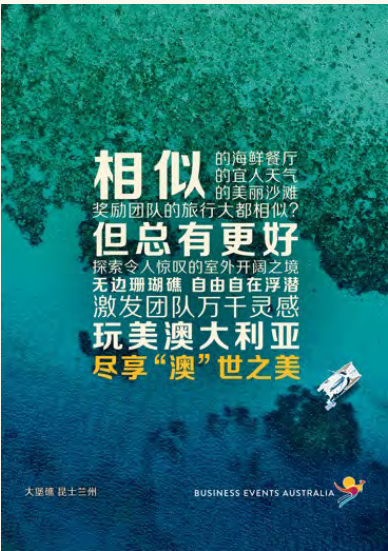
9.2 M

Hotels video asset has delivered highest views with **45%** completion rate

+50%

India is driving the engagement with a consistently high completion rate across all videos

LAUNCHED BRAND CAMPAIGN IN GREATER CHINA



INITIAL LAUNCH RESULTS

515,000

Impressions. 129% over target

27K

Unique website visitors

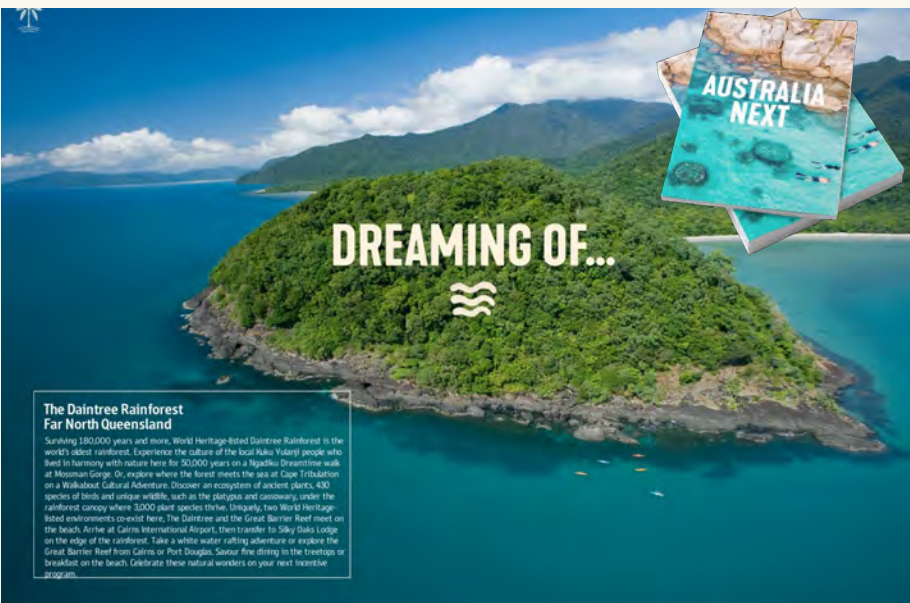
4 MINS

Average time on site




TAILORED CONTENT TO DRIVE ENGAGEMENT


Integrated program across paid, owned and earned channels targeting event planners





The Daintree Rainforest
Far North Queensland

Surviving 180,000 years and more, World Heritage-listed Daintree Rainforest is the world's oldest rainforest. Experience the culture of the local Kuku Yalanji people who lived in harmony with nature here for 50,000 years on a Ngadiku Dreamtime walk at Mossman Gorge. Or, explore where the forest meets the sea at Cape Tribulation on a Walkabout Cultural Adventure. Discover an ecosystem of ancient plants, 430 species of birds and unique wildlife, such as the possum and cassowary, under the rainforest canopy where 10,000 plant species thrive. Uniquely, two World Heritage-listed environments co-exist here, The Daintree and the Great Barrier Reef meet on the beach. Arrive at Cairns International Airport, then transfer to Silky Oaks Lodge on the edge of the rainforest. Take a white water rafting adventure or explore the Great Barrier Reef from Cairns or Port Douglas. Savour fine dining in the treetops or breakfast on the beach. Celebrate these natural wonders on your next incentive program.





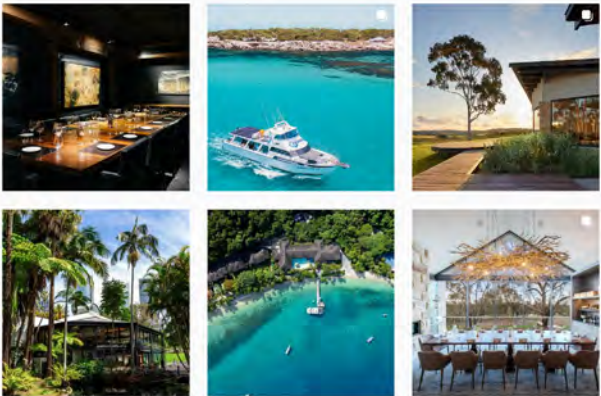




CONNECT WITH COUNTRY

Australia's Indigenous peoples have been practicing wellness for thousands of years. In the Margaret River Region south of Perth/Boorloo, Josh Whiteland from [Koomal Dreaming](#) shares the secrets of the Wadandi and Bibbulman peoples' wellness methodology, both medicinal and spiritual, and tells yarns of the plants, animals and Dreaming spirits of Australia's south west. For an incentive program in Queensland, the [Mossman Gorge Centre](#) is an essential stop for groups wishing to understand the local Kuku Yalanji culture. Nestled deep in the Daintree Rainforest near Cairns, the Centre offers guided and self-guided experiences like the [Ngadiku Dreamtime Walk](#) where guests will connect with the sights, sounds and stories of the Daintree Rainforest.

PR, SOCIAL & CONTENT OUTCOMES FOR 2022



PR RESULTS

332

Pieces of coverage

5.6M

Reach

ORGANIC INSTAGRAM RESULTS

220+K

Reach

7,261

Followers – an increase of 24%

CONTENT RESULTS

20,496

Readers across four editions of Australia Next

1,389

Views across two Australia Innovates episodes launched in 2022

DISTRIBUTION DELIVERED



IMEX USA 2022

91

Leads worth \$51m

100%

Australian sellers
were satisfied with
the event



IBTM WORLD 2022

14

Leads worth \$16m

83%

Australian sellers were
satisfied with the
event



FAMILS

9

Visits hosted

100%

buyers were satisfied
with the visit.
Leads generated

DISTRIBUTION WHAT'S NEXT....

DRIVE INTERNATIONAL DEMAND

TRADE SHOWS

FAMILS - MEGA FAMIL & NZ

DREAMTIME 2023

RESEARCH

PARTNERSHIPS

BID FUND PROGRAM

93 WINS, WORTH \$722M

SINCE JANUARY 2023 = 14 WINS, WORTH \$77M

ADVANCE PROGRAM

34 PROJECTS SUPPORTED

MARKETING

DISTRIBUTION

DELEGATE BOOSTING



RESEARCH & INSIGHTS

BUSINESS EVENTS INSIGHTS



**SENTIMENT WAS
POSITIVE FOR
INTERNATIONAL
BIDDING**



**INTERNATIONAL
RECOVERY TO PRE-COVID
LEVELS AHEAD OF
PROJECTIONS**



**BARRIERS – TIME,
DISTANCE & COST.
AVIATION CAPACITY AND
AIRFARE COSTS
IMPACTING
CONVERSION**



**ASSOCIATION MEETINGS
A MORE MEANINGFUL
EXCHANGE – SHORTER
WITH FOCUS ON KEYNOTE
& EXHIBITION STYLE**



**TRENDS FOR
INTERNATIONAL BIDDING
SUSTAINABILITY, CSR,
INDIGENOUS,
DIVERSITY & INCLUSION**

LATEST MARKET SENTIMENT

GREATER CHINA

- Pent-up demand from China for travel 2023/2024
- Smaller groups, however, some 1,500 - 2,000pax

SOUTH-SOUTH EAST ASIA

- India - increased aviation capacity and streamlined visa process
- Smaller groups from SEA, esp. Malaysia & Indonesia

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USA

- Travelling shorter haul
- Pent-up demand - larger groups to accommodate 2020/21 qualifiers
- Like unique incentive programs with sustainability focus

UK

- Demand for incentives has resumed, short/medium haul
- Incentives want personalization, sustainable incentive programs, and CSR

NEW ZEALAND

- Sentiment is positive for events from mid-2023 onwards
- Direct aviation access preferred, with interest in luxury immersive eco-tourism

AUSTRALIA AS A BUSINESS EVENTS DESTINATION

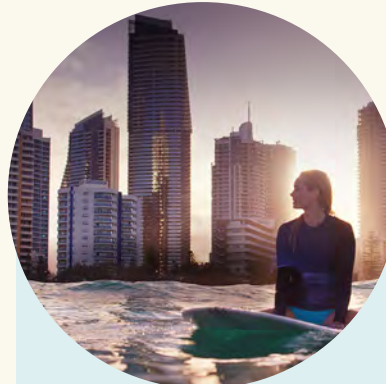
Event decision makers across key markets in the association and incentive sectors consistently identify five attributes for Australia as an event destination



Excellent business
events facilities



A safe and secure
destination
(excl. COVID-19)



An appealing
climate



A range of quality
accommodation
options



Clean cities and
good road
infrastructure






KEY CONSUMER DEMAND RESEARCH FINDINGS

INCENTIVE	Top 5 most important factors when planning events abroad	How Australia Ranks
	A safe and secure destination (excl. COVID-19)	#1
	A destination that has handled the COVID-19 pandemic well	#1
	Travel costs associated with the destination	#1
	Excellent business facilities	#1
	Flights with no stop-overs (after COVID-19)	#1

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	Flights with no stop-overs (after COVID-19)	#1
ASSOCIATION	Excellent business facilities	#1
	A safe and secure destination (excl. COVID-19)	#4
	Good Food, wine, local cuisine and produce	#6
	A range of quality accommodation options	#2
	Clear COVID-19 safety protocols	#5

APPEALING EXPERIENCES AS PART OF A BUSINESS EVENT

INCENTIVE			ASSOCIATION	
INDIGENOUS	CSR	WELLNESS	INDIGENOUS	LEGACY
				

SUSTAINABILITY AS A KEY DRIVER



Business Events Australia
12,207 followers
2mo • 5

From plant-based chocolate hand made in Melbourne to adopting a native Australian animal, these seven sustainable gift ideas are bound to deliver the warm fuzzies to delegates, with minimal environmental impact.



7 sustainable gifts for delegates
businesseventsaustralia.com • 1 min read





WHEN SUSTAINABILITY COUNTS

Aurora Restaurant
Adelaide/Tarndanya

Choose a restaurant with an ethos that combines sustainability, local produce and social responsibility. Chef Brendan Wessels (formerly of d'Arbenburg Club) and his team offer a six-course degustation from a selection of the kitchen's favourite dishes. Showcasing South Australian Seafood, savour succulent mussels from the Eyre Peninsula or prawns from the Spencer Gulf. Venison from Adelaide Market's indigenous native game producer and Tasmanian lamb and Barramundi from Cone Bay. Layered with flavours and textures, each dish is a visual feast. The open kitchen with its custom brass adds theatre to the ambience and char

to the modern Australian dishes. While your guests dine well, all revenue generated from dining at Aurora supports the not-for-profit work of Light ADL, the innovative creative and hospitality space in which Aurora is housed. Aurora can be booked exclusively for 100 guests or semi-private dining can be arranged for groups of up to 40 guests.

T: +61 422 245 531
E: aurora@lightadl.com.au
W: auroraadl.com.au



The Farm
Byron Bay

Step away from Byron Bay's beaches to explore The Farm, a B-corp certified working farm, which is home to a collection of micro-businesses that come together as The Growers Collective. All share in a common goal to grow, feed and educate. Take a behind the scenes tour with one of the farmers to witness the farm's operations and unique farming practices. Learn about chemical free farming practices and the ethical treatment of farm animals. Meet piglets, highland cows, and the brown hens that roam freely, then wander through the macadamia orchard. Take a private horse-riding tour, book a Land Rover tour and visit an artisan bakehouse. When you have explored it all, head to the onsite restaurant, Three Blue Ducks, where you can savour a paddock to plate dining experience. On the menu, all dishes are created from the seasonal local, organic and biodynamic produce sourced directly from the growers at The Farm. Create a bespoke group experience with the team at The Farm in Byron Bay.

E: info@thefarm.com.au
W: thefarm.com.au

SunButter
Western Australia

Knowing Australia's reputation for coastal and reef experiences, groups visiting Australia will be mindful of packing for sun protection. Recognised as the first sunscreen company in the world to be Certified Palm Oil Free, Western Australian skincare company SunButter is the creator of Australia's first reef safe sunscreen. The environmentally ethical brand was founded by a marine biologist and an ecologist, who identified the need for a high protection sunscreen suited to the Australian outdoor lifestyle that didn't contain harsh chemicals or have adverse effects on Australia's marine life and coral reefs. Adding to their ethos of protecting people and the planet, SunButter is packaged in stylish reusable and recyclable tins. With a range of sunscreen and after sun products that can be purchased individually and in bundles, SunButter's products are an ideal inclusion in a welcome pack for your group.

E: hello@sunbutter.com.au
W: sunbuttercosmetics.com.au



7 SUSTAINABLE GIFTS FOR GROUPS

From plant-based chocolate hand made in Melbourne to adopting a native Australian animal, these seven sustainable gift ideas are bound to deliver the warm fuzzies to recipients, with minimal environmental impact.



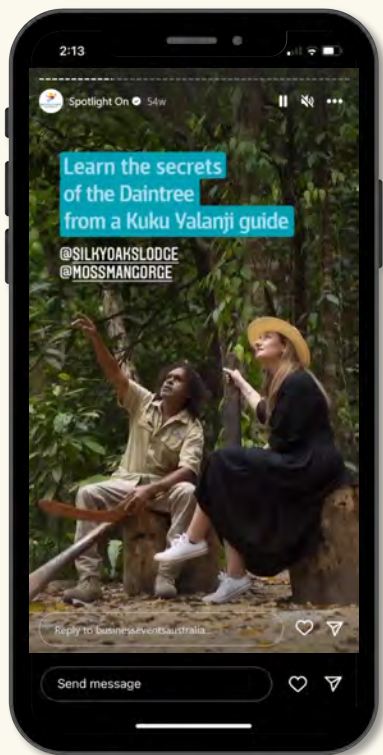
BIODYNAMIC WINE FROM MCLAREN VALE



©: Biodynamic wine by Grentree Wines, McLaren Vale, South Australia © Grentree

A bottle of top-notch Australian wine makes an excellent corporate gift, and biodynamic producer [Grentree Wines](#) ticks both the quality and sustainability boxes. Based in South Australia's McLaren Vale region and part of the [Ultimate Winery Experiences of Australia](#), Grentree Wines boasts a raft of sustainability credentials. Primarily, they're certified organic and biodynamic, which means they farm their grapes in a way that enhances the soil and environment through natural improvers rather than chemical sprays. The company believes that it is their responsibility to better the land for future generations, which is why they're also a certified member of Sustainable Winegrowing Australia, a founding partner of Biodiversity

INDIGENOUS EXPERIENCES AS A KEY DRIVER



7 WAYS TO INCORPORATE INDIGENOUS CULTURE INTO YOUR NEXT EVENT

From arranging a Welcome to Country to incorporating native ingredients into your food and beverage offering, here are seven ways to incorporate Australian Aboriginal and Torres Strait Islander cultures into your next event.

[f](#) [t](#) [in](#) [v](#) [p](#)



The Cheeky Olive

Sydney, Canberra, Melbourne, Brisbane, Perth

Add a unique Indigenous cooking experience to your next event. Run by Sydney catering company, The Cheeky Food Group, a team of chef facilitators support hosts to meet the brief and take fun in this engaging and mouthwatering team-building experience. Host the spirit of a vessel of your choice in Sydney, Canberra, Melbourne, Brisbane or Perth as well as regional locations.

The industry - as three courses need to share together. Guests will discover Indigenous flavours and learn how to use native ingredients in modern and traditional cooking techniques to create a menu of sensory and repeat dishes, while also imparting ancient storytelling and cultural insights.

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02 424 054 424
@cheekyfoodgroup
thecheekyfoodgroup.com



Taka Gin Melbourne

Indigenous owned and the first of its kind, Taka Gin was conceived and created during the pandemic by Pawa Catering. Deriving its name from the word 'taste' in the Gundjimarra language of South West Victoria, founders Niyoka and Vincent are passionate about showcasing First Nations' flavours. Taka Gin is uniquely flavoured with native lemongrass and lemon scented gum leaf, bringing an Indigenous gin to the liquor cabinet. Distilled in Melbourne (Naarm), Taka Gin has a base of seven botanicals including juniper, coriander, angelica root, cassia, finger lime, orris root and desert lime, all foraged around Melbourne and sourced from Indigenous wild harvesters. The result is subtle in flavour, citrusy and refreshing with a light, botanical, herbal lift. The bottle, designed by Indigenous artist Vicki Couzens, represents the phytochemical molecular components of the flavours of Taka Gin's ingredients. Taka Gin makes for an attractive, uniquely Australian in-room gift for your guests.

T: +61 422 896 535
E: hello@takagino.com.au
W: takagino.com.au

AVIATION

AVIATION SEAT CAPACITY RECOVERY

INTERNATIONAL INBOUND SEAT CAPACITY LEVELS TO AUSTRALIA

77% of seats scheduled to return in Mar-23
(compared to Mar-19)

87% of seats scheduled to return in Jun-23
(compared to Jun-19)

DOMESTIC SEAT CAPACITY LEVELS IN AUSTRALIA

96% of seats scheduled to return in Mar-23
(compared to Mar-19)

>100% of seats scheduled to return in Apr-23
(compared to Apr-19)



BUSINESS EVENTS CAIRNS UPDATE

CAIRNS &
GREAT
BARRIER
REEF

BUSINESS
EVENTS



AGENDA

- Business Event Strategy
- Current Regional Performance
- The Future

DESTINATION APPEAL IS HIGH

AFTER
THEY HAVE
VISITED



PERCEPTION ISSUES – DAYS GONE BY

SALES AND MARKETING
NEEDS TO **WORK HARDER**



GREAT TEAM SPIRIT – “TEAM CAIRNS”

However,...

**MORE POTENTIAL TO BE
MORE INNOVATIVE**



A photograph of two women in a lush tropical forest. The woman on the left is wearing a green sleeveless top and orange pants, looking down at a device. The woman on the right is wearing a light-colored button-down shirt and a long skirt, looking up and holding a device with a light. The background is filled with large, fan-shaped tropical leaves and tree trunks.

SUSTAINABILITY

**OPPORTUNITY FOR THE REGION
TO BE A LEADER**

LEADERSHIP



OUR RESPONSE



CORE TO OUR RESPONSE
IS KNOWING THE CUSTOMER



BUSINESS EVENTS BRAND

CONNECT
GREAT

CREATE
GREAT

LEAVE GREATER

MARKETING

CHANGE PERCEPTION

Connect Great
Branding
Consistent
USP's

CONTENT STRATEGY

Right channels
& format
New assets

SUSTAINABILITY

Leverage regions
positioning
Indigenous
experiences
Amplify success

BEYOND TOURISM

Leverage
Destination
Priorities
Partnerships
Event legacies

SALES AND DISTRIBUTION

DOMESTIC MARKETS

Domestic
Corporate
Association
Eastern
Seaboard

INTERNATIONAL

Leverage BEA
programs
USA, UK/Europe,
NZ, Singapore,
Japan

EDUCATION

Deliver programs
that inspire
Annual
Calendar

PARTNERSHIPS

PCO's/ITO's/
DMC's
Aviation
BEA, TEQ, BEPD
Industry

LEADERSHIP

- Industry development activities
- Industry updates
- Training programs to enhance client experience



FUN FACTS

Cairns Convention Centre was awarded the World's Best Congress Centre in 2004 and 2014

From 2005-2010 Cairns hosted the most number of incentives and more International conventions than any other region in QLD

Corporate events (conference and incentive) account for 70% of all events

Cairns lagoon is designed in the shape of Queensland

The rocks at the pointy end (near McDonalds) represent the clusters of the islands of the Torres Strait

TNQ has the highest volume of eco-certified operators who support culture, community and the environment.



CURRENT PERFORMANCE

Queensland Business Events Survey 2021/22

CAIRNS & GREAT BARRIER REEF

Queensland

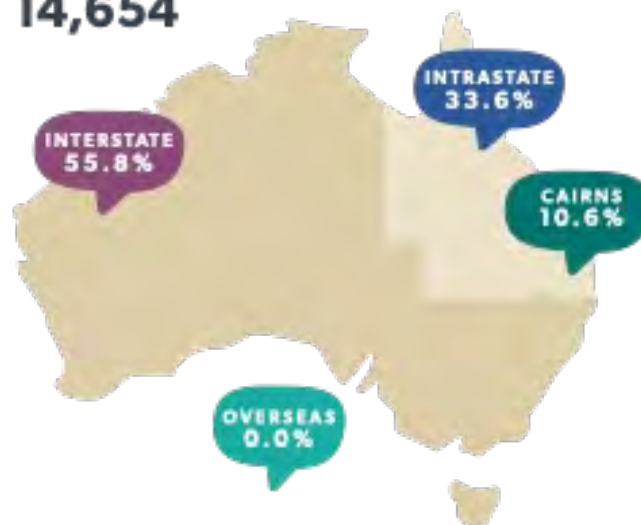
TOTAL EVENTS

179

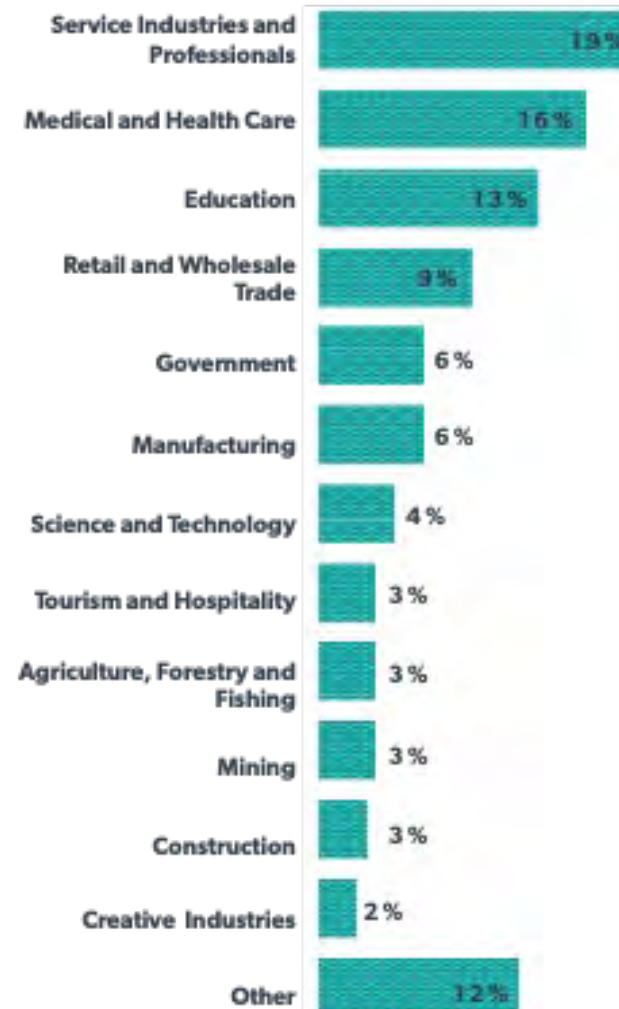


DELEGATES

14,654



INDUSTRY



EVENT TYPE



DELEGATE DAYS

57,171

AVERAGE LENGTH OF STAY



INDUSTRY SECTORS



REGIONAL SNAPSHOT – JULY – DECEMBER 2022

QBES data as supplied by membership

INDUSTRY SECTOR LAST 6 MONTHS

GOVERNMENT



9.0%

CORPORATE



72.0%

ASSOCIATION



19.0%

DELEGATE COMPOSITION

INTERNATIONAL
, 6.8%

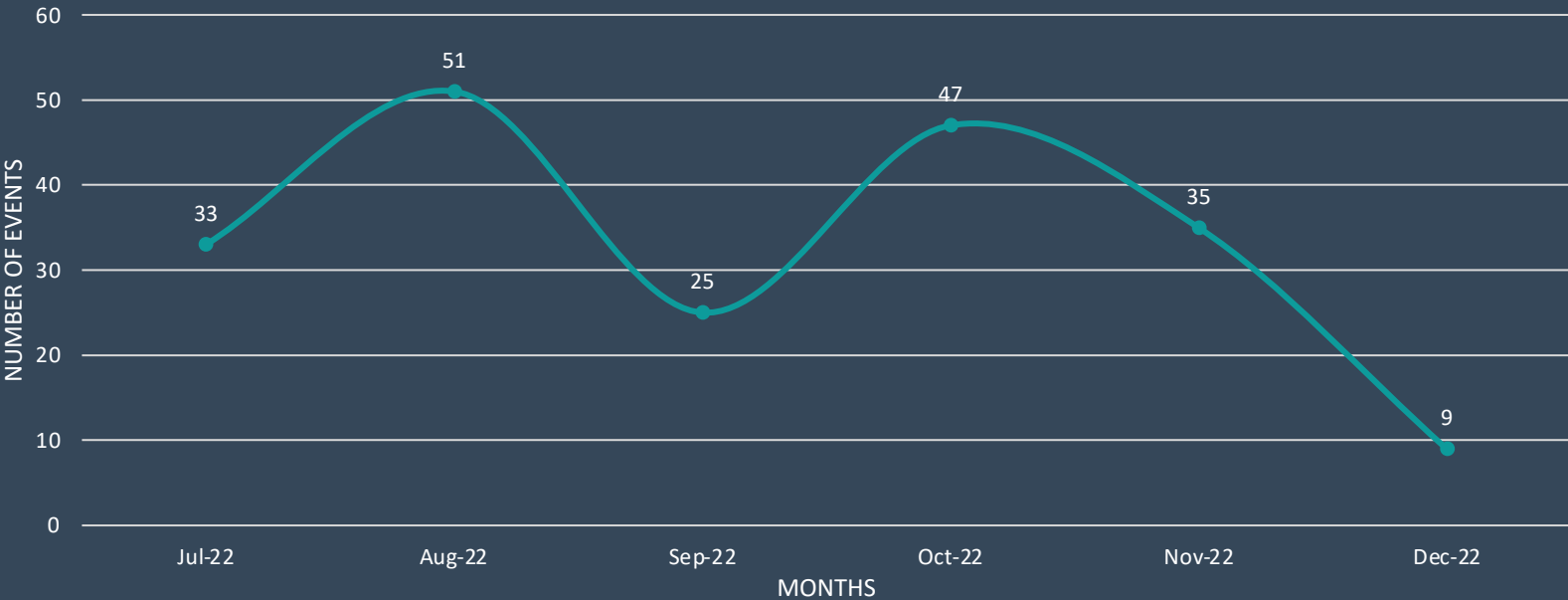
LGA LOCAL,
8.5%

OTHER
QUEENSLAND,
20.6%

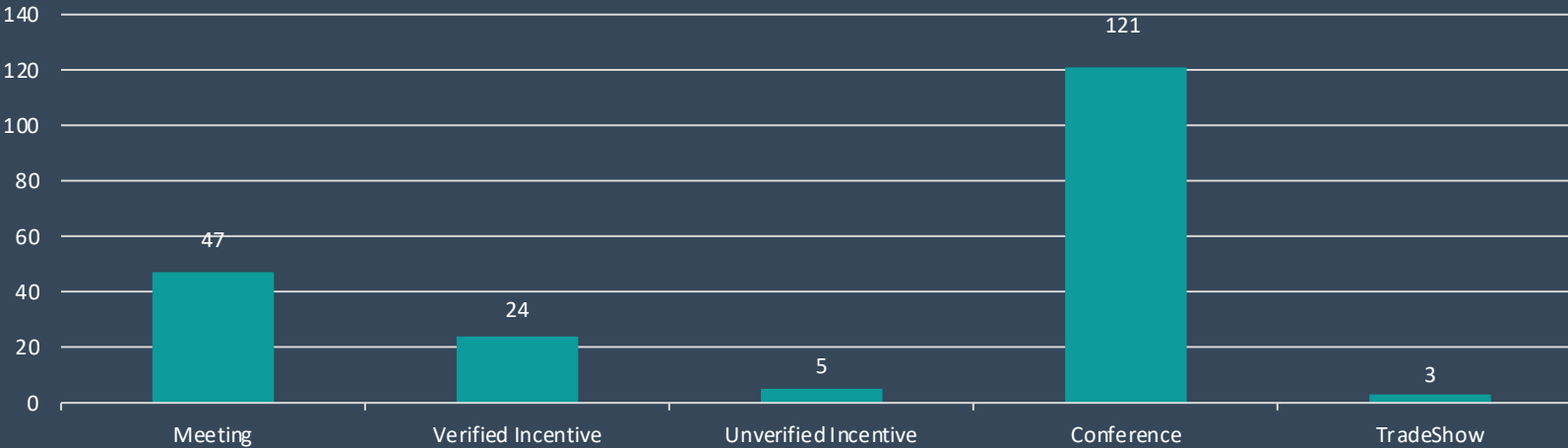
NATIONAL,
64.1%

LGA LOCAL OTHER QUEENSLAND NATIONAL INTERNATIONAL

200 EVENTS



EVENT TYPE



THE YEAR AHEAD



MARKETING

- Brand evolution
- Drive AVE through publisher partnerships, digital and social – member buy in
- New content creation including program for members
- Case Studies
- Sustainability



SALES DISTRIBUTION DOMESTIC

- BE Immersed program
- Regional Showcase: 1- 4 August
- AIME - bigger stand in 2024
- Site inspections
- Targeted Research
- Cairns Convention Centre expansion



SALES DISTRIBUTION INTERNATIONAL

- Aviation access
- BEA Trade shows – IMEX
North Asia Showcase
- Famils
- Cairns Convention Centre expansion





EVENT PLANNERS CHOSE DESTINATIONS
BECAUSE ALL EVENT REQUIREMENTS ARE MET

INDIVIDUALS PRODUCTS CONTRIBUTE TO
WINNING EVENTS

Our job is to ensure that we as an industry work together to deliver these world class experiences in a consistent, informative and inspirational manner ensuring delegates leave feeling connected to the region

**EVERY DELEGATE
IS A FUTURE
LEISURE VISITOR**



Cairns Convention Centre

Sales & Marketing Update March 2023



CAIRNS
CONVENTION
CENTRE
PASSION IS IN OUR NATURE



Sales Update

Record breaking highlights



Broke a 25-year win record

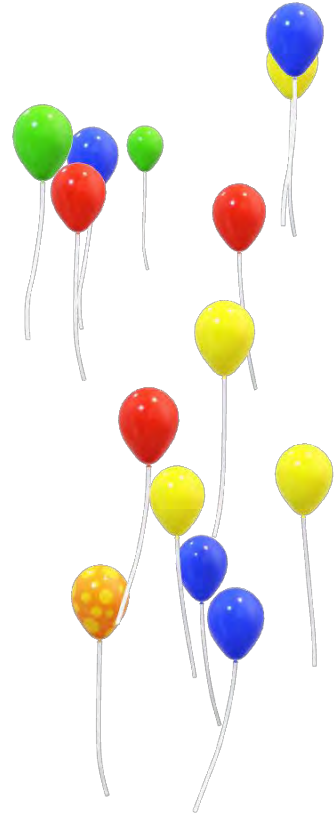


2023/24 year :

More bids pending....

Strong conversion rate

Forward years from 2024 onwards looking positive



2023 Conferences

Event	Date	Delegates
Australian Banana Industry Congress	17-19 May	350
IBECC	24-26 May	100
Cannes in Cairns	29-31 May	800
IUFRO Conference	4-8 June	200
Rural Doctors of Queensland	8-10 June	250
International Indigenous Health and Wellbeing	14-16 June	250
Occupational Therapy Association	21-23 June	700
ASERA	27-30 June	100
ANZ Conference on Geomechanics	2-5 July	400
International Congress of Vertebrate Morphology	28 July – 1 August	900
International Conference for Archaeozoology	7-12 August	300
Asia-Pacific Prostate Cancer Conference	18-20 August	400
CIGRE Cairns	4-7 September	250
Australian Road Safety Conference	19-21 September	450
G'Day Australia	9-12 October	400
Australian National Committee on Large Dams	24-27 October	300

2023 Sales Activity

	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Associations Forum	27-28								
Associations Forum Luncheons			Melb		Canberra				
PCOA									10-12
AuSAE									TBA
Singapore MICE Forum				26-28					
IMEX Frankfurt		23-25							
IMEX America							10-12		
ICCA Congress								12-15	
Discover Cairns Famil Program			TBC	TBC	TBC				

Marketing Activity

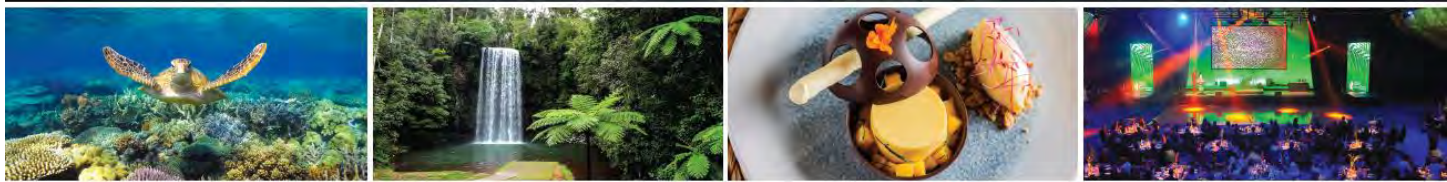
PAID MEDIA

2023 NATIONAL MEDIA ACTIVITY												
	Q1			Q2			Q3			Q4		
PUBLICATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Micenet		Double page advert and e-news			E-news	E-news						
Spice		Half page advert and hot seat feature			eDM	What's Hot	Sponsored Content	What's Hot Half page advert				
Associations Forum					Advert Online banner Editorial	Editorial Online banner	Online banner					Half page advert
CIM						Editorial and 4 week masthead on e-news						
Executive PA				Double page spread	eDM		Full page advert and full page editorial	eDM				

PAID MEDIA

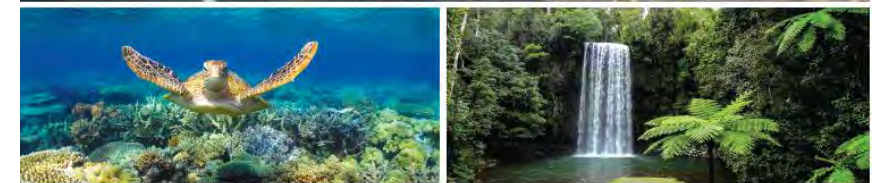
2023 INTERNATIONAL MEDIA ACTIVITY												
	Q1			Q2			Q3			Q4		
PUBLICATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
CMW	Full page advert - AIME				2-page ad Sponsored content Banner ads	eDM Banner ads	Banner ad VideoeDM					
Boardroom		Double page story		E-news story	Full page Banner ad	E-news story Banner ad	Banner ad	Banner ad	12-page Destination Supple.			
AMI												
BEAM						Sponsored content – end of June	Dedicated eDM Banner advert	Banner advert				
TTG Asia					Full page IMEX edition	Sponsored content						
Convene						Sponsored Content Native content	Social Media engagement campaign	Double page ad 2 page advertorial				

AD CREATIVE



Situated on the shores of the Great Barrier Reef and surrounded by the oldest rainforest on earth, the Cairns Convention Centre expansion is opening soon. Discover why the renewed Cairns Convention Centre is your natural event destination.

Call (+61) 4042 4200 or email us at sales@cairnsconvention.com.au
cairnsconvention.com.au



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cairnsconvention.com.au



PASSION IS IN OUR NATURE



BRAND UPDATE

CAIRNS &
GREAT
BARRIER
REEF

SEE GREAT LEAVE GREATER

WHEN YOU EXPERIENCE SOMETHING TRULY GREAT, YOU ARE FOREVER CHANGED.
TRUE GREAT LEAVES WHATEVER IT COMES INTO CONTACT WITH — GREATER.



WHY LEAVE GREATER

Cairns & Great Barrier Reef has always delivered more than just a holiday, road trip or weekend away. “Leave Greater” is not just a tagline, it is a promise to our visitors.

It serves as a reminder to ourselves to **leave our visitors better than we found them**, inspiring them to leave as custodians of the region.

Great is at every turn from the Great Barrier Reef and ancient rainforests to Indigenous cultures and beyond.



An aerial photograph of a tropical beach. The left side shows dark, rocky coral reefs in deep turquoise water. The right side shows a wide, white sandy beach with gentle waves lapping at the shore. Two people are walking on the sand near the water's edge. The overall color palette is dominated by various shades of teal and turquoise, with the white sand providing a bright contrast.

LIVE GREAT
SAVOUR GREAT
THINK GREAT
UNDERSTAND GREAT
FIND GREAT
DREAM GREAT
TASTE GREAT
STAY GREAT
HIKE GREAT
DISCOVER GREAT
EXPLORE GREAT
BREATHE GREAT
SEEK GREAT
FEEL GREAT
EXPERIENCE GREAT
WANDER GREAT
HEAR GREAT
TRY GREAT
BELIEVE GREAT
LEARN GREAT
LOVE GREAT
CATCH GREAT
STAY GREAT
ETC. . .

LEAVE GREATER

OUR FOUNDATIONS OF GREAT

Cairns & Great Barrier Reef is the only place in the world where visitors can experience two natural World Heritage sites side-by-side – the Great Barrier Reef Marine Park and Wet Tropics Rainforest. These two elements underpin and inform all of the unique offerings of Cairns & Great Barrier Reef – from our tropical lifestyle, to our nature and wildlife, to our iconic landscapes. Where else in the world can you witness the world's oldest living culture, oldest rainforest and the largest living organism in the one day?

Our Brand Truths are overlaid with our Brand Pillars with each pillar aspiring to deliver our Brand Promise **“where every visitor leaves as a custodian of the region and its stories”**.



BUSINESS EVENTS BRAND

CAIRNS &
GREAT
BARRIER
REEF

BUSINESS
EVENTS

An aerial photograph of a coastal city, likely Christchurch, New Zealand. The image shows a large harbor filled with numerous sailboats and a few motorboats. The city is built on a peninsula, with a dense urban area featuring various buildings, including residential houses and commercial structures. In the background, a range of mountains is visible under a clear blue sky. The water is a deep blue-green color. The text "BUSINESS EVENTS" is overlaid at the top in white, bold, sans-serif font. On the left side, there are two text blocks: "CONNECT GREAT" and "CREATE GREAT", both in white, bold, sans-serif font, separated by a large white curly bracket. On the right side, the text "LEAVE GREATER" is overlaid in white, bold, sans-serif font.

BUSINESS EVENTS

CONNECT
GREAT

CREATE
GREAT

LEAVE GREATER

CONNECT GREAT

YOURSELF

Take time to
connect with
yourself

DELEGATES

Connect with
clients,
workmates,
colleagues &
customers

BUSINESS

Connect with
your company
or association

DESTINATION

Connect with
our nature,
culture &
tropical
lifestyle

**WHEN YOU CONNECT
YOU CAN CREATE GREAT**



CREATE GREAT

CREATE GREAT MOMENTS

Create an atmosphere for delegates to create lasting memories

CREATE A LEARNING ENVIRONMENT

The natural environment improves mental health, mood & retention of information

CREATE GREAT EVENTS

Using our destination & USP's to create unique great events

CREATE GREAT CONTENT

Sharing moments of greatness is good for the event & good for the destination

CONNECTION TO OUR DESTINATION

- Walkable city
- Nature on your doorstep
- World class BE products
- Region's sense of place



WALKABLE CITY

- 10-minute city
- 10 minutes from the airport
- Easy for delegates to walk -
Convention Centre, restaurants,
Reef Fleet terminal
- Reduced need for transport



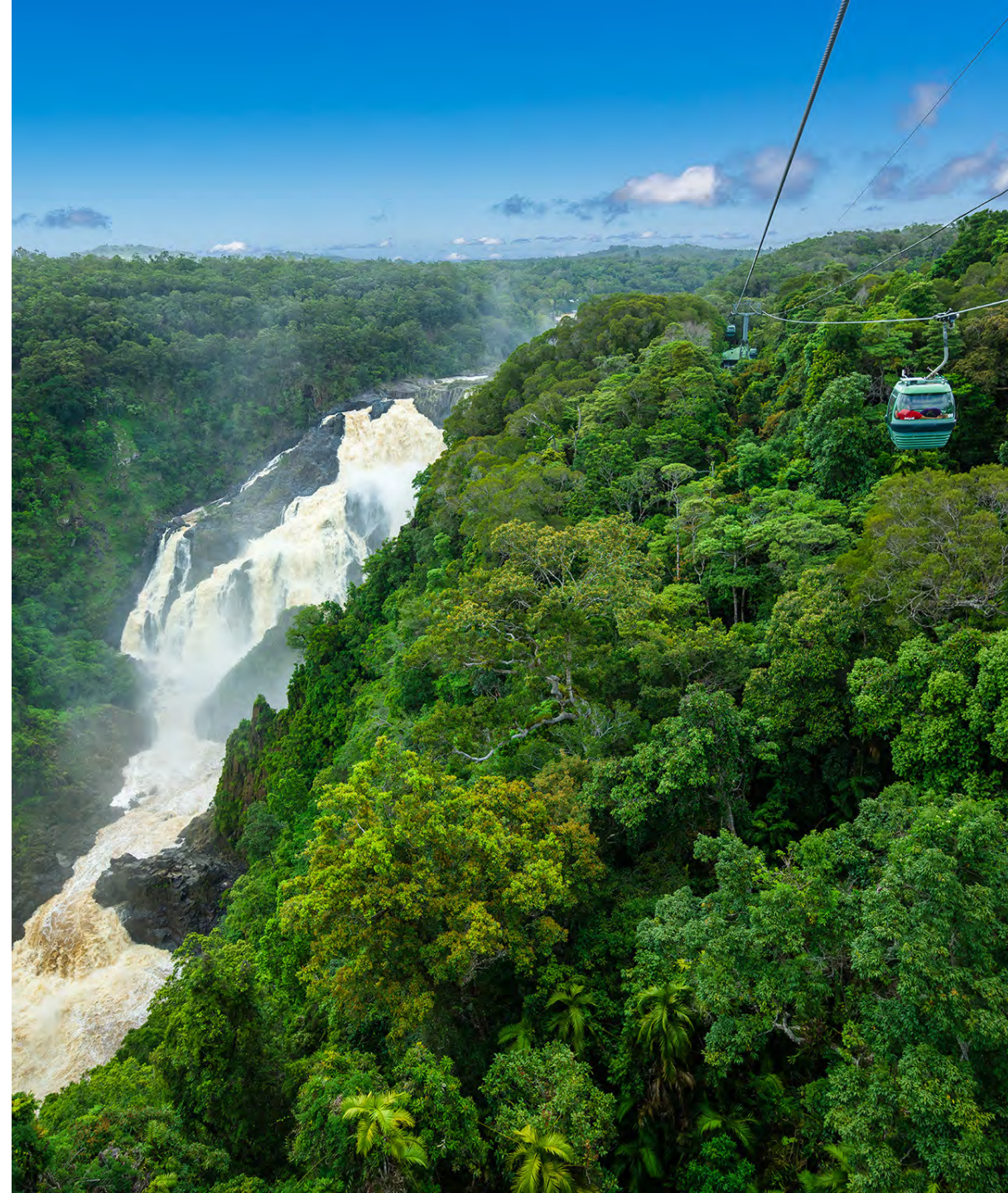
WORLD CLASS BE PRODUCTS

- Award-winning Convention Centre
- Unique offsite venues - cane fields, Tanks
- Leaders in sustainability, accessibility and indigenous tourism



NATURE ON YOUR DOORSTEP

- All destinations have nature however ours is visible & easily accessible from all locations
- Unique World Heritage experiences that are easily accessible
- Commitment to protecting our natural assets

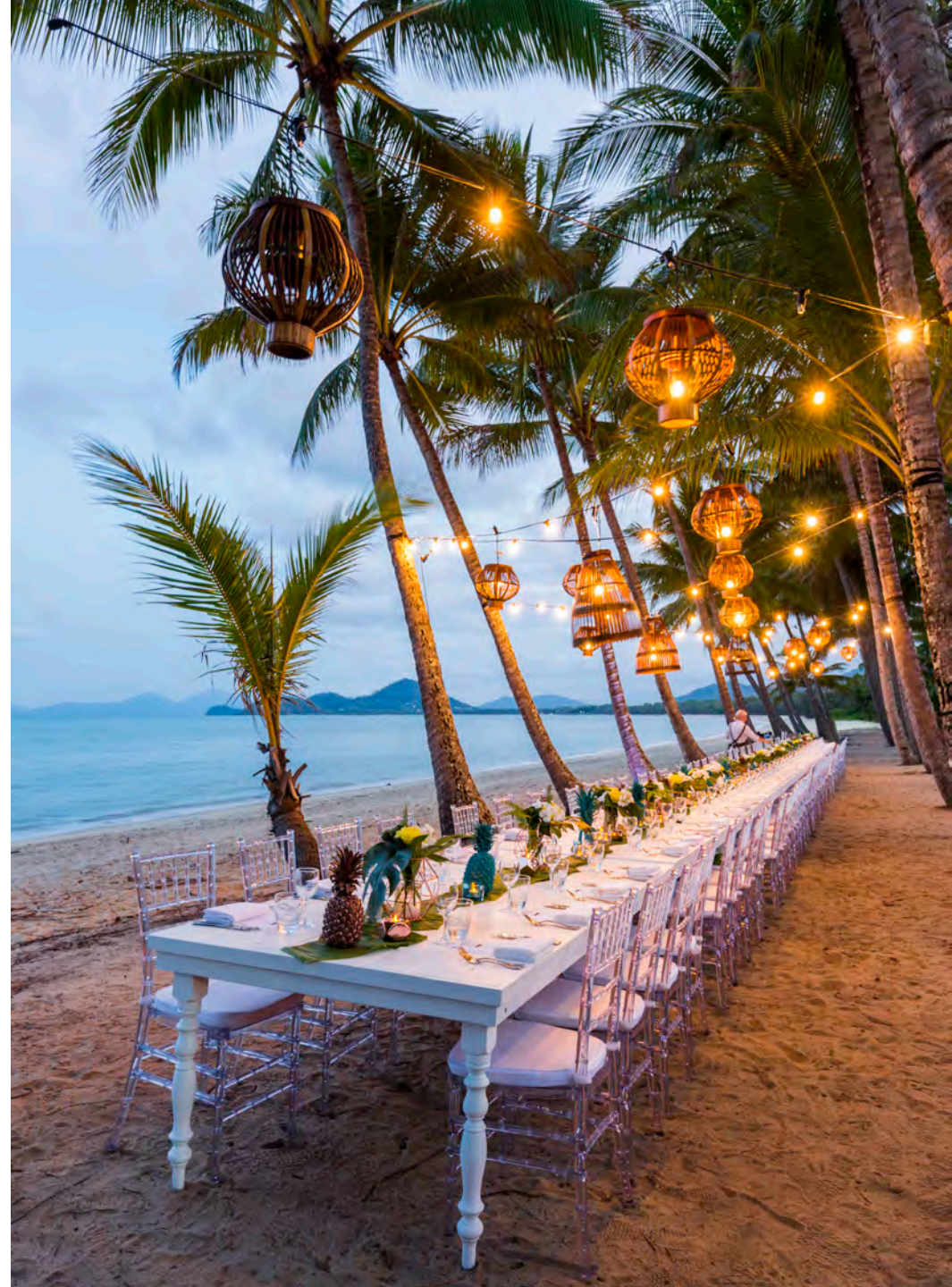


REGION'S SENSE OF PLACE

- Events and delegates own the city (Cairns, Palm Cove & Port Douglas)
- A collaborative industry that embraces events – a small population base allows this
- Connect to our country through personalities in the region
- Easy to do the “unusual”



COMMUNICATING OUR BRAND PROMISE



BRAND EXECUTIONS

9 GREAT BARRIER REEF, CAIRNS, AUSTRALIA

CONNECT GREAT LEAVE GREATER

Surrounding your delegates with great, leaves your association greater.



CAIRNS & GREAT BARRIER REEF | QUEENSLAND AUSTRALIA

PROUDLY SUPPORTED BY BUSINESS EVENTS AUSTRALIA

BUSINESSEVENTSCAIRNS.ORG.AU

ALL KINDS OF GREEN

The world's oldest rainforest, the Wet Tropics, inspires all kinds of green highlights in Cairns & Great Barrier Reef.

CAIRNS CONVENTION CENTRE
The emerging facade of Cairns Convention is undeniably a stunning homage to the Wet Tropics Rainforest. Refurbished last year, the Centre has already introduced its existing footprint. Next year, an additional 10,000sqm of event space will be available, including a 400-seat plenary, a 500-seat light-filled banquet area and an outdoor terrace overlooking the Tully river.

PULLMAN REEF HOTEL CASINO
When you stay with Pullman Reef Hotel Casino, you'll have a tropical rainforest wildlife park overlook, built under the dramatic glass dome on their rooftop. It's worth not being enough, to see a taste of their home-grown honey on breakfast, harvested from bees on their roof top. A busy little space, the sun-washed rooftop is also home to a thatched garden, green in summer all around.

HOLIDAY INN CAIRNS HARBOURSIDE
Holiday Inn Cairns Harbourside has gone green, not with energy, but with water. It's in house, restaurant, Harbourside Bar & Kitchen in Cairns, fine and only natural wine bar. The extensive wine list features over 100 wines from vineyards that are organic or biodynamic, and enhances with ecologically sustainable practices and sustainable marine interventions in the dining process.

LEARN MORE AT [BUSINESSEVENTSCAIRNS.ORG.AU](https://businessevents Cairns.org.au)

9 CANNES IN CAIRNS, WORKING CANE FARM

CONNECT GREAT LEAVE GREATER

Connect with colleagues in the natural place to meet and make genuine connections to nature and each other.




BUSINESSEVENTSCAIRNS.ORG.AU

CAIRNS & GREAT BARRIER REEF | BUSINESS EVENTS

CONNECT GREAT LEAVE GREATER

>> DISCOVER MORE



CAIRNS & GREAT BARRIER REEF | QUEENSLAND AUSTRALIA

CAIRNS & GREAT BARRIER REEF | QUEENSLAND AUSTRALIA

CONNECT GREAT LEAVE GREATER

>> LEARN MORE



CONNECT GREAT LEAVE GREATER

BUSINESSEVENTSCAIRNS.ORG.AU



CAIRNS & GREAT BARRIER REEF | QUEENSLAND AUSTRALIA

CONNECT GREAT LEAVE GREATER

>> LEARN MORE



PROUDLY SUPPORTED BY BUSINESS EVENTS AUSTRALIA

CAIRNS & GREAT BARRIER REEF | QUEENSLAND AUSTRALIA

HOW CAN YOU **CONNECT WITH**
OUR EVENTS AND DELEGATES TO
CREATE GREAT MOMENTS





**SURROUNDING YOUR TEAM WITH GREAT
LEAVES YOUR BUSINESS GREATER**

CAIRNS &
GREAT
BARRIER
REEF

BUSINESS
EVENTS

WHERE EVERY DELEGATE LEAVES AS A CUSTODIAN OF THE REGION AND ITS STORIES

CONNECT GREAT LEAVE GREATER

Focuses on the transformational moments
event organisers and delegates experience

Our job is to ensure that we as an industry work together to deliver these world class experiences in a consistent, informative and inspirational manner ensuring delegates leave feeling connected to the region.

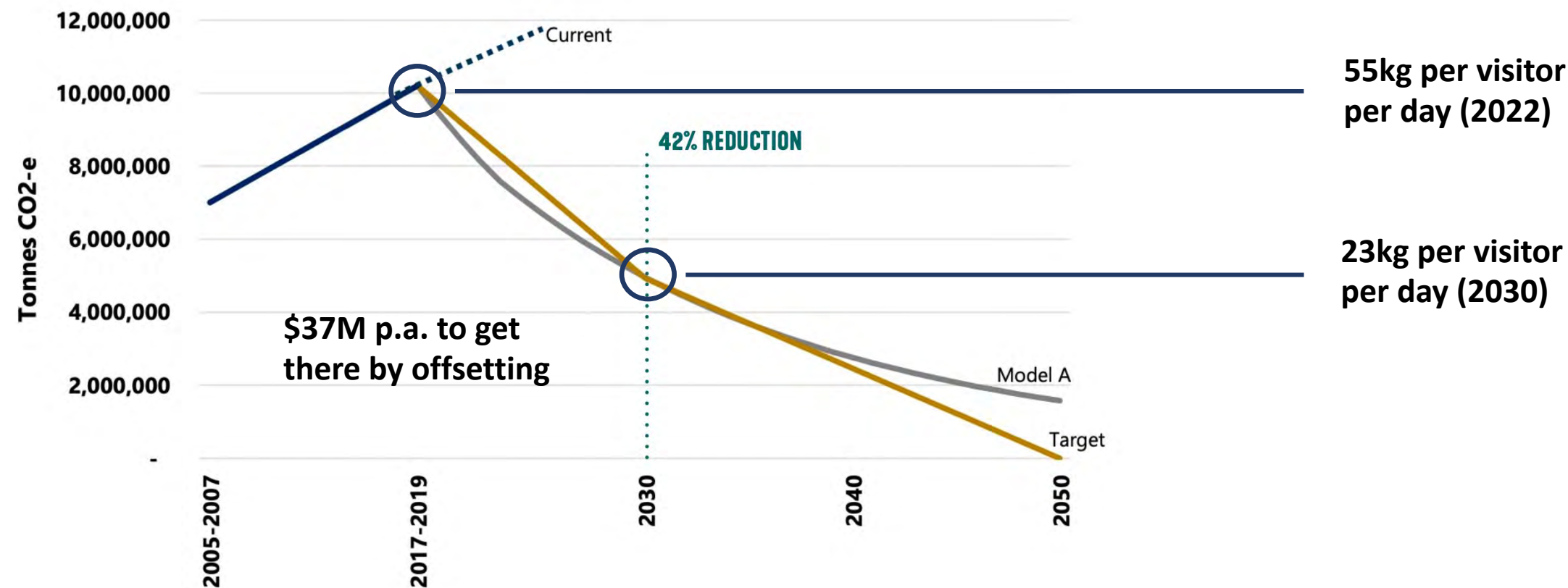


PATHWAYS TO SUSTAINABLE TOURISM

**YOUR NEXT STEPS TOWARDS
A GREATER GOOD**

CLIMATE FOCUSED DECARBONISATION MODEL

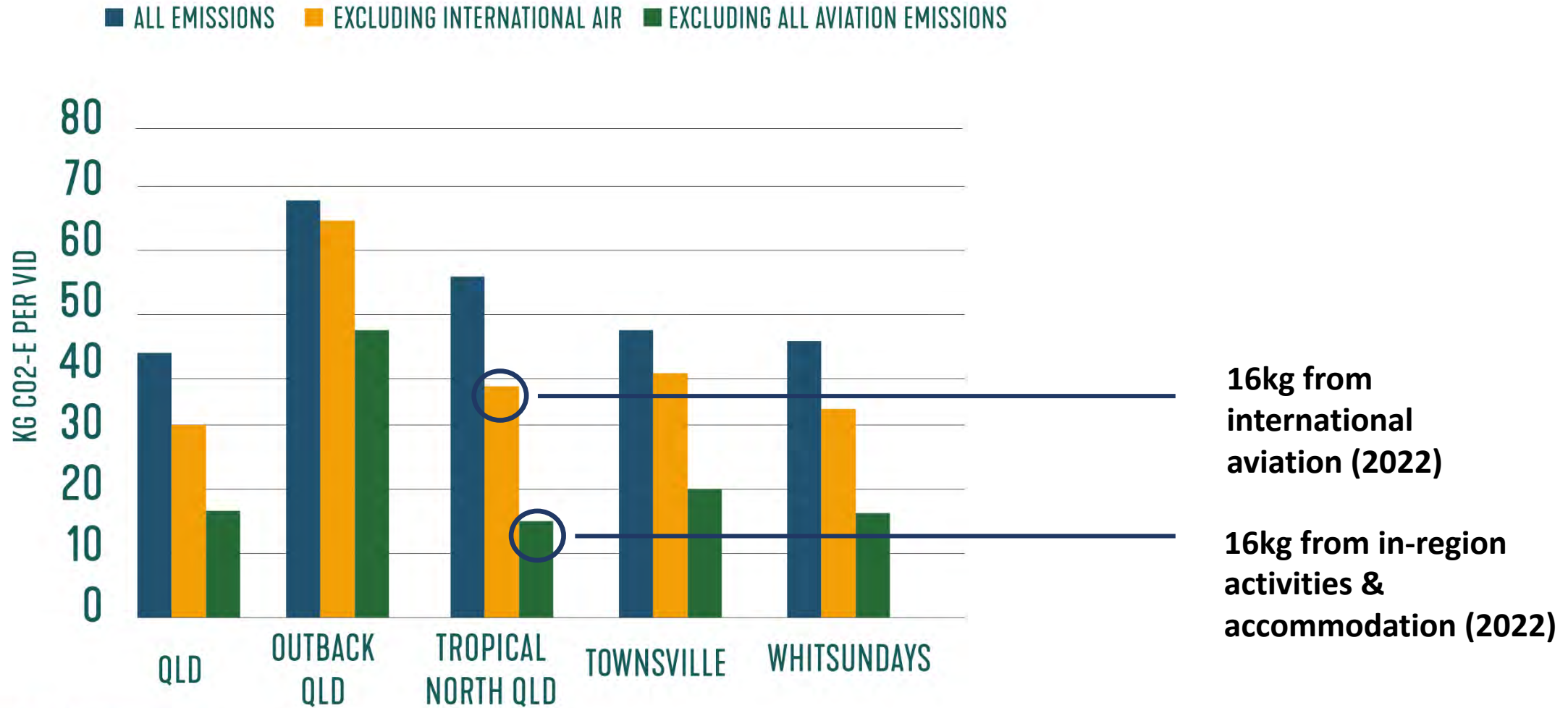
TOURISM
TROPICAL NORTH
QUEENSLAND



SOURCE: EARTHCHECK TOURISM CLIMATE ACTION PLAN

CO₂ EMISSIONS PER VISITOR DAY

TOURISM
TROPICAL NORTH
QUEENSLAND



SOURCE: EARTHCHECK TOURISM CLIMATE ACTION PLAN

TTNQ LEADERSHIP ROLE



30%
ECO CERTIFIED
BY 2030



SUSTAINABLE
TRAVEL HUB



ACCESSIBILITY
HUB



WORKSHOPS



QUEENSLAND TOURISM
CLIMATE ACTION PLAN



TTNQ RECONCILIATION
ACTION PLAN



PATHWAYS TO SUSTAINABLE
TOURISM TOOLKIT

THE CUSTOMER JOURNEY

DEMONSTRATING WAYS TO CONNECT WITH RELEVANT
INFORMATION THROUGHOUT EACH STAGE OF THE JOURNEY

TOURISM
TROPICAL NORTH
QUEENSLAND





TTNQ'S APPROACH TO SUSTAINABILITY

FINDING A PATHWAY

**TOURISM
TROPICAL NORTH
QUEENSLAND**



EFFECTIVE MANAGEMENT

SOCIAL & ECONOMIC

ENVIRONMENT

CULTURAL

EFFECTIVE MANAGEMENT

- How are you implementing & managing your sustainability
- Do you have a “green” leader or team
- What are you measuring?
- Case Studies
 - Sailaway *carbon neutral*
 - City Terraces *waste management, freecycle, carbon offset*



SOCIAL & ECONOMIC

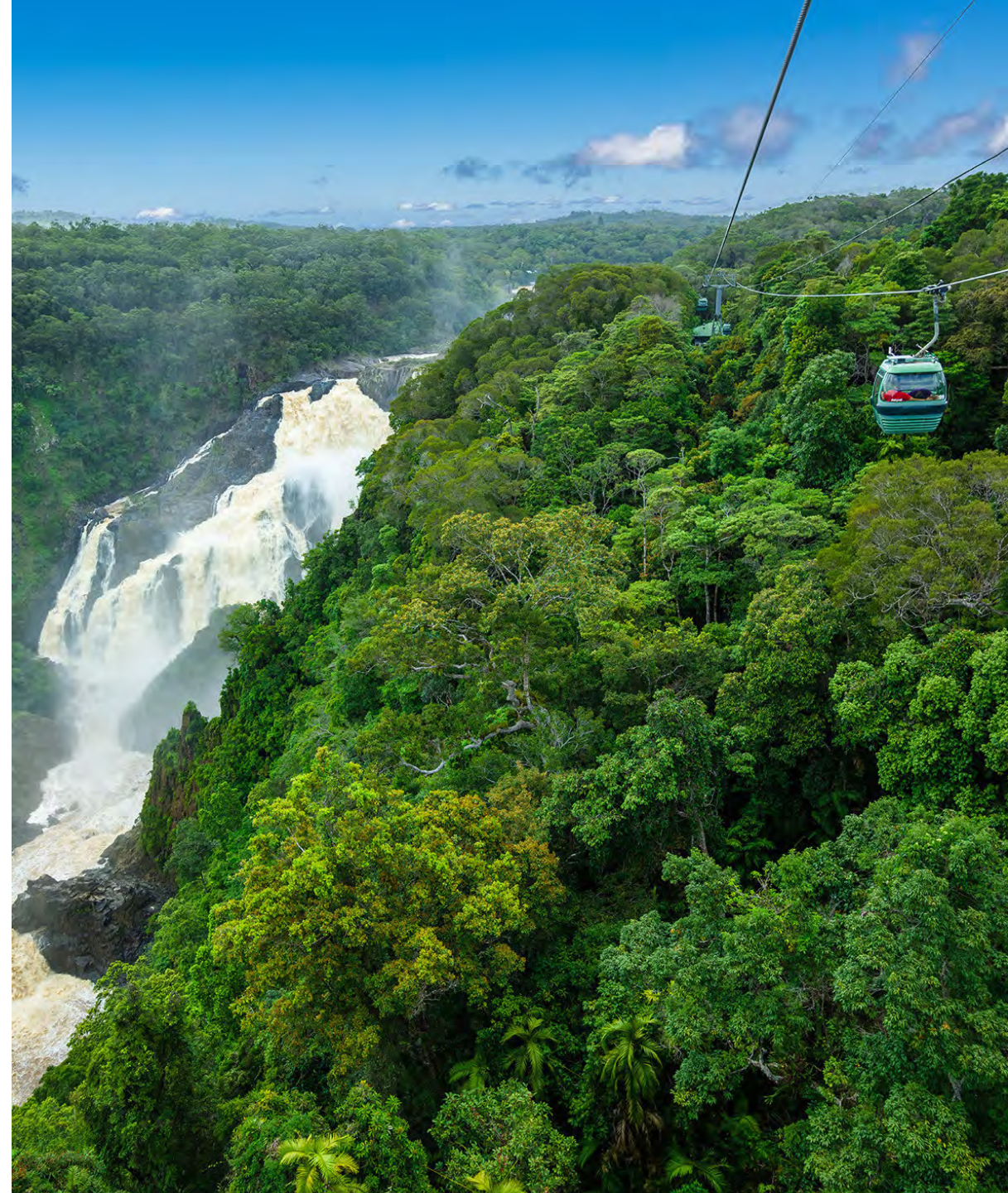
- How are you helping local communities
- How are you minimising your impact
- How are you supporting diversity in your business
- Case Studies
 - Fitzroy Island Resort - *Citizen science package*
 - Green Island Resort - *Soap Aid*
 - Containers for Change - *Local clubs*



ENVIRONMENT

- What are you doing to protect, conserve & educate
- How are you educating visitors
- Are you mitigating damage
- Case Studies
 - Skyrail Rainforest Cableway
 - Ocean Freedom

*Eco-certification - project-led
carbon off-set - staff involved*



CULTURAL

- Does your business support cultural heritage
- Does your business adhere to QTIC best practice guide
- Do you have a Reconciliation Action Plan
- Case Studies
 - Reef Unlimited (Experience Co)
 - Mandingalbay Indigenous Tours



PROGRAMS

ECOBIZ

Business Chamber
Queensland free
one-on-one coaching
with sustainability
consultant who
provides action plan
outlining cost saving
measures

STRIVE 4 SUSTAINABILITY SCORECARD

Pathway program
measures where a
business or tourism
operator is at on
their sustainability
journey

ECOTOURISM AUSTRALIA

Business certification:
Eco & Sustainable
Tourism certification

Destination
certification

EARTH CHECK

Business &
destination certification,
consulting & advisory
group delivering
science backed
certification programs

INITIATIVES

ABORIGINAL CARBON FOUNDATION

Purchase carbon credits

Indigenous-led & community based

Not for profit

Implementing carbon projects with core benefits

RAINFOREST RESCUE

Not for profit

Protects & restores rainforests in the Daintree

Available partnerships, sponsorships, company events

BOOMERANG BAGS

Cairns chapter run by CaFNEC

Monthly sewing bee at Cominos House

Bags distributed at markets, festivals & where needed

PLASTIC FREE CAIRNS & DOUGLAS SHIRE

Local project under Boomerang Alliance Plastic Free Places

Work with food retailers, suppliers, manufacturers

Water refill network Cairns

Make every transaction good for the planet

Reforest is a ground-breaking new platform that is changing the way businesses and consumers interact with the planet.

We're driven by the vision of a new kind of economy. An economy where every transaction goes beyond carbon neutral to actually restore the planet, in a way that everyone can feel they are part of and benefit from,



For Businesses

For Events

For Individuals

HOW DOES IT WORK FOR BUSINESS EVENTS

- Events can fully or partially offset their event using the Reforest carbon calculator
- Event is set up on the Reforest platform and added to Event App for delegates to contribute
- Cost built into delegate registrations



EXAMPLES



TNQ TOURISM AWARDS

170 pax

Cocktail event

6 tonnes carbon

36 trees



ATEC MEETING PLACE

400 pax

3 day conference

66 tonnes carbon

390 trees - 45 delegates
purchased



ARINEX CONFERENCE

54 pax

4 day conference

12 tonnes carbon

54 trees

GROUP DISCUSSION

- Identify new initiatives for the destination or your business under each sustainable tourism pillar
- Collectively agree on one initiative under each pillar to share with the group
 - **Effective Management**
 - **Social & Economic**
 - **Environment**
 - **Cultural**

