

# The Value of Business Events to Australia

Measuring the economic impact of meetings, conventions, exhibitions and incentives to the Australian economy.

## BUSINESS EVENTS COUNCIL OF AUSTRALIA

Over 37 million people attended more than 412,000 business events across Australia in 2013-2014.

These business events directly generated

> **\$28 billion**  
in direct expenditure

> **\$13.5 billion**  
in direct value added

> **179,357**  
direct jobs

> **\$23.1 billion**  
total economic contribution (gdp)

Released in February 2015, the Business Events Study highlights the importance of the business events industry to Australia, by estimating the economic contribution, value add and employment of the industry for the 2013-2014 financial year.

This report defines business events as any public or private activity of a minimum of 15 people with a common interest of vocation, held in a specific venue(s) and hosted by an organisation(s).

Business events covers meetings and conventions, exhibitions and incentives.

The study demonstrates that business events are a major economic driver for the Australian economy.

Business events are an economic powerhouse of the Australian economy – they foster trade, export, investment, diplomacy, education and knowledge transfer. They also generate employment, tax revenue and stimulate the visitor economy with their benefits spreading across both city and regional areas.

This study demonstrates the enormous reach of business events beyond their tourism contributions and reveals how business events help all industries deliver their goals; acting as levers to launch new ideas, identify trends, spread news of research breakthroughs, and equipping people to meet the challenges of change.

To view the full report, please visit:  
[www.businesseventscouncil.org.au](http://www.businesseventscouncil.org.au)

**B E C A**

BUSINESS EVENTS COUNCIL OF AUSTRALIA

# Attendance

Over **37 million** people attended more than 412,000 business events across Australia, this equates to:



## attendance at 8 Sydney 2000 Olympic Games

(4.5 million fans to events at Sydney Olympic Park in 2000)



## attendance at 25 Vivid Festivals

(1.43 million people in 2014)



## attendance at more than 5 AFL seasons

(6.9 million fans in 2014)



## attendance at 530 Australian Opens

(643,280 fans in 2014)



## attendance at 535 Asian Cups

(650,000 fans in 2014)

## Report findings

### State breakdown

New South Wales and Victoria hosted the largest number of events and delegates/visitors.

Combined, they accounted for almost 60% of the business events industry. This was followed by Queensland and Western Australia. Melbourne staged more large international meetings and conventions compared to Sydney, and hosted larger exhibitions. This mix of events was likely driven by the closure of the Sydney Convention and Exhibition Centre for part of the 2013-2014 financial year.

### Meetings & conventions

**391,000 events** attracted **26.5 million delegates**

Majority were single or part-day events

Corporate events were the most common event type, followed by government and then association

Total direct expenditure was **\$23.2 billion** in 2013-2014

Contributed direct value add of **\$11.3 billion** and generated over **147,000 jobs**

**3%** of meeting and convention delegates were from overseas, **20%** were from interstate and **77%** were from within the host state

International delegates spent on average **\$440 per day** (excluding flights). Interstate delegates had a higher expenditure level per day at **\$586** (including flights)

The scope of this study included events with at least 100 delegates/visitors and exhibitions over 500m<sup>2</sup>.

This study was prepared by EY in conjunction with the Business Events Council of Australia (BECA) and was co-funded by the Australian Government under the T-QUAL Grants Program and the Australian business events industry.

The Business Events Council of Australia (BECA) was formed in 1994 as a peak industry body.

### Exhibitions

**2,157** exhibitions staged in Australia, attracting **9.3 million** visitors and over **65,000** exhibitors

Exhibitions as part of a conference were the most frequently held type of exhibition, although these events tended to be small in scale. In contrast, consumer exhibitions attracted the majority of visitors and exhibitors, despite having a lower number of events overall

The total direct expenditure was **\$3.1 billion** in 2013-2014. These events contributed direct value add of **\$1.5 billion** and generated over **21,000** full-time equivalent jobs

### Incentives

**18,673** incentive travel events hosted in Australia. The majority of these were single or part-day events

Over **1.3 million delegates** attended these incentive events

International delegates represented the largest group of participants at multi-day events (43% of delegates)

The total direct expenditure was **\$1.7 billion** in 2013-2014, making it the smallest segment of the business events industry in terms of expenditure

The incentive events contributed direct value add of **\$0.7 billion** and generated over **10,000 jobs**

BECA provides an umbrella structure for the key industry associations operating in the Australian business events sector.

#### The members of BECA are:

The Association of Australian Convention Bureaux (AACB), Australian Convention Centres Group (ACCG), Exhibition and Event Association of Australasia (EEAA), International Congress & Convention Association (ICCA) - Australian Chapter, Meetings & Events Australia (MEA) and The Professional Conference Organisers Association (PCOA).