



Standing Committee on Economy and Gender and Economic Equality

Inquiry into Annual and Financial Reports 2021-2022

ANSWER TO QUESTION TAKEN ON NOTICE

Asked by Suzanne Orr MLA on 3 November 2022: Andrew Barr MLA took on notice the following question(s):

Reference: Hansard uncorrected proof transcript 3 November 2022, Page 30

In relation to: Convention Centre

MS ORR: Just around the Convention Centre with coming out of COVID and knowing that international travel has been hit and the like, what sort of work is the government looking at doing from an economic development point of view to encourage large-scale conventions back to the ACT, just the dining facilities?

Mr Barr: Sure. Well, there is, in terms of international programs, a Tourism Australia-led marketing effort. They do most of the offshore. The ACT market is principally not international. It is mostly national association-type activities, so as far as I am aware, the forward bookings for the Convention Centre are now quite strong. There was a lot of pent-up demand post COVID public health restrictions being eased that would enable more face-to-face activities, but officials may be able to help with some further information, if someone does have anything, but if not, we will provide that further information. No, it does not look like it, so we will provide some further information on that.

Andrew Barr MLA: The answer to the Member's question is as follows: –

The Canberra Convention Bureau (CCB) leads the effort to promote Canberra as a destination for business events through a range of marketing activities. In addition, the CCB provides expert advice to conference organisers and meeting planners and delivers events and sales activities to generate business for the ACT.

The ACT Government supports these efforts through a funding agreement with the CCB worth \$1.325 million per year.

The Canberra Convention Bureau Annual Report for 2021-22 reported \$26.8 million in economic contribution was generated in a travel restricted year, generating 31,468 room nights.

The ACT Government through VisitCanberra works closely with the CCB to support promotion of Canberra as a place for business events and conferences.

The 2021-22 Budget committed \$150,000 per annum over two years to establish a Business Events Fund. The Business Events Fund is administered by the CCB.

The Business Events Fund supports business event opportunities to Canberra that drive positive economic impact for the ACT through business event delegate participation, associated delegate spend, and by filling identified gaps in the business events and major events calendar.

Nine conferences/business events were secured through the Business Events Fund in 2021-22.

Approved for circulation to the Standing Committee on Economy and Gender and Economic Equality

Signature: 

Date: 11.11.22

By the Minister for Economic Development, Andrew Barr MLA