Brisbane Marketing

Membership

2018/19 Membership Prospectus
As the city’s economic development board, Brisbane Marketing proudly champions the city as one of the world’s most desirable places to live, work, invest, meet, study and visit. We exist to create and cultivate opportunities to promote Brisbane, drive investment, generate jobs and grow our $162 billion economy.

Brisbane, Australia’s New World City, is at the centre of an exciting transformation. As our global reputation grows, Brisbane Marketing chooses to engage, empower and collaborate with those who share our ambitious vision for the city. Together, we can make the most of every opportunity to ensure we thrive in our globally competitive world.

Our relationships with our partners and members, Team Brisbane, are vitally important in positioning Brisbane as a destination of choice for business, investment, major events, conventions, study and tourism. As a Brisbane Marketing member you can take advantage of our experienced team, who are ready to share their industry insights and work together to attract and create opportunities for the Brisbane region.

I invite you to join Team Brisbane by becoming a member of Brisbane Marketing and share in the exciting opportunities ahead.

Brett Fraser
CEO
Brisbane Marketing
MEMBERSHIP OPPORTUNITIES.

- BUSINESS MEMBERSHIP
  A general membership for businesses of all sizes to stay informed about Brisbane Marketing activities, significant projects, events, tourism and investment.

- TOURISM MEMBERSHIP
  For Greater Brisbane region businesses whose primary focus is leisure tourism to gain regular trade updates, connect with other tourism operators and access valuable opportunities.

- CONVENTION MEMBERSHIP
  For conference and meeting venues, hotels and service providers interested in engaging with national and international business event opportunities.

- STUDY MEMBERSHIP
  For CRICOS education providers and purpose-built student accommodation providers seeking to attract international students and enhance the student experience whilst in Brisbane.

- INVEST PARTNERSHIP
  For organisations who strategically align with investment attraction across Brisbane’s key growth sectors.

- SPONSORSHIP
  Opportunities for leading brands to sponsor Brisbane Marketing events, programs and initiatives.
BUSINESS MEMBERSHIP

This membership will keep your business up to date on the full scope of Brisbane Marketing’s activities, significant projects and initiatives, investment wins and major events in Brisbane.

- CEO Update - monthly e-news about Brisbane Marketing’s activities and upcoming events.
- Complimentary invitation/s to the annual Brisbane Marketing Partner and Member events (number of invites dependant on size of business).
- Invitations to Brisbane Marketing small business and thought leadership events.
- Company exposure on Brisbane Marketing website.
- Prize draws and exclusive offers from Team Brisbane partners.
- Staff e-newsletter subscription opportunities including:
  - Brisbane Marketing
    - The Brisbane Report
    - Digital Brisbane eNews
    - Visit Brisbane eNews
  - Brisbane City Council
    - Smart Connected Brisbane
    - Business in Brisbane
    - Construction Industry News
    - Planning and Development
    - Sustainability
    - Tender Opportunities

MEMBERSHIP

Membership Fees:
- Small Business (<20 employees) ....................... $300
- Medium Business (20–200 employees) ............ $1000
- Large Business (>200 employees) ..................... $2500
$8.1 billion contributed to the Brisbane regional economy.

45.3M Total visitor nights

25.6M International visitor nights

19.6M Domestic visitor nights

1.3M Annual international visitors

6.7% YOY international holiday visitation growth

6.5M Annual domestic visitors

7.7% YOY domestic holiday visitation growth

$6.4B Domestic & international visitor expenditure

70,300 jobs making up 5.8% of employment in 2016/17

4.9% of Brisbane’s gross regional product 2016/17

Tourism supported

MEMBERSHIP

2. Source: Tourism Research Australia Visitor Survey Year Ending December 2017

Brisbane Marketing Membership Prospectus 2018/19
Tourism is a significant driver of Brisbane’s economy, contributing $8.1 billion to GDP and generating 5.8% of employment in the Greater Brisbane region.

As the Regional Tourism Organisation (RTO) for Greater Brisbane (incorporating Brisbane, Scenic Rim, Moreton Bay Region, Ipswich, City of Logan, Lockyer Valley, Redlands and Somerset), Brisbane Marketing champions the region on a national and global stage.

Brisbane Marketing’s Tourism team works closely with members to broaden their industry knowledge, support business sustainability and growth, and foster collaboration.

Become a Tourism Member and join us in promoting the Greater Brisbane region as the very best of Australia in one place.

Membership Fees:
- Tourism Membership ................................................. $450
- Additional Visitor Information Centre DL brochure distribution fee (per brochure) ........................................ $950

NB: A Brisbane Marketing Tourism Membership is required for the business to meet Tourism and Events Queensland requirements for ‘Best of Queensland’ experiences program.

In addition to Business Membership benefits, Tourism Members receive:

Industry Engagement:
- One complimentary invitation to Brisbane Tourism and Convention Member Networking and Industry Spotlight events (two events each per year).
- Invitations to updates from Tourism Australia, Tourism and Events Queensland and other industry bodies.
- Collaboration opportunities through the Brisbane Collective tourism industry working group.
- Opportunity for presentation and site inspection/famil for key Brisbane Marketing staff.
- Industry updates via Tourism Alert e-newsletter.

Business Development and Promotion:
- Access to the Brisbane Marketing Industry Toolkit including images and videos, industry information and resources and the major events calendar.
- Partnership opportunities for national and international trade shows (fees apply).
- Priority consideration for inclusion in trade collateral itineraries, destination marketing campaigns, editorial, media referrals, social media and advertising opportunities (fees may apply).
- Priority hosting opportunities with wholesalers, inbound tour operators, travel agents and media (itineraries based on client and media requirements).
- Ongoing consultation and business support with Brisbane Marketing Tourism team.
- Opportunity to participate in Brisbane Marketing product development, experience development and industry capacity building seminars (where applicable).
- Discounted subscription to Australian Tourism Data Warehouse (ATDW).
- Exclusive opportunity to purchase brochure and video screen advertising space in the Visitor Information Centres in Queen Street Mall and South Bank, and present your business and/or host famils for VIC staff and volunteers.
Dreamtime 2017 was held in Brisbane and is Tourism Australia’s signature incentive showcase, designed to increase awareness of and interest in Australia as an outstanding business events destination:

- 100% buyer satisfaction for Dreamtime 2017 in Brisbane
- 100% buyer satisfaction with Brisbane as a business events destination
- 100% of buyers are more likely to consider/pitch Brisbane post visiting

In 2016/17 Brisbane hosted 1266 business events, generating 425,550 delegate days and $257 million in economic impact.

Source markets:
- 69% Corporate
- 16% Association
- 12% Government
- 3% Incentive

Source: Queensland Business Events Survey (QBES) 2016-2017
Source: ICCA Statistics Report Country & City Rankings
Source: Business Events Australia Dreamtime 2017 Attendee Survey

#91 ranking in the world for international associations meetings
29 international conferences hosted in Brisbane in 2017

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Business events are critical to Brisbane’s tourism growth, representing the only segment of tourism that consistently books long-term, sometimes more than a decade into the future. In 2016-17 business events generated $257 million for Brisbane’s economy, equating to 425,500 delegate days.

The Brisbane Convention Bureau works to drive new business events into Brisbane, focusing predominately on winning association conferences and corporate incentives, and maximising attendance at confirmed events. With a strong pipeline of potential new business, partnerships—along with a collaborative industry approach—are central to drive visitation to Brisbane. Become a Convention Member and together we can achieve more for Brisbane as a world-class business events city.

**Membership Fees:**

- Convention Membership: from $2200

**In addition to Business and Tourism Membership benefits, Convention Members receive:**

**Industry engagement:**

- Two complimentary invitations to Brisbane Tourism and Convention Member Networking and Industry Spotlight events (two each per year).
- Invitations to a new member orientation, and business and industry development events.
- Access to industry research and statistics including the Queensland Business Events Survey.
- Opportunity for presentation and site inspection/famil for Convention Bureau staff.
- Ongoing consultation and business support with Convention Bureau staff.
- Industry updates through the Bureau Broadcast e-newsletter.
- Access to the Brisbane Convention Support Toolkit including promotional material, pre and post-touring ideas, and travel support information.

**Business Development and Promotion:**

- A Brisbane Event Planner online directory silver listing (valued at $1095) with the option to upgrade.
- Direct enquiries from the Brisbane Event Planner website.
- Referrals and sales leads via Request for Proposal (RFPs) and Request for Information (RFI – direct client referral to member).
- Access to the online Brisbane Convention Calendar including event and venue information, projected attendance and contact details where applicable.
- Inclusion in bid documents and notifications on bid status where applicable.
- Partnership opportunities for national and international trade shows and events, e.g. Brisbane Pop-Up, AIME, Business Events Greater China Showcase, IMEX Europe and IMEX America (fees apply).
- Famil hosting opportunities with business and incentive event planners and media, itineraries based on client and media requirements.
### ACCOMMODATION

<table>
<thead>
<tr>
<th>Membership</th>
<th>Within 5km of CBD</th>
<th>Outside 5km of CBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention</td>
<td>$555 base fee + $17.60 per room</td>
<td>$2200</td>
</tr>
<tr>
<td>NB: All city properties within 3km of BCEC pay an additional $13.75 per room*</td>
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### ACCOMMODATION AND VENUE

<table>
<thead>
<tr>
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<th>Within 5km of CBD</th>
<th>Outside 5km of CBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention</td>
<td>$555 base fee + $17.60 per room + $4.45 per square metre of largest function room</td>
<td>$2200</td>
</tr>
<tr>
<td>NB: All city properties within 3km of BCEC pay an additional $13.75 per room*</td>
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### VENUE

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<thead>
<tr>
<th>Membership</th>
<th>Capacity for 500 or more pax theatre style</th>
<th>Capacity for fewer than 500 pax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention</td>
<td>$555 base fee + $8.80 theatre style capacity of largest function room</td>
<td>$2200</td>
</tr>
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</table>

### SERVICES

<table>
<thead>
<tr>
<th>Membership</th>
<th>Service supplier</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$2200</td>
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* All city accommodation properties within 3km of BCEC as a contribution to the City Bid Fund pay an additional $13.75 per room. Please refer to City Bid Fund Overview for more information.

NB: Convention member venues are required to provide information on business events held on site for the Queensland Business Events Survey (QBES). The QBES results are used to allocate State Government funding via Tourism and Events Queensland for ongoing promotion of Brisbane’s business events industry.
Brisbane Marketing reserves the right to:

- Accept or decline any application for a Brisbane Marketing membership at its discretion.
- Discontinue any membership if it is of the reasonable opinion that the member has engaged in conduct that is detrimental or harmful (or has the potential to be so) to the name, reputation or interest of Brisbane Marketing or Brisbane City Council.
- Benefits are effective for 12 months from the date of membership confirmation.
- Members will receive a notice of renewal approximately one month prior to end of term.
- Brisbane Marketing membership does not guarantee your inclusion in any marketing material.
- Any members’ product or service purchased through the Brisbane or South Bank Visitor Information Centres is made at the risk of the purchaser. Brisbane Marketing accepts no responsibility for claims made by the supplier.
- Merchandise selection for Brisbane and South Bank Visitor Information Centres is at the discretion of Brisbane Marketing.
- Saleable product at the Brisbane and South Bank Visitor Information Centres require a Public Liability Insurance Certificate copy.
- All prices are GST inclusive.
COMPLETE A MEMBERSHIP APPLICATION HERE.