

EVENT NAME: 2009 Australian Tourism Export Council (ATEC) Symposium

DATE: 29 April - 2 May 2009

TOTAL ATTENDANCE: 450 participants

ORGANISING COMMITTEE: Kelly Wighton - ATEC Events Manager

OBJECTIVE OF CONFERENCE:

ATEC is the peak industry body representing Australia's \$24 billion tourism export sector. Their mission is to build better business relationships for their members and to represent the inbound tourism industry before government and business leaders.

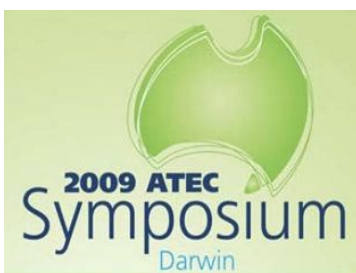
The 1,100+ members of the ATEC family have one major thing in common a commitment, to growing Australia's international tourism market and include inbound tour operators, tourism product suppliers and service providers.

ATEC's Managing Director, Matt Hingerty said the theme for the 32nd Symposium 2009 was Trading through troubled times... the journey to recovery.

"As always delegates were treated to not only to an outstanding conference program but also ATEC's industry leading business-to-business workshops," Hingerty quoted.

DESTINATION SELECTION RATIONALE:

Tourism Northern Territory presented a very compelling bid. A powerful committee was formed to showcase the importance of holding one of Australia's premier tourism industry events in Darwin with attractive concepts and ideas in regard to the social, touring programs to support the conference component.



THE DARWIN CONVENTION CENTRE EXPERIENCE:

ATEC Chairman, John King had nothing but glowing reports about Darwin's newest convention venue.

"The Darwin Convention Centre worked beautifully for us; its size and flexibility were ideal for our event. The staff were also terrific to work with and went out of their way to ensure the success of the event," quoted Mr King.

A delegate survey was undertaken during the Symposium proving the delegates had nothing but praise for the Centre and their team.

ATEC Event Manager, Ms Kelly Wighton stated that in their 32 year history it was the first time the event had ever been held in Darwin. "It had not been possible to hold our event in Darwin until the opening of the Convention Centre. From an event management perspective, the venue is exceptional - 10 out of 10!

THE DARWIN CONVENTION CENTRE EXPERIENCE:

"I was particularly impressed in the way the Centre's team paid special attention to our needs as conference organisers. Communication was so easy, we never had to chase anyone and the food & beverage team were a delight to deal with. We felt we had total ownership of the venue. It is those little things that make our job so much easier," quipped Ms Wighton.

The ATEC Symposium conference program incorporates 'one on one' table top presentation sessions for all 450 participants in a double-sided classroom style format, which restricts the venues that ATEC can consider using throughout Australia.

THE NORTHERN TERRITORY EXPERIENCE:

ATEC Chairman, John King summed up success of the symposium in a congratulatory letter to the CEO of Tourism Northern Territory by saying Darwin and the Northern Territory has a whole new fan club.

"Many attendees had not been to Darwin before or had not been for many years. The positive spirit, the recent developments and the many tourism activities either experienced in or accessible from Darwin is something that was continually commented upon by the delegates.

"SKYCITY Hotel and Casino, Crocosaurus Cove and the many other operators who hosted our members during the symposium contributed to the very positive outcomes and feelings that emerged from our time in Darwin.

"I believe our decision to hold the Symposium in Darwin resulted in a win for ATEC and a win for the Northern Territory," King added.

Darwin is a superb location for hosting stunning outdoor events. ATEC chose the theme of 'Live the Life of a Territorian for the Day' for the welcome reception at one of the city's newest attractions, Crocosaurus Cove. Delegates embraced the theme by donning 'khaki safari suits', akubras and outback attire whilst sampling the culinary delights of the region.

"Darwin is long known for its friendly locals, laid-back lifestyle and tropical climate. All that work needs to be balanced with play - a multitude of social networking events meant that members had the opportunity to appreciate everything that Darwin has to offer," stated ATEC's Matthew Hingerty.

The idyllic beachfront setting on the lawns of the SKYCITY Hotel for the conference gala dinner was extraordinary. The delegates could not stop commenting on the jaw-dropping sunset over Mindil Beach and the picture perfect star filled skies.



CHALLENGES & TRIUMPHS:

ATEC Event Manager, Ms Kelly Wighton said Tourism Northern Territory presented a very compelling bid with very attractive concepts and ideas in regard to the social, touring programs to support the conference components.

"From the initial enquiry stages through to the bid submission, the Northern Territory Convention Bureau (NTCB) worked as a team with a core group of operators and suppliers operators to make the event the success it was.

"What we thought was going to be one of the greatest challenges was that Darwin was hosting the biennial Arafura Games, that attracts more than 5,000 competitors immediately after the conference. However, the well orchestrated itinerary and advanced planning of the pre & post touring options minimised any accommodation or flight overloading," added Ms Wighton.

PRE & POST CONFERENCE TOURS:

The majority of participants undertook tour options throughout the Top End prior to the conference and visited the World Heritage Kakadu National Park, Katherine Gorge and the Red Centre delights of Alice Springs and Uluru.

CLIENT QUOTES:

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ATEC's Chairman, John King

"The new Darwin Convention Centre places the Top End firmly on the business events map."

ATEC's Managing Director, Matt Hingerty

"The Darwin Convention Centre worked beautifully for us; its size and flexibility were ideal for our event. The staff were also terrific to work with and went out of their way to ensure the success of the event."

ATEC's Chairman, John King

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ATEC's Event Manager, Kelly Wighton

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