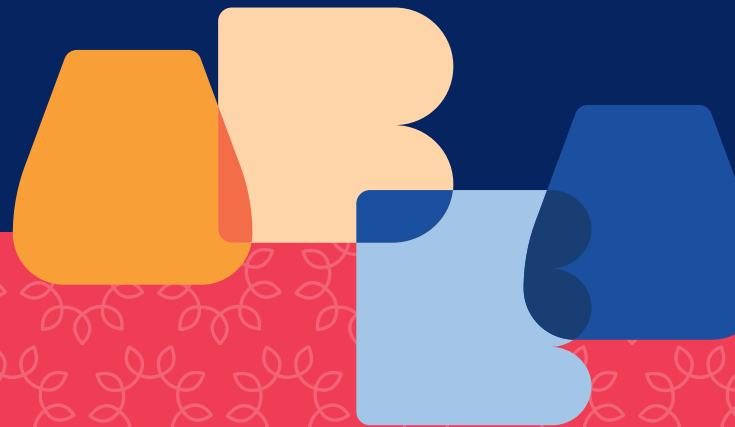


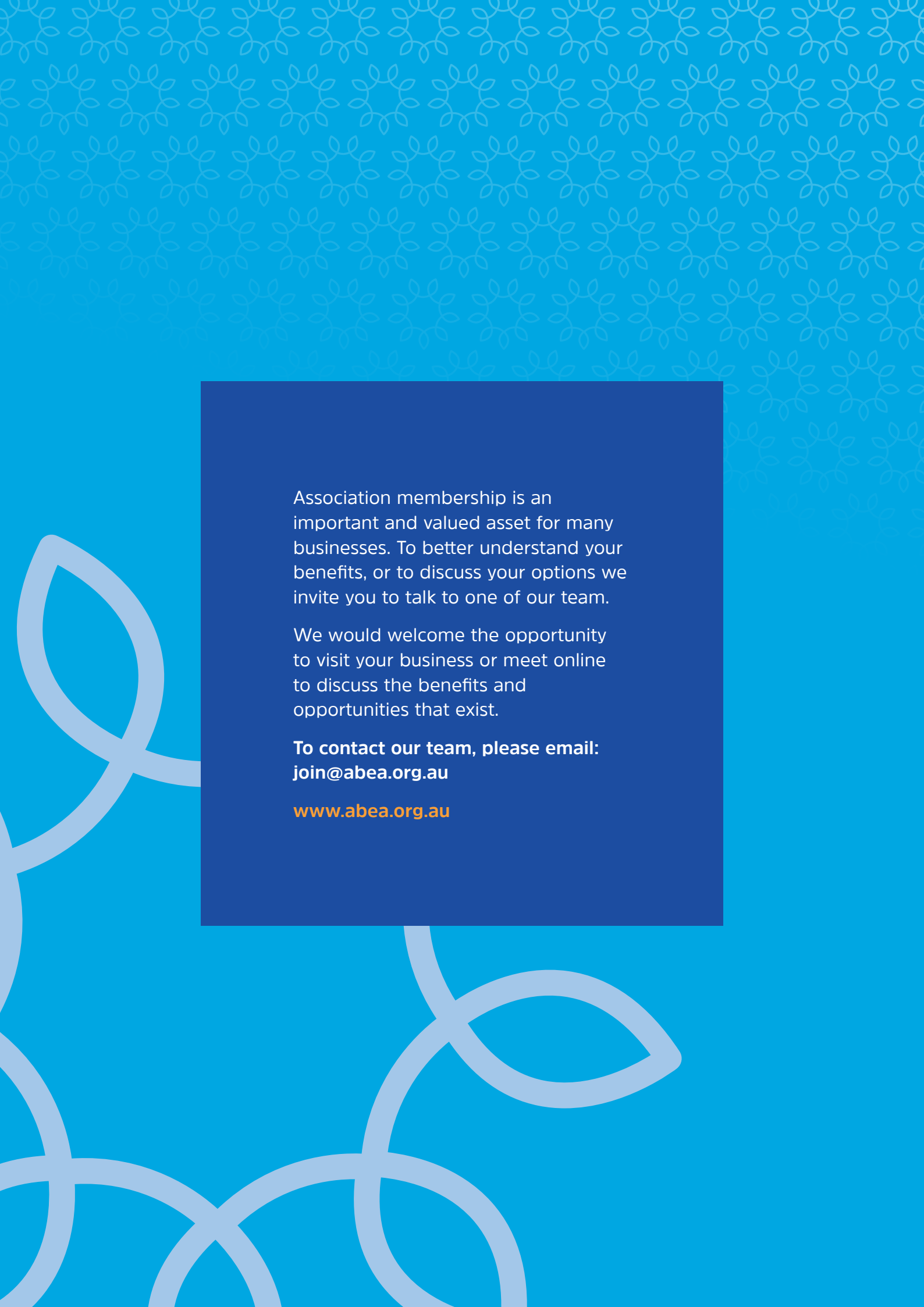


**Australian
Business
Events
Association**

Membership Prospectus

*United for
real impact*





Association membership is an important and valued asset for many businesses. To better understand your benefits, or to discuss your options we invite you to talk to one of our team.

We would welcome the opportunity to visit your business or meet online to discuss the benefits and opportunities that exist.

To contact our team, please email:
join@abea.org.au

www.abea.org.au

Dear Industry colleague,

The Business Events Industry has a critical role to play in our economy's success. Business Events are an enabler for all industries to come together to do business, innovate, develop workforces and trade - we foster the prosperity of our economy and society.

The Australian Business Events Industry generates \$36 billion in direct economic benefit and employs an estimated 300,000 people directly.

It comprises tens of thousands of businesses ranging from multinationals to small businesses; it is far more than convention centres and event organisers.

An industry of this size and importance needs a strong and robust industry association to commission research, create policy, train its people, tackle sustainability, develop career paths, link with international and domestic trade opportunities and powerfully advocate to Government.

The directive from the Business Events community was clear: we need a well-resourced consolidated association to be the voice of the industry. Research showed 84% of the surveyed Business Events sector said they were in favour of a new entity to represent the industry and the Australian Business Events Association is the result.

It was formed through the unification of three existing and successful organisations; the Association of Australian Convention Bureaux (AACB), the Australian Convention Centres Group (ACCG), and the Exhibition & Events Association of Australasia Ltd (EEAA). Through the unanimous vote of their members, they each suspended their operations in favour of this new, united entity.

We invite you to become part of the Australian Business Events Association by applying for membership today. By doing so, you will be part of a recognised and dedicated community of like-minded businesses and peers.

We look forward to forging a successful future for our industry together.

Yours sincerely,



Peter King

Independent Chair

Australian Business Events Association Ltd



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Who is the Australian Business Events Association?

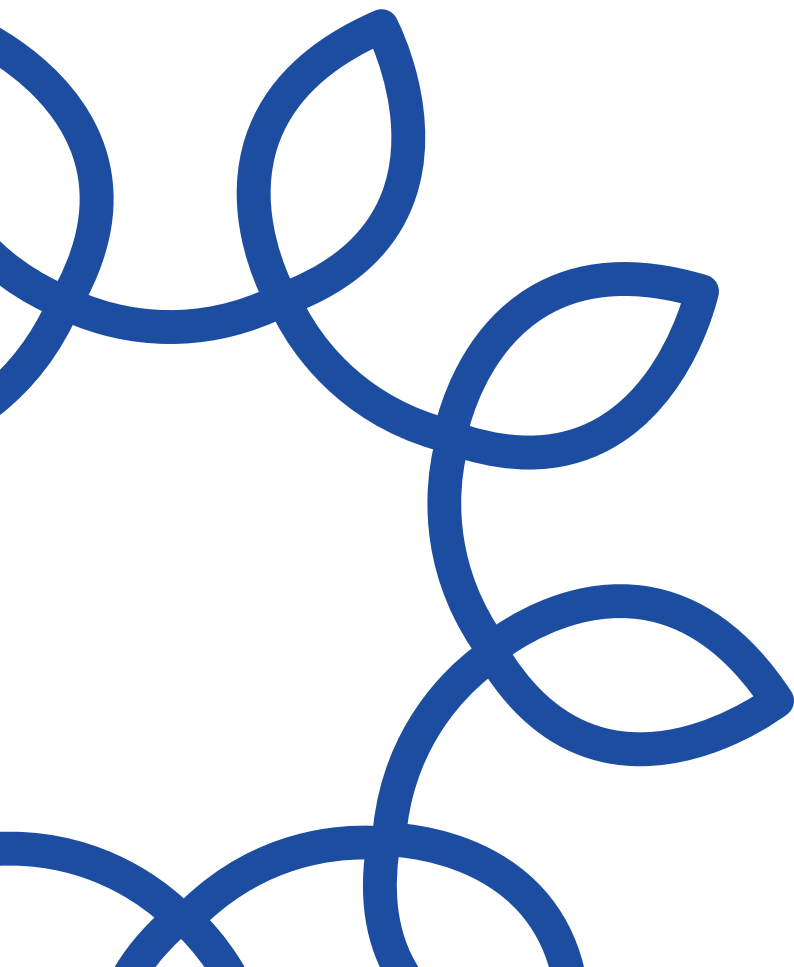
The Australian Business Events Association Ltd is the leading industry body responsible for representing and supporting the prosperity of the organisations and people that work in, or benefit from the Australian Business Events Sector.

Why was the Australian Business Events Association founded?

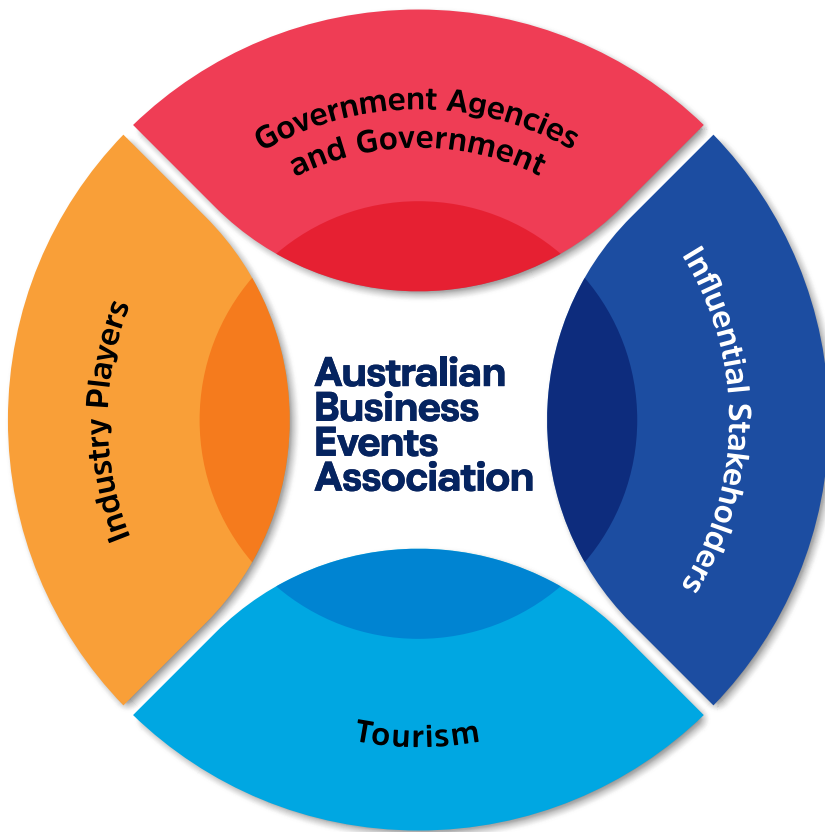
The Business Events Industry of Australia called over many years to unify the sector. It was deemed that the duplication of services from numerous associations resulted in the poor use of industry funds and multiple advocacy voices created confusion with stakeholders and the watering down of our messages.

Multiple consultations revealed the industry wanted one organisation to:

- 1 Educate** and develop professionalism throughout the industry via unified and commercially viable conferences, events, awards, training and education programs
- 2 Support** key national issues such as workforce challenges, WHS, sustainability and leadership development
- 3 Build** a strong, mutually beneficial national community of event professionals that attracts others
- 4 Represent** the sector to state and federal governments
- 5 Commission** research to build strong advocacy, policy and economic positions
- 6 Raise awareness** and understanding of the sector, its impacts and importance
- 7 Directly** feed the state and territory-based challenges and solutions into the national conversation



Who makes up the Australian Business Events Industry?



Government Agencies and Government

Industry Players:

Suppliers, Organisers, Venues, etc

Tourism:

Destinations, Bureaus, Accommodation, Airlines

Influential Stakeholders:

Peer Associations, Media

Who should become a member?

The Business Events Industry is diverse, with a broad range of businesses benefiting. The membership model allows you to select the level of membership most appropriate for your business size and needs, irrespective of which business sector you operate in.

*We invite anyone who would like to benefit from the thriving Australian Business Events Association community to **Join Now!***



Membership Prospectus

**Australian Business
Events Association**

Why should I become a member of Australian Business Events Association?

Ultimately, everything the association does is designed for member prosperity. This prosperity is derived by organising and delivering services with the view of further growth and success for its members.

Vision

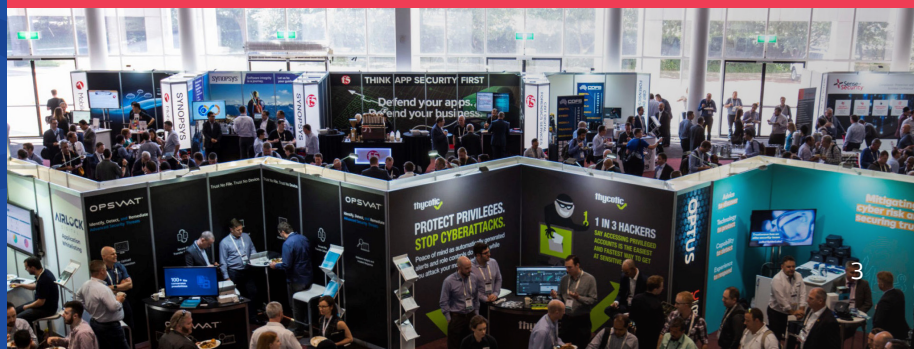
The business events industry is a valued and powerful driver of the Australian economy.

Mission

To promote the business events industry and drive member prosperity through industry development, networking, research and advocacy.

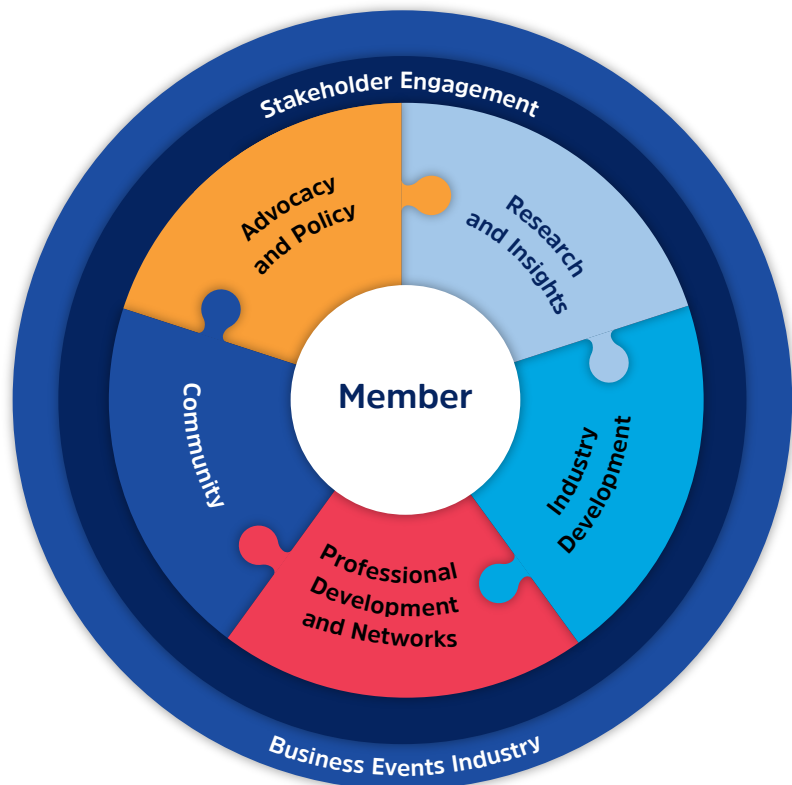
Values

Collaboration, Integrity, Respect,
Innovation, Leadership, Sustainability



Our Five Core Pillars

Our five core pillars will enable us to deliver our objectives on behalf of members and the industry at large.



Advocacy and Policy

ABEA will work across the Federal and State levels to advocate for industry needs and policy development related to business events. Meetings with key State and Federal ministers and industry leaders have been held regarding the Australian Business Events Association, and they all have indicated a willingness to provide financial, political and stakeholder support.

Research and Insights

ABEA will play a key role in addressing the shortage of research that proves our industry's impact and reach with facts that empower the Association to lobby for change. A priority is to demonstrate to government and key stakeholders the value of the industry, and to monitor and enhance the performance of the industry.

Industry Development

This area focuses on the implementation of a model that encourages continual improvement of the businesses and individuals that make up the business events workforce. Industry Policy (rather than Association Policy) outlines the Association's view on behalf of the industry, as to what is desired from political or other decision-making stakeholders.

Professional Development and Networks

A core function of the Association is to offer and implement professional development opportunities, including education, training and events. It will also facilitate talent acquisition, and the promotion of the industry to all stakeholders at both state and national levels through communication campaigns.

Community

Strong community is at the heart of a powerful business events industry, and ABEA will facilitate this community growth through both face-to-face events and robust communication channels connecting members across the country.

Governance and Structure

The Australian Business Events Association is governed and directed by a combination of independent, elected and voluntary Board of Directors, who are invited to add strength and knowledge to the Board.

The Australian Business Events Association Ltd is a Not-For-Profit organisation whose activities are solely directed to build industry prosperity. Dividends are not paid to members, with annual surpluses held or invested for the benefit of the industry.

All members are equal, irrespective of size, sector, or geographic location.

There are three categories of Groups that meet to serve the industry and inform the Board.

1 State and Territory Chapters

2 Sector Pillars

3 Special Interest Groups

Their role is to:

- Keep the Board of Directors informed with market intelligence pertaining to their interest group.
- Advise the Board of Directors on matters needing attention or direction.
- Operate to represent that interest group on behalf of the industry.
- Develop assets to serve or educate their sector or the industry.
- Attend to matters pertaining to that group.
- Advocate for industry or that group.





1 State and Territory Chapters

The overarching responsibility of the State Chapter is to foster and encourage networking and information sharing at a state level. When state issues arise that need lobbying and advocacy, the State Chapter will work with and receive support from the National Body. The National Body will work with each chapter to plan and execute events and provide support for any advocacy efforts.

A State Chapter will be created for each State and Territory of Australia.

The State Chapters:

- Are concerned for matters within their geographic borders.
- Meet online, in person, or a combination of both.
- Are led by a Council made up of the Elected Chair, Vice Chair plus three people (5 pax)

Please see www.abea.org.au for a full list of State Chapter responsibilities and duties.

2 Sector Pillars

The Association recognises the diverse sectors within the industry and facilitates dialogue and activities within these groups. These groups will help inform and make recommendations to the Board of Directors on Policy.

Sector Pillars allow like-minded businesses a forum to discuss shared matters and work collectively for the betterment of the industry. Sector pillars can call on the National Body to coordinate activities and facilitate further activity.

There are four Sector committees:

- Venues (Convention and exhibition centres, showgrounds, sporting facilities, universities, hotels)
- Destination Bureaux and Tourism (Convention Bureaux, national, state and regional tourism offices)
- Suppliers (accommodation, airlines, furniture, equipment hire, F&B providers, speakers, AV, photographers, consultants, accounting, finance, insurance)
- Organisers (B2B and B2C Exhibition organisers, PCOs, event organisers, Event and Exhibition owners)

The attributes of the sector pillars are:

- They are concerned for matters pertaining to their sector.
- They can meet online, in person, or a combination of both.
- They are led by an Elected Chair, Vice Chair & Council of three (5 pax)

Please see www.abea.org.au for a full list of Sector Pillar responsibilities and duties.



3 Special Interest Groups (SIG)

Special Interest Groups allow dialogue and development of programs for the betterment of the industry. These groups allow for employees of members to engage with peers to help promote, build, or deliver programs. SIGs will be formed and decommissioned as the need arises or ends.

Special Interest Groups can be formed by the Board of Directors or Sector Pillars.

There are currently five Special Interest Groups:

- Sustainability (and other environmental issues)
- Emerging Leaders (our next generation leaders)
- WH&S / Risk
- Education, Skills and Pathways to Industry
- Life Members (Ambassadors for our industry)

The attributes of the Special Interest Groups are:

- They are concerned for matters pertaining to that Special Interest Group.
- They can meet online, in person, or a combination of both.
- They are led by an Elected Chair, Vice Chair with group participants as required.

Please see www.abea.org.au for a full list of Special Interest Group responsibilities and duties.

Secretariat

The secretariat will be led by an experienced CEO who will be the conduit between the Board of Directors and the Australian Business Events Association team and will be responsible for fulfilling the Association's objectives.

The team at the Australian Business Events Association will be on hand to support member businesses and take responsibility for the working of the Association body.

Code of Conduct

Members of Australian Business Events Association Ltd sign a pledge that they will abide by a Voluntary Code of Conduct. This Code helps stakeholders understand that when dealing with a member of Australian Business Events Association that the member has committed to a code that is conducive to good and ethical business practices.

MEMBERS VOLUNTARY CODE OF CONDUCT

- 1 Members of Australian Business Events Association shall abide by all relevant State and Federal laws.
- 2 No member shall offer or promote any service by means of explicit or implicit representation that is likely to deceive or mislead.
- 3 No member shall use a business name that is so like the title of another business that it is likely to deceive or mislead.
- 4 No claims, statistical or otherwise, which cannot be substantiated, shall be made in relation to any business activity.
- 5 Members shall not accept contracts from companies whose legal or ethical status is known to be in doubt.
- 6 Fairness shall characterise dealings between members, their clients, and visitors.
- 7 Members will not, by innuendo or rumour, damage the reputation of another member or disadvantage other members by unfair trading practices.
- 8 Members shall, at all times, be accessible to their clients and visitors.
- 9 Members shall make every effort to resolve complaints and grievances in good faith through reasonable direct communication and negotiation.
- 10 Undertakings or promises made by members in all literature shall be adhered to. In the event of necessary changes, notification will, where possible, be given to actual or potential clients.
- 11 Adequate insurance in respect to public liability shall be carried.
- 12 Wherever possible, viable and practical, members shall use the services provided by other Association members.

In the event of any member's non-compliance with Australian Business Events Association Code of Conduct, the matter will be heard through the designated process as described in Australian Business Events Association's policy.

Membership options

Australian Business Events Association offers membership options designed for businesses of all shapes and sizes. The model is designed to allow those requiring a higher level of service and benefits to select a higher membership group, and small businesses with lesser needs can opt for lower membership levels.

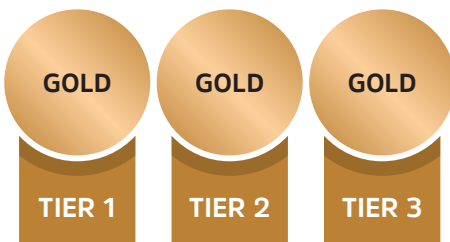
- The portfolio of membership benefits will be offered as they are established. Not all benefits will be available immediately and are subject to change.
- Members of Australian Business Events Association receive direct benefit from their membership, however members who are Association bodies or the like, are not able to pass on the direct membership benefits to their members.
- Membership is open to all businesses (ABN holders) who engage, trade, or benefit within the Business Events Sector.
- Businesses are admitted as members of the Association through a formal approval process. Once approved, members receive a broad portfolio of benefits and are permitted to display the Australian Business Events Association logo as part of their business collateral.

Membership tiers are:

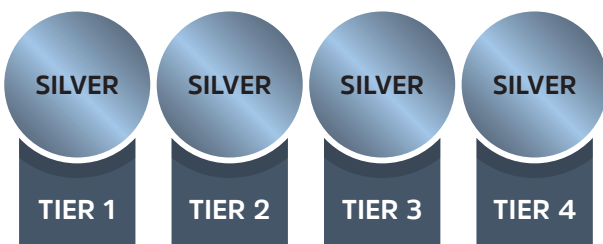
Platinum – Various Tiers
 (available on application)



Gold



Silver



We invite you to discuss the various levels and guidelines that best suits your business with us.



Platinum Membership

Platinum Membership is offered to large businesses or those seeking greater participation in the Association's delivery of services.

The Platinum Membership tiers are available upon application.

Benefits of Platinum Membership

Advocacy – Platinum Members can be an active participant in preparing and delivering advocacy efforts at all levels of government. Platinum members will be invited to provide support and strength to the agenda.

Industry Policy – Platinum Members will be invited to contribute to the shaping of Industry Policy.

Research Development – Platinum members will be invited to shape research objectives.

Your business' principal will be invited to an exclusive **Chair's Leadership Luncheon** to discuss industry matters and share market intelligence.

Our **Leaders Forum** will provide an opportunity for members' management teams to learn from experts. Your business will receive 2 complimentary invitations.

Our annual **Conference** will be comprehensive and inclusive of subject matters of interest to all industry sectors. Your Platinum membership is recognised with complimentary registrations linked to your membership tier level.

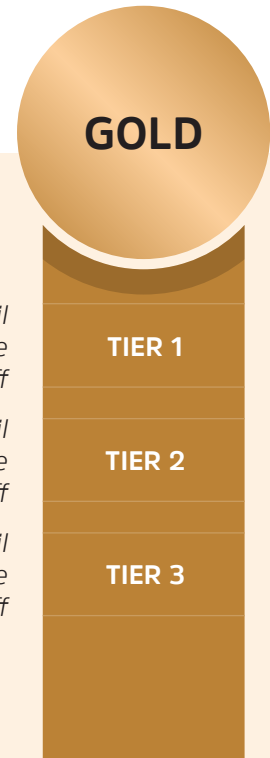
Our **Awards and Gala Dinner** will occur annually. As a Platinum member we welcome your participation. The number of complimentary tickets you receive is linked to your membership tier level.

Networking and Social functions will occur throughout the country. As a Platinum member you will receive a package of complimentary passes to these events. They can be used as you wish at any of the events delivered during the year.

Education and Training will be offered during the year on various subject matters. The programs will be developed and delivered as needed and as a Platinum member you will receive either complimentary attendance or a discount, based on your membership tier level.

Member Listing and Promotion of your Business. In appreciation of your Platinum membership, you will be recognised on the Association webpage, at the Leaders Forum, Conference, Award and Gala Dinner, as well as any other event where our industry gathers professionally or socially.

In addition, tailored sponsorship opportunities are available for Platinum members. To be discussed with the CEO of Australian Business Events Association.



Gold Membership

Gold Membership is offered to medium-to-larger businesses operating within the Business Events Industry.

Business size is typically used to determine this level of membership. Membership tier fees are designed to be equitable based on business size and income. With higher tier level membership comes additional benefits and discounts to programs.

Typically \$15+ mil turnover or more than 50 staff

TIER 1

Typically \$10+ mil turnover or more than 30 staff

TIER 2

Typically \$8+ mil turnover or more than 20 staff

TIER 3

Benefits of Gold Membership

Advocacy – Gold members will be invited to provide submissions or feedback to specific Advocacy programs.

Industry Policy – Gold members will be invited to provide submissions or feedback to specific Industry Policy projects.

Research Development – Gold members will be invited to provide feedback on the development of Research objectives.

Our **Leaders Forum** will provide an opportunity for members’ management teams to learn from experts. Your business will receive a complimentary invitation to the forum.

Our annual **Conference** will be comprehensive and inclusive of subject matters of interest to all industry sectors. Your Gold membership is recognised with complimentary registrations. The number of complimentary registrations you receive is linked to your membership tier level.

Our **Awards and Gala Dinner** will occur annually. As a Gold member we would welcome your participation. The number of complimentary tickets you receive is linked to your membership tier level.

Networking and Social functions will occur throughout the country. Gold members will receive a package of complimentary passes to these events. They can be used as you wish at any of the events delivered during the year.

Education and Training will be offered during the year on various subject matters. The programs will be developed and delivered as needed and as a Gold member you will receive program discounts.

Member Listing and Promotion of your Business. As a Gold Member your contribution is seen as valuable to industry. In appreciation of your Gold membership, you will be recognised on the Association webpage, at the Leaders Forum, Conference, Award and Gala Dinner, as well as any other event where our industry gathers professionally or socially.



Silver Membership

Silver Membership is designed to ensure small businesses have an opportunity to be an active and valued member of Australian Business Events Association.

Business size is typically used to determine this level of membership. Membership tier fees are designed to be equitable based on business size and income.

Typically \$5+ mil turnover or more than 15 staff

Typically \$1.5+ mil turnover or more than 7 staff

Typically up to \$1.5 mil turnover or 1-6 staff

Sole Trader (with ABN)

TIER 1

TIER 2

TIER 3

TIER 4

Benefits of Silver Membership

Advocacy – Receive the benefits of all Advocacy programs designed to benefit the industry and its prosperity. As a member you are invited to share your thoughts, views and opinions on issues you believe require attention and contribute those views to the Board via the CEO.

Industry Policy – Silver members will be invited to provide submissions or feedback to specific Industry Policy projects.

Research Development – As a Silver member, you will be invited to contribute and receive the Research results.

Our **Leaders Forum** will provide a broader opportunity for the management teams of business members to gather. Your business will have the opportunity to purchase seats at these special events.

Our annual **Conference** will be comprehensive and inclusive of subject matters of interest to all industry sectors. As a Silver member you and your staff will be invited to participate. Registrations will be available for purchase at a member's price.

A celebration of our industry allows us to recognise our successes and reward those that have excelled during the year. Our **Awards and Gala Dinner** will occur annually. As a Silver member we would welcome your participation. Tickets will be available for purchase at a member's price.

Networking and Social functions will occur throughout the country. As a Silver member you will receive invitations to these events. Whilst some will be offered gratis, others will be offered at a member's price.

Education and Training will be offered during the year on various subject matters. The programs will be developed and delivered as needed and as a Silver Member you will be able to participate at a member's price.

Member Listing and Promotion of your business. As a Silver member your contribution is seen as valuable to industry. In appreciation of your Silver membership, you will be recognised on the Association webpage and any other member-published member listings.



Life Member

Individuals can only be admitted to this group through the Association's nomination and approval process. Existing Life Members will be recognised in the new organisation.

Our Life members:

- Act as industry ambassadors
- Are the custodians and documenters of the history of industry
- Ensure that those who have contributed significantly to the industry are adequately remembered for their work
- Open and maintain a communication channel between Life Members

Legacy and Transition of Existing Members












These members will be deemed as "inaugural" members and will receive recognition of same.

Members who have not done so already, will have to nominate a membership and tier level prior to the next subscription renewal date.

The Australian Business Events Association membership is for the financial calendar year, 1 July to 30 June.

Membership Matrix

MEMBERSHIP TIER OPTIONS

	 PLATINUM TIER 1 <i>Corporate</i>	 PLATINUM TIER 2 <i>Corporate</i>	 PLATINUM TIER 3 <i>Corporate</i>	 GOLD TIER 1 <i>Corporate</i>	 GOLD TIER 2 <i>Corporate</i>	 GOLD TIER 3 <i>Corporate</i>	 SILVER TIER 1 <i>Corporate</i>	 SILVER TIER 2 <i>Corporate</i>	 SILVER TIER 3 <i>Corporate</i>	 SILVER TIER 4 <i>Sole Trader</i>	 LIFE MEMBER
Annual Fee (ex GST)	\$50,000	\$35,000	\$20,000	\$15,000	\$10,000	\$8,000	\$5,000	\$3,000	\$1,500	\$500	\$0
Voting Rights	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	YES
Advocacy	***	***	***	**	**	**	*	*	*	*	*
Industry Policy	***	***	***	**	**	**	*	*	*	*	*
Research	***	***	***	**	**	**	*	*	*	*	*
Chair's Leadership Luncheon	1 invite	1 invite	1 invite	No	No	No	No	No	No	No	No
Leaders Forum*	2 invites	2 invites	2 invites	1 invite	1 invite	1 invite	1 invite	Fee	Fee	Fee	No
Conference*	8 gratis	6 gratis	4 gratis	3 gratis	2 gratis	1 gratis	15% off	10% off	5% off	Fee	No
Awards and Gala Dinner*	8 gratis	6 gratis	4 gratis	3 gratis	2 gratis	1 gratis	15% off	10% off	5% off	Fee	Personal Invite
Networking and Social Functions*	8 gratis	6 gratis	4 gratis	3 gratis	2 gratis	1 gratis	Fee	Fee	Fee	Fee	Yes
Future Leader Scholarships**	3 gratis	2 gratis	1 gratis	40% off	40% off	40% off	20% off	20% off	20% off	No	No
Training Discount***	30% off	30% off	30% off	20% off	20% off	20% off	10% off	10% off	10% off	No	No
Member listing & promotion of person/business	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Honour Board
Broadcast Communication	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

* additional seats/tickets/registrations can be purchased
 ** application process with fee for approved participants

*** for all employees of the member organisation
 * indicates the level of engagement participation

Sponsorship opportunities of ABEA

Many organisations benefit from the industry without directly working within it. These organisations can align themselves and work with the Business Events sector through Association Sponsorship opportunities.

www.abea.org.au

If your business would benefit from being a member or sponsor, please get in touch to discuss the best options to suit your needs





Australian Business Events Association

Association membership is an important and valued asset for many businesses. To better understand your benefits, or to discuss your options we invite you to talk to one of our team.

We would welcome the opportunity to visit your business or meet online to discuss the benefits and opportunities that exist.

**To contact our team, please email:
join@abea.org.au**

