

# CANBERRA BUSINESS EVENTS DELEGATE BOOSTING KIT

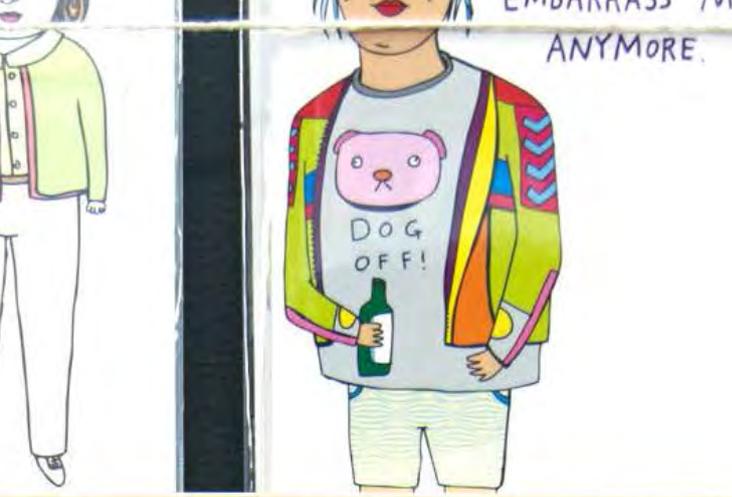
[VISITCANBERRA.COM.AU](http://VISITCANBERRA.COM.AU)



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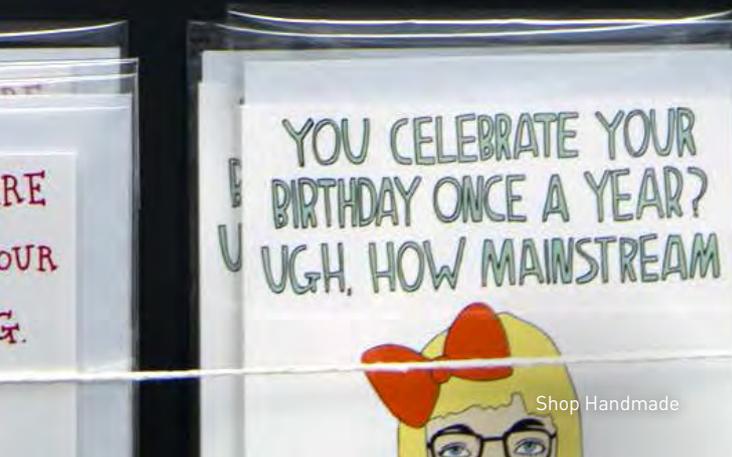
# Canberra — ready to host

Canberra is an inspirational place to host a business event. It's a city unlike no other in Australia. Dig under the surface and it will surprise you. But how do you let people in on the experiences Canberra offers? What words do you use, what imagery?

If you're planning a business event in Canberra or hosting visitors here for business purposes, our **Canberra Business Events Delegate Boosting Kit** can help. Key to an event's success is ease of access to relevant destination content. Our toolkit offers concise, easy to read content about Canberra to share with your business contacts or conference delegates.

Simple and practical ways in which this toolkit can assist in achieving event success.

1. Embed a destination video on your website to give delegates a taste of what Canberra has to offer.
2. Include the fast fact information sheet in your pre-conference information pack.
3. Share the secrets of Canberra's precincts that are within close proximity to delegate accommodation.
4. Refer to our annual events calendar and tailor a conference or business experience around them.
5. Provide a list of dining and cafe recommendations for post conference dinner and drinks.
6. Include one of our suggested itineraries within your newsletter to generate interest of what to do while in Canberra.



# The Canberra experience

Australia's capital, Canberra, is a city *The New York Times* says features 'big-sky beauty, breezy civic pride and a decidedly hipster underbelly'.

Situated between Sydney and Melbourne, Canberra is a young and vibrant multicultural city that reflects and tells the story of Australia. Discover a city in a park featuring a kaleidoscope of colours and experiences that unfold with four distinct seasons. Explore the great outdoors among the leafy surrounds or venture into national parks and get up close to native Australian wildlife.

The capital offers visitors an abundance of world class festivals and events, outdoor activities, natural beauty and family friendly attractions that will entertain and excite. Our food scene is red hot and our local arts movement is thriving. Tempt your tastebuds at stylish restaurants, bars and cafes or spend the day sampling award-winning cool climate wines at one of more than 30 boutique cellar doors in the Canberra region.

Embed one of our videos into your website, play it on screen during conferences to whet the appetite of those coming or already in town. It's sure to stimulate their desire to get out and explore.



Floriade NightFest



Ramifying Artists, *The Aboriginal Memorial 1987-88*, (detail) National Gallery of Australia

## ARTS & CULTURE

Canberra has a thriving creative and visual arts scene that shines through its amazing museums and galleries.

Canberra is home to Australia's best cultural attractions. From privately owned galleries such as Beaver Galleries, to the creative arts hubs such as Kingston (home of the Canberra Glassworks and the Old Bus Depot Markets), there's something for every art lover.

Collections that hold and tell the story of the nation are housed in Canberra's cultural attractions such as the National Gallery of Australia, the National Museum of Australia, the National Portrait Gallery, the Museum of Australian Democracy at Old Parliament House, the National Library of Australia and the National Film and Sound Archive. And that's just a sample.

Our attractions provide the perfect platform for enriching your Canberra experience.



Old Bus Depot Markets



Aubergine

## FOOD AND WINE

Who's hungry?

With over 300 restaurants, cafes and bars to choose from you won't stay that way for long in Canberra.

The city has a broad multicultural population so you can find international cuisine from all corners of the globe.

*The Sydney Morning Herald's 2016 Good Food Guide* puts Aubergine, Temporada, Waters Edge, Monster Kitchen and Bar, Eightysix, Malamay, Courgette, Ottoman, Pialligo Estate Farmhouse, Lilotang and Lanterne Rooms high on its list, and you'll find

amazing food offerings in Braddon, the city centre, Kingston, Manuka and NewActon.

You will, of course, need good wine to accompany it. Choose from Canberra restaurants' fab wine lists, or pick something from the local region. The rural countryside around the ACT is now home to more than 30 cellar doors, all within a 30 minute drive from the city. And we haven't even got started on our craft brewery list. Cheers to that!

## OUTDOORS AND NATURE

We know what you're thinking... you can't wait to bust out of the confines of your conference or work meeting and hit the great outdoors. Fresh air, you can't beat it.

Canberra really is a city in a park so there is absolutely no shortage of lovely outdoor spaces to enjoy while you're in town.

Close to the city centre, Commonwealth Park is worth a look. You can take a stroll along the lakeside paths, hire a bike or tour on a Segway for something different.

The National Arboretum Canberra offers stunning views of the city and beautiful outdoor spaces. Stroll through a rainforest at the Australian National Botanic Gardens or take a drive out of town to roam wide open spaces and see native animals in their natural setting at Namadgi National Park or Tidbinbilla Nature Reserve.

Looking for something more adventurous? Why not head to Stromlo Forest Park and take on our world-class mountain bike facility. Or explore Lake Burley Griffin, at your own pace, on one of our three cycle loops.



National Arboretum Canberra



Australian Institute of Sport

## FAMILY FUN

So you're lucky enough to travel for work with your family in tow? But what will they do while you're busy in the trenches?

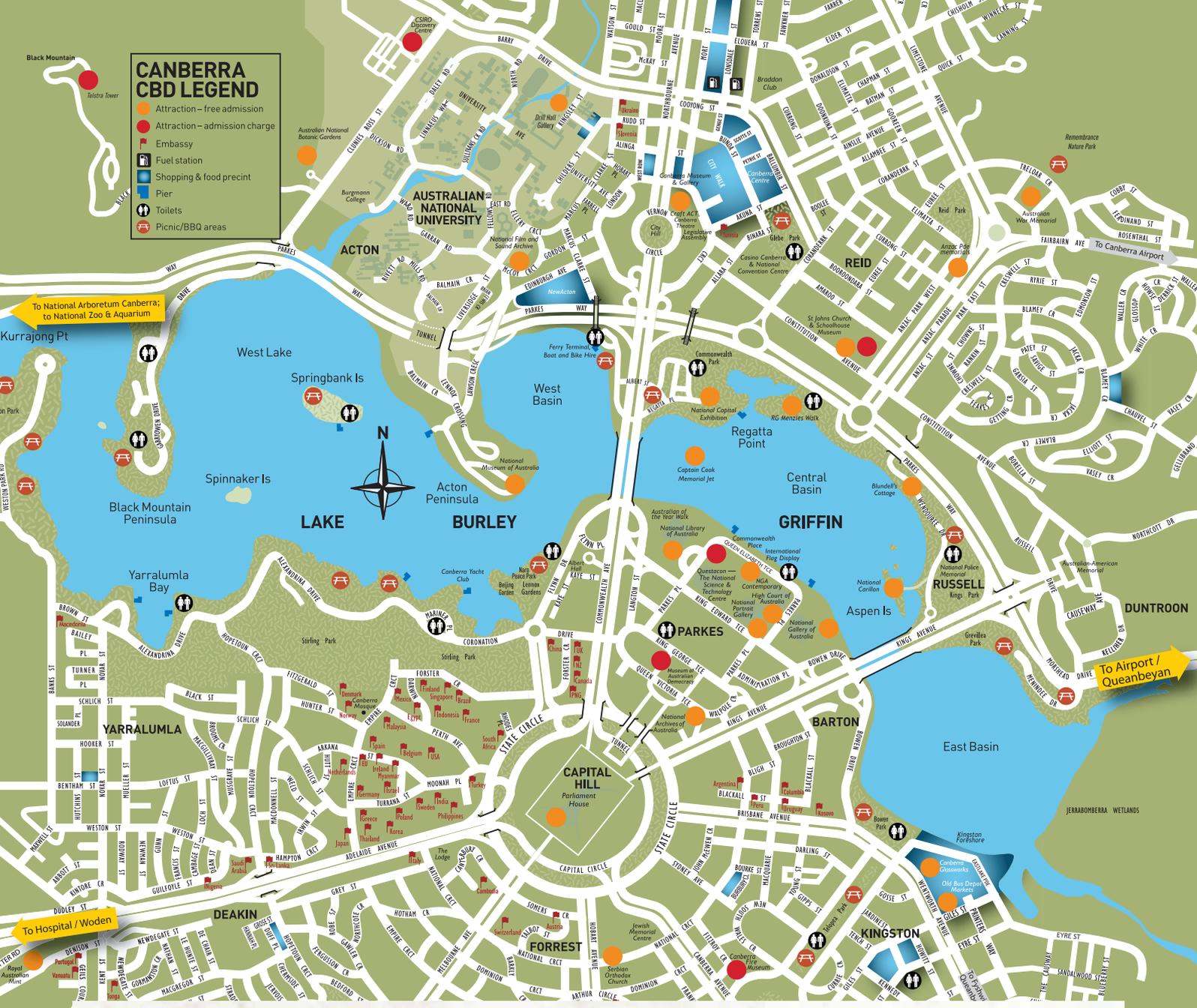
Fear not, family leader. Your tribe will be more than entertained with Canberra's many family friendly activities.

For some fresh air let them run wild at the awesome Pod Playground at the National Arboretum Canberra; take a ride around Lake Burley Griffin and check out Commonwealth Park, wander the mini-me world of Cockington Green Gardens, head out to explore Tidbinbilla Nature Reserve or Namadgi National Park or go behind the scenes on an award-winning AIS tour.

Indoors they'll love Questacon—The National Science and Technology Centre, the Australian War Memorial, the National Zoo & Aquarium and the National Dinosaur Museum. And on Sundays, the Old Bus Depot Markets is loved by families.

Leave the family to explore and meet up with them when you're ready to play. Or perhaps they might like to join you on the weekend after you've slogged it out through the working week? See our itineraries for more inspiration.

For more experiences go to [visitcanberra.com.au/inspiration](https://visitcanberra.com.au/inspiration)



### CANBERRA CBD LEGEND

- Attraction – free admission
- Attraction – admission charge
- Embassy
- Fuel station
- Shopping & food precinct
- Pier
- Toilets
- Picnic/BBQ areas

## CANBERRA – FAST FACTS

For many people, visiting a city that's not their own can be challenging. And when they're visiting primarily for business purposes it can be made that much more challenging as they are undoubtedly pressed for time to get out and experience the city amidst their work commitments.

Here's the Canberra 'need-to-know' information and embeddable maps.

### LOCATION

Canberra is located 281km south-west of Sydney and 660km north-east of Melbourne. It's a 2.5 hour drive inland from Bateman's Bay on the south coast of NSW and is located 571 metres above sea level.

### POPULATION

Canberra is home to 390,000 people with estimates it will reach half a million within the next 15 years.

### WEATHER

Canberra has four distinct seasons which offer their own beauty and charm.

Average minimum to maximum temperatures in degrees Celsius

- Spring 6-19
- Summer 12-27
- Autumn 7-20
- Winter 1-12

### RETAIL SHOPPING HOURS

- Monday to Thursday 9am to 5.30pm
- Friday 9am to 9pm (late night shopping)
- Saturday 9am to 5pm
- Sunday 10am to 4pm

\*hours may vary in smaller shopping centres

### TOURIST INFORMATION

Canberra and Region Visitors Centre  
 330 Northbourne Avenue,  
 Dickson ACT  
 Ph: 1300 554 114  
 Web: [visitcanberra.com.au](http://visitcanberra.com.au)

### TRANSPORT

- **ACTION Buses (public transport)**  
 For most major tourist sites and regular service routes through the city and suburbs  
 Ph: 13 17 10  
 Web: [action.act.gov.au](http://action.act.gov.au)
- **Taxis**  
 Canberra Elite  
 Ph: 13 22 27  
 Silver Service  
 Ph: 13 31 00
- **Canberra Airport**  
 Ph: 6275 2222  
 Web: [canberraairport.com.au](http://canberraairport.com.au)
- **Ride Sharing Services**  
 Uber  
 ONTAP  
 GoCatch

# Precincts & itineraries

Help your clients understand Canberra's key precincts and what they may find in each one. Perhaps their event or accommodation is located in one of these precincts. Now you can provide insightful information on the surrounding area.

Nestled within Canberra are key precincts each with their own distinct character and unique offerings. They are: Braddon, NewActon, Kingston and Manuka and the city centre. Choose one to explore or customise your own multi-precinct itinerary.





Italian and Sons



BentSpoke Brewing Co



Frugii

## BRADDON

This inner city area will forever change any pre-conceived notions you have of Canberra. With a history as one of the city's oldest suburbs in the inner north, Braddon has really transformed itself over the last decade. It has grown and evolved – taken off its old grey cardie and put on a hip new shirt.

Today you'll find Braddon offers top notch restaurants and bars, amazing coffee and cool boutique shops with loads of art and vintage clothing ripe for the choosing.

With most of the action happening on Lonsdale and Mort streets, the areas shift towards the edgy fringe cultures is loved by Canberrans, and is a pleasant surprise to visitors.

## HIGHLIGHTS

### BENTSPOKE BREWING CO

These guys have taken their two loves, beers and bikes, to create the BentSpoke Brewing Co, a microbrewery and taphouse providing a tip top craft beer experience. With 18 varieties of beer and cider brewed on the premises, you can visit to see one of Australia's best brewers in action.

38 Mort St, Braddon  
[www.bentspokebrewing.com.au](http://www.bentspokebrewing.com.au)

### FRUGII DESSERT LABORATORY

I scream. You scream....you'll scream with delight when you enter this place! And a tasty ice cream in one (or more!) original flavours could be the best way to top off a visit to Braddon. The ever changing flavour selection includes such delights as candied orange, salted caramel, liquorice, popcorn and musk stick. The desserts are D-lish too!  
 30 Lonsdale St, Braddon

## LONSDALE STREET SHOPPING

Although best known for its dining options, Braddon is also home to some funky and quirky homewares, art and fashion boutiques. Inside the ORI building on Lonsdale Street you'll find Rebel Muse, iskip itrip, Hive, Handsome Pretty and AGENCY by Craft ACT. Hidden behind The Hamlet food vans (open Wednesday to Sunday, midday to 9pm) you will find a number of local designers selling jewellery, fashion, furniture and homewares.



SegGlideRide Segway



City centre



Koko Black



Canberra Museum and Gallery

## CITY CENTRE

The city centre is housed in the suburb of Civic. It's there and it's bustling. Lots of visitors feel the city is 'hidden' as it's not immediately obvious as you arrive in Canberra, but this is perhaps what makes it so surprising and delightful.

Don't expect high rises in Canberra, the low rise buildings keep it small and intimate, and all of the action happens at ground level around Bunda St, Garema Place and City Walk, as well as around Marcus Clarke St, Moore St, Northbourne Avenue and London Circuit.

Eats are easy to come by with everything from fine dining to casual cafes and stops for a quick bite. The Canberra Centre is the top choice for shopping in the city where you'll also find Dendy Cinemas if you feel like catching a movie. Get your art fix at Canberra Museum and Gallery, your chocolate fix at Koko Black and your local gifts at the gorgeous Shop Handmade.

Pubs, bars and nightclubs are pretty easy to come by here. And one of the best parts? Once you're here it's really easy to get around on foot and explore. Canberra City Centre. Who wants in?

## HIGHLIGHTS

### SEGWAY AROUND LAKE BURLEY GRIFFIN

Segway anyone? No, not a change in direction of the conversation. The two wheeled kind. Gliding around on a SegGlideRide Segway is one of the best (and most amusing) ways to enjoy Canberra's Lake Burley Griffin and all of the attractions in the Parliamentary Triangle. Half or one hour cruises will see you spot sculptures as you pass the National Gallery of Australia, feel the spray from the Captain Cook Memorial Jet and wave at the pollies at Parliament House as you glide on past. Don't stack it!

West Kiosk, Queen Elizabeth Tce, Parkes [segglideride.com.au](http://segglideride.com.au)

### CANBERRA MUSEUM AND GALLERY

Love your art? The gallery is a great city-based taster of the art life that seems quite at home in the national capital. Housing a permanent collection called 'Canberra stories', you can also browse a variety of local, national and international art exhibitions here.

176 London Cct, Canberra [museumsandgalleries.act.gov.au/cmag](http://museumsandgalleries.act.gov.au/cmag)



## KINGSTON AND MANUKA

Most people who love Canberra, have a soft spot for Kingston. And its latest addition, the Kingston Foreshore, is like the icing on the cake for this lakeside area south of Canberra city.

It's a fresh take on what people love about the area – the bars, clubs, restaurants and entertainment – in a new residential setting and business location right on the waterfront.

The area is home to the famed Canberra Glassworks and Canberra's Old Bus Depot Markets. Here at the nearby precinct of Manuka, you'll also discover a bustling social scene with loads more to do and see.

Waterside stroll, galleries, markets, coffee, late night drink, amazing food or just a really good spot to people watch – take your pick of what to do first.

## HIGHLIGHTS

### CANBERRA GLASSWORKS

Canberra Glassworks is one place that will show you just how many interesting things people can actually do with this material. The Glassworks is Australia's only cultural centre wholly dedicated to contemporary glass art – it's a place to see talented glass artists at work, exhibitions, the shop and café, or book in for one of the workshops and make your own glass art. Plus grab a famous Canberra burger from the Brodburger onsite cafe.

11 Wentworth Ave, Kingston  
[canberraglassworks.com](http://canberraglassworks.com)

### OLD BUS DEPOT MARKETS (SUNDAYS ONLY)

It's Canberra's Sunday institution. Lovers of fine hand crafted wares, clothing collectors, food fanatics and jewellery junkies are just a few of the people who make their way to Canberra's popular markets every Sunday. In a fabulous old industrial building you'll experience the endless colour, tastes, sounds and atmosphere.

21 Wentworth Ave, Kingston  
[obdm.com.au](http://obdm.com.au)



## NEWACTON

As its name suggests, this area is Canberra's new guy. The fresh face. The one that will stand out in the crowd for quite some time. Everyone's liking him and he's destined to stay popular.

NewActon is a modern melting pot of arts, culture, dining and accommodation located to the south-west of the city centre. You'll find gardens, public artworks, bars, restaurants, cafes, cinemas and some fabulous architecture which is great to wander through.

The hotels are the coolest. Choose from luxury art deco at Peppers Gallery Hotel, or the originality of Hotel Hotel – the most amazing collaboration between designers, artists, artisans and fantasists.

NewActon is a bold new adventure in urban mixed-use eco design. Discover how architecture, cuisine, art and a new expression of city dwelling combine in this revamped western corner of the city.

Here you will find the award-winning and uber-cool Hotel Hotel in the Nishi Building, located next door to Peppers Gallery Hotel Canberra. The area offers adventurous food and drink venues such as Monster Kitchen and Bar, A.Baker, Mocan & Green Grout, Bicicletta and Parlour Wine Room.

The area is also home to Palace Electric Cinema, Nishi Gallery, a bike hire shop, a pilates studio, a day spa and hair studio. Outdoors you will find funky street art. The QT Canberra hotel is nearby, and the city centre is a short walk away, as is the Lake Burley Griffin foreshore.

## HIGHLIGHTS

### NATIONAL FILM AND SOUND ARCHIVE

This place captures the excitement of the movies, and nostalgia of Australian film and sound production from the past to present day in a range of permanent and changing exhibitions and presentations. Get lost in a huge collection of films, television and radio programs, videos, audio tapes, records, costumes, props, movie memorabilia and more.

1 McCoy Cct, Acton  
[nfsa.gov.au](http://nfsa.gov.au)

### NATIONAL MUSEUM OF AUSTRALIA

The museum turns the traditional notion of a museum well and truly on its head. As you see it from a distance, think bright bold colours and striking architecture. It's a social history museum which explores Australia's land, nation and people in contemporary and original displays and exhibitions.

Lawson Cres, Acton Peninsula  
[nma.gov.au](http://nma.gov.au)



National Zoo & Aquarium

## EXTEND YOUR STAY AND GET MORE FROM YOUR BUSINESS TRIP

Canberra has something for everyone. Check out our suggested itineraries and find the one that best matches your interests. Follow our itinerary or customise your own and make the most of your Canberra visit. More details can be found at [visitcanberra.com.au/inspirations](http://visitcanberra.com.au/inspirations)

### FOOD AND WINE - HALF DAY ITINERARY

Enjoy a little pocket of country life in Pialligo, just minutes from the centre of Canberra. Stroll through the gift shops and garden centres that line Beltana Road and visit the orchards from February through to May. Make the most of your visit and enjoy a delicious lunch at Pod Food or Pialligo Estate Farmhouse.

## WEEKEND ITINERARIES

### CANBERRA ARTS AND LOCAL CULTURE

With some of Australia's most iconic museums and art galleries scattered around the city, Canberra is a treasure trove for art and culture lovers.

### AUSTRALIAN STORIES

Step into the home of the Australian story in the nation's capital. Canberra houses Australia's national collections in galleries, museums, archives and libraries. We've put together this weekend itinerary to give you an introduction to the Australian story matched with a taste of our local food and wine.

### CANBERRA FAMILY

With activities that will unleash the kid within and keep your children entertained, this itinerary is a crowd pleaser.

## WALK ON THE WILD SIDE ITINERARY

Experience Australian native wildlife and get up close with animal conservation activities with a visit to Canberra's Tidbinbilla Nature Reserve and the National Zoo & Aquarium.

## SOUTH COAST ITINERARY

Discover the delights of whale watching, kayaking, swimming, learning to surf or simply lazing on a beautiful South Coast New South Wales beach.

Canberra is the perfect city base for exploring the unspoiled coastlines of the South Coast on a drive holiday, as it is a scenic two and a half hour journey.

## ALPINE RECREATION ITINERARY

Discover a region alive with seasonal activities. In winter, ski at top resorts including Thredbo, Perisher Blue and the family-friendly Mt Selwyn resorts. In spring and summer, the snowmelt feeds clear alpine streams with superb fishing. The lakes of the Snowy Mountains hydro scheme fill for boating, fishing, paddling and sailing. Bushwalks abound with spectacular displays of wildflowers across the Main Range and Mt Kosciuszko walks start from Charlotte Pass or Thredbo. Mountain bikers will thrill with the downhill and cross-country trails on offer throughout the region.

# YOUR DELEGATES HERE?

Access the best of Canberra.

The team at Canberra Convention Bureau offer meeting planners the best of local conference experiences. In-depth local knowledge ensures the best venues, hotels, activities and services to ensure you create a brilliant event.

Take advantage of the Bureau's free service and connections and work with our community dedicated to helping you host the most successful business event possible in our great city.



[canberraconvention.com.au](http://canberraconvention.com.au) | [@CBRCOnventions](https://www.instagram.com/CBRConventions)



# Dining & Cafes

Canberra's precincts offer a treasure trove of hotels, restaurants cafes and bars. Whether you are seeking something close to your event or accommodation or you fancy exploring the cuisine on offer in another precinct, you can suggest some of these top rated restaurants and coffee spots to your business event attendees.





EightySix



Elk & Pea



Italian and Sons

## DINING IN BRADDON

### BLACK FIRE

Like your Mediterranean food? This place really shows off Mediterranean food and culture with rustic meat, seafood and vegetable dishes cooked through the open fire roast, wood fire oven and charcoal grill.

45/38 Mort St, Braddon  
[blackfirerestaurant.com.au](http://blackfirerestaurant.com.au)

### ELK & PEA

Who doesn't love a great breakfast? This place has plenty of yummy treats to start your day off. Old school café/diner meets modern restaurant... and the best bit? You can do whatever you please – get a burger and beer, grab a quick taco or share a milkshake with a friend.

21 Lonsdale St, Braddon  
[elkandpea.com.au](http://elkandpea.com.au)

### EIGHTYSIX

Definitely worth a visit – for the food, and the fun. The menu is written up on blackboards in the restaurant with dishes crossed off, or 86'd, when they've run out. Choose from small and large dishes, many designed to share, and get in quick for the gorgeous desserts!

Mode 3 Building, Elouera St, Braddon  
[eightysix.com.au](http://eightysix.com.au)

### ITALIAN AND SONS

Celebrate Italian food in Braddon on the fringe of the city centre. Italian and Sons is the destination to choose for 'old school' Italian. Enjoy traditional dishes like braised lamb shoulder or wood fired pizza accompanied by a wine list of mostly Italian wine or Australian-grown Italian varieties.

7 Lonsdale Street, Braddon  
[italianandsons.com.au](http://italianandsons.com.au)



Elk & Pea



## DINING IN NEWACTON

### MONSTER KITCHEN & BAR

Perhaps the pick of the NewActon restaurants, this Monster is ready and rearing to go inside Hotel Hotel. Far from the usual eatery you'd find inside a hotel, its modern, trendy dishes deliver on taste, appearance and originality. Bookings recommended.

Hotel Hotel  
25 Edinburgh Ave, NewActon  
[hotel-hotel.com.au](http://hotel-hotel.com.au)

### A.BAKER

What's in a name? This one is short for Acton Baker. And these guys are seriously good bakers. Hit it for artisan baked breads, fresh seasonal local and regional food from the restaurant, or a contemporary cocktail in the downstairs bar.

NewActon Pavilion  
Unit 2, 15 Edinburgh Ave, NewActon  
[abaker.com.au](http://abaker.com.au)

### MOCAN AND GREEN GROUT

Grab a coffee, breakfast, lunch or dinner here and you'll feel like you're eating in a good friend's kitchen. This lovely, warm and inviting space is made even better by its very good fair trade coffee, local farm produce and a simple and ever-changing menu to reflect Canberra's four seasons.

1/19 Marcus Clarke St, NewActon  
[abaker.com.au](http://abaker.com.au)



## DINING IN THE CITY CENTRE

### TEMPORADA

It is modern dining at its best. With food focused on the charcoal grill, the menu is simple and the emphasis is on a casual dining feel. The menu is equally as strong on seafood, as it is on quality pork, beef and spatchcock, and the desserts often feature yummy seasonal fruits.

15 Moore St, Canberra City  
[temporada.com.au](http://temporada.com.au)

### COURGETTE

Many who've dined here put this one high on the list of the best places to eat in Canberra. And it's no wonder, especially if it's a luxury dining experience you're after. Settle in for a slow, savouring dining experience, or book for intimate dining in the private rooms, the Boardroom or the Cellar. The menu is sophisticated with a French influence from European-trained chef, James Mussillon.

54 Marcus Clarke St, Canberra City  
[courgette.com.au](http://courgette.com.au)

### THE CUPPING ROOM

Ona? Oh yes. The Cupping Room is a concept cafe project by Ona Coffee designed to take you on a flavour journey. What's cupping? The process coffee roasters and growers use to judge coffees next to each other without bias. Here you can let your tastebuds savour the fine coffee flavours and actually learn about the good bean. Food, wine and tea are also available. And did we mention ONA's founder and owner Sasa Sestic is the World Champion Barista 2015?

1/1-13 University Ave, Canberra City  
[thecuppingroom.com.au](http://thecuppingroom.com.au)

### HARVEST

One focus and one only. Coffee. Harvest makes delicious, full flavoured and great quality coffee. The owners say they love coffee, need coffee and breathe coffee. So if you want to join them in their coffee worshipping world, be sure to head here.

40 Marcus Clarke St, Canberra City  
[harvestcoffee.com.au](http://harvestcoffee.com.au)



Morks

## DINING IN KINGSTON AND MANUKA

### MORKS

Its contemporary look and feel as part of the Kingston Foreshore is befitting as it offers a very modern take on traditional Thai cuisine. There are plenty of small tasters and entrees, mains and desserts on offer with a well thought out wine list to match.

18/19 Eastlake Pde, Kingston Foreshore  
[morks.com.au](http://morks.com.au)

### POMEGRANATE

Over at the Kingston shops you'll be invited to 'happy dining' with Pomegranate. Simple and tasty food combines modern Australian with a Mediterranean influence of mainly Turkish cuisine. Diners can enjoy the rustic, semi-industrial atmosphere for lunch or dinner.

31 Giles St, Kingston  
[pomegranatekingston.com](http://pomegranatekingston.com)

### SILLO BAKERY

This place is a Kingston hero. Long loved in Kingston for its amazing sweet tarts and breads, you can't walk past without getting sucked in by the delightful aromas of fresh baked sourdough and baguettes. Silo also has a fantastic breakfast and lunch menu, and coffee to rival all. Closed Sunday and Monday.

36 Giles St, Kingston  
[silobakery.com.au](http://silobakery.com.au)

### 38 ESPRESSO

Who's up for a lake view with their brew? 38 Espresso is a great place to stop in for great coffee, and early morning offers some of the best lake views in Canberra – luscious latte, creamy cappuccino, single origin Mexican coffee, local Real Chai or signature Boardwalk Blend... so many choices. Breakfast and lunch menus are simple and delicious.

4/2 Trevillian Quay, Kingston Foreshore  
[facebook.com/38espresso/timeline](https://facebook.com/38espresso/timeline)

### PENNY UNIVERSITY

Penny University builds on the tradition of 17th Century London coffee houses where patrons paid a penny to enter into a world of eclectic patrons united in a common love of learning and coffee. Like days of old, with a modern twist, people will arrive for the atmosphere and leave with enlightened tastebuds.

15 Kennedy St, Kingston  
[facebook.com/pennyuniversitycoffeeroasters/timeline](https://facebook.com/pennyuniversitycoffeeroasters/timeline)

### BRODBURGER

Brodburger started life in an old red gypsy caravan pumping out flame grilled burgers to locals. It got so popular that Brodburgers now have permanent residency in the historic Canberra Glassworks building, next to the Old Bus Depot Markets. Pop into this buzzing little restaurant to try a Brodburger now!

Canberra Glassworks  
 11 Wentworth Avenue, Kingston  
[brodburger.com.au](http://brodburger.com.au)



Brodburger



Penny University

# The business events experience

There are many reasons to host or attend a business event in Canberra. The case studies provide real examples of successful event outcomes achieved in Canberra.

Canberra will meet the unique needs of delegates attending for different business events, whether they be corporate, the incentives market or associations.





Night Noodle Markets, Enlighten



Hotel Realm



Floriade

## CORPORATES/INCENTIVES MARKET

### INSPIRING THE WOW-FACTOR

Canberra can provide the unique point of difference you are looking for by incorporating one of our amazing seasonal events into your itinerary. Here is just a sample of what is on offer throughout the year: Enlighten, Folk Festival, Fashfest, Night Noodle Markets, Floriade NightFest and blockbuster exhibitions. Check out our events calendar to see what is happening at the time of your conference and consider branding your event uniquely Canberra.

### VENUE OPTIONS

Canberra has a diverse range of venue options that can cater to all your business event needs. Whether you require an intimate meeting room or a formal evening cocktail event, Canberra's venues facilitate your networking opportunities. Here you will find all the information you require on venues in Canberra.

### ACCOMMODATION OPTIONS TO SUIT YOUR NEEDS

From the heritage listed Hyatt Hotel Canberra set amongst beautiful landscaped gardens to contrasting chic Hotel Realm, Canberra has a range of stunning 4-5 star accommodation that will make your business trip one to remember. Here you'll find the most comprehensive accommodation guide to help you find the ideal accommodation to suit your needs.

### DESTINATION EXPERIENCE

Canberra's diversity of experiences within close proximity offer the business tourist a unique travel experience. This allows plenty of time to get out and explore the many attractions, world class food and wine and enjoy the wide open spaces of the many parks. In fact, we have some highlight itineraries and extended stay itineraries to get you started.

For more experiences go to  
[visitcanberra.com.au/inspiration](http://visitcanberra.com.au/inspiration)



## ASSOCIATIONS MARKET

### CONSCIOUS CONFERENCING

Attending a conference in Canberra offers a high level of credibility due in part to its location and its role as our nation's capital, home to our politicians and policy makers. It's also Canberra's ability to deliver successful outcomes. Plus we have the press gallery right at your doorstep should you wish to gain a little media exposure.

### STAY CONNECTED FOR FREE

Canberra has Australia's largest free Wi-Fi network, CBRfree, covering 12 business districts. This means your delegates can enjoy uninterrupted service during their conference and as they move around the city.

### EDUCATION

Take advantage of the expertise on offer in Canberra by accessing THINK CANBERRA, designed to foster strong relationships between your business event and Canberra's knowledge industry. Contact the

Canberra Convention Bureau for more information on THINK CANBERRA. Knowledge.Culture.Influence.

### NETWORKING

Canberra is the perfect destination to network with peers and industry leaders offering unique access to Australia's politicians, research and cultural centres and universities. Contact the Canberra Convention Bureau to see how you may tap into Canberra's intellectual and cultural networks.

### VENUE OPTIONS

Whether you're looking for a venue that inspires productivity and promotes easy networking or a large venue that can offer a complete array of services with value for money options, Canberra can meet these venue needs. Search our comprehensive venue guide to find one that ticks off all your business event requirements.

### ACCOMMODATION

From affordable apartment style accommodation options through to high-end luxury hotels, Canberra has a range of award winning accommodation to suit any budget.

### DESTINATION EXPERIENCE A SMALL BUT SOPHISTICATED PLAYGROUND

Canberra's diversity of experiences within close proximity offer the business tourist a unique travel experience. This allows plenty of time to get out and explore the many attractions, world class food and wine and enjoy the wide open spaces of the many parks.





## HOSTED TEAM BUILDING AT UNIQUE LOCATIONS

### AUSTRALIAN INSTITUTE OF SPORT

Love your sport? The Australian Institute of Sport (AIS) gives your team a unique adventure at the world-class sporting facility located close to the city. Several challenges will promote teamwork, communication and leadership all within the centre known for producing winning teams.

[ausport.gov.au](http://ausport.gov.au)

### TIDBINBILLA NATURE RESERVE

The giant swing, abseiling, rope challenges, a flying fox. Who's up for the challenge? Awesome team building activities to be had in the wondrous natural setting at Birrigai within the Tidbinbilla Nature Reserve. Plus there's bushwalking for those after a more relaxed experience.

[tidbinbilla.act.gov.au/birrigai/education-programs-and-camps/team-building-activities](http://tidbinbilla.act.gov.au/birrigai/education-programs-and-camps/team-building-activities)

## UNIQUELY LOCAL TEAM BUILDING IDEAS

Team building is arguably one of the best ways to help your staff get to know each other better. It offers the ability to identify and motivate individual employees to form a team that stays together, works together, and achieves together.

Canberra has a wide range of team building options available year round, from guided or hosted team building activities, to fun pursuits you can tackle on your own.

## PROFESSIONALLY LED SESSIONS AT CANBERRA'S BEST ATTRACTIONS

### OUTDOOR INSIGHTS

Fancy grabbing your work mates for The Amazing Canberra Race where small teams race each other around a series of locations with quirky challenges? How about the Corporate Eco-Challenge with mountain biking, paddling and orienteering? Or perhaps you're keen to tackle the National Treasure Hunt that takes you around Australia's best attractions? It's your choice.

[outdoorinsights.com.au](http://outdoorinsights.com.au)

### CORPORATE CHALLENGE EVENTS

All of your employees could be 'Survivors' for the day by participating in a race around Canberra's best attractions that includes Old Parliament House, the Australian War Memorial, the National Museum of Australia and Mount Ainslie. Corporate Challenge Events has some awesome teambuilding experiences on offer.

[corporatchallenge.com.au/team-building-canberra](http://corporatchallenge.com.au/team-building-canberra)

## FUN TEAM BUILDING ACTIVITIES

### PAINTBALL

Delta Force Paintball in Canberra lets you experience paintball with high quality equipment and movie-set scenarios which ensure an action-packed day out for all.

[canberrapaintball.com.au](http://canberrapaintball.com.au)

### GO KARTING

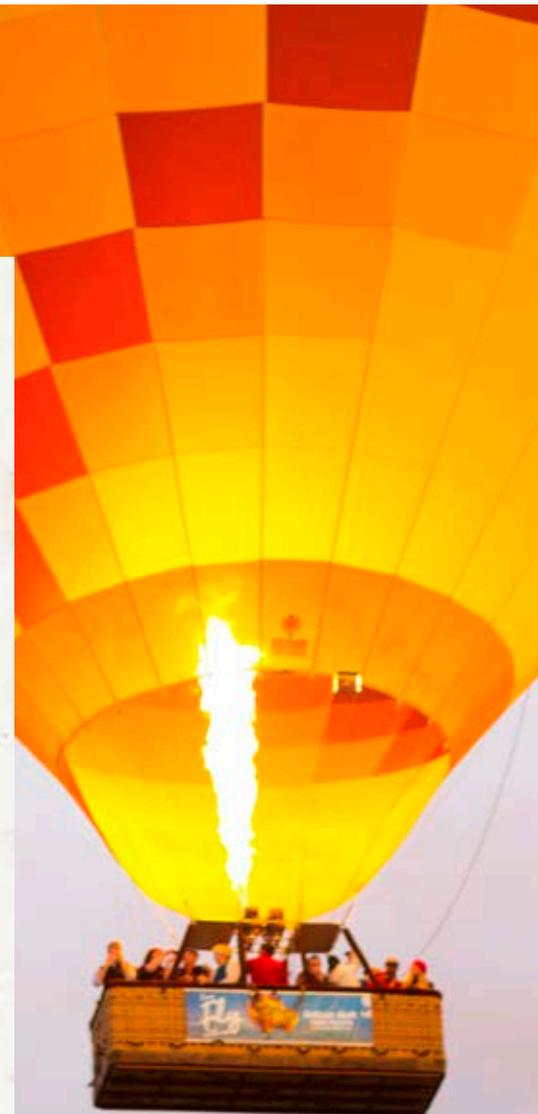
Go karting with Power Kart Raceway provides the platform to race your work mates around the world-class track. It's safe and loads of fun, and there are great corporate packages available that include race time, food and drinks.

[powerkarts.com.au/groupBookings.html](http://powerkarts.com.au/groupBookings.html)

### HOT AIR BALLOONING

Get your team together at the crack of dawn, help inflate the balloon and drift high into the sky above Canberra. Enjoy a bird's eye view and then touch down for a traditional champagne celebration at Canberra's five star Hyatt Hotel Canberra.

[canberraballoons.com.au/new-booking/](http://canberraballoons.com.au/new-booking/)



# Case Studies



Images this page: Professional Conference Organisers Conference

## CANBERRA DELIVERS RECORD NUMBER OF DELEGATES TO 7TH ANNUAL PCO CONFERENCE

The National Convention Centre (NCC) welcomed back the Professional Conference Organisers (PCO) Conference hosting more than 380 delegates over three jam packed days from 30 November – 02 December 2014.

The conference saw Australia and NZ's leading meetings, incentives, conference and events experts engage in a range of keynote speaker sessions, participate in networking events and meet suppliers as part of the trade show. More than 150 PCOs were in attendance, who arrange and manage over 3,000 conferences and events each year.

Day one of the Conference was officially welcomed by Andrew Barr, ACT's new Chief Minister. The program featured an impressive speaker schedule which included Dr Christine Nixon, the 19th Chief Commissioner of Victoria and Holly Ransom, Co-Chair, Y20 Australia 2014.

"Our Business Events sector is a truly diverse and multi-faceted industry that is a key driver of business tourism across the country," said Jenifer Dwyer Slee, Director of Sales and Marketing. "Having hosted the conference previously in 2008, it was great to welcome the delegates once again and share the evolution of Canberra since then".

"There are more hotel rooms, over 7000, and foodie precincts adjacent to NCC to enjoy and discover. For anyone who hasn't been here in a few years, the areas of New Acton, Braddon and Kingston Foreshore offer a world of opportunity," Stephen continued.

"NCC has proven to be the ideal destination for our national conference, and over the three days delegates were delighted at the opportunity to experience what has become a vibrant, contemporary capital," said Barry Neame, President PCO Association. "Over the course of the three days, the delegation injected around \$1.2million into the Canberra economy as they enjoyed the capital's burgeoning food, wine and cultural scene.

"We've had overwhelmingly positive feedback on Canberra as a destination, and we heard numerous discussions taking place amongst the delegates about bringing their conferences and events to Canberra in the coming years," Barry continued. "We value our partnership with NCC and InterContinental Hotel Group (IHG) on delivering a Conference that provided professionalism, flexibility, exceptional food and service."





Photo courtesy Dan Cummins



Photo courtesy Martin Ollman



Photo courtesy Martin Ollman

## INTERNATIONALLY-RENOWNED FASHFEST SHINES AT THE NATIONAL CONVENTION CENTRE

The National Convention Centre (NCC) is Canberra's largest, purpose-built functions, meetings and events venue. Unrivalled in facilities, size and scope, the convention centre provides a collection of more than 15 spaces over two floors and provides all visitors with a warm, open and hospitable welcome.

Given its chance to shine as host of FASHFEST 2015, the NCC did not disappoint. Thanks to the new venue and a special modular seating system shipped in, more than 1000 visitors per night were accommodated. Each night of Fashfest 2015 incorporated a different theme, activist, inventor, cartographer, engineer, which was reflected in the fashion, the music and the atmosphere created by lighting displays and short films.

Jenifer Dwyer Slee, Director of Sales and Marketing at the National Convention Centre, said that the opportunity to host an internationally-renowned event like FASHFEST dovetailed perfectly with the NCC's key goal for 2015; to enhance partnerships and collaboration across the Canberra community.

The National Convention Centre is passionate about providing visitors to Canberra real insight in to the natural and cultural activities people can immerse themselves in, such as a visit to iconic Parliament House or Australian War Memorial and taking in the picturesque landscapes of the city and surrounds. It offers visitors and delegates genuine access to influential national bodies as well as important local and federal government contacts, world leading researchers, academics, scientists and innovators in a range of fields.

# Social media tools





Social media is a great way to boost your business event. You can generate awareness and increase the profile of your event to your peers and the media, create a digital community amongst conference attendees or produce newsworthy buzz around key outtakes during and post event.

Check out our handy tips on how to get the best out of social media at your Canberra event.

#### BEFORE THE EVENT

- **Make friends with the media:** Connect with your favourite niche media via Twitter or LinkedIn. Check out what they're talking about and find out how to make them talk about you.
- **Ensure your website has all the details:** Create an event specific page on your own website so that your delegates have a one-stop shop for all the info they need.
- **You always tease:** Spark your audience's interest with teaser content. Reveal different aspects about what they can do and see while in town, or exciting elements of your program one at a time.
- **Have a hashtag, or #two:** Create a unique official event hashtag for your delegates to use during your event, and ensure everyone has the correct and relevant business hashtags at the ready. Be sure to communicate it!

#### DURING THE EVENT

- **Get snap happy:** Take loads of pictures during the event for your own live social media publishing, and for promotional use post event.
- **Schedule ahead:** If you're involved in running your event you're likely to be too busy for live posting during the event so

schedule some tweets and Facebook posts ahead of time – and build these into the mix of the ones you do have time to create live. And publish often!

- **Film it:** Get video footage of your event – chat to delegates, get footage of the action as it happens, interview guest speakers – then get ready to share your video content via social media. Get creative – who knows, it may go viral. Video is also a great way to show non-attendees why they should attend next time.

#### AFTER THE EVENT

- **A post event thank you:** Reach out to each of your delegates and thank them for attending – invite them to share their own experiences and reconnect again in future.
- **Blog it:** Write about your experiences, upload to your website and syndicate via social media. Do it soon after the conference to recap your experiences while they're top of mind.
- **Connect with your connections:** Ensure anyone you met stays connected with you after your event. Make a personalised connection with them on LinkedIn and Facebook if appropriate, and don't forget to follow them on Twitter.

For more information on how to use social media and effectively engage your audiences, download the VisitCanberra Social Media Playbook from [tourism.act.gov.au/images/documents/corporate/strategic\\_reports/playbook\\_WEB.pdf](http://tourism.act.gov.au/images/documents/corporate/strategic_reports/playbook_WEB.pdf)

Tag us on social media  
**#visitcanberra**

# Image and video gallery

## A GALLERY TO HELP YOU SHOWCASE CANBERRA

To enhance your marketing efforts, we've curated an image library of copyright free, aspirational and engaging photos and videos that you can use. Please add the credit line: *Images courtesy VisitCanberra*, and then you are on your way.

The gallery can be found at [visitcanberra.com.au/business](http://visitcanberra.com.au/business)

Alternatively, if you'd like a larger selection, go to VisitCanberra's [image library](http://visitcanberra.com.au/imagelibrary) and register.

[visitcanberra.com.au/imagelibrary](http://visitcanberra.com.au/imagelibrary)



The Hamlet, Lonsdale Street Braddon

## Contact details

### NEED MORE INFORMATION?

CONTACT OUR LOCAL EXPERTS AT THE CANBERRA CONVENTION BUREAU

We have the connections and expertise to help you find the best venues, hotels, services, entertainment and everything else to create a brilliant event in Canberra.

Contact our team on **+61 2 6263 5300**.



# Experience the best of your nation's capital

Discover everything that the Canberra region has to offer at [visitcanberra.com.au](http://visitcanberra.com.au). You'll find all you need at your fingertips. Share your visit with us through social media where you might also find hidden gems and insider tips from Canberra locals.

## #VISITCANBERRA

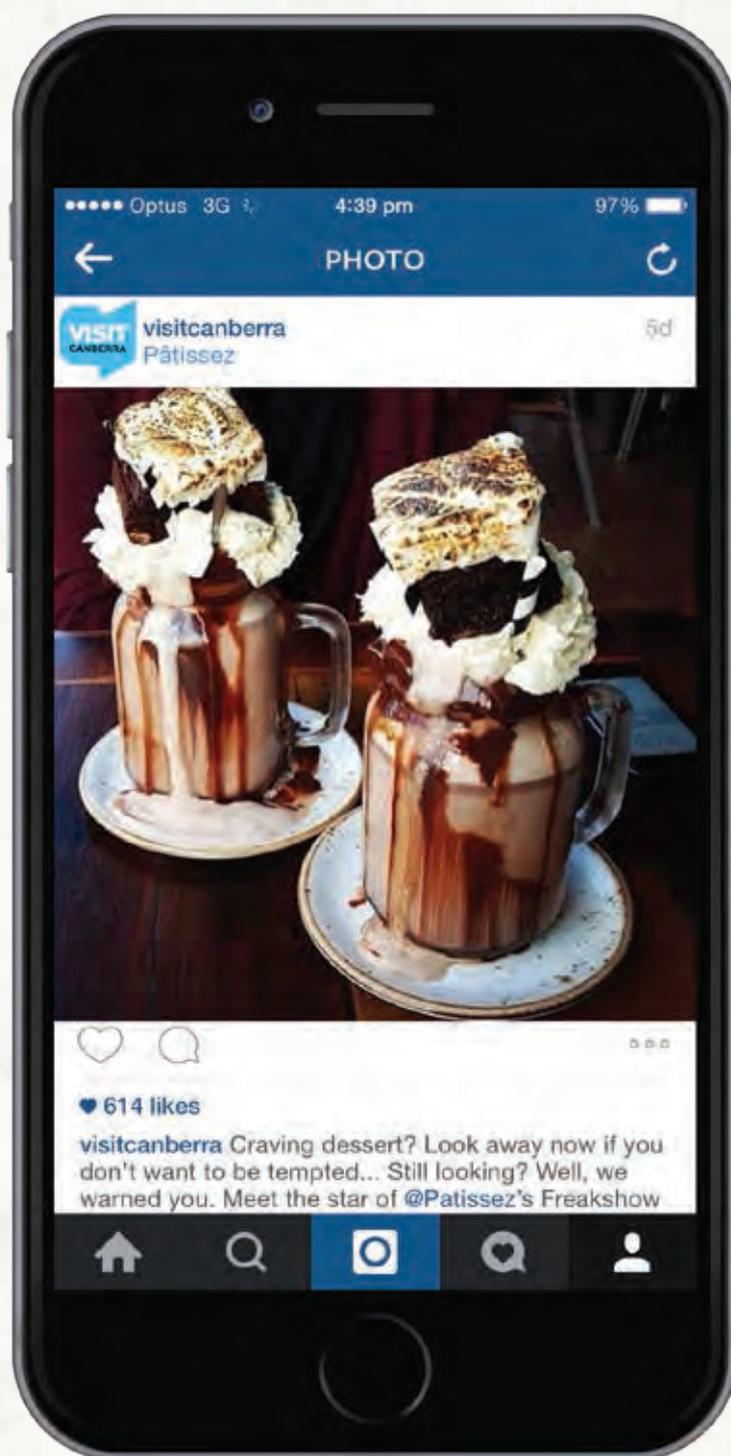
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