

5 August 2009



Mr Cameron Shorter  
Geospatial Systems Architect  
Terra Pages  
Suite 112, The Lower Deck - Jones Bay Wharf  
19-21 Pirrama Road  
Pyrmont, NSW 2009

Dear Mr Shorter,

The Australian Association of Convention Bureaus (AACB) has committed itself and its members to finding out more about event delegates through the conducting of a standardised survey at business events in all states. The objective of having a standardised survey is to get a consistency of methodology across all Australian Bureaus.

Business Events Sydney (BES) is a member of the AACB, and has committed itself to this process. We will be working with the Research and Analysis team at Events NSW to carry out this process.

The main objective of a study of this kind is to compile fact based data to show the true worth of business events to the economy to the Federal and State Government. The study will provide key information which gives our industry and Sydney the necessary indicators required to formulate stronger, more focused and effective marketing strategies to attract more business events to Sydney.

The survey will be focused on delegates region of origin, spending patterns, and satisfaction with Sydney. You will also have the opportunity to add your own questions to this online survey. Results of the online survey will be available to the host committee. As an incentive for delegates to complete the online survey we are offering them the chance to win a \$200 gift voucher for Amazon.com.

We note that you are organising the upcoming FOSS4G 2009 Presented by OSGeo at the Sydney Convention and Exhibition Centre on the 17<sup>th</sup> to 21<sup>st</sup> November 2009. We would like to use this conference as an opportunity to conduct a survey amongst event attendees after the event concludes.

It would be appreciated if you could please respond to this invitation to advise us whether the Committee are willing to participate in this important research study. We would be most grateful for your co-operation and support. If, however, you would like more information regarding this study please contact Kate Daines, Convention Research Executive via email [kdaines@besydney.com.au](mailto:kdaines@besydney.com.au) or telephone (02) 9332 5207, who would be happy to answer any questions you may have.

Kind regards

A handwritten signature in black ink, appearing to read "Lyn Lewis-Smith", written in a cursive style.

LYN LEWIS-SMITH  
Chief Operating Officer

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