The Dreamtime program commenced in Melbourne with business sessions, money can’t buy experiences, quality food and wine events, and plenty of surprises rounding out the five days that had delegates all agreeing that “There’s Nothing Like Australia” for a business event.

Why Dreamtime?
Over the past 20 years Dreamtime has played an integral role in Tourism Australia’s strategy of building the country’s business events reputation amongst its international markets. Despite its long history it never ceases to reinvent itself to provide new immersive experiences that give the high-profile participants a true taste of Australia’s incentive offerings.

“The idea behind Dreamtime is very simple: giving buyers an exceptional experience to show why ‘There’s Nothing Like Australia’ for business events,” explains Head of Business Events Australia, Penny Lion.

A major focus of the 2013 program was on Australia’s exceptional food and wine which aligns itself with Tourism Australia’s broader tourism strategy.

“Our research found when asked about Australia’s national dish, or what food represents Australia, most people draw a blank.” But it also found that when people do travel to Australia and experience our food and wine offering, we rank highly as one of the world’s best,” Ms Lion explains.

“What we’ve done is begun to share with the world how outstanding Australia’s offering is. I believe we successfully did this at Dreamtime because food and wine is an integral part of any business event program.”

The Program
Delegates were treated to some spectacular food in Melbourne with the assistance of leading celebrity chefs including Guy Grossi, Shannon Bennett, and Luke Mangan. Those who later experienced Sydney as part of their Dreamtime program enjoyed, among other dining experiences, a cooking demonstration by Kylie Kwong and Clarence Slockee who joined forces to share with the group their passion for combining indigenous, native and sustainable ingredients with Australian and Chinese food.

Refreshed after their business class flights courtesy of Platinum Airline Partner, Virgin Australia and Gold Airline Partner, Singapore Airlines, a dedicated business session in Melbourne allowed buyers to interact with the 69 Australian sellers who were participating in the program. And, in true Dreamtime style, the setting for this was anything but ordinary. The room was designed by Dreamtime event production partner Peter Jones Special Events to resemble a bustling Melbourne streetscape.

“Congratulations to the Dreamtime 2013 team on their delivery of an exceptional event. The setup of the business session area meant the sellers were all on the same playing field ...couple this with what I think was the best buyer list at a trade event to date, I have left feeling confident we will generate business and maintain excellent contacts.” – Australian seller
This year’s Dreamtime program was all about engagement with international hosted buyers and media which Tourism Australia initiated eight weeks prior to the event to help build excitement.

And the engagement continued on arrival. From the rare opportunity to hold the Melbourne Cup – presented to the winner of Australia’s greatest horse race each year – to singing and performing at the Dreamtime Dinner in the stunning Regent Theatre Plaza Ballroom, Dreamtime 2013 was an immersive experience.

“Business Events Australia set a new standard with Dreamtime 2013 with a carefully planned and well-delivered program and showed once again why Australia is a key business events destination.” – Dreamtime buyer

Virgin Airlines also created special lounge spaces within delegate hotels where delegates could refresh and relax on arrival.

“Like England in the Ashes you can’t help be bowled over by what Australia offers. Every visit offers a new experience.” – Dreamtime buyer

“Dreamtime Australia is the best trip of its kind I have experienced. It is the perfect mix of networking and showcasing what this incredible country has to offer. It gave delegates a really well rounded picture of the destination and the multitude of different offerings it has for MICE groups”. – Dreamtime buyer