Australia’s year-long G20 presidency ended on a high in Brisbane in November 2014, with US President Barack Obama describing the Queensland capital as ‘a global city in a globalised world’. Such praise confirmed that Brisbane deserved its reputation as a city of true international standing and significance.

Australia’s G20 presidency ran from 1 December 2013 to 30 November 2014. Hosting the G20 not only gave Australia a valuable opportunity to influence the global economic agenda and strengthen engagement with the world’s major economies, but it also provided an opportunity to showcase the very best Australia has to offer to a global audience.

In the lead up to the G20 Leaders’ Summit in Brisbane, Australia held a series of preparatory meetings and events in locations across the country, including Hobart, Uluru, Melbourne, Sydney and Cairns. Each location took its turn on the stage to host delegates from the world’s biggest economies, showcasing the very best of Australian hospitality. For 12 months Australia was a focal point for debate and discussion on issues of international economic significance.

After being awarded the honour of hosting the Leaders’ Summit in 2009, Brisbane truly grasped the opportunity to maximise global and national interest in the event. Brisbane’s success in delivering a memorable G20 Leaders’ Summit was due in no small part to the capacity and capability of its dynamic business events industry. A series of high-profile initiatives created exceptional local experiences for visitors and delegates, and guaranteed that the G20 Leaders’ Summit left a valuable long-term legacy for the city as an event destination.

For Brisbane Marketing CEO John Aitken and his team, it took two solid years of meticulous planning and preparation to ensure Brisbane was ready to deliver an event of such scale and international significance.

“Hosting the G20 is a once-in-a-generation opportunity to promote the city globally and establish a new standard for event hospitality,” John Aitken said.

A SUMMIT TO REMEMBER

To ensure Brisbane was remembered as the ‘friendly G20 host city’, more than 2,000 Brisbane tourism and hospitality workers, taxi drivers and official G20 volunteers completed Brisbane Marketing’s Brisbane Welcomes the World training program. The program encouraged participants to think about what makes Brisbane a unique destination and how they could best share it with visitors to the city.

According to Brisbane Lord Mayor Graham Quirk, the delivery of a safe and friendly G20 was the paramount priority for the City municipality and agencies involved.

“I am proud of how the Brisbane community worked together to make all visitors feel welcome, and I think that the Leaders’ Summit has demonstrated that we are a tolerant democracy that can host a safe, successful event of this status, that is trouble free,” Mayor Quirk said.

Tourism Australia Managing Director, John O’Sullivan said: “Australia’s hosting of the G20 has been a wonderful opportunity to show the world why we are regarded as a leader in delivering business events. Brisbane has now hosted a meeting of some of the world’s most important leaders and created a total G20 city experience for all summit attendees that has simultaneously showcased the exceptional food, facilities and cultural experiences we have on offer here in Australia.”

The G20 presidency has strengthened Australia’s international reputation as a leading event destination.

**EVENT STATISTICS**

- **22** World Leaders in Attendance
- **4,000+** Summit Delegates
- **3,000+** Media Representatives
- **75** technology pioneers, scientists, entrepreneurs, researchers, inventors and new-world thinkers that contributed keynotes at the Brisbane Global Café
- **2,000+** the number of tourism and hospitality workers that completed Brisbane Marketing’s Brisbane Welcomes the World training program
- **171** advance visits hosted by BCEC relating to the G20 Leaders’ Summit
- **100,000** meals served by BCEC over the duration of the G20 Leaders’ Summit
A MEETING OF IDEAS
To capture the imagination of the delegates arriving and contribute substantially to the G20 narrative for a better future, Brisbane Marketing initiated The Brisbane Global Café - a first for a G20 host city. The Global Café provided a focal point for virtual discussions on key themes for the two days immediately prior to the Leaders’ Summit. During the course of the Global Café, 75 global technology pioneers, scientists, entrepreneurs, researchers, inventors and new-world thinkers talked about and exchanged ideas on the deep issues that affect society.

CAPACITY WITH CAPABILITY
The G20 Leaders’ Summit had more than 7,000 delegates in attendance, including media and some of the world’s most recognisable VIPs. Brisbane’s events community and in particular the host venue, Brisbane Convention & Exhibition Centre (BCEC), were well aware of the challenges of hosting an event of this scale.

BCEC general manager, Bob O’Keeffe, said every square inch of the centre was utilised for the G20, with the success of the event a credit to everybody involved, in particular the centre’s hard-working team. Leading up to the G20, the BCEC team held 186 meetings with G20 delegations and met with the G20 Taskforce, Queensland Police, and other key stakeholders.

Brisbane’s unique business events venues were also on display, with a cocktail reception held at Gallery of Modern Art followed by dinner in the adjacent Queensland Art Gallery.

AUSTRALIA ON A PLATE
The G20 Leaders’ Summit provided the perfect opportunity to showcase the very best of Brisbane’s culinary offering. For the highly anticipated Leaders’ Lunch event, the world’s leaders dined on local produce matched with Australian wines.

BCEC Executive Chef Martin Latter, said the G20 was 12 months in the planning and despite the challenges from a catering perspective, it was a great success. More than 100 chefs worked throughout the event and served up in excess of 100,000 meals.

Brisbane’s wider hospitality community was also keen to contribute to the G20 festivities, with the city’s top restaurants participating in the Global Flavours program, creating signature menus for the month leading up to the event.

While the G20 provided many opportunities for Australia’s cities and iconic locations to shine, the jewel in the presidency crown was the delivery of a successful Leaders’ Summit that enhanced Brisbane’s growing international reputation as a leading business and events destination.

For more information and ideas on holding business events in Australia visit: www.australia.com/businessevents

For more information on holding your next business event in Brisbane contact:
Brisbane Convention Bureau
Brisbane Convention & Exhibition Centre
www.bcec.com.au