
From: Denise Broeren
Sent: Friday, 19 July 2019 4:20 PM
To: Adjudication
Cc: Wang, David
Subject: RE: Application for Authorisation - AA1000446 - Business Events Sydney Limited - submission

Categories: Submission

Hello

Thank you for inviting our submission on this application.

1. **Competitive advantage for organisers:** Securing and managing accommodation for major events is becoming increasingly difficult and complicated from an organisers' point of view. Some of the issues include that rates contracted years before the event may be undermined closer to the event due to changing market conditions. However room blocks secured and contracted need to be fulfilled even through delegates are able to source those rooms at cheaper rates. Also for the unwary organiser, unfamiliar with Australian hotel contracts, there may be unforeseen pitfalls that may cause breaches of the contract due to inflexible clauses around fulfilling room blocks. With the standardising of contracts across all hotels for major events, which address these key issues, this will simplify processes, and ensure a more uniform approach to managing room blocks and release times. We believe that standardising contracts across hotels in this way would be an additional incentive for organisations to choose Sydney as an international destination for events.
2. **Impact of competition:** The minimum standards in the Hotel Agreement are not onerous nor outside the general operating conditions of most hotels. That is to say, that most of the conditions contained in this agreement would be present in the majority of hotel contracts – but they are expressed differently or have slightly different timings/percentages/ definitions. Hence for hotels to offer room blocks under these minimum standards, we believe is not a significant deviation to their general *modus operandus*. For hotels not wishing to adhere to these minimum standards would put them at a slight disadvantage to organisers who were not willing to agree to altered T&Cs – not necessarily because of those T&C's being unfavourable, but the tediousness of having to deal with multiple different contracts for similar offerings.

Please feel free to contact me if you wish to discuss further.

Regards

Denise

Denise Broeren
Think Business Events