

INCOME AND EXPENDITURE

Income	\$2,229,567
Expenses	\$2,236,875
Surplus/Defecit	(\$7,308)
BALANCE SHEET	
Assets	\$479,793
Liabilities	\$374,185
Balance as at 30 June 2013	\$112,916
Current year surplus/defecit	(\$7,308)
Balance as at 30 June 2014	\$105,608

SOURCE OF INCOME 2013–14

Total Industry Contribution	\$869,262
Industry Cash	\$568,952
Industry Cash Equivalent	\$300,310
Total ACT Government Funding	\$1,567,291
Base	\$1,000,000
Non-recurrent	\$287,291
Supplementary	\$280,000
Miscellaneous	\$93,324

FINANCIAL NOTES

- » EMDG claim for 2013-2014 was still pending at 30 June 2014 and not included in income. Approved body status granted from 1 July 2012 until 30 June 2017.
- » Office lease was renewed until 31 Aug 2017.
- » 2 motor vehicle leases commenced in Jan 2014 for 3 years.
- » ACT Government base funding agreement for \$1m renewed until 2016-2017. Supplementary funding expired in June 2014. Non-recurrent funding included payment of \$200k for 2013-2014 with second \$200k due in 2014-2015.
- » \$100k contingency fund preserved in accordance with Board policy.
- » Total industry contribution increased by 5% from previous year.
- » Income (\$70,101) and Expenses (\$65,715) included for unbudgeted one-off AACB Conference held in Sept 2013.



Go to www.canberraconvention.com.au for:

- » Meetings attended by Directors;
- » Committee participation;
- » List of members;
- » Kindred Organisations membership;
- » Full, Audited Financial Report.



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Canberra Convention Bureau

Annual Report

2013–2014

Allan Williams, message from the Chairman

Another year of hard work has resulted in exciting progress for our industry in the capital.

Canberra's hospitality sector continues to impress with its innovation and confidence. New Acton has continued its transformation into a vibrant and exciting area, along with Braddon bringing welcome energy to the city fringes with numerous new restaurants and accommodation projects. The Realm precinct continues to expand.

The new Canberra Airport has fulfilled all expectations by blending style with functionality and taking out the Best Airport at the AAA National Airport Industry Awards - finally we have a gateway we can be proud of.

These enhancements form part of a new era of development in our city and are so important for attracting business visitors. However, we continue to progress the case for the Australia Forum as an essential piece of infrastructure needed in the national capital.

Membership remains key to the Bureau's success. I'm pleased to note that member financial contributions grew by 5% this year, which is an excellent result. On a less positive note, the significant cutbacks in Federal Government travel budgets are having a negative impact on business travel to Canberra, as evidenced by the latest visitor numbers.

I wish to thank our Board and members for their continuing commitment and to acknowledge the excellent work done by our CEO Robyn and our hard working Bureau staff. I would also like to thank the ACT Government for their continued support, particularly Chief Minister Katy Gallagher and Minister Andrew Barr.

Robyn Hendry, Chief Executive's Review

2013-14 was the fifth consecutive year of sales growth for the Bureau with an outstanding bid conversion rate of 63% (as at June). This significant achievement is attributable to our new digital strategies, collaboration with RALIG members and sporting event organisers, stability of Bureau staff and high-level support from members and ACT Government.

At the end of 2013 we concluded the Centenary year with 109 significant business events being hosted here, up from 67 the previous year. We also welcomed the launch of the new CBR brand in November and this brand is now included in all our promotional material.

The Bureau continues to keep business visitors at the forefront of developments via government submissions, working groups and committees. Large-scale projects, such as City to the Lake, Capital Metro and the Australia Forum, are all in various stages of detailed planning and we are committed to contributing to positive outcomes for all these projects.

Our task now is to leverage off the momentum of 2013-14 and continue to dispel the outdated views of our great city by bringing more people to Canberra.



Achievements

SALES

- » Achieved \$43.6m in economic contribution with 70,000 room nights, a 5% increase on the previous year.
- » Submitted 80 bids for 2013-14 with an average bid value of \$850k, 470 delegates and 1,300 room nights. Bid conversion rate as at June was very strong at 63%, against a target of 45%, with 47 bids still pending.
- » Conducted 402 sales appointments, 9 interstate sales trips, 38 individual client site inspections identifying \$83.5m in new business opportunities for Canberra. Held \$53m in pending business as at June 2014 compared to \$43m at June 2013 - a 23% increase.
- » Attended Business Events Australia South East Asia Showcase in May, meeting with 60 agents and 60 corporate buyers in Singapore, Kuala Lumpur and Jakarta.

MARKETING, MEMBERSHIP & EVENTS

- » Promotional events included Top Secret, 4 local famils, 1 regional famil and participation at 4 trade shows. 54 members participated in the familiarisation programs. Top Secret conversions since inception increased from \$64m to \$66.6m at year end.
- » Hosted 5 networking nights, 1 THINK CANBERRA event, 2 member educationals, 5 General Manager luncheons as well as hosting commercial services meetings and CEO discussion groups. These events were attended by 730 individual members and 425 Canberra-based clients.
- » Introduced new CBR (Canberra) branding for collateral and promotional material.
- » Established the Building Brilliant Careers network for emerging career professionals in Bureau memberships, with 4 meetings held.
- » Implemented Digital Strategy including development of a digital 'expression of interest' document to raise the profile of the destination and to communicate specific conference benefits associated with a business event opportunity for Canberra.
- » Secured a \$14k grant from Tourism Australia delegate boosting program to increase international delegate attendance at 2014 XIth International Symposium on Biomechanics and Medicine in Swimming. ACT Government provided \$35k for 3 Cycling Australia Events.
- » Member retention remained at 94%.
- » Produced and distributed approx. 5,000 Meeting Planner Guides.

THINK CANBERRA

- » Launched the THINK CANBERRA conference support program for international conferences in August 2013 and subsequently awarded seed funding for a range of conferences from RALIG members.
- » Attracted 2 new RALIG members, National Archives of Australia and National Gallery of Australia, bringing the total membership of RALIG to 19 institutions.
- » Delivered the Youth and Artists in Conferencing 2013 Centenary Program on behalf of the ACT Government. As part of this program 15 event management students from CIT were provided with practical professional development opportunities during the AACB staff conference.
- » Hosted 2 RALIG committee meetings and a number of RALIG networking events.

ADVOCACY

- » Contributed to 'scrap the cap' alliance between associations and succeeded in having the \$2k self-education cap deferred.
- » Co-authored, with Canberra Business Council, an Australia Forum advocacy document including wide support from 54 Canberra-based organisations.
- » Hosted Larry Oltmanns, convention centre and urban designer, in September 2013. This resulted in broad agreement on the suitability of the City Hill site and this site was confirmed as the Australia Forum site in Legislative Assembly 30 October 2013.
- » Commissioned and distributed an 'activity schedule', including costs, to bring the Australia Forum to investment ready status by 2016. Subsequently welcomed the ACT Government budget commitment of \$1.5m to progress the Australia Forum development work.
- » Lodged submissions in response to City to the Lake and City Plans, 2020 Tourism Strategy for the ACT, 2014/15 Pre ACT Government Budget and Capital Metro (light rail) phase 1.
- » Contributed to the Australia Forum functional brief.
- » Participated in City to the Lake, City Plan and other city development forums.
- » Provided expert advice on the Canberra region business event market to support new investment in Canberra.
- » Held regular meetings with government and political stakeholders, including Chief Minister(1), Minister Barr(4), Minister Rattenbury(2), Mr Hanson MLA(1), Mr Smyth MLA(4), Mr Coe MLA(1), Ms Brodtmann MP(1), Mr Leigh MP(1), Senator Lundy(1) and Senator Seselja(2).

Our Organisation (AS AT JUNE 2014)

- » Robyn Hendry, Chief Executive

SALES

- » Liz Bendeich, Director of Sales
- » Brendon Prout, Senior Business Development Manager
- » Petrina Gillespie, Business Development Manager (based in Melbourne)
- » Emelia Vimalasiri, Business Development Manager
- » Deepti Choudhary, Business Development Executive
- » Akbar Muliono, Bid Production Manager
- » Erwin Matheeuwssen, Research Manager
- » Angus Souter, Conference Services Manager
- » Sarah Oates, Digital Designer

THINK CANBERRA

- » Pam Faulks, THINK CANBERRA Director

MARKETING AND MEMBERSHIP

- » Carol Scott, Director of Marketing
- » Jean Waghorn, Membership Manager
- » Kate Whittaker, Event Manager
- » Laura McIntyre, Business Services Manager

FINANCE AND GOVERNANCE

- » Caroline Gibbins, Finance Manager

OTHER

- » Belle Sanderson, Sales Administration Assistant on Maternity leave

BOARD MEMBERS SERVED DURING 2013-14

- » Allan Williams, Regional General Manager ACT Qantas Airways Ltd (Chair)
- » Carol Mills, Secretary, Department of Parliamentary Services (Deputy Chair)
- » Pat McKenna, General Manager, Hellenic Club of Canberra (Treasurer)
- » Jane Carter, Director, Conference Logistics
- » David Dawes, Chief Executive, Economic Development Directorate
- » Jure Domazet, Managing Director, Hotel Realm
- » Barry Neame, Director, Consec Conference Management
- » Mark Sproat, General Manager, The Brassey of Canberra
- » Mikael Svensson, General Manager, Hyatt Hotel Canberra
- » Professor Ian Young, Vice Chancellor, Australian National University
- » Tracy Chalk, Director Marketing Office, Australian National University (proxy for Professor Ian Young)
- » Stephen Wood, Manager, National Convention Centre
- » Michael Loebenstein, CEO, National Film and Sound Archive

RESEARCH AND LEARNING INSTITUTE GROUP (RALIG) MEMBERS

- | | |
|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| » Dr Sue Meek, Chief Executive, Australian Academy of Science | » Ms Louise Doyle, Assistant Director-General, National Archives of Australia |
| » Associate Professor Patrick McArdle, Dean, Australian Catholic University | » Dr Phil Robertson, Chief Operating Officer, National Information Communication Technology Australia (NICTA) |
| » Mr Tim Kelly, Manager, Performance Research Centre, Australian Institute of Sport | » Mr Michael Loebenstein, Chief Executive Officer, National Film and Sound Archive |
| » Dr Judy West, Executive Director, Australian National Botanic Gardens | » Mr Michael Baldwin, Assistant Director, Development, marketing and Commercial Operations, National Gallery of Australia |
| » Professor Peter Kanowski, Master, University House, Australian National University | » Ms Anne-Marie Schwirtlich, Director General, National Library of Australia |
| » Ms Anne Bennie, Assistant Director, Branch Head Public Programs, Australian War Memorial | » Ms Tina Brandt, Head, Visitor Services & Front of House, National Museum of Australia |
| » Ms Jayne Miller, CIT Brand and Business Development, Canberra Institute of Technology | » Ms Angus Trumble, Director, National Portrait Gallery |
| » Mr Cris Kennedy, Discovery Centre, CSIRO | » Professor Graham Durant, Director, Questacon – National Science and Technology Centre |
| » Mr Steven Fox, Deputy Director Interpretation and Programs, Museum of Australian Democracy | |