



Canberra Convention Bureau

# Annual Report

2012-2013



CANBERRA  
CONVENTION BUREAU

THINK KNOWLEDGE  
THINK CULTURE  
THINK INFLUENCE

THINK  
CANBERRA



## Message from the Chairman

**ALLAN WILLIAMS, CHAIRMAN**

Another year is behind us and the Canberra Convention Bureau is proud to celebrate a further 12 months of growth and success.

The Bureau has maintained its dedication to substantial infrastructure developments in the ACT. We continue to push the campaign for the Australia Forum, a project which is gaining considerable support. Business tourism nights into the ACT increased this financial year from 1,630,000 to 2,099,000 an increase of 29% and, with the right infrastructure investments, we are confident that growth will continue in future years.

The Sydney Convention Centre will be going offline from January 2014 while it undergoes redevelopment and the ACT Government has provided additional funding to help the Bureau capitalise on the resulting opportunities by supporting the implementation of a digital strategy to take the Bureau's message and services to more people. This, in addition to our active membership, will create a strong year ahead for the Bureau's programs. We thank the ACT Government and our members for their continuing support.

As we look back to the year that was, we are excited to see the Bureau remains on track to achieve our 2015 strategic goals. These significant goals and our energetic progress towards them is a direct result of the Bureau's commitment to its role. I wish to take this opportunity to acknowledge and thank the fellow Directors who contribute to the ongoing success of the Bureau, as well as the CEO and Staff.



## Chief Executive's Review

**ROBYN HENDRY, CHIEF EXECUTIVE**

For the 4th consecutive year the Bureau has achieved sales growth. In 2012/13 we achieved more than the business plan targets - despite increased competition.

Thanks must go to the ACT Government for its increased support and our members who have assisted in achieving an outstanding bid conversion rate of 43% this year.

We continue to reap the benefits of our expanded team and low staff turnover. This stability has enabled the Bureau to effectively push ahead with our strategies for meeting Bureau strategic plan objectives.

The Bureau continues its role of advocating areas of opportunity and challenge to both the ACT and Australian Governments, based on our monitoring of national and international trends. The Bureau's expertise and analysis has been highly regarded by both Governments and we have forged a reputation as a valuable knowledge resource.

I'm pleased to say it has also been a strong year for RALIG which has added 3 new members to its ranks, taking the number of partner institutions to 17. RALIG continues to go from strength to strength adding significant clout to Canberra's appeal as a conference destination. If international flights can be added into this powerful mix that will be another boost.

The Bureau will capitalise on the momentum of the past year's success, and will continue to do what it does best - showcasing the Canberra Offering to the business community and attracting events to the region.



# Achievements

## SALES

- » Revenue and room night targets for financial year 12/13 were exceeded. Total sales revenue was \$41,602,118 in delegate expenditure with 66,485 room nights, a 5% increase on the previous year.
- » 76 bids were submitted, a 4% increase on 11/12. 36 bids were confirmed at an average bid value of \$661,573 with 428 delegates and 882 room nights, a 43% bid conversion rate, in line with the 2015 strategic plan target of 45% conversion rate.
- » Pending business at year end was \$43,705,497 and new business opportunities identified during the year were valued at \$76,649,832.
- » 375 sale appointments, 11 interstate sales trips and 25 city site inspections were conducted.
- » Participated in 4 trade shows.

## MARKETING, MEMBERSHIP & EVENTS

- » 93% of members held face to face meetings with the Bureau, 20 Member organisations attended CEO hosted discussion groups, 9 Members presented to the Sales Team and 35 members took part in familiarisation programs.
  - » 13 new members joined and 10 members resigned, with member retention above 90%.
  - » 703 individual Member employees' attended Bureau hosted events including GM's lunches, special interest meetings, CEO hosted discussion groups and networking nights.
  - » 402 Clients and stakeholders were hosted at Bureau events.
  - » In kind Support of \$270,096 was received in addition to membership fees.
  - » The 2013 Meeting Planners Guide was produced and distributed and two destination DVD's were developed.
  - » THINK CANBERRA collateral was updated and the Canberra trade show stand was modified.
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## THINK CANBERRA

- » Assessed Canberra's capacity to host the G20 Leaders Summit for the ACT Government and with the support of RALIG developed Canberra 2014 G20 Build-Up Events Proposal.
- » RALIG membership increased to 17 organisations, with the Australian National Botanic Gardens, Questacon and the National Portrait Gallery joining during 2012-2013. Maintained high level RALIG committee representation and held two full committee meetings.
- » Supported 7 conferences and generated 6 new strategic bids for RALIG institutions.
- » Attracted \$20,000 in additional funding from Tourism Australia to assist clients with delegate boosting.
- » Developed and distributed 4 case studies on recent successful conferences, facilitated Business Events Australia filming high profile events in Canberra and generated articles on Canberra's scientific and expert capacity in multiple journals including the New Scientist.
- » Managed the Youth and Artist in Conferencing Centenary Project for Canberra 100.

## ..... ADVOCACY

- » Produced and submitted a Bureau response to the ACT Government's City to the Lake Plan. Developed an ACT pre-election policy position paper and lodged a Pre-Budget Submission attracting additional Government funding for the Bureau.
  - » Held regular meetings with Government and Political stakeholders including:
    - » Chief Minister x1, Minister Barr, x3 Minister Rattenbury, x1 Mr Smyth MLA x2 , Mr Hanson MLA x1, Mr Leigh MP x1 , Ms Brodtmann MP x1, Senator Humphries x 1
  - » Advocated and informed consideration of the development of the Australian Forum convention centre in conjunction with the Canberra Business Council.
  - » Provided expert advice on the Business event market to support new investment in the Canberra business event market.
  - » Participated on the ACT Government Aviation Taskforce and provided data and insights to assist with the development of the Economic Development Directorate's business case to attract international flights to Canberra.
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# Our Organisation (AS AT 30 JUNE 2013)

## BOARD MEMBERS WHO SERVED DURING 2012/13

- » 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
- » Louise Doyle, Director, National Portrait Gallery
- » Don Goode, Area General Manager, Rydges Lakeside
- » Tracy Chalk, Director Marketing Office, Australian National University (proxy for Professor Ian Young)

## CHIEF EXECUTIVE

- » Robyn Hendry

## 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 Matheeuwsen, Research Manager
- » Angus Souter, Conference Support Services
- » Belle Sanderson, Sales Administration Assistant

## THINK CANBERRA

- » Pam Faulks, THINK CANBERRA Director
- » Lyn Eiszele, THINK CANBERRA Manager

## MARKETING AND MEMBERSHIP

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

## FINANCE AND GOVERNANCE

- » Kylie Maxwell, Finance Manager

## OTHER

- » Sarah Oates, Business Services Manager on Maternity leave

## RESEARCH AND LEARNING INSTITUTE GROUP (RALIG) MEMBERS

- » Dr Sue Meek, Chief Executive, Australian Academy of Science
- » Dr Judy West, Executive Director, Australian National Botanic Gardens
- » Associate Professor Patrick McArdle, Campus Dean, Australian Catholic University
- » Mr Tim Kelly, Manager, Performance Research Centre, Australian Institute of Sport
- » Professor Lawrence Cram, Master, University House and Graduate House, Australian National University
- » Ms Linda Ferguson, Assistant Director, Branch Head Public Programs, Australian War Memorial
- » Ms Carolyn Grayson, Executive Director, Academic Canberra Institute of Technology
- » Mr Cris Kennedy, Director, CSIRO Discovery, CSIRO
- » Mr Steven Fox, Deputy Director Interpretation and Programs Museum of Australian Democracy at Old Parliament House
- » Dr Phil Robertson, Chief Operating Officer, National Information Communication Technology Australia
- » Ms Anne-Marie Schwirtlich, Director-General, National Library of Australia
- » Ms Tina Brandt, A/Head of Visitor Services and Front of House, National Museum of Australia
- » Professor Graham Durant, Director, Questacon - National Science and Technology Centre
- » Professor Frances Shannon, Deputy Vice-Chancellor Research, University of Canberra
- » Ms Lisa Morisset, Development Manager, Office of the Rector, UNSW Canberra
- » Ms Jenny Bott, Director National Portrait Gallery
- » Mr Michael Loebenstein, Chief Executive Officer, National Film and Sound Archive



## INCOME AND EXPENDITURE

Income	\$2,018,812
Expenses	\$2,013,490
Surplus	\$5,322
BALANCE SHEET	
Assets	\$503,033
Liabilities	\$390,117
Balance as at 30 June 2012	\$107,594
Current year surplus	\$5,322
Balance as at 30 June 2013	\$112,916

## SOURCE OF INCOME 2012-13

Industry Cash	\$559,425
Industry Cash Equivalent	\$270,096
Total Industry Contribution	\$829,519
Federal Government (EMDG)*	\$54,637
Total ACT Government Funding	\$1,386,196
Base	\$1,000,000
Non-recurrent	\$106,196
Supplementary	\$280,000
Miscellaneous	\$18,555

\*Export Market Development Grant

## FINANCIAL NOTES

- » \$42,243 unspent non recurrent funding carried forward to 2013/14
- » EMDG claim included 2011/12 and 2012/13 expenses
- » Industry cash equivalent income is in the form of products and services provided to support Bureau marketing programs and therefore offset the cost of program delivery - excluded from P&L
- » Retained earnings as at 30 June 2013 of \$112,916 including a preserved \$100,000 contingency fund in accordance with Board policy.

Go to [www.canberraconvention.com.au](http://www.canberraconvention.com.au) for:

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

**CANBERRA CONVENTION BUREAU INC.**

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This organisation is assisted by the ACT  
Government through Australian Capital Tourism