

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

- Committee participation
- List of members
- Kindred organisations membership
- Full audited financial report.



CANBERRA CONVENTION BUREAU  
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This Organisation is assisted by the  
ACT Government through VisitCanberra

## OUR ORGANISATION

(AS AT JUNE 2018)

- Michael Matthews, Chief Executive

### SALES AND MEMBERSHIP

- Liz Bendeich, General Manager
- Brendon Prout, Director of Business Development
- Samantha Sefton, Director of Business Development - Sydney
- Adriana Perabo, Director of Business Development
- Helen Ord, Membership & Conference Services Manager
- Emma Brokman, Bid Coordinator
- Kimberley Wood, Market Research Manager

### MARKETING AND COMMUNICATION

- Avon Dissanayake, Marketing & Communications Manager
- Diann Castrissios, Event Manager
- Belle Sanderson, Administrator and Office Coordinator

### RESEARCH AND LEARNING INSTITUTES GROUP (RALIG)

- Australian Academy of Science
- Australian Catholic University
- Australian Institute of Sport
- Australian National Botanic Gardens
- Australian National University
- Australian War Memorial
- Canberra Institute of Technology
- CSIRO
- Data61-CSIRO
- Museum of Australian Democracy
- National Archives of Australia
- National Film and Sound Archive of Australia
- National Gallery of Australia
- National Library of Australia
- National Museum of Australia
- National Portrait Gallery
- Questacon
- University of Canberra
- University of NSW, Canberra

### BOARD MEMBERS WHO SERVED DURING 2017-18

- Jure Domazet, Managing Director, Doma Group (Chair)
- Stephen Wood, General Manager, National Convention Centre (Deputy Chair)
- Nicole Short, General Manager, Ovolo Nishi (Treasurer)
- Kareena Arthy, Deputy Director-General, Enterprise Canberra (Govt. Appointee)
- Fredrick Arul, General Manager, Hyatt Hotel Canberra
- Stephen Byron, Managing Director, Canberra Airport
- Barry Neame, Director, Consec Conference Management
- Adriaan Du Plessis, General Manager, Novotel Canberra
- John Russell, Director, Pialligo Estate Farmhouse
- Brian Schmidt, Vice-Chancellor, Australian National University
- Jane O'Dwyer (proxy) Vice-President – (Engagement and Corporate Affairs) Australian National University
- Rob Stefanic, Secretary, Department of Parliamentary Services, Parliament House
- Mathew Trinca, Director, National Museum of Australia
- Allan Williams, Past Chair



# ANNUAL REPORT

2017–2018







## ACHIEVEMENTS

### SALES

- Achieved \$46.1m in economic contribution and 62,873 room nights
- Submitted 76 bids for 2017-18 with an average bid of \$1.06M, 562 delegates, 1,568 room nights
- Conducted 523 sales appointments, 5 interstate, 2 New Zealand sales trips and 29 client site inspections identifying \$101.9m in new business opportunities for Canberra. Held \$66m in pending business as at June 2018
- Attended five national tradeshow and one international tradeshow.

### MARKETING, MEMBERSHIP & EVENTS

- Promotional events included Top Secret national program, Canberra On Show and five local famils. Top Secret conversions in 2017-18 increased from \$93.1M to \$101M at financial year end
- A total of 100 members participated in the familiarisation programs
- Hosted five networking nights, two General Manager luncheons, two Member Education Seminars, one Canberra On Show and one Academic Seminar. These events were attended by 559 individuals
- Coordinated a Canberra stand for AIME that included three member co-exhibitors, Associations Forum National Conference, PCOA Conference and Exhibition, Dreamtime and AuSAE Conference and Exhibition
- Achieved 134 financial members at the close of the year with a retention rate of 90%
- Produced and distributed 3,000 destination Meeting Planner Guides
- Conducted 193 dedicated member consultations
- Inducted 21 new members. In-kind support of \$272,687 (excluding GST) was received in addition to membership fees.

### THINK CANBERRA

- Australian National University (ANU) continues to provide funding for the THINK Canberra program
- As a foundation partner of the Canberra Writers Festival, represented the interests of RALIG member institutions.
- Development of an International Bidding strategy for 2018/19 delivery.

### ADVOCACY

- Presentation to the ACT Legislative Assembly Inquiry into a new convention centre for Canberra
- Submission to the Inquiry into Canberra's national institutions
- ACT government budget submission for growing International Business Events
- Panel to business leaders at Tourism and Transport Forum
- Held regular meetings with government and political stakeholders, including MLAs and Chief Minister
- Techlauncher data project
- Furthering the business events agenda as executive with AACB.



### FINANCIALS

INCOME AND EXPENDITURE 2017-18	
Income	\$1,715,722
Expenses	\$1,667,820
Surplus	\$47,902

BALANCE SHEET	
Assets	\$397,829
Liabilities	\$286,768
Balance as at 30 June 2017	\$63,139
Current year Surplus	\$47,902
Balance as at 30 June 2018	\$111,041

SOURCE OF INCOME 2017-18	
Total Industry Contribution	\$775,632
Industry Cash	\$502,945
Industry Cash Equivalent	\$272,687
Total ACT Government Funding	\$1,200,000
Base	\$1,200,000
Miscellaneous	\$12,777

### NOTE

ACT Government base funding renewed until 2020-21.



### JURE DOMAZET

#### MESSAGE FROM THE CHAIR

I am pleased to report that Canberra Convention Bureau achieved a sales result of \$46.1M and 62,873 room nights in 2017-2018 and over achieving sales by \$2.1M. We remain

confident of strong sales moving forward towards future targets of \$52M annually. The results of a \$6M upgrade of the National Convention Centre Canberra (NCCC), funded by the ACT Government has improved the delegate experience at the Convention Centre in the short term, which benefits all our members. We remain an advocate for a new facility befitting the nation's capital. A modern meeting place in the nation's capital that provides greater flexibility to host multiple and larger conventions is necessary and we'll continue to look for a pathway forward on this important project. International flights now connecting Canberra to Asia and Europe with our outstanding airport, significant increases in high quality hotel room inventory and greater recognition of our food, beer and wine experiences all contribute to a vibrant future for our destination. Canberra being listed as a top ten destination for 2018 by Lonely Planet is a pivotal moment in who we are, as a destination worth discovering. The Bureau welcomes the ongoing support by the ACT Government through VisitCanberra that sees secure Bureau funding that allows our destination to effectively compete in the business events space on behalf of industry. I would like to thank Michael and the staff at the Bureau for their hard work and also thank my fellow Directors for their time and commitment. I would also like to acknowledge the strong support of the ACT Government, particularly Chief Minister Andrew Barr. I also thank our members for their support, and assure you that we remain committed to driving business events results to the Canberra region and your businesses.



### MICHAEL MATTHEWS

#### CHIEF EXECUTIVE REVIEW

I am once again delighted with the business outcomes at the Bureau this past year, both internally and externally. In a climate of increasing competition we are proud that the

team at the Bureau has again achieved excellent over-budget results. We welcome the 2018 Lonely Planet kudos and the addition of Qatar Airways to Canberra Airport and we are acting to take advantage of air access by adding sales and research strength to the Bureau team with a Director of International Bidding. Engaging internationally can only be done through tapping in to our destinations key sector strengths, our innovative universities and leading institutions, while also increasing focus on our core national business. Stability in our sales team along with strong industry participation through Top Secret 2018, PCO famils and more tradeshow participation continues to deliver strong results. I further encourage your businesses to fully engage in the benefits of Bureau membership and destination-first tradeshow and sales and marketing activities. I'm pleased to note that the 'beyond tourism' and long-tail benefits associated with business events in our destination is becoming more widely recognised, in addition to the direct economic contributions to Canberra. Secure ACT Government funding enables us to plan a full calendar of sales and marketing activities to grow business events and our share of national and international meetings. Looking forward to 2018-19 we must continue to compete fiercely while allocating our resources prudently, and deliver engaging marketing strategies to grow awareness of Canberra as a leading business events destination. As a small and collaborative community, we are well positioned to continue our momentum to reach our potential and rightful position as the meeting place of Australia.