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- » Meetings attended by Directors;
- » Committee participation;
- » List of members;
- » Kindred organisations membership;
- » Full, audited financial report.

## OUR ORGANISATION (AS AT JUNE 2015)

### BOARD MEMBERS WHO SERVED DURING 2014-15

- » Patrick McKenna, General Manager, Hellenic Club of Canberra (Chairman)
- » Malcolm Snow, CEO, National Capital Authority (Deputy Chair)
- » Stephen Wood, Manager, National Convention Centre (Treasurer)
- » Tracy Atherton, General Manager, Hotel Hotel
- » Stephen Byron, Managing Director, Canberra Airport
- » Jane Carter, Director, Conference Logistics
- » Tracy Chalk, Marketing Director, Australian National University
- » David Dawes, Director-General, Economic Development Directorate
- » Jure Domazet, Managing Director, Doma Group
- » Michael Loebenstein, CEO, National Film and Sound Archive
- » Carol Mills, Secretary, Department of Parliamentary Services
- » Barry Neame, Director, Consec Conference Management
- » Mark Sproat, General Manager, The Brassey of Canberra
- » Mikael Svensson, General Manager, Hyatt Hotel Canberra
- » Allan Williams, Qantas Representative (Immediate Past Chairman)
- » Professor Ian Young, Vice Chancellor, Australian National University

### STAFF

- » Robyn Hendry, Chief Executive  
(Michael Matthews commences position October 2015)

### SALES AND MEMBERSHIP

- » Liz Bendeich, General Manager
- » Brendon Prout, Director of Business Development
- » Emelia Vimalasiri, Business Development Manager
- » Deepti Choudhary, Client Relationship Manager
- » Angus Souter, Account Manager
- » Akbar Muliono, Bid & Database Manager
- » Kimberley Wood, Researcher

### MARKETING AND COMMUNICATION

- » Giselle Radulovic, Director of Marketing & Communications
- » Kate Whittaker, Event Manager
- » Laura McIntyre, Business Services Manager
- » David Byrne, Digital Marketing Manger
- » Belle Sanderson, Events & Office Coordinator

### FINANCE AND GOVERNANCE

- » Caroline Gibbins, Director of Finance

### RESEARCH AND LEARNING INSTITUTE GROUP MEMBERS

(RALIG)

- » Dr Sue Meek, Chief Executive, Australian Academy of Science
- » Associate Professor Patrick McArdle, Dean, Australian Catholic University
- » Mr Craig Fairweather, Assistant Director Marketing, Australian Institute of Sport
- » Dr Judy West, Executive Director, Australian National Botanic Gardens
- » Professor Peter Kanowski, Master, University House, Australian National University
- » Ms Anne Bennie, Assistant Director, Branch Head Public Programs, Australian War Memorial
- » Ms Jayne Miller, CIT Brand and Business Development, CIT
- » Ms Kate List, Manager, Discovery Centre CSIRO
- » Ms Louise Doyle, Assistant Director-General, National Archives of Australia
- » Dr Phil Robertson, Chief Operating Officer, NICTA
- » Mr Michael Loebenstein, Chief Executive Officer, National Film and Sound Archive
- » Ms Anne-Marie Schwirtlich, Director General, National Library of Australia
- » Ms Tina Brandt, Head, Visitor Services & Front of House, National Museum of Australia
- » Mr Angus Trumble, Director, National Portrait Gallery
- » Professor Graham Durant, Director, Questacon
- » Professor Frances Shannon, Pro Vice Chancellor Research, University of Canberra
- » Ms Lisa Morisset, Development Manager, University of NSW, Canberra
- » Mr Michael Baldwin, Assistant Director, Development Marketing, National Gallery of Australia



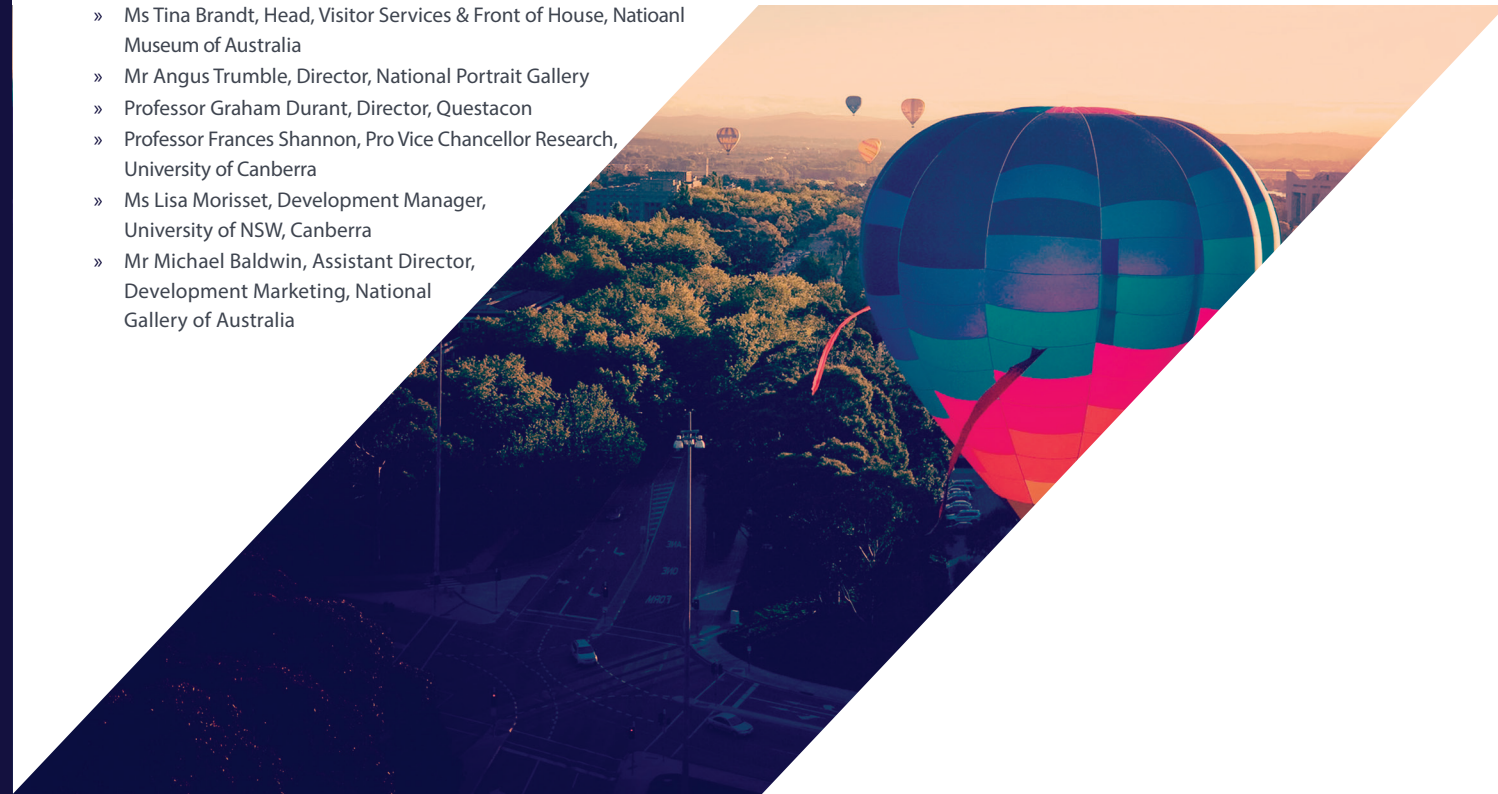
# ANNUAL REPORT

2014–2015



CANBERRA CONVENTION BUREAU  
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The Canberra Convention Bureau is assisted by the  
ACT Government through Australian Capital Tourism.



ACHIEVEMENTS

SALES

- » Achieved \$40.2 m in economic contribution and 61,000 room nights
- » Submitted 70 bids for 2014-15 with an average bid value of \$1,046,428, 609 delegates and 1,528 room nights. Bid conversion rate as at June was very strong at 47%, with 53 bids still pending
- » Conducted 321 sales appointments, 12 interstate sales trips and 39 client site inspections identifying \$96,051,174 in new business opportunities for Canberra. Held \$70m in pending business as at June 2015 compared to \$53m at June 2013 - a 32% increase
- » Attended five national tradeshow
- » Attended Business Events Australia North Asia Showcase in April, meeting with 20 media, 40 agents and 35 corporate buyers.

MARKETING, MEMBERSHIP & EVENTS

- » Promotional events included Top Secret, three local familiarisations, one regional familiarisation, and two PCO familiarisations. A total of 64 members participated in the familiarisation programs. Top Secret conversions since inception increased from \$64m to \$73.5m at year end
- » Hosted four networking nights, four General Manager luncheons as well as hosting commercial services meetings and CEO discussion groups. These events were attended by 657 individual members and 225 Canberra-based clients
- » Coordinated a CBR Canberra stand for AIME that included ten member co-exhibitors
- » Launched a new website for Canberra Convention Bureau
- » Established an active online presence on major social media platforms
- » Produced and distributed approx. 4,000 Meeting Planner Guides
- » 132 financial members at the close of the year, with a retention rate of 87%
- » Conducted 145 member education meetings
- » Inducted 29 new members, 21 members resigned. In-kind support of \$271,981 was received in addition to membership fees.

THINK CANBERRA

- » ANU funding for the THINK CANBERRA program was renewed for a further three years
- » The THINK CANBERRA conference support program for international conferences awarded seed funding for six conferences
- » Hosted two RALIG committee meetings, a Christmas networking function and two RALIG workshops.

ADVOCACY

- » Co-commissioned, with Canberra Business Chamber, a report by Ernst and Young on the potential economic benefits of Australia Forum to the ACT region. The CEO also participated on the panel to select an architect and provide feedback on the reference design process
- » Prepared a joint funding submission with National Convention Centre Canberra, which resulted in allocation of \$5.4m by ACT Government for refurbishment works over the next two years
- » Co-authored, with Newgate Communications, a proposal to ACT Government to establish a Canberra Writers Festival. This received a funding commitment from ACT Government, with the inaugural festival to be held in August 2016
- » Participated on the steering committee for the CBR Service Champions Program. This is an industry led initiative to improve customer service levels in the hospitality and tourism industry
- » Held regular meetings with government and political stakeholders, including Chief Minister Barr (3), Shane Rattenbury MLA (3), Jeremy Hanson MLA (2), Brendan Smyth MLA (3), Alistair Coe MLA(1), Gai Brodtmann MP (1), Andrew Leigh MP (1), Simon Corbell MLA (1), Mick Gentleman MLA (1) Senator Gallagher (1) and Senator Seseljja (1)
- » Produced a book Airvolution to celebrate the new Canberra Airport.

FINANCIALS

INCOME AND EXPENDITURE 2014-15	
Income	\$1,805,384
Expenses	\$1,781,834
Surplus/Deficit	(\$23,550)
BALANCE SHEET	
Assets	\$363,945
Liabilities	\$234,787
Balance as at 30 June 2014	\$105,608
Current year surplus	\$23,550
Balance as at 30 June 2015	\$129,158

SOURCE OF INCOME 2014-15	
Total Industry Contribution	\$835,717
Industry Cash	\$563,736
Industry Cash Equivalent	\$271,981
Total ACT Government Funding	\$1.200,000
Base	\$1,000,000
Supplementary	\$200,000
Miscellaneous	\$41,648

NOTES

- » Two motor vehicle leases commenced in Jan 2014 for 3 years. One car is being transferred to Canberra Business Chamber
- » ACT Government base funding agreement for \$1m renewed until 2016-17.
- » \$100k contingency fund preserved in accordance with Board policy.



PATRICK MCKENNA  
MESSAGE FROM THE  
CHAIRMAN

In 2014-15 Canberra Convention Bureau exceeded its sales target with \$40.2 million in revenue and 61,000 room nights delivered for the Canberra region.

Canberra continues to grow as an appealing business events destination and has received national and international recognition for its liveability, architecture, and flourishing food and wine culture.

Hotel stock continues to grow and be redeveloped, as does other infrastructure to support the business events sector, such as the development around Canberra Airport. We support these and other investment projects which strengthen our ability to deliver exceptional business events.

The Bureau was successful in its joint budget submission to ACT Government for \$5.4 million funding to upgrade the National Convention Centre. This will ensure that Canberra remains an appealing location for conferences and that current business levels are maintained in the medium term.

The Bureau has supported and actively participated in the progression of the Australia Forum reference design. Early designs of this striking and contemporary building have been released, which will double Canberra’s capacity to host conventions and contribute an estimated \$3 billion in economic impact to the ACT and region over 20 years.

This year the Bureau bid farewell to Robyn Hendry after 10 years as its CEO. There has been widespread recognition of Robyn’s contributions to our city from the tourism industry, ACT Government and our members. The Board would like to take this opportunity to thank Robyn for her impressive leadership over many years and wish her well.

We welcome the appointment of Michael Matthews as the new CEO of Canberra Convention Bureau. Michael has a long and impressive industry background and will join the Bureau in October from Meetings & Conventions Prince Edward Island, where he served as Executive Director.