

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

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



**CANBERRA CONVENTION BUREAU**

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[canberraconvention.com.au](https://canberraconvention.com.au)

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This Organisation is assisted by the  
ACT Government through VisitCanberra

**OUR ORGANISATION**

(AS AT JUNE 2021)

- Michael Matthews, Chief Executive Officer
- Kimberley Wood, Head of Sales & Director of International Bidding
- Helen Ord, Director of Business Development
- Brendon Prout, Director of Business Development
- Samantha Sefton, Director of Business Development (Sydney)
- Emily Kinnane, Sales Coordinator
- Vacant, Sales & Administration Coordinator
- Kimberley Roberts-Salee, Head of Marketing
- Chanel Cen, Marketing Coordinator
- Emma Brokman, Event Manager
- Vacant, Membership Manager

**RESEARCH AND LEARNING INSTITUTES GROUP (RALIG)**

- Australian Academy of Science
- Australian Catholic University
- Australian Institute of Aboriginal and Torres Strait Islander Studies
- Australian Institute of Sport
- Australian National Botanic Gardens
- Australian National University
- Australian War Memorial
- Canberra Institute of Technology
- CSIRO
- Data 61-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 2020-21**

- Jure Domazet, Managing Director, Doma Group (Chair)
- Stephen Wood, General Manager, National Convention Centre Canberra (Deputy Chair)
- Rob Stefanic, Secretary, Department of Parliamentary Services, Parliament House (Treasurer)
- Kareena Arthy, Deputy Director-General, Enterprise Canberra (Government Appointee)
- Fredrick Arul, General Manager, Hyatt Hotel Canberra (end May 2021)
- Rien Donkin, General Manager, Iconic Hotels
- Louise Doyle, Assistant-Director General, Access and Public Engagement, National Archives of Australia
- Adriaan Du Plessis, General Manager, Novotel Canberra
- Barry Neame, Director, Consec Conference Management
- John Russell, Director, Pialligo Estate
- Michael Thomson, Head of Aviation, Canberra Airport
- Fiona Yap, Professor and School Director (Acting), Crawford School, Australian National University



**ANNUAL  
REPORT**  
2020-2021







## Achievements

### Sales

- Achieved \$27M in economic contribution and 34,097 room nights
- Submitted 32 bids for 2020-21 with an average bid value of \$1,082,428 and 1,343 room nights
- Conducted 2,230 sales contacts, one interstate sales trip and 12 client site inspections identifying \$46.7M in new business opportunities for Canberra
- Held \$51.5M in pending business as at June 2021
- Six virtual international trade shows with Tourism Australia targeting China and Southeast Asia
- Two virtual/hybrid domestic trade shows: PCOA Conference (hybrid), Associations Forum National Conference (virtual).

### Marketing, Membership & Events

- Delivered virtual famil Reconnect Canberra providing virtual and immersive tour of Canberra to 30 clients and media
- Hosted two in-market lunches in Sydney and Melbourne - 18 clients attended
- Hosted Canberra Balloon Spectacular/GoBoat breakfast for local clients - 11 clients attended
- Hosted two local familiarisation programs - 22 members participated, and 59 clients attended
- Hosted two networking nights and two General Manager luncheons. These events were attended by 293 individuals
- Launched digital Meeting Planners Guide
- Produced and distributed 2,000 print Meeting Planners Guides
- Delivered six member education sessions
- Achieved 132 financial members at the close of the year with a retention rate of 96%
- Offered membership fee relief of 50%
- Inducted 9 new members
- In-kind support of \$58,140 (excluding GST) was received in addition to membership fees.

### Think Canberra

- Australian National University (ANU) continued to provide funding for the THINK Canberra program
- Represented the interests of 20 RALIG member institutions
- Deployed a Director of International Bidding to access RALIG persons of influence and thought leaders
- Development of an International Bidding strategy and host bid fund solution.

### Advocacy

- ACT Government election submission for supporting Business Events recovery
- Held regular meetings with government and political stakeholders, including MLAs, Chief Minister and Federal Ministers
- Canberra Region Tourism Leaders Forum participation
- Furthering the business events agenda as President of Association of Australian Convention Bureaux and Director of the Business Events Council of Australia board, advocating for industry support and recovery priorities.

### Financials

Income and Expenditure 2020-21	
Income	\$1,893,130
Expenses	\$1,503,202
Surplus	\$389,928

Balance Sheet	
Assets	\$1,180,682
Liabilities	\$273,947
Balance as at 30 June 2020	\$516,807
Current year Surplus	\$389,928
Balance as at 30 June 2021	\$906,735

Source of Income 2020-21	
Total Industry Contribution	\$399,581
Industry Cash	\$341,441
Industry Cash Equivalent	\$58,140
Total ACT Government Funding	\$1,275,000
Base	\$1,275,000
Miscellaneous*	\$275,889
*COVID-19 government assistance	\$260,000

### Note

ACT Government base funding renewed until 2024-25.



### Jure Domazet

#### Message from the Chair

The global pandemic and closed borders continued to affect us all throughout the remainder of 2020. There was a level of optimism heading into 2021 with an improving pipeline of business, with new and rescheduled business events able to resume with Canberra Convention Bureau keeping close to clients and competing for

forward placed business. Many of us were looking forward to a significant return to business into spring and summer which evaporated while we awaited the national vaccine rollout to catch-up.

2020-21 will be recorded as the most difficult year in recent times but we are looking ahead. The Bureau has again been prudent with finances to reduce costs and absorb risk through the offer to all members of 50% fee relief in 2020-21. Looking ahead even now as Canberra is in the midst of the pandemic we are seen as a safe destination to meet in. While cautious, we see 2022 as being a better year that will be supported by the highest vaccination rates in the country. We hope your businesses will continue to value the winning of business events as critical to our joint recovery.

The Bureau welcomes the continued support by the ACT Government through VisitCanberra, announced following the delayed ACT budget, and commitment by the Barr Government that sees secure Bureau funding allowing our destination to compete for business events as part of our destination recovery. Business events are an important platform for Canberra to grow our knowledge economy and will aid government in delivering on recovery priorities. I would like to thank Michael and the staff at the Bureau for their hard work and flexibility over a very challenging year and also thank my fellow Directors for their time and commitment. I also thank our members for your support as we remain committed to driving business events results to the Canberra Region and your businesses.



### Michael Matthews

#### Chief Executive Review

Seeing our business events recovery impacted by COVID outbreaks in neighbouring states and an underwhelming federal vaccine rollout made for another difficult year, and witnessing the impact on people and businesses in our community doesn't get any easier. The work we undertook in 2020 positioned our

destination to be at capacity from spring to now, to a point where we saw limitations on meetings infrastructure become an issue again. We have seen business push back into future years or indeed finally cancel. That said, recovery into 2022 is again looking positive but also, again, the next 18 months are critical as we compete for domestic business knowing that our competitors are doing the same.

The Bureau recognised the financial pressures on your businesses, and through fee relief and other measures this past year and into 2021-22, we will do all we can to aid your recovery. The opportunity as President for AACB and a Director role on BECA provided a platform for Canberra to be recognised for excellence in business events and to take your issues federally. While it still appears the nature and lead times of business events is misunderstood at a federal level, it is pleasing to see an array of support packages by the ACT Government and a recognition of the importance of funding the Bureau to help place forward business into Canberra for a sustained recovery.

We still have stories to tell about 'beyond tourism' and long-tail benefits associated with business events in addition to the importance of significant economic contributions. The adoption of Oxford Economics and Destinations International Economic Impact Calculator provides trusted methodology, adapted to Australia for economic spend, tax dollars generated and the FT equivalent in labour in addition to what business events deliver to our knowledge economy. We're also working on the harnessing ratio of Canberra to activate our international bid leaders.

Securing ACT Government funding commitment has enabled us to plan for recovery and a full calendar of sales and marketing activities to grow business events and our share of national and international meetings. Looking forward to 2021-22 we must continue to compete fiercely while allocating our resources for immediate wins in addition to the longer-term pipeline as we deliver engaging marketing strategies to grow awareness of Canberra as a leading business events destination.

We've had our confidence shaken by things outside our control, but the premise of what we deliver and the strengths of our destination remain incredible advantages. We look forward to recovering together and reaching our potential and rightful place as the meeting place of Australia.