

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 2019)

- Michael Matthews, Chief Executive
- 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, Director of International Bidding
- Kimberley Roberts-Salee, Marketing & Communications Manager
- Khue Deighton, Marketing Coordinator
- Belle Sanderson, Administration & Office Coordinator

## 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 2018–19

- 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)
- Nicole Short, General Manager, Ovolo Nishi (end Nov. 2018)
- Kareena Arthy, Deputy Director-General, Enterprise Canberra (Govt. Appointee)
- Fredrick Arul, General Manager, Hyatt Hotel Canberra
- Stephen Byron, Managing Director, Canberra Airport
- Rien Donkin, General Manager, Iconic Hotels (joined Nov. 2018)
- Barry Neame, Director, Consec Conference Management
- Adriaan Du Plessis, General Manager, Novotel Canberra
- John Russell, Director, Pialligo Estate
- Brian Schmidt, Vice-Chancellor and President, Australian National University
- Jane O'Dwyer (proxy) Vice-President – Engagement and Global Relations, Australian National University
- Mathew Trinca, Director, National Museum of Australia (end Nov. 2018)
- Allan Williams, Past Chair (end Nov. 2018)



# ANNUAL REPORT

2018–2019







## ACHIEVEMENTS

### SALES

- Achieved \$56.2M in economic contribution and 89,727 room nights
- Submitted 82 bids during 2018-19 with an average bid value of \$884K, 523 delegates and 1,237 room nights
- Conducted 493 sales appointments, six interstate, one New Zealand sales trip and 39 client site inspections identifying \$86.7M in new business opportunities for Canberra. Held \$50.5M in pending business as at June 2019
- Events: two PCO famils in Canberra, Business Events Australia in Auckland and the Greater China Showcase with a total of five national tradeshows and two international tradeshows.

### MARKETING, MEMBERSHIP & EVENTS

- Promotional events included Top Secret national program, Canberra On Show, two PCO famils and three local famils. Top Secret conversions in 2018-19 increased from \$101M to \$119M at financial year end
- A total of 102 members participated in the familiarisation programs
- Hosted five networking nights, two General Manager luncheons, AIME Briefing and DOSM presentation. These events were attended by 524 individuals.
- Coordinated a Canberra stand for AIME that included three member co-exhibitors, Associations Forum National Conference, PCOA Conference and Exhibition, Greater China Showcase, AuSAE Conference and Exhibition and PAICE NZ
- Secured Associations Forum National Conference for Canberra for July 2019
- Achieved 135 financial members at the close of the year with a retention rate of 89%
- Produced and distributed 3,000 destination Meeting Planner Guides
- Conducted 236 dedicated member consultations
- Inducted 28 new members. In-kind support of \$290,835 (excluding GST) was received in addition to membership fees.

### THINK CANBERRA

- Australian National University (ANU) continues to provide funding for the THINK Canberra program
- Hosted ANU seminar on the benefits of hosting international conferences in Canberra
- Represented the interests of RALIG member institutions and welcomed AIATSIS to the RALIG community
- Created a Director of International Bidding to access RALIG persons of influence and thought leaders
- Development of an International Bidding strategy with 2018/19 commencement and a host bid fund solution.

### ADVOCACY

- ACT Government budget submission for growing International Business Events
- Held regular meetings with government and political stakeholders, including MLAs and Chief Minister and Federal Ministers
- CRTLF participation
- Furthering the business events agenda, appointed President of AACB and joined the BECA board.



### FINANCIALS

#### INCOME AND EXPENDITURE 2018-19

Income	\$1,763,591
Expenses	\$1,714,417
Surplus	\$49,174

#### BALANCE SHEET

Assets	\$496,789
Liabilities	\$336,574
Balance as at 30 June 2018	\$111,041
Current year Surplus	\$49,174
Balance as at 30 June 2019	\$160,215

#### SOURCE OF INCOME 2018-19

Total Industry Contribution	\$817,888
Industry Cash	\$527,053
Industry Cash Equivalent	\$290,835
Total ACT Government Funding	\$1,225,000
Base	\$1,225,000
Miscellaneous	\$11,538

### 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 \$56.2M and 89,727 room nights in 2018-2019 over achieving sales by \$9.7M. Winning Dragon

Boats and Lions boosted future results significantly and we remain confident of strong sales and future targets of \$52M annually. The \$6M upgrade of the National Convention Centre Canberra were implemented as a short term fix and we remain staunch advocates for a new facility befitting our capital. A modern meeting place in the nation's capital that provides greater flexibility to host multiple and larger conventions is necessary, if only to support the steady increases in new hotel stock. We'll continue to look for a pathway forward on this important project. With new air routes imminent to our outstanding airport, the aforementioned increases in high quality hotel room inventory and the work of the Bureau with partners to attract more business events contribute to a bright future for our destination. 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 and welcomes a commitment from government as we head into a territory election year. 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 your support as 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. With increased competition we are proud that the team at the Bureau has again achieved excellent over-budget results.

We've welcomed new team members including a role shift with appointment of a Director of International Bidding. Engaging internationally can only be done through tapping into our destination's key sector strengths, our innovative universities and leading institutions, while also increasing focus on our core national business. Strong industry participation through Top Secret 2019, Canberra on Show, PCO famil and more tradeshow participation continues to deliver strong results. I encourage your businesses to fully engage in the benefits of Bureau membership and destination-first tradeshow and sales and marketing activities. I've had the opportunity to be President for AACB providing a platform for Canberra to be recognised for the excellence in business events leadership and I'm pleased to say that 'beyond tourism' and long-tail benefits associated with business events are now widely recognised, in addition to the direct economic contributions. As we look ahead to the 2020 election, securing ACT Government funding commitments will enable 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 2019-20 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 place as the meeting place of Australia.