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CANBERRA CONVENTION BUREAU

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This organisation is assisted by the
ACT Government through VisitCanberra

OUR ORGANISATION

(AS AT JUNE 2022)

- Michael Matthews, Chief Executive
- Kimberley Wood, Head of Sales and International Bidding
- Brendon Prout, Director of Business Development
- Samantha Sefton, Director of Business Development (Sydney)
- Helen Ord, Director of Business Development
- Madeline Newton, Sales Coordinator
- Sarah Guarino, Sales and Administration Coordinator
- Kimberley Roberts-Salee, Head of Marketing
- Chanel Cen, Marketing Coordinator
- Dixie Addison-Rolfe, Event Manager
- Ruth Hyde, 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
- 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



ANNUAL REPORT

2021-2022





ACHIEVEMENTS

SALES

- Achieved \$26.8M in economic contribution and 31,468 room nights
- Submitted 34 bids for 2021-22 with the average won bid value of \$1.029M, 548 delegates and 1,224 room nights
- Conducted 228 sales and trade show appointments for a total of 3,578 sales contacts, one interstate sales trip, and 17 client site inspections (including virtual), identifying \$47.6M in new business opportunities for Canberra
- Held \$40.2M in pending business as at 30 June 2022
- Participated in 3 international sales virtual tradeshows with Business Events Australia
- Attended 3 national trade shows (AIME, Get Local and Associations Forum) and one virtual tradeshow (ACE 2021).

MARKETING, MEMBERSHIP & EVENTS

- Delivered Top Secret national familiarisation to 11 clients, bringing total Top Secret conversions to \$115,277,208 at financial year-end
- Hosted 1 local familiarisation program – 8 members participated, and 9 clients attended
- Hosted 3 networking nights, 1 General Manager luncheon, 3 Platinum Members meetings. These events were attended by 387 individuals
- Developed and launched virtual tours of 26 Canberra meeting venues and four precincts, in partnership with Business Events Australia. The tours resulted in 4,953 users in the reporting period, with an average time on site of 3:44 minutes
- Developed and launched new Canberra Convention Bureau website with improved user experience and functionality
- Produced and distributed 2022 Canberra Meeting Planners Guide in print and online. The online version generated 714 reads in the reporting period
- Achieved 142 financial members at the close of the year with a retention rate of 98%
- Conducted 122 dedicated member consultations
- Inducted 14 new members
- In-kind support of \$169,419 (excluding GST) was received in addition to membership fees.

THINK CANBERRA

- Represented the interests of 20 RALIG member institutions
- Committed resources to understand Canberra harnessing ratio to target international bid leaders and a return to international business events
- Bidding strategy linked to knowledge economy growth with commencement of a host bid fund solution.

ADVOCACY

- Creating awareness of the need for increased meetings infrastructure in Canberra at Territory and Federal level
- Held regular meetings with government and political stakeholders, including MLAs, Chief Minister's team and Federal representatives
- Canberra Region Tourism Leaders Forum participation
- Furthered 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 recovery priorities and recognition.



FINANCIALS

INCOME AND EXPENDITURE 2021-22

Income	\$1,664,052
Other Income	\$49,680
ACT Business Event Fund	\$60,000
Expenses	\$1,657,463
Surplus	\$116,269

BALANCE SHEET

Assets	\$1,431,188
Liabilities	\$408,183
Net Assets at 30 June 2022	\$1,023,005
Net Assets at 30 June 2021	\$906,736
Current year Surplus	\$116,269
Balance as at 30 June 2022	\$1,023,005

SOURCE OF INCOME 2021-22

Total Industry Contribution	\$727,570
Industry Cash	\$558,151
Industry Cash Equivalent	\$169,419
Total ACT Government Funding	\$1,385,000
Base	\$1,325,000
ACT Business Events Fund	\$60,000
COVID-19 government assistance	\$0

NOTE

ACT Government base funding renewed until 2024-25.



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MESSAGE FROM THE CHAIR

Early optimism for improved business for 2022 was eventually realised after another rocky start to the calendar year, with new and rescheduled business events able to resume. Achievements by Canberra Convention Bureau have kept us close to clients competing for forward placed business and saw confidence return to significant business levels from Q3 as the vaccine rollout was accessed by most of the population. While 2020-21 will be recorded as the most difficult year in recent times, the latter part of 2021-22 roared back with record business demand. The Bureau was again prudent with finances while utilising the new business events fund to target forward placed business. Now looking ahead, we see 2022-23 being a better year again from a combination of new business and last-minute demand pressures. We hope your businesses will continue to value the winning of business events as critical to our joint recovery. The Bureau welcomes the ongoing support by the ACT Government through VisitCanberra. We have proven that demand has returned beyond 2019 levels and the need for decisions on meetings infrastructure is as pressing as ever. We encourage the Barr Government to provide certainty on this important issue and allow industry to back this certainty with their own planning and investment. I would like to thank Michael and the Bureau team for their work over yet another challenging year and 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 twice in the 2021-22 financial year made for another difficult year for business events and our members. We saw strong business on the books evaporate again, then come back stronger than ever and beyond our expectations. Such strong demand posed new challenges as we struggled to keep pace with skilled labour from the impacts of so many leaving the industry for more secure work. Meetings infrastructure is at a premium and has become an issue once again. Our recovery has been positive, and the Bureau is back targeting international business events in addition to domestic business that provides a platform we've been missing; that of highlighting key sector strengths and capabilities. We continue to develop our work on the harnessing ratio within Canberra to activate international bid leaders and their global networks. The ongoing 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.

Secure ACT Government funding has enabled us to plan a full calendar of sales and marketing activities to grow business events and our share of national and international meetings. Looking to 2022-23, we continue to compete fiercely while allocating our resources to avoid missing out on conference rotations that are being disrupted and will challenge long-term pipelines until competitor international business returns. We continue to deliver engaging marketing strategies to grow awareness of Canberra as a leading business events destination and communicating the long-tail benefits associated with business events in addition to their significant economic contributions.

Years of issues beyond our control appear to now be behind us and we are confident in the knowledge that the premise of what we deliver, and the strengths of our destination, remain strong advantages. Our greatest advantage is the collaborative nature of our community and together we look to reaching our potential and rightful place as the meeting place of Australia.