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- Committee participation;
- list of members;
- annual report;
- full audited financial report.



OUR ORGANISATION

(AS AT JUNE 2023)

- Michael Matthews, Chief Executive
- Kimberley Wood, Head of Sales and International Bidding
- Louise Dalglish Smith, Director of Business Development
- Madeline Newton, Sales Coordinator
- Helen Ord, Director of Business Development
- Samantha Sefton, Director of Business Development (Sydney)
- Head of Marketing (vacant)
- Dixie Addison-Rolfe, Event Manager
- Chanel Cen, Marketing Coordinator (parental leave)
- Kelly Fong, Administration Coordinator
- Ruth Hyde, Membership Manager
- Phoebe Kim, Marketing Coordinator (contract)

BOARD MEMBERS WHO SERVED DURING 2022-23

- Jure Domazet, Managing Director, Doma Group (Chair)
- Stephen Wood, General Manager, National Convention Centre Canberra (Deputy Chair)
- Rob Stefanic, Secretary, Department of Parliamentary Services, Australian Parliament House (Treasurer)
- Rien Donkin, General Manager, Iconic Hotels, resigned August 2022
- Louise Doyle, Assistant-Director General, National Archives of Australia
- Russell Jackson, Executive Manager, Jamala Lodge, resigned June 2023
- Jessica James, General Manager, Novotel Canberra, appointed June 2023
- Lissa Keogh, Chief Executive Officer, The Ginger Group, appointed June 2023
- Adam Myott, General Manager, Hyatt Hotel Canberra
- Barry Neame, Director, Consec Conference Management
- Adriaan Du Plessis, General Manager, Novotel Canberra, resigned March 2023
- John Russell, Director, Pialligo Estate Farmhouse, resigned March 2023
- Michael Thomson, Head of Aviation, Canberra Airport
- Prof. Sally Wheeler, Deputy Vice-Chancellor, International & Corporate, Australian National University
- Kareena Arthy, Deputy Director-General, Enterprise Canberra (Government Appointee)

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 –The National Science and Technology Centre
- University of Canberra
- University of NSW, Canberra



ANNUAL REPORT

2022-2023



CANBERRA CONVENTION BUREAU

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This organisation is assisted by the ACT Government through VisitCanberra.



ACHIEVEMENTS

SALES

- Achieved \$26.8M in economic contribution and 33,541 room nights.
- Submitted 62 bids for 2022-23 with the average value of successful bids at \$667,277, hosting 372 delegates and 882 room nights.
- Conducted 199 sales and trade show appointments and over 7,000 sales contacts, five interstate sales trips, and 30 client site inspections identifying \$70.3M in new business opportunities for Canberra.
- Held \$36.7M in pending business as at 30 June 2023.
- Participated in one international sales virtual tradeshow – ACT Spotlight Webinar for India with Business Events Australia and VisitCanberra and one international sales tradeshow for the Business Events Australia Asia Mega Famil.
- Attended 7 national trade shows (Associations Forum – Leadership Symposium, ACE Conference & Exhibition, PCOA, AIME, Brisbane Event Organiser’s Summit, Associations Forum National Conference) and one international in-market lunch with Business Events Australia in Auckland, New Zealand.

MARKETING, MEMBERSHIP & EVENTS

- Delivered Top Secret national familiarisation to 13 clients, bringing total Top-Secret conversions to \$122,154,371 at financial year-end.
- Hosted 2 local familiarisation programs – 18 members participated, and 34 clients attended.
- Hosted 4 networking nights and 2 Platinum Members meetings, attended by 453 individuals.
- Canberra On Show was held twice in the financial year both in July 2022 and June 2023.
- Added 14 Canberra meeting venues and two precincts to 3D virtual tours and 360 walk-throughs. In partnership with Business Events Australia, a total of 40 products and 6 precincts are online. The tours resulted in 23,572 total users and 21,681 new users, with an average time on site of 2:55 minutes.
- Enhanced the Canberra Convention Bureau website with improved user experience and functionality.
- Produced and distributed 2023 Canberra Meeting Planners Guide in print and online. The online version generated 444 reads in the reporting period.
- Achieved 140 financial members at the close of the year with a retention rate of 91%.
- Conducted 102 dedicated member consultations.
- Inducted 17 new members.
- In-kind support of \$301,969 (excl GST) was received in addition to membership fees.



THINK CANBERRA

- 20 RALIG member institutions.
- Committed resources to take advantage of Canberra’s harnessing ratio opportunity to target international bid leaders and international business events.
- Bidding strategy linked to knowledge economy growth and the Business Events Fund.

ADVOCACY

- Held regular meetings with government and political stakeholders, including MLAs, Chief Minister’s team, and Federal representatives.
- Continued to inform all levels of government on infrastructure limitations for business events in Canberra.
- 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 sector recognition.
- Advocated for the creation of a new peak body for business events in Australia resulting in the formation of the Australian Business Events Association (ABEA). Joined as a member and foundational board director.



FINANCIALS

INCOME AND EXPENDITURE 2022-23

| | |
|-------------------------|-------------|
| Income | \$1,696,691 |
| Other Income | \$45,054 |
| EMDG | \$15,071 |
| ACT Business Event Fund | \$95,355 |
| Expenses | \$1,978,258 |
| Surplus/deficit | (\$126,087) |

BALANCE SHEET

| | |
|----------------------------|-------------|
| Assets | \$1,719,355 |
| Liabilities | \$822,437 |
| Net Assets at 30 June 2023 | \$896,918 |
| Net Assets at 30 June 2022 | \$1,023,005 |
| Current year deficit | (\$126,087) |
| Balance as at 30 June 2023 | \$896,918 |

SOURCE OF INCOME 2022-23

| | |
|--|-------------|
| Total Industry Contribution | \$718,715 |
| Industry Cash | \$416,746 |
| Industry Cash Equivalent | \$301,969 |
| Total ACT Government Funding | \$1,420,355 |
| Base | \$1,325,000 |
| Miscellaneous ACT Business Events Fund | \$95,355 |

NOTE ACT Government base funding renewed until 2024-25.



JURE DOMAZET

MESSAGE FROM THE CHAIR

The Bureau in 2022-23 held true to recovery priorities, connecting with clients for forward-placed business for our destination. We saw a solid rebound for business events, and Canberra Convention Bureau achieved strong sales and tradeshow participation and connected with new clients delivering increased famil and site inspection numbers.

Business events are purpose-driven travel, and while also affected by economic head winds, see reliable participation from organisers and delegates – particularly from the association market. Even now as we see leisure demand softening, it is mid-week business travel and conference events that are required for our businesses to maintain profitability.

The Bureau was again prudent with finances and accessed previous surpluses to increase activity and meet cost increases. The Business Events Fund was an important tool for competing for and securing forward-placed business.

The Bureau welcomes the ongoing support by the ACT Government through VisitCanberra. We have proven that demand has returned and are pleased to see the government commit to an Operational Needs Analysis for a new convention centre for Canberra. Meetings infrastructure is required now, and we encourage the Barr Government to provide certainty on this important issue. Confirmed investment of this kind will allow industry to back this certainty with their own planning and investment. We thank government for their continued support into the next financial year and beyond the election cycle.

I would like to thank the Bureau team for their work over the past 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 to Canberra and your businesses.



MICHAEL MATTHEWS

CHIEF EXECUTIVE MESSAGE

After several years of disrupted business, 2022-23 was one of our destination’s strongest ever, creating challenges relating to skills and labour and clients being able to access venue availability in Canberra.

While our recovery was positive, we saw that meeting infrastructure was at capacity once again. The Bureau returned to targeting domestic and international business events and saw increased recognition of how business events intersect with destination key sector strengths and capabilities. We continued to develop our work on the harnessing ratio to activate international bid leaders and their global networks.

Being president for AACB and Director on BECA provided platforms for Canberra to be recognised for excellence in business events. Better representation for business events came about through the creation of a new peak body - Australian Business Events Association (ABEA).

Secure ACT Government funding enabled us to plan a full calendar of sales and marketing activities to grow business events and our share of national and international meetings. Bureau work saw bidding opportunities increase, however competition particularly for domestic business is still fierce around the country. Our solution is to strategically allocate resources and deliver engaging marketing strategies to grow awareness of Canberra as a business events destination and its strong connections with the knowledge economy. Looking to 2023-24 and as we head into a Territory election, we must solve the problem of meeting capacity in Canberra. We are looking for partnership between the Territory and Federal governments to allow the Nation’s Capital to host the business events that demand requires. We have significant destination advantages that include working with engaged industry partners and towards our rightful position as the meeting place of Australia.