

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

- Committee participation
- List of members
- Annual Report
- Full audited financial report.



**CANBERRA CONVENTION BUREAU**

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This organisation is assisted by the  
ACT Government through VisitCanberra.

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**OUR ORGANISATION**

(AS AT JUNE 2025)

- Michael Matthews, Chief Executive
- Kimberley Wood, Head of Sales and International Bidding
- Alysha Lockley, Director of Business Development
- Ivy Lyu, Sales Coordinator
- Helen Ord, Director of Business Development
- Binisha Sapkota, Sales and Administration Coordinator
- Samantha Sefton, Director of Business Development (Sydney)
- Sophie Kilmartin, Head of Marketing
- Dixie Addison-Rolfe, Event Manager (parental leave)
- Chanel Cen, Marketing Coordinator
- Ruth Hyde, Membership Manager
- Amy-Lee Nairne, Event Manager (contract)

**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
- 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 2024-25**

- Jure Domazet, Managing Director, Doma Group (Chair)
- Stephen Wood, General Manager, National Convention Centre Canberra (Deputy Chair)
- Barry Neame, Director, Consec Conference Management (Treasurer)
- Todd Handy, General Manager, East Hotel
- Michael Thomson, Head of Aviation, Canberra Airport
- Lachlan Blackhall, Deputy Vice-Chancellor, Research & Innovation, Australian National University – Appointed July 2024
- Kathryn Oplantzakakis, Head of Precinct, Verity Lane Market – Appointed July 2024
- Karen Doran, Chief Executive, National Capital Authority – Appointed September 2024
- Adam Myott, General Manager, Hyatt Hotel Canberra – Resigned September 2024
- Jessica James, General Manager, Novotel Canberra – Resigned October 2024
- Rob Stefanic, Secretary, Department of Parliamentary Services, Australian Parliament House – Resigned December 2024
- Shane Jolly, General Manager, Hyatt Hotel Canberra – Appointed June 2025
- Kareena Arthy, Deputy Director-General, Enterprise Canberra (Government Appointee)



**ANNUAL  
REPORT**  
2024-2025





## Achievements

### Sales

- Achieved \$37.2M in economic contribution and 34,466 room nights
- Submitted 75 bids for 2024-25 with the average won bid value \$1,222,191, 536 delegates and 1,205 room nights
- Conducted 213 sales and trade show appointments, three interstate sales trips, and 30 client site inspections identifying \$94.3M in new business opportunities for Canberra
- Held \$56.0M in pending business as at 30 June 2025
- Participated in one international sales tradeshow – Australia Next and attended the Tourism Australia Australian CEO Sales Mission to India
- Attended 5 national trade shows (Associations Forum Leadership Symposium, ACE Conference & Exhibition, PCOA, AIME, Associations Forum National Conference) and attended The Business Events Expo in Auckland with Tourism Australia.

### Marketing, Membership & Events

- Delivered Top Secret national fam to 9 clients, bringing total Top Secret conversions to \$131,291,984 at financial year-end
- Hosted 4 famils: 3 national, 1 international with a total of 66 event planners
- Hosted a local famil: 16 members participated, 11 clients attended
- Joint Bureau event held during AIME 25 with over 200 attendees
- Hosted 4 networking nights and 2 Platinum Members Meetings – these events were attended by 476 individuals
- Canberra On Show: 45 exhibitors and 239 registered attendees
- Enhanced the Canberra Convention Bureau website with improved user experience and functionality
- Produced and distributed 2025 Canberra Meeting Planners Guide in print and online
- 4 x newsletters: Members and Clients
- Socials: FB (Reach 18K | Engagement 6K | Follower 1K) Instagram (Impressions 17K | Engagement 15K | Followers 1.5K) LinkedIn (Impressions 77K | Engagement 20K | Followers 2K)
- Achieved 148 financial members at the close of the year with a retention rate of 96%
- Conducted 95 dedicated member meetings. Inducted 15 new members
- In-kind support of \$345,910 (excl GST) was received in addition to membership fees.

### Think Canberra

- Represented the interests of 19 RALIG member institutions
- Committed resources to take advantage of Canberra’s harnessing ratio opportunity to target international bid leaders and a return to international business events
- Bidding strategy linked to knowledge economy growth with utilisation of a host bid fund solution.

### Advocacy

- Through representation of members priorities, the Bureau has achieved progress towards a new convention centre and is working towards solutions for capped meetings infrastructure in Canberra
- Held regular meetings with government and political stakeholders, including MLAs, Chief Minister’s team and Federal representatives
- Advocating for fixed term Federal election cycles
- Canberra Region Tourism Leaders Forum participation
- Attended NZ convention centre site visits with deep dive into the NZICC
- Furthered the business events agenda as a member and also foundational Director of the Business Events Council of Australia board (through to November 2024) advocating for industry priorities and sector recognition.

### Financials

| Income and Expenditure 2024-25 |             |
|--------------------------------|-------------|
| Income                         | \$1,757,180 |
| Other Income                   | \$48,500    |
| EMDG                           | \$16,877    |
| ACT Business Event Fund        | \$153,800   |
| Expenses                       | \$2,065,366 |
| Surplus/deficit                | (\$89,509)  |

### Balance Sheet

|                            |             |
|----------------------------|-------------|
| Assets                     | \$1,611,075 |
| Liabilities                | \$743,781   |
| Net Assets at 30 June 2025 | \$867,294   |
| Net Assets at 30 June 2024 | \$956,294   |
| Current year deficit       | (\$89,509)  |
| Balance as at 30 June 2025 | \$867,294   |

### Source of Income 2024-25

|                              |             |
|------------------------------|-------------|
| Total Industry Contribution  | \$826,090   |
| Industry Cash                | \$480,180   |
| Industry Cash Equivalent     | \$345,910   |
| Total ACT Government Funding | \$1,478,800 |
| Base                         | \$1,325,000 |
| ACT Business Events Fund     | \$153,800   |

NOTE: ACT Government 4-year base funding final year 2024-25.  
New Bureau funding commitment by ACT Government to 2028-29.



### JURE DOMAZET

#### MESSAGE FROM THE CHAIR

The Bureau in 2024-25 delivered strong sales and tradeshow activity that connected with clients and increased bidding opportunities for forward placed business for our destination. While the market experienced a drop in overall demand, and interruptions due to the

Federal election, business events activity remains important as does maintaining focus on forward placed business.

Achievements by Canberra Convention Bureau have kept us focused on client activity competing for share of business through sales, famil and tradeshow efforts. Business events are purpose driven travel and while affected by economic winds have seen solid participation from our strongest market, the association market delivering important mid-week business to the market.

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 securing forward placed business.

The Bureau welcomes the renewed support by the ACT Government through VisitCanberra and congratulates the Barr Government on their return. We are pleased to see the government commit to funding the next steps towards a new convention centre for Canberra. Increased meetings infrastructure is required and we encourage the Labor governments to maintain urgency and a construction start in 2028. Confirming this investment will allow industry to back this exciting project with their own investments.

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 results to the Canberra Region and your businesses.



### MICHAEL MATTHEWS

#### CHIEF EXECUTIVE REVIEW

We know that while business events experienced a decent year in 2024/2025 there were many factors affecting our members and their businesses.

Elections featured heavily in this financial year. Firstly, the Bureau secured ACT Government funding through to June 2029 and a renewal of the Business Events Fund. We congratulate the Labor Government and thank them for their commitment to building a new convention centre for the capital. The Federal election and date uncertainty had a real impact on business event planning in this financial year affecting Q3 and Q4 in the FY. The outcome however was positive with a sizable contribution to funding development works for a new convention centre. It is positive to see partnership between the Territory and Federal governments to allow Canberra to host the business events that demand requires and that the Commonwealth should be able to host.

Meetings infrastructure remained at a premium for forward bookings in future years. The Bureau targeted domestic and international business events which has built a solid pipeline of future business. The Business Events Fund (BEF) with support from the ACT Government entered the final year and was very important in remaining competitive.

We continue to seek business events that align with destination sector strengths and emerging capability. We continued to work on the harnessing ratio within Canberra to activate international bid leaders and their global networks and budgeted for research capability. The opportunity as foundational Director of the Australian Business Events Association (ABEA) and membership continues to provide a platform for Canberra to be recognised.

Bidding opportunities increased again all while we saw competition, particularly for domestic business remain fierce around the country. Our efforts remain purposely focused on delivering a full calendar of sales and marketing activities as platforms to grow business events and our share of national and international meetings. We continue to strategically allocate resources to gain our share of conference rotation and deliver engaging marketing strategies to grow awareness of Canberra as a leading business events destination and communicate our connections to the knowledge economy and the long-tail benefits associated with business events. We’re excited about what future infrastructure will bring, however are fully focused on delivering now through the incredible destination advantages that our city offers as the meeting place of Australia.