Go to canberraconvention.com.au for:

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



Lindy Lee, Ouroboros, *2021-24, National Gallery of Australia, Kamberri/Canberra, 2025, photo by Kerrie Brewer © Lindy Lee*

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 2026)

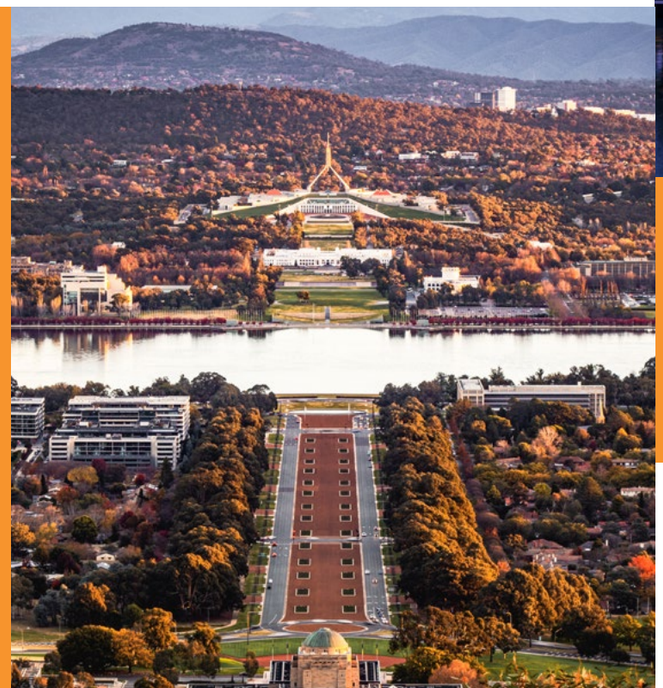
- Michael Matthews, Chief Executive
- Kimberley Wood, Head of Sales and International Bidding
- Alysha Lockley, Director of Business Development
- Ivy Lyu, Sales Coordinator
- Helen Ord, Director of Business Development
- Binisha Sapkota, Sales and Administration Coordinator
- Samantha Sefton, Director of Business Development (Sydney)
- Rebecca Kenyon, Head of Marketing
- Dixie Addison-Rolfe, Event Manager
- Chanel Cen, Design and Digital Marketing Manager (parental leave)
- Marcela Martinez, Marketing Coordinator (contract)
- Ashleigh Schell, Membership Manager

BOARD MEMBERS WHO SERVED DURING 2025-26

- Jure Domazet, Managing Director, Doma Group (Chair)
- Stephen Wood, General Manager, National Convention Centre Canberra (Deputy Chair)
- Barry Neame, Director, Consec Conference Management (Treasurer)
- Lachlan Blackhall, Deputy Vice-Chancellor, Research & Innovation, Australian National University – resigned February 2026
- Karen Doran, Chief Executive, National Capital Authority
- Todd Handy, General Manager, East Hotel
- Shane Jolly, General Manager, Hyatt Hotel Canberra
- Dr. David Marshall, Chair, Canberra Region Tourism Leaders Forum – appointed April 2026
- Kathryn Oplantzakis, Head of Precinct, Verity Lane Market
- Michael Thomson, Head of Aviation, Canberra Airport
- Kate Starick, Deputy Director General, Economic Development (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
- 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

2025-2026

ACHIEVEMENTS

SALES

- Achieved $37.067M in economic contribution and 34,293 room nights
- Submitted 73 bids for 2025-26 with the average won bid value $841,507, 380 delegates and 761 room nights
- Conducted 185 sales and trade show appointments, five interstate sales trips, and 46 client site inspections identifying $74.6M in new business opportunities for Canberra
- Held $62.6M in pending business as at 30 June 2026
- Attended 9 national trade shows (Associations Forum Marketing & Communications Summit, SITE, ACE Conference & exhibition, Associations Forum – Leadership Symposium, Canberra Executive Summit, NZ Business Events Expo, Australia Next, Professional Conference Organisers Association National Conference (PCOA) and Asia Pacific Incentives & Meeting Event (AIME)
- After a two year process, completed the delegate expenditure survey project analysis of survey data for an updated delegate expenditure figure to value business events to the destination. These figures will be implemented in the 2026/2027 financial year.

MARKETING, MEMBERSHIP & EVENTS

- Delivered Top Secret national famil to 13 clients, bringing total Top Secret conversions to $136,283,009 at financial year-end
- Hosted a local famil – 10 members participated, and 15 clients attended
- Hosted 4 networking nights and 2 Platinum Members meetings – These events were attended by 455 individuals
- Canberra On Show returned in the financial year in June 2026
- Upgraded the Canberra Convention Bureau website with improved supplier search functionality
- Produced and distributed 2026 Canberra Meeting Planners Guide in print and online. The online version generated 404 reads in the reporting period
- 4 x newsletters: Members and Clients
- Achieved 130 financial members at the close of the year with a retention rate of 83%
- Secured 100% Platinum Member retention
- Conducted 85 dedicated member consultations
- Inducted 11 new members
- In-kind support of $334,605 (excluding GST) was received in addition to membership fees.



THINK CANBERRA

- Represented the interests of 19 RALIG member institutions
- Submitted an application for Tourism Australia Advance Program to increase bidding opportunities for international business events
- Committed resources for research capability to target international bidding opportunities
- Bidding strategy linked to knowledge economy growth with utilisation of the host bid fund solution.

ADVOCACY

- Through representation of members priorities, the Bureau has achieved progress towards a new convention centre with a tender for a reference design being the latest step 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
- Furthered the business events agenda as a member and now pillar co-Chair for Bureau pillar of ABEA advocating for industry priorities and sector recognition.



Tourism Australia

FINANCIALS

INCOME AND EXPENDITURE 2025-26	
Income	$1,791,788
Other Income	$79,166
EMDG	-
ACT Business Event Fund	$180,446
Expenses	$2,197,327
Operating Loss	($145,927)
BALANCE SHEET	
Assets	$1,711,836
Liabilities	$990,469
Net Assets at 30 June 2026	$721,367
Net Assets at 30 June 2025	$867,294
Current Year Loss	($145,927)
Balance as at 30 June 2026	$721,367

SOURCE OF INCOME 2025-26	
Total Industry Contribution	$830,559
Industry Cash	$495,954
Industry Cash Equivalent	$334,605
Total ACT Government Funding	$1,555,446
Base	$1,375,000
ACT Business Events Fund	$180,446

NOTE: ACT Government base funding through to 2028-29.



JURE DOMAZET

MESSAGE FROM THE CHAIR

The Bureau in 2025-26 delivered strong sales, tradeshow and famil activity that connected with clients and saw increased bidding opportunities for forward placed business for our destination. While the overall market had ups and downs across the year, we continued to see demand for business events remain resilient and the Bureau continued to compete for and lock in future business.

Achievements by Canberra Convention Bureau included remaining focused on new client activity and competing for our share of business through sales, famil and tradeshow efforts. Business events are purpose-driven travel and, while affected by economic winds, have seen strong participation from our primary market, the association market. This mid-week business is key to all our businesses and profitability.

The Bureau experienced challenges as costs to business continue to rise as well as meeting financial commitments for the previous year's Business Events Funds. The Bureau once again had no material matters and received a clean financial audit, which should give confidence to members and stakeholders.

The Bureau is now in the second year of the renewed support by the ACT Government through VisitCanberra. We are pleased to see the government continue to prioritise a new convention centre for Canberra as evidenced by the recent tender for the Reference Design. The scale and scope of increases to meetings infrastructure is important and it is important to get this stage right. We encourage the Labor government to progress the project and a construction start in 2028. 2028 will see two elections and confirming this investment is an opportunity not to be missed and will allow industry to back this exciting city shaping project with their own investments.

I would like to thank the Bureau team for their work over the past year. I'd also like to 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 to your businesses.



MICHAEL MATTHEWS

CHIEF EXECUTIVE REVIEW

2025-26 went by quickly and on reflection saw a number of factors that affected our members and your businesses. Meetings infrastructure remained at a premium for bookings in future years. The Bureau targeted domestic and international business events and built a solid pipeline of business. Capacity constraints saw the team balance filling gaps with smaller meetings and commitment to larger future opportunities. Now is the right time to activate international bid leaders and their global networks and we have increased research capability and placed resources to identify more global bid opportunities.

Secure ACT Government funding enabled us to plan a full calendar of sales and marketing activities to grow business events and our share. Bidding opportunities increased again as we strategically allocated resources to influence conference rotation. We utilised engaging marketing strategies and focused on more storytelling to grow the profile of Canberra as a leading business events destination and communicate the strong connections to the knowledge economy and benefits associated with business events that align with destination strengths and emerging capabilities.

The delegate expenditure review by Dr. Leo Jago is now complete and has delivered a board approved multi-day conference delegate expenditure number of $947 per interstate delegate day. The value of business events is amplified and is valuable business demand for our destination.

We are excited about what future infrastructure plans will bring. We have solid data from clients generally too large for Canberra about their needs for meetings, exhibitions and gala dinner space that suggest a very bright future of increased opportunities should the new convention centre project be constructed of a scale to meet this demand. We continue to focus on delivering benefits to Canberra on behalf of our members at this important time for our capital and communicating the incredible destination advantages of convening in the Meeting Place of Australia.