

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  
PO Box 175 Deakin West ACT 2600  
[enquiries@canberraconvention.com.au](mailto:enquiries@canberraconvention.com.au)  
[canberraconvention.com.au](http://canberraconvention.com.au)  
02 6263 5300 | @CBRConventions

The ACT Government through VisitCanberra is a major stakeholder of the Canberra Convention Bureau.

## OUR ORGANISATION

(AS AT JUNE 2017)

- Michael Matthews, Chief Executive

### SALES AND MEMBERSHIP

- Liz Bendeich, General Manager
- Brendon Prout, Director of Business Development
- Samantha Sefton, Director of Business Development - Sydney
- Adriana Perabo, Business Development Manager
- Helen Ord, Membership & Conference Services Manager
- Akbar Muliono, Bid Manager
- Kimberley Wood, Market Research Manager

### MARKETING AND COMMUNICATION

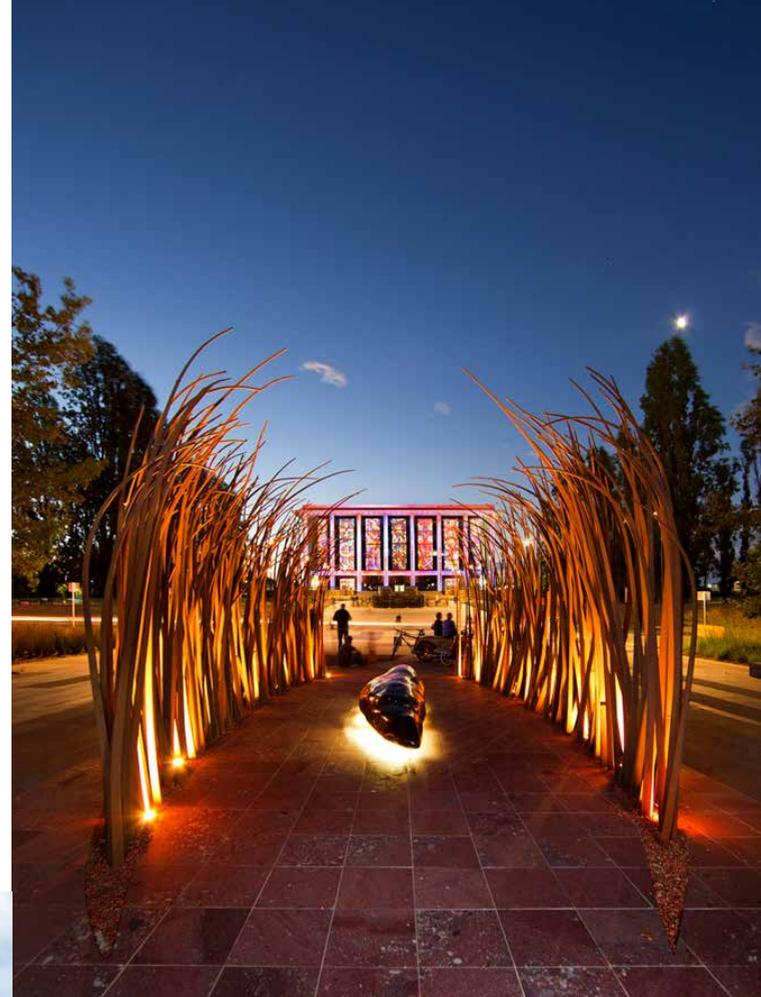
- Giselle Radulovic, Director of Marketing & Communications
- Diann Castrissios, Event Manager
- Sarah Mareuil, Business Services Manager
- Belle Sanderson, Events and Office Coordinator

### BOARD MEMBERS WHO SERVED DURING 2016-17

- Patrick McKenna, General Manager, Hellenic Club of Canberra (Chair)
- Malcolm Snow, CEO, National Capital Authority (Deputy Chair)
- Stephen Wood, General Manager, National Convention Centre (Treasurer)
- Fredrick Arul, General Manager, Hyatt Hotel Canberra
- Stephen Byron, Managing Director, Canberra Airport
- Jure Domazet, Managing Director, Doma Group
- Barry Neame, Director, Consec Conference Management
- Jane O'Dwyer (proxy), Director Strategic Communications and Public Affairs, Australian National University
- Professor Brian Schmidt, Vice-Chancellor, Australian National University
- Nicole Short, General Manager, Hotel Hotel
- Rob Stefanic, Secretary, Department of Parliamentary Services at the Parliament of Australia
- Dr Mathew Trinca, Director, National Museum of Australia

### RESEARCH AND LEARNING INSTITUTES GROUP (RALIG)

- Australian Academy of Science
- Australian Catholic University
- Australian Institute of Sport
- Australian National Botanic Gardens
- Australian National University
- Australian War Memorial
- Canberra Institute of Technology
- CSIRO
- Data61-CSIRO
- 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

2016–2017





## ACHIEVEMENTS

### SALES

- Achieved \$45.7M in economic contribution and 65,299 room nights
- Submitted 76 bids for 2016-17 with an average bid value of \$963,000, 480 delegates and 1,269 room nights
- Conducted 503 sales appointments, five interstate sales trips and 36 client site inspections identifying \$96.2M in new business opportunities for Canberra. Held \$53.1M in pending business as at June 2017
- Attended four national tradeshows and two international tradeshows.

### MARKETING, MEMBERSHIP & EVENTS

- Promotional events included Top Secret national program, one national PCO famil, two international familiarisations and five local familiarisations. A total of 93 members participated in the familiarisation programs. Top Secret conversions in 2016-17 increased from \$84.5M to \$93.1M at financial year end
- Hosted five networking nights, two General Manager luncheons and one client event in Sydney. These events were attended by 556 individual members and 257 Canberra and Sydney based clients
- Coordinated a Canberra stand for AIME that included six member co-exhibitors
- Created three new destination videos
- Produced and distributed 3,000 destination Meeting Planner Guides
- Achieved 129 financial members at the close of the year, with a retention rate of 87%
- Conducted 176 member education meetings
- Inducted 22 new members. In-kind support of \$349,215 (excluding GST) was received in addition to membership fees.

### THINK CANBERRA

- Australian National University (ANU) continues to provide funding for the THINK Canberra program
- As a foundation partner of the Canberra Writers Festival, represented the interests of RALIG member institutions.

### ADVOCACY

- Resubmission of infrastructure paper to the Federal Government through Arthur Sinodinos
- Pre-election submission to ACT government was supported by all major parties and resulted in increased Bureau funding for 4 years
- Submission and presentation to the ACT Legislative Assembly Inquiry into a new convention centre for Canberra
- Held regular meetings with government and political stakeholders, including MLAs Chief Minister Andrew Barr (3), Alistair Coe (1), Shane Rattenbury (2), Nicole Lawder (2), Gordon Ramsay (1), Brendan Smyth (1), and Senator Katy Gallagher (1), Senator Zed Seselja (1), Stephen Ciobo MP (1)
- Furthering the business events agenda with AACB

### FINANCIALS

INCOME AND EXPENDITURE 2016-17	
Income	\$1,584,649
Expenses	\$1,663,166
Surplus/Deficit	(\$78,517)
BALANCE SHEET	
Assets	\$388,693
Liabilities	\$325,554
Balance as at 30 June 2016	\$141,656
Current year deficit	(\$78,517)
Balance as at 30 June 2017	\$63,139
SOURCE OF INCOME 2016-17	
Total Industry Contribution	\$913,310
Industry Cash	\$569,096
Industry Cash Equivalent	\$349,215
Total ACT Government Funding	\$1,000,000
Base	\$1,000,000
Miscellaneous	\$15,553

### NOTE

- ACT Government base funding renewed until 2020-21.



**MALCOLM SNOW**

MESSAGE FROM THE CHAIR - INTERIM

I am pleased to report that Canberra Convention Bureau achieved a sales result of \$45.7M and 65,299 room nights in 2016-2017 and exceeded projected sales by \$3.7M.

The outcome of a \$5.4M upgrade of the National Convention Centre, funded by the ACT Government, has improved the delegate experience in the short term, benefiting all members. We remain an advocate for a new facility befitting the nation's capital. A contemporary new centre with flexibility to allow Canberra to host multiple consecutive and larger conventions is necessary. We will continue to look for ways to secure this important project.

International flights now connecting Canberra to Asia through our outstanding airport, new hotel stock and growth in visitor experiences are all contributing to a vibrant future for our destination.

The Bureau welcomes the ACT Government election commitment and subsequent increase in funding for the next four years. I thank Michael and the staff for their hard work and also express gratitude to Patrick McKenna for his many years of service to the Board and leadership as Chair. We wish him well in his future endeavours.

I thank my fellow Directors for their time, energy and commitment. I also acknowledge the ACT Government as a major stakeholder, particularly Chief Minister Andrew Barr's support. Finally, I thank our members for their strong support, assuring them that we remain focused on driving business events to the Canberra region and to your businesses.



**MICHAEL MATTHEWS**

CHIEF EXECUTIVE REVIEW

I am delighted with the business outcomes at the Bureau this past year. In a climate of increasing competition we are proud to have again exceeded budget.

We are excited to welcome new routes from Singapore and Wellington and are acting to take advantage of direct air access. Stability in our sales team and the addition of a Sydney based sales office is delivering strong results.

Securing funding to continue to grow business events was a key focus this past year and the Bureau is now in a position to grow the share of national business. International business events are gathering momentum but greater resources are still needed in this area. Looking forward to 2017-18, we have a proposal for investment in international business events that takes full advantage of ACT Government industry pillars and Canberra's strong academic sector.

Canberra has never enjoyed such a positive combination of experiences, meeting and accommodation stock, vibrancy in our precincts and a growing recognition as the Knowledge Capital. With all this, we must continue to work together through collaboration with industry and government, as we also see our competitor destinations continue to invest in their own infrastructure. Our task is to build on this momentum to reach our potential and rightful place as the meeting place of Australia.

