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- » List of members;
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- » Full, audited financial report.

OUR ORGANISATION (AS AT JUNE 2016)

BOARD MEMBERS WHO SERVED DURING 2015-16

- » Patrick McKenna, General Manager, Hellenic Club of Canberra (Chairman)
- » Malcolm Snow, CEO, National Capital Authority (Deputy Chair)
- » Stephen Wood, Manager, National Convention Centre (Treasurer)
- » Fredrick Arul, General Manager, Hyatt Hotel Canberra
- » Stephen Byron, Managing Director, Canberra Airport
- » David Dawes, Director-General, Economic Development Directorate, ACT Government
- » 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
- » Allan Williams, Immediate Past Chairman

STAFF

- » 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
- » Angus Souter, 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 (maternity leave)

FINANCE

- » Vivid Chartered Accountants

RESEARCH AND LEARNING INSTITUTE GROUP MEMBERS (RALIG)

- » Dr Sue Meek, Chief Executive, Australian Academy of Science
- » Associate Professor Patrick McArdle, Dean, Australian Catholic University
- » Craig Fairweather, Assistant Director Marketing, Australian Institute of Sport
- » Dr Judy West, Executive Director, Australian National Botanic Gardens
- » Professor Peter Kanowski, Master, University House, Australian National University
- » Anne Bennie, Assistant Director, Branch Head Public Programs, Australian War Memorial
- » Jayne Miller, Brand and Business Development, Canberra Institute of Technology
- » Mary Mulcahy, Executive Manager, CSIRO Education & Research
- » Louise Doyle, Assistant Director-General, National Archives of Australia
- » Dr Michelle Raghnaill, Business Leader, Data61-CSIRO
- » Michael Loebenstein, Chief Executive Officer, National Film and Sound Archive
- » Anne-Marie Schwirtlich, Director General, National Library of Australia
- » Ruth Wilson, Associate Director, Development & Visitor Services, National Museum of Australia
- » Angus Trumble, Director, National Portrait Gallery
- » Professor Graham Durant, Director, Questacon
- » Professor Frances Shannon, Pro Vice Chancellor Research, University of Canberra
- » Lisa Morisset, Development Manager, University of NSW, Canberra
- » National Gallery of Australia (position vacant)



ANNUAL REPORT

2015–2016



CANBERRA CONVENTION BUREAU
PO Box 175 Deakin West ACT 2600
enquiries@canberraconvention.com.au
canberraconvention.com.au
02 6263 5300 | @CBRConventions

The Canberra Convention Bureau is assisted by the ACT Government through Australian Capital Tourism.

ACHIEVEMENTS

SALES

- » Achieved \$46.2 m in economic contribution and 65,520 room nights
- » Submitted 73 bids for 2015-16 with an average bid value of \$982,993, 524 delegates and 1,506 room nights. Bid conversion rate as at June 2016 was strong at 54%, with 53 bids pending
- » Conducted 315 sales appointments, 10 interstate sales trips and 29 client site inspections identifying \$92,098,132 in new business opportunities for Canberra. Held \$73.6m in pending business as at June 2016 compared to \$70m at June 2015
- » Attended two national tradeshows and two international sales missions (Singapore and New Zealand)
- » Attended Business Events Australia - Greater China showcase in Shanghai. Met with 20 media, 30 corporate buyers and 30 agents.

MARKETING, MEMBERSHIP & EVENTS

- » Promotional events included Top Secret Annual Program, four local familiarisations, and one PCO familiarisation. A total of 55 members participated in the familiarisation programs. Top Secret conversions since inception increased from \$73.5m to \$84.5m at year end
- » Hosted five networking nights, two General Manager luncheons and one RALIG meeting. These events were attended by 471 individual members and 223 Canberra-based clients
- » Coordinated a Canberra stand for AIME that included eight member co-exhibitors
- » Launched a new website for Canberra Convention Bureau
- » Continued to grow an active online presence on major social media platforms
- » Produced and distributed approximately 3,000 Meeting Planner Guides
- » 130 financial members at the close of the year, with a retention rate of 88%
- » Conducted 184 member education meetings
- » Inducted 13 new members. In-kind support of \$250,223 (excluding GST) was received in addition to membership fees.

THINK CANBERRA

- » Australian National University (ANU) continues to provide funding for the THINK Canberra program
- » Hosted one RALIG meeting and one information session for ANU staff
- » As a foundation partner of the Canberra Writers Festival, represented the interests of RALIG member institutions.

ADVOCACY

- » Co-commissioned, with Canberra Business Chamber an infrastructure submission to the Federal Government prior to the federal election
- » While supporting the development of a new casino, the Bureau successfully advocated for a distinction between the Casino and National Convention Centre
- » Previous submission with National Convention Centre resulted in allocation of \$5.4m by ACT Government for refurbishment works
- » Worked with Australian Association of Convention Bureaus to deliver tourism and business events priority document to the Federal Government
- » Held regular meetings with government and political stakeholders, including Chief Minister Barr (3), Shane Rattenbury MLA (2), Jeremy Hanson MLA (2), Brendan Smyth MLA (3), Gai Brodtmann MP (1), Mick Gentleman MLA (1) Senator Seselja (1).

FINANCIALS

INCOME AND EXPENDITURE 2015-16	
Income	\$1,614,882
Expenses	\$1,602,384
Surplus/Deficit	\$12,498
BALANCE SHEET	
Assets	\$336,959
Liabilities	\$195,303
Balance as at 30 June 2015	\$129,158
Current year surplus	\$12,498
Balance as at 30 June 2016	\$141,656

SOURCE OF INCOME 2015-16

Total Industry Contribution	\$784,686
Industry Cash	\$534,463
Industry Cash Equivalent	\$250,223
Total ACT Government Funding	\$1,060,000
Base	\$1,000,000
Supplementary	\$60,000
Miscellaneous	\$20,419

NOTE

- » ACT Government base funding agreement for \$1m renewed until 2016-17.



PATRICK MCKENNA

MESSAGE FROM THE CHAIRMAN

I am pleased to report that Canberra Convention Bureau achieved a record sales result of \$46.2 million and 65,520 room nights in 2015-2016. This includes the FIH Masters

Hockey World Cup, which alone brought an estimated \$5 million in economic impact to the Canberra region in March 2016. We remain confident of strong sales moving forward.

The Bureau is pleased to see the results of a \$5.4 million upgrade of the National Convention Centre (NCC), funded by the ACT Government, following a joint submission by the Bureau and NCC. These upgrades improve the functionality and delegate experience at the Convention Centre in the short term, which benefits all our members. We remain an advocate for a new facility befitting the nation's capital, to allow Canberra to host larger and multiple conventions.

The announcement of international flights for our outstanding airport, as well as new and improved hotel stock coming on line this past year, contribute to a successful future for our destination. The Bureau also welcomes the success of the inaugural Canberra Writers Festival, which is set to become a major annual event and attract new visitors to the region.

This year we welcomed Michael Matthews as the new CEO of the Bureau. I would like to thank Michael and all the staff at the Bureau for their hard work, particularly Liz Bendeich who was the acting CEO during the change-over period.

I wish to thank my fellow Directors for their time and commitment. I would also like to acknowledge the support of the ACT Government, particularly Chief Minister Andrew Barr. I also thank our members for their strong support, and assure you that we remain committed to driving conventions and events to both the Canberra region and your businesses.



MICHAEL MATTHEWS

CHIEF EXECUTIVE REVIEW

I am delighted to have joined the team at the Bureau and be part of the vibrant and readily evolving business events industry in Canberra. In a climate of increasing

competition we are proud that the team at the Bureau has achieved their best results ever. We are excited to welcome the new routes from Singapore and Wellington, and we are acting to take advantage of the direct air access.

Looking to Asia does not mean we have lost sight of our core business. We have a reinvigorated sales team and the addition of a Sydney based sales office. Industry participation through Top Secret, our PCO familiarisation and networking events has been excellent. I further encourage your businesses to fully engage in the benefits of Bureau membership and destination tradeshow activities.

Looking forward to 2016-17, we have a proposal for renewal and reinvestment in business events to the ACT Government. Canberra has never enjoyed such a positive combination of excellent 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 to increase our sales and marketing reach, through collaboration with industry and government, as we also see our competitor destinations continue to invest in their own infrastructure. Our task is to move forward as a destination and take the momentum from our strongest year to date, to reach our potential and rightful place as the meeting place of Australia.