

## INCOME AND EXPENDITURE

Income	\$1,957,782
Expenses	\$1,956,971
Surplus	\$811
BALANCE SHEET	
Assets	\$752,451
Liabilities	\$644,857
Balance as at 30 June 2011	\$106,781
Current year surplus	\$811
Balance as at 30 June 2012	\$107,594

## SOURCE OF INCOME 2011-12

Industry Cash	\$549,737
Industry Cash Equivalent	\$292,607
Total Industry Contribution	\$842,344
Federal Government (EMDG)*	\$5,952
ACT Government Funding	\$1,375,074
Base	\$1,000,000
Non-recurrent	\$95,074
Supplementary	\$280,000
Miscellaneous	\$27,019

\*Export Market Development Grant

## FINANCIAL NOTES

- » Attracted additional recurrent ACT Government supplementary funding of \$280,000 per year for 2011/12 and 2012/13. The ACT Government granted additional non-recurrent funding of \$160,000 for promotional tools of which \$95,074 was expended in 2011/12 and \$64,926 remains for continuing projects in 2012/13.
- » Income and expenditure were both under budget which resulted in a net balancing effect, and a surplus of \$811.
- » The Bureau retained earnings as at 30 June 12 of \$107,594 and preserved a \$100,000 contingency fund in accordance with Board policy.
- » The membership cash equivalent income is \$292,607 for 2011/12, an increase of 19%.

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

- » Meetings attended by Directors; Committee participation; List of members; Kindred Organisations membership.
- » Full, audited Financial Report
- » Performance Audit Executive Summary

Canberra Convention Bureau

# Annual Report

2011-2012

## Message from the Chairman



Allan Williams, Chairman

The Canberra Convention Bureau is proud to celebrate another year of growth and success. This year the Bureau has maintained a strong focus on encouraging future substantial infrastructure developments like the Australia Forum and increasing airline services to our region. With

the 2013 Centenary of Canberra just around the corner, we anticipate a very successful year ahead with a 25% increase in business already confirmed.

We are grateful for the enhanced support of the ACT government this year, particularly towards the THINK CANBERRA initiative and the proposal for 2014 G20 Build-Up events for Canberra. This, in addition to our continued strong membership, has led to an extremely successful year for the Bureau's programs.

We are on track to achieve our 2015 strategic plan goals and this is in part due to our collaboration with industry, stakeholders and the networks that the Bureau continues to develop.

I also wish to acknowledge my fellow directors who contribute greatly to the continued success of the Bureau and to thank our dedicated CEO Robyn Hendry and her hard working staff for their outstanding efforts to promote business events in our city.

As our wonderful city celebrates its centenary next year, we look forward to enjoying more success with the ever-expanding businesses and institutions now aligned with us. Together we continue to heighten the profile of Canberra and give it a prominent place on the world stage through the business events we attract.

## Chief Executive's Review



Robyn Hendry, Chief Executive

In a climate of increasing competition, the Canberra Convention Bureau has flourished in 2011-2012 with financial results ahead of our business plan targets. With the Bureau's revised human resource structure, expanded team and enhanced financial resources,

we have continued to create compelling business cases for events in Canberra. I am confident that the strength of the CCB team, benefiting from stability and low staff turnover, has directly contributed to our overall effectiveness and our impressive success rates in bringing events to Canberra this financial year.

As 2013 nears, we extend our focus to 2014 and beyond, while we monitor trends and advocate areas of opportunity and challenge to both the ACT and Australian governments.

Looking forward, the Bureau will capitalise on the momentum of the past year, and will continue to do what we do best – selling Canberra to the business community and attracting more and more events to Canberra. We also appreciate the support of RALIG members and their engagement with the Bureau. This continues to ensure that Canberra reaches its potential as a capital city of distinction.

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THINK KNOWLEDGE  
THINK CULTURE  
THINK INFLUENCE

THINK  
CANBERRA

## Achievements

### SALES

- » Total sales revenue for the year was \$31,061,090 in delegate expenditure, with 63,141 room nights. This exceeded the budgeted target of \$30,000,000 and 57,780 room nights and was up 8% on the previous year.
- » 73 bids were submitted, up from 62 the previous year, an 18% increase, with a bid conversion rate of 46%. This exceeded the 2015 Strategic Plan target. The average value of converted bids was up by 17% on the previous year at \$677,235 with 540 delegates. 27 bids were lost and 48 bids remain outstanding.
- » Pending business at year end was valued at \$49,741,847 which indicates strong potential for the year ahead.
- » Business confirmed for 2013 is 25% above 2012 business levels.

### MARKETING

- » Generated over \$70,000 in editorial content across Australia. Canberra was also featured in 20 international association publications as part of our involvement in the Australia Associations Project.
- » Obtained new Canberra event imagery and raised the profile of events through the production of case studies.
- » Conducted two national and three local familiarisation programs which hosted 132 client participants. A further 34 individual site inspections were also arranged. Hosted four client/member networking nights and two member only functions.
- » Attracted \$292,607 member in-kind support for Bureau programs. This was an increase of 19% on the previous year.
- » Appointed a full-time THINK CANBERRA Director, with the support of additional funds from the ACT Government.
- » Continued to raise the profile of Canberra in collaboration with the Research and Learning Institute Group (RALIG).
- » Hosted two RALIG committee meetings, two ANU workshops and a THINK CANBERRA Strategic Planning Day. The Bureau also presented at the University of Canberra Research Retreat. Maintained cooperative funding from ANU and retained an office on campus at ANU.
- » Created two DVDs to boost delegate numbers and support bids, which highlight the value proposition of the Canberra region.
- » Created a series of trade show stands with the support of ACT Government 'one-off' funding. Attended IMEX in Frankfurt with Business Events Australia and, along with seven of our members, attended the AIME 2012 trade show in Melbourne.

### MEMBERSHIP

- » Attracted 13 new members for a total membership of 160, an increase of 2%.
- » Maintained a membership retention rate of over 90%.
- » Raised industry issues at meetings with Minister Andrew Barr MLA (3), shadow spokesperson for Tourism, Brendan Smyth MLA (4) and Greens spokesperson for Tourism, Shane Rattenbury MLA (3). The Bureau also met with Senator Gary Humphries, Andrew Leigh MP, Gai Brodtmann MP, Senator Kate Lundy. We continued to work closely with the ACT Government and high-level decision-makers in tourism, economic development and other areas as required as well as with Business Events Australia (a division of Tourism Australia).
- » Participated in committees on Australia Forum, Albert Hall, Australian Association of Convention Bureaux, National Capital Attractions Association, Exhibition Park, Tourism Industry Council, Tourism Sports and Arts Taskforce, and CIT Advisory Group.
- » Conducted 116 member education appointments, up from 60 the previous year, in addition to the induction of new members.

### HUMAN RESOURCES

- » Welcomed new employees:
  - » Kate Whittaker, Business Development Executive
  - » Pam Faulks, THINK CANBERRA Director
  - » Belle Sanderson, Sales Administration Assistant
- » Received \$42,000 in support funding from the Australian Government enabling six employees to undertake Diploma & Advanced Diploma courses.

The expanded team was made possible by an increased level of ACT Government funding.

## Our Organisation

- » Robyn Hendry, Chief Executive

### SALES

- » Liz Bendeich, Director of Sales
- » Brendon Prout, Senior Business Development Manager
- » Petrina Gillespie, Business Development Manager (based in Melbourne)
- » Emelia Vimalasiri, Business Development Manager
- » Kate Whittaker, Business Development Executive
- » Akbar Muliono, Bid Production Manager
- » Erwin Matheeuwsen, Research Manager
- » Belle Sanderson, Sales Administration Assistant

### THINK CANBERRA

- » Pam Faulks, THINK CANBERRA Director
- » Lyn Eiszele, THINK CANBERRA Manager

### MARKETING AND MEMBERSHIP

- » Carol Scott, Director of Marketing
- » Michelle Lauder, Membership Manager
- » Jean Waghorn, Event Manager
- » Sarah Oates, Business Services Manager

### FINANCE AND GOVERNANCE

- » Joyce Nesbitt, Finance Manager

### BOARD MEMBERS

- » Allan Williams, Regional General Manager, ACT Qantas Airways Ltd (Chairman)
- » Alan Thompson, Secretary, Department of Parliamentary Services (Deputy Chair)
- » Pat McKenna, General Manager, Hellenic Club of Canberra (Treasurer)
- » Jane Carter, Director, Conference Logistics
- » David Dawes, Director-General, Economic Development Directorate
- » Jure Domazet, Director, Hotel Realm (replaced Matt Young, Crowne Plaza Canberra)
- » Louise Doyle, General Manager, National Portrait Gallery
- » Barry Neame, Director, Consec Conference Management
- » Don Goode, General Manager, Rydges Lakeside Canberra

- » Mark Sproat, General Manager, The Brassey of Canberra
- » Mikael Svensson, General Manager, Hyatt Hotel Canberra
- » Ian Young, Vice Chancellor, Australian National University
- » Tracy Chalk, Director Marketing Office, Australian National University (representing Prof. Ian Young)

### RESEARCH AND LEARNING INSTITUTE GROUP (RALIG) Members

- » Dr Sue Meek, Chief Executive Australian Academy of Science
- » Associate Professor Patrick McArdle, Campus Dean Australian Catholic University
- » Mr Tim Kelly, Manager, Performance Research Centre Australian Institute of Sport
- » Professor Lawrence Cram, Master University House and Graduate House Australian National University
- » Ms Linda Ferguson, Assistant Director, Branch Head Public Programs Australian War Memorial
- » Mr Ian Drayton, Executive Director Business Development and Industry Engagement Canberra Institute of Technology
- » Mr Cris Kennedy, Director CSIRO Discovery, CSIRO
- » Mr Steven Fox, Deputy Director Interpretation and Programs Museum of Australian Democracy at Old Parliament House
- » Ms Heather Millard, Manager, Marketing and Communications National Film and Sound Archive
- » Ms Michelle Carden, Director, Safety & Security Business Team (Defence, Surveillance & Business Security) National Information Communication Technology Australia
- » Ms Anne-Marie Schwirtlich, Director-General National Library of Australia
- » Ms Trish Kirkland, Commercial Manager National Museum of Australia
- » Professor Frances Shannon, Deputy Vice-Chancellor Research University of Canberra
- » Ms Lisa Morisset, Development Manager UNSW Canberra