

## MESSAGE FROM OUR CHAIR



2010-2011 proved to be an excellent year for the Canberra Convention Bureau. Initially, a range of external uncertainties led to reduced sales in the first half of the year. However, the Bureau staff led by our outstanding CEO, Robyn Hendry, worked tirelessly to turn the slump around and they succeeded. A positive overall sales result was achieved for the year.

This year we were delighted to receive additional funding and ongoing support from the ACT Government, and I want to record our appreciation. This funding will allow the Bureau to drive new initiatives, expand our capabilities, and boost sales into the future. Business tourism currently brings almost \$1 billion to the Canberra economy annually, so this additional resourcing can only mean good things for Canberra, particularly as it allows us to promote what we do best.

The THINK CANBERRA strategy goes from strength to strength. The ANU has generously provided additional financial support for the strategy as well as an office on their campus. Now with 14 active members, the Research and Learning Institutes Group (RALIG) has enabled the THINK CANBERRA strategy to become a powerful intellectual drawcard for the capital.

Finally, I must express my gratitude to the people who have made this year such a success. May thanks to Robyn and for her hard-working staff, our members, and my fellow Board members. All have contributed tremendously in promoting our great city, and no doubt will continue to do so as we work towards the targets set out in our strategic plan.

It's a great time to promote Canberra and achieve more success!

## CHIEF EXECUTIVE'S REVIEW



We should not underestimate the value of business events as an economic driver.

Research conducted by the University of Canberra (UC) during the year confirms direct delegate expenditure is high (\$1610 per delegate) and 40% of delegates are from overseas. Furthermore almost half of the delegates brought accompanying guests and on average spent an extra day before or after their conference.

The benefit to the ACT economy extends well beyond the initial event.

The UC research also found that 40% of international and 70% of Australian delegates intend to visit Canberra again in the next 5 years, for 25% it was their first visit and around 80% would recommend the destination to others.

One of the major battles the Bureau faces is combating the negative perceptions of Canberra. These figures demonstrate that the more people we bring to Canberra, the more people realise those perceptions are wrong. The message is getting through.

We know that each delegate that comes to Canberra not only brings their money; they also bring their ideas, knowledge, connections and innovation, and this benefits every level of our community.

## ACHIEVEMENTS

### SALES

- Total sales revenue \$28,596,000 in delegate expenditure with 55,115 room nights. Exceeded budgeted target of \$27,810,000 and 53,560 room nights, a modest increase on the previous year and a positive result in an election year where demand softened in the first 6 month due to political uncertainty.
- 62 bids submitted, up from 60. 38 bids converted, up from 36. The average value of converted bids was up by 12% on last year at \$577,241 with 455 delegates. 25 bids were lost and 30 bids remain outstanding
- Pending business at year end was valued at \$23,131,921 compared \$11,243,731 last year indicating strong potential for the year ahead.

### MARKETING

- More than \$100,000 was generated in editorial. Over 4,000 meeting planner guides were distributed
- Participation in the Australian Association Project to market Canberra to the international association market; including features in 20 international association publications and obtaining new Canberra event imagery. Represented at IMEX Frankfurt and UK Associations Congress.
- Conducted 3 national, 1 regional, 2 local and 1 member familiarisation programs, hosting 108 clients. Conducted 47 individual city site inspections. Hosted 4 client/member networking nights and two member only functions. Attracted \$244,500 in kind support from members.
- Appointed Think Canberra Manager, jointly funded by ANU and the Bureau, to attract business events to the city through the promotion of our Centres of Excellence in collaboration with the RALIG committee. Attracted two new RALIG members, National Library of Australia and Australian Academy of Science.
- Participated in AIME 2011 along with 7 members and staged Canberra on Show Exhibition with 42 exhibitors, an increase of 2 from the previous year.

### MEMBERSHIP

- 155 members with a retention rate of over 90%.
- Advocacy meetings with Minister Andrew Barr (4) Brendan Smyth MLA (3) Shane Rattenbury MLA (1) and The Chief Minister (3)
- Conducted 60 member education appointments in addition to inducting 18 new members.
- Successfully attracted additional supplementary ACT Government funding of \$1,000,000 commencing from 1 July 2011 over a 3 year period.

### HUMAN RESOURCES

- Maintained a comprehensive training and development program which has contributed to a capable and effective workforce ready to expand in response to new funding and increased goals.

## 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 Manager
- Erwin Matheeuwsen, Research and Bid Support
- Lyn Eiszele, THINK CANBERRA Manager

### MARKETING AND MEMBERSHIP

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

### FINANCE AND GOVERNANCE

- Joyce Nesbitt, Finance

### BOARD MEMBERS

- Steve Gower, Director, Australian War Memorial (Chair)
- Allan Williams, Regional General Manager ACT, Qantas Airways Ltd (Deputy Chair)
- Pat McKenna, General Manager, Hellenic Club of Canberra (Treasurer)
- Mikael Svensson, General Manager, Hyatt Hotel Canberra (replaced Karl Diefenbach Oct 2010)
- Professor Ian Young, Vice Chancellor, Australian National University (replaced Prof Ian Chubb Feb 2011)
- Alan Thompson, Secretary, Department of Parliamentary Services
- Jane Carter, Director, Conference Logistics
- Mark Sproat, General Manager, The Brassey of Canberra
- Barry Neame, Director, Consec Conference Management
- Matt Young, General Manager Crowne Plaza, National Convention Centre and IHG Catering at Parliament House (resigned June 2011)
- Gary Byles, Acting Chief Executive, Territory and Municipal Services (to be replaced by David Dawes, Director General, Economic Development Directorate July 2011)

RALIG Members - see reverse

## INCOME AND EXPENDITURE

Income	\$1,603,086
Expenses	\$1,606,372
Deficit*	*\$3,286

### BALANCE SHEET

Assets	\$288,947
Liabilities	\$182,166
Balance as at 30 June 2010	\$110,067
Current year deficit	\$3,286
Balance as at 30 June 2011	\$106,781

\* Deficit at year end in accordance with the Budget and includes planned expenditure of retained earnings from previous period.

## SOURCE OF INCOME 2010-11

Industry Cash	\$542,095
Industry Cash Equivalent	\$244,500
Total Industry Contribution	\$754,777
Federal Government (EMDG)*	\$38,031
ACT Government Cash	\$1,000,000
Miscellaneous	\$22,960

\* Export Market Development Grant

## FINANCIAL NOTES

- The year-end deficit is \$3,284, better than budgeted deficit of \$9,485 due to receiving an unbudgeted second round allocation of EMDG on 30 June of \$4,898.
- Income at year end is \$1,603,086 compared to budget of \$1,536,500 and up on previous year by \$76,244 or approx. 5%. Increased income was largely from membership activities and ANU cooperative funding (\$31,818).
- Expenditure at year end is \$1,606,372 compared to budget of \$1,545,985. The planned annual deficit of \$3,248 is funded from the retained earnings in accordance with the business plan.
- Retained earnings as at 30 June 2011 are \$106,783. Board policy is to maintain a contingency fund of \$100,000
- Membership cash equivalent income is \$244,500 for 2010 – 2011.

## THINK CANBERRA

An initiative of the Research  
and Learning Institutes Group

### 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
- Professor Allan Hahn, Head of the Applied Research Centre, Australian Institute of Sport
- Professor Michael Cardew-Hall, Pro Vice Chancellor, Innovation & Advancement, 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 Chris Kennedy, Director, CSIRO Discovery
- Ms Kate Cowie, Deputy Director – Interpretation 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 and Security Business Team National Information Communication Technology Australia
- Ms Anne-Marie Schwirtlich, Director-General, National Library of Australia
- Ms Helen Kon, Assistant Director - Audience, Programs and Partnerships Division, National Museum of Australia
- Professor John Howard, Pro Vice-Chancellor Development, University of Canberra
- Mr Mike Palmer-Allen, External Relations & Business Development Manager, UNSW @ ADFA

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

Full Audited Financial Reports; Meetings attended by Directors;  
Committee participation; List of members and Kindred Organisations.

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## CANBERRA CONVENTION BUREAU ANNUAL REPORT 2010-11