

Go to canberraconvention.com.au for:

- Committee participation
- List of members
- Kindred organisations membership
- Full audited financial report



OUR ORGANISATION

(AS AT JUNE 2020)

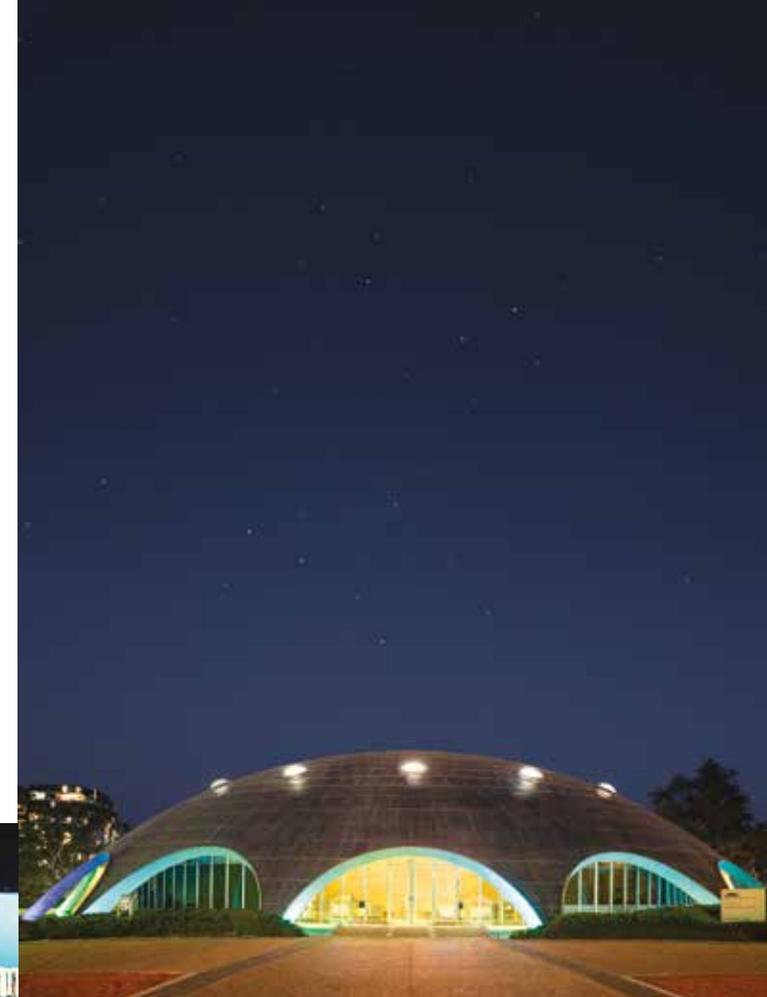
- Michael Matthews, Chief Executive
- Liz Bendeich, General Manager
- Helen Ord, Director of Business Development
- Brendon Prout, Director of Business Development
- Samantha Sefton, Director of Business Development (Sydney)
- Kimberley Wood, Director of International Bidding
- Emily Kinnane, Sales Coordinator
- Vacant, Membership & Conference Services Manager
- Kimberley Roberts-Salee, Marketing & Communications Manager
- Chanel Cen, Marketing Coordinator
- Emma Brokman, Event Manager
- Belle Sanderson, Administration & Office Coordinator

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
- Data 61-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

BOARD MEMBERS WHO SERVED DURING 2019–20

- Jure Domazet, Managing Director, Doma Group (Chair)
- Stephen Wood, General Manager, National Convention Centre Canberra (Deputy Chair)
- Rob Stefanic, Secretary, Department of Parliamentary Services, Australian Parliament House (Treasurer)
- Kareena Arthy, Deputy Director-General, Enterprise Canberra (Govt. Appointee)
- Fredrick Arul, General Manager, Hyatt Hotel Canberra
- Stephen Byron, Managing Director, Canberra Airport (end Nov. 2019)
- Rien Donkin, General Manager, Iconic Hotels
- Barry Neame, Director, Consec Conference Management
- Jane O'Dwyer, Vice-President – Engagement and Global Relations, Australian National University
- Adriaan Du Plessis, General Manager, Novotel Canberra
- John Russell, Director, Pialligo Estate
- Brian Schmidt, Vice-Chancellor and President, Australian National University (end Nov. 2019)
- Michael Thomson, Head of Aviation, Canberra Airport



ANNUAL REPORT

2019–2020



CANBERRA CONVENTION BUREAU

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This Organisation is assisted by the
ACT Government through VisitCanberra





ACHIEVEMENTS

SALES

- Achieved \$21M in economic contribution and 27,301 room nights*
*Achieved \$35.1M in economic contribution and 46,176 room nights as at February 2020.
- Submitted 66 bids for 2019-20 with an average bid value of \$913K and 1,206 room nights
- Conducted 345 sales appointments, three interstate sales trips and 38 client site inspections identifying \$92M in new business opportunities for Canberra
- Held \$60.2M in pending business as at June 2020
- Two international famils with Tourism Australia targeting India and Singapore markets, and a total of three national and two international tradeshows, including Dreamtime 2019.

MARKETING, MEMBERSHIP & EVENTS

- Promotional events included Top Secret national program, Canberra On Show, two international famils and two local famils. Top Secret conversions in 2019-20 at \$117M at financial year end.
- A total of 74 members participated in the familiarisation programs
- Hosted three networking nights, one General Manager luncheon, two AIME Briefings, two Platinum Member meetings. These events were attended by 783 individuals.
- Coordinated a Canberra stand for AIME that included seven member co-exhibitors, Associations Forum National Conference, PCOA Conference and Exhibition, Greater China Showcase, Dreamtime and Canberra on Show with 54 member exhibitors
- Hosted Associations Forum National Conference in Canberra July 2019
- Achieved 128 financial members at the close of the year with a retention rate of 90%
- Produced and distributed 2,000 Canberra Meeting Planners Guides
- Conducted 137 dedicated member consultations
- Inducted 19 new members
- In-kind support of \$350,927 (excluding GST) was received in addition to membership fees.

THINK CANBERRA

- Australian National University (ANU) continued to provide funding for the THINK Canberra program
- Represented the interests of 20 RALIG member institutions
- Deployed a Director of International Bidding to access RALIG persons of influence and thought leaders
- Development of an International Bidding strategy and host bid fund solution.

ADVOCACY

- ACT Government budget submission for growing International Business Events and a 2020 election submission
- Held regular meetings with government and political stakeholders, including MLAs, Chief Minister and Federal Ministers
- Canberra Region Tourism Leaders Forum participation
- Furthering the business events agenda as President of AACB and the BECA board and advocating for industry support and recovery priorities.

FINANCIALS

INCOME AND EXPENDITURE 2019-20	
Income	\$2,006,462
Expenses	\$1,649,870
Surplus	\$356,592

BALANCE SHEET	
Assets	\$871,793
Liabilities	\$354,986
Balance as at 30 June 2019	\$160,215
Current year Surplus	\$356,592
Balance as at 30 June 2020	\$516,807

SOURCE OF INCOME 2019-20	
Total Industry Contribution	\$896,897
Industry Cash	\$545,970
Industry Cash Equivalent	\$350,927
Total ACT Government Funding	\$1,250,000
Base	\$1,250,000
Miscellaneous*	\$210,492
*COVID-19 government assistance	\$199,000

NOTE

ACT Government base funding renewed until 2020-21.



JURE DOMAZET

MESSAGE FROM THE CHAIR

A global pandemic resulting in closed borders and business restrictions has affected us all, and the Bureau is no exception. Early achievements by Canberra Convention Bureau had us well on target to achieve budgeted sales results exceeding \$52M and over 90,000 room nights in 2019-20, which eroded from March arriving at \$21M. While it has been difficult to operate without a clear end in sight, many of our Bureau members have adapted to make the best of this situation. Business events is forward placed business, and we must keep one foot in the now managing the crisis, and one foot in the future to secure new business. With the international pipeline practically closed for at least the next 12 months, we are acutely aware that our competitors will target domestic business in the medium term, and that we will have to compete strongly for this business. 2020 has been a long year but we are looking ahead, and the Bureau has been prudent with their finances to reduce costs and absorb risk. Savings in 2019-20 were necessary to offset anticipated revenue reductions and the offer to members of 50% fee relief in 2020-21. We hope your businesses will see the forward winning of business events as critical to your recovery and the recovery for our destination. The Bureau welcomes the ongoing support by the ACT Government through VisitCanberra. 2020 election commitments by the Barr Government sees secure Bureau funding allowing our destination to effectively compete for business events as part of our destination recovery. We congratulate the Labor Party on their election win and look forward to aiding them to deliver on recovery priorities. I would like to thank Michael and the staff for their hard work and flexibility over a very challenging year and 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 results to Canberra Region and your businesses.



MICHAEL MATTHEWS

CHIEF EXECUTIVE REVIEW

Seeing years of business results evaporate has been heartbreaking, as are the impacts on the people and businesses in our community. Innovation has been evident, and many Bureau members pivoted quickly. While we are not all doing the work we thought we might at the start of 2020, we are here and ready to claw back profitability and capacity, and recover. With restrained convention capacity during peak periods, we were once again set to maintain the upward trajectory of business results and achieve budget again. The next period is critical as we maintain relationships and compete for domestic business knowing full well that larger cities will be doing the same. Targeting meetings by tapping into our destination's key sector strengths and maximising hybrid location opportunities will be important as we convey the excellent work our members are doing to ensure events can take place safely. Strong industry participation through Top Secret 2020, Canberra on Show and international famils with Singapore and India had set us up for a very strong 2020 and beyond. I encourage your businesses to fully engage in the benefits of Bureau membership and destination-first tradeshow and sales and marketing activities as part of our recovery. The Bureau recognises financial pressures your businesses are facing through fee relief and other cost measures for the 2020-21 financial year. My roles as President for AACB and a Director on BECA provided platforms for Canberra to be recognised for excellence in business events leadership and to take your issues federally. JobKeeper, the \$50M business events grant, and safety and hygiene best practices are examples. This year through Oxford Economics and Destinations International we are trialling an Economic Impact Calculator. EIC will provide us methodology adapted to Australia, and estimate economic spend, tax dollars generated and the FT equivalent in labour, all-important markers when talking with government. Securing ACT Government funding has enabled us to plan for the recovery and get back to a full calendar of sales and marketing activities to grow business events and our share of national and international meetings. Looking forward to 2020-21 we must continue to compete fiercely while allocating our resources prudently and deliver engaging marketing strategies to grow awareness of Canberra as a leading business events destination. As a small and collaborative community, we are well positioned to regain our momentum, to recover together, be whole again and reach our potential as the meeting place of Australia.