

**EXHIBITION & EVENT**  
ASSOCIATION OF AUSTRALASIA

# **EEAA 2013 MEMBER REPORT CARD**

---

**Building a stronger voice for the  
exhibition & event industry**

---

[eeaa.com.au](http://eeaa.com.au)

**THE POWER OF  
EXHIBITIONS**

## EEAA 2013 MEMBER REPORT CARD

### 1. SUMMARY

The Exhibition and Event Association of Australasia (EEAA) had a most productive 2013 – and we ended the year strongly after delivering a year-round program of service to our members.

Whilst we have not had events in all states we hope our work benefits the industry as a whole. Our last events for 2013 attracted great support – the conference included a top line-up of guest speakers, attendance was strong and content was stimulating and well received.

Our awards night, hosted by ABC personality, James O’Loughlin, was a prestigious night and a fitting tribute to the high achievers in the membership. As the last gala event at the Sydney Convention and Exhibition Centre (SCEC), we paid tribute to the centre and its staff for their service to our industry over 25 years.

During the year, we focussed heavily on representing the industry to Government especially in NSW where the reality of the closure of the SCEC was imminent. We kept up our collaboration with the NSW Government and its agencies to ensure the temporary site at Glebe Island opens on time and delivers the functionality required by users. The 40 million dollar investment represents a major commitment to the exhibition industry and is clear evidence of the impact EEAA has had on behalf of its members in communicating the importance of the exhibition industry.

NSW Deputy Premier, Andrew Stoner paid tribute to the Association and the industry for its patience and commitment to working in partnership with Infrastructure NSW, Lend Lease and AEG Ogden to resolve issues related to Glebe Island.

We showed leadership in organising briefings for the whole business events sector to ensure that critical information about the impacts of the redevelopment of Darling Harbour and the interim arrangements were accessible to all.

In September, we launched another tier of our advocacy work to promote the *Power of Exhibition*. The campaign builds on the work started in 2012 and delivered a new suite of resources for members to help capture the strengths of both consumer and trade expos as a marketing channel. In 2014, we will continue to elevate this campaign aiming to have greater traction amongst the marketing strategists and decision makers in marketing agencies.

The Association was widely reported in the trade media and also in the national media including Channel 9, Channel 10, the Australian



EEAA 2013 Executive Committee

L-R back row: Matt Pearce - Diversified Communications Australia; Harvey Stockbridge - Informa Exhibitions; Joyce DiMascio - EEAA; EEAA President Domenic Genua - Boating Industry Association of NSW; Helen Mantellato - SCEC; Debbie Evans - Reed Exhibitions Australia; Peter Thorpe - Sydney Showground/RAS.

L-R front row: Jim Delahunty - ExpoNet; Bob O’Keeffe - BCEC; Jo-Anne Kelleway - Info Salons Australia.

Financial Review, the Australian and metropolitan media including the Sydney Morning Herald and the Daily Telegraph,

There is no doubt, our profile as an industry is growing and the contribution we make is increasingly more recognised in Government and across other industry associations. This continues to be supported by the data that is collected in the EEAA Market Monitor.

Evidence-based advocacy is at the heart of what we do to present a compelling case for the *Power of Exhibitions*.

We have worked hard to build a strong professional community – we have a high quality Board and in May a new President, Domenic Genua took over the reins from Matt Pearce who had ably served on the Board for five years.

Our EEAA Young Stars Program continued to flourish with a year-round program which nurtures and inspires our younger members.

We participated in both AIME 2013 and Sydney Events Showcase and used the events to connect with members and stakeholders and wave the flag for the expo sector. At AIME we helped bring all associations together for the inaugural Business Events Week and held a joint media conference to release details of our research.

Our Leaders Forum in April 2013 headed up by Dan Gregory and Kieran Flanagan called for the industry to get better at communicating to the marketing industry about the merits of investing in the exhibition channel.

Around 16 new members joined the Association in 2013 among them new Platinum and Gold Partners, new association members as well as members from new types of businesses in the experiential marketing area.

And we have developed a 5 year strategy to help chart the course for the future of the Association.

We have collaborated with other associations in business events and also the visitor economy and have taken the voice of the exhibition industry to the new Abbott Government and in particular to the Minister for Trade and Investment, Andrew Robb.

The premise upon which our work is based is that our collective message is more powerful than the fragmented messages of individual companies. It is therefore important that our members stay engaged and active in the Association.

In 2014, we will aim to grow our community. More Members means we can continue to build a more compelling Association that stays focussed on promoting the *Power of Exhibitions*.

On the staff front we welcomed Rebecca Ius to the team and farewelled Sarah Galbraith. There were changes to the Board as we farewelled Helen Mantellato, Tim Morgan and Gary Daly and we welcomed Harvey Stockbridge and Jo-Anne Kelleway.

2013 was an exciting and challenging year. We have delivered an extraordinary amount and our effectiveness has been recognised widely by our peers.

The members of the Association continue to be active supporters who help to ensure we put our best foot forward. Our events have become more robust and professional because of their generosity in sponsoring our major events throughout the year.

We have two new Platinum Partners, the Dockside Group and Informa Exhibitions and a new Gold Partner, The Star. The Association is in sound financial position and enjoys high levels of member satisfaction as captured in its six-monthly member surveys and also from feedback gathered at our events.

Outlined below are more details about our work across our core programs.

Joyce DiMascio  
Chief Executive  
February 2014

## 2. ADVOCACY



### STATES PROGRAM - GOVERNMENT

EEAA continued to be the lead association in representing the exhibition and events sector in negotiations with the NSW Government in relation to the temporary exhibition centre at Glebe Island and the redevelopment of Darling Harbour.

In May 2013, when the NSW Government terminated negotiations with Sydney Harbour Expo after six months, EEAA was quick to escalate the matter and secure assurances from the Government that the centre at Glebe Island would be open in time for the 2014 exhibition season. The Deputy Premier, Andrew Stoner personally intervened and maintained a close watch over the project to ensure its completion.

Between May and December, EEAA and a group representing the major users met regularly to review all designs and plans for Sydney Exhibition Centre @ Glebe Island. A sub-committee for marketing was also formed to work with Business Events Sydney and Sydney Harbour Foreshore Authority to develop the initial communications resources about the site and how to get there.

EEAA made representations to Sydney Harbour Foreshore Authority, Business Events Sydney and Lend Lease on behalf of members located in Pyrmont and around Darling Harbour to ensure the precinct is given additional marketing support.

EEAA also made representations regarding the impacts of building and construction of the Darling Harbour Live on access to venues in Darling Harbour and Pyrmont.

The EEAA co-ordination of the industry reference group has meant that crucial decisions regarding the temporary centre were benchmarked against industry requirements. Over 20 meetings were held with the co-ordination group.

EEAA kept Members and the wider industry informed through a regular program of briefings and E-News.

Though no decision on the expansion of facilities in Melbourne has been announced, EEAA continued to communicate with the Victorian Government to commit to the expansion of exhibition facilities at the Melbourne Convention and Exhibition Centre.

### NATIONAL PROGRAM - GOVERNMENT

EEAA welcomed aspects of the Abbott Government's policy platform for tourism and business events especially the transfer to the trade and investment portfolio.

EEAA has made representations to the Abbott Government for more seamless access to Federal Government agencies like Austrade to secure support for Australian exhibitions and in particular for support in engaging the international buyer community. Further work on this will be undertaken in 2014.

EEAA took part in the Tourism Round-Table with Federal Minister Andrew Robb and continued to support the Business Events Council of Australia.

### NATIONAL PROGRAM - MARKETING

*Power of Exhibitions* – In September 2013, EEAA launched a new tier of its advocacy to promote the *Power of Exhibitions*. This program delivered members a suite of resources with key facts on the effectiveness of exhibitions. A special video was also produced to support this campaign. It was launched at a business briefing hosted by Catherine Fox, former Deputy Editor of BOSS Magazine. Deputy Premier, Andrew Stoner attended this event and paid tribute to the work of the association on behalf of the exhibition and events industry.

A high level panel of business leaders discussed the themes of the *Power of Exhibitions*.



Above: NSW Deputy Premier Andrew Stoner MP.

Below: L-R Domenic Genua, President; Joyce DiMascio, CEO; NSW Deputy Premier Andrew Stoner MP.



## 3. LEADERSHIP

### EEAA 2013 LEADERS FORUM

Approximately 60 leaders of the exhibition and event industry gathered for the Exhibition & Event Association of Australasia 2013 Leaders Forum held in Bowral in April.

It was led by marketing guru, Dan Gregory and his associate, Kieran Flanagan. The keynote address was delivered by Greg Hywood, CEO of Fairfax media.

The Leaders Forum continued to grow in popularity especially for its intensive executive coaching style content. The Leaders Forum dinner was held at Biota. During the evening all Gold and Platinum partners were presented their membership certificates and their contribution to the association acknowledged.



### EEAA STRATEGIC PARTNERS FORUM

Following the success of the 2012 Strategic Partners Forum, EEAA repeated the event in 2013 again with Matt Hingerty CEO of Barton Deakin. Matt Hingerty was joined by, Simon Banks, Canberra Director of Hawker Britton, a former staffer to Prime Minister Kevin Rudd. The duo provided a wide-ranging commentary on the life of the new Abbott Government and what could be expected from Labor in Opposition. The event was hosted by EEAA Platinum Partner, The Dockside Group.

Mr Hingerty once again paid tribute to the role EEAA has played in representing its Members – commending the association for its professionalism, focus and for the results it had achieved.

At the event, EEAA President, Domenic Genua shared EEAA's 5 year strategic plan and sought feedback. The plan was well received and EEAA was commended for its strong leadership, achievements and direction.



## FIRST ANNIVERSARY OF THE YOUNG STARS

It has been an exciting year for the EEAA Young Stars with 5 Leaders Table Dinners, a professional Development Session with Richard Woodward on presentation skills, involvement in the EEAA 2013 Conference and a well-attended Young Stars Recovery Breakfast – the final event for 2013.

In August, the EEAA Young Stars Program celebrated its first anniversary with the program continuing to attract good support from younger members. Among the Leaders who we heard from were Matt Pearce, Managing Director Diversified Communications Australia; Helen Mantellato, Exhibition Director SCEC; Chris Barlow, former CEO of Melbourne Airport and Chairman of MCB; Liz Wynn, former PCO with Arinex; Penny Lion, Head of Business Events Australia.

The EEAA Young Stars Program is aimed at the under 35s and facilitates younger members to have a bigger voice in the work of the Association. This is critical to the ongoing success of the Association and also to nurturing young talent and encouraging their career development in the world of exhibitions.



## BUSINESS EVENTS COUNCIL AUSTRALIA

EEAA has been active on the Board of Business Events Council Australia with the aim of lifting the voice of the exhibition industry in whole-of-industry campaigns to secure more funding and policy support from the Federal government. Matt Pearce is EEAA's Director on the BECA Board and Joyce DiMascio is a Councillor.

## COLLABORATION WITH OTHER PEAK BODIES

EEAA continues to work on areas of common interest with other peak bodies including: Tourism and Transport Forum, Property Council of Australia, Australian Tourism Export Council, Australian Hotels Association, National Tourism Alliance, Meetings and Events Australia, Live Performance Australia, Venue Management Association, Association of Australian Convention Bureaux, and The Accommodation Association of Australia.

## ASSOCIATIONS FORUM

EEAA is a member of the Associations Forum and promotes the benefits of exhibitions to a wide cross-section of industry associations. In 2013, the EEAA facilitated a session at the Associations Forum Conference which included presentations from three EEAA members who spoke about the value of exhibitions to associations. The presenters were Domenic Genua, Ross Ferrar, Roger Perkins and Jim Delahunty.

## REPRESENTING THE EXHIBITION INDUSTRY INTERNATIONALLY UFI AND IAEE

EEAA has supported the work of UFI and IAEE delivering valuable market insights to the annual UFI Barometer. The Power of Exhibitions toolkit was compiled with input from UFI.

## 4. MEMBER EVENTS PROGRAM

### NETWORKING FOR MEMBERS

EEAA delivered a year-round program of events for members providing the opportunity for learning, networking, business development and showcasing. In 2013 included:

- 26 January Australia Day Lunch
- 27 February Young Stars Leaders Table- Melbourne
- 25 February Business Events Week & AIME
- 25 March Industry Briefing
- 16-17 April EEAA Leaders Forum
- 23 April Member Forum- QLD
- 23 April Young Stars Leaders Table- QLD
- 23 May AGM
- 23 May Young Stars Leaders Table- Sydney
- 23 May Industry Briefing
- 16 July Associations Forum Conference
- 7 August Young Stars Leaders Table – Melbourne
- 13 August Power of Exhibitions Stakeholder Breakfast
- 15 August ABEE, Sydney
- 15 August Young Stars Professional Development Session
- 9 October Young Stars Leaders Table – Sydney
- 18 October UTS Lecture, Sydney
- 22 October Gold & Platinum Partner Round Table
- 25 November EEAA 2013 Conference Welcome Reception
- 25-26 November EEAA 2013 Conference
- 26 November EEAA 2013 Awards for Excellence
- 27 November Young Stars Recovery Breakfast

### THE EEAA ANNUAL CONFERENCE

A big roll-up of 155 guests attended the EEAA 2013 Conference Welcome Reception on Monday 25 November 2013 in the Cockle Bay Room at Dockside. The event was followed by a tour to the Sydney Exhibition Centre @ Glebe Island on the newly refurbished Captain Cook Vessel, the John Cadman II.

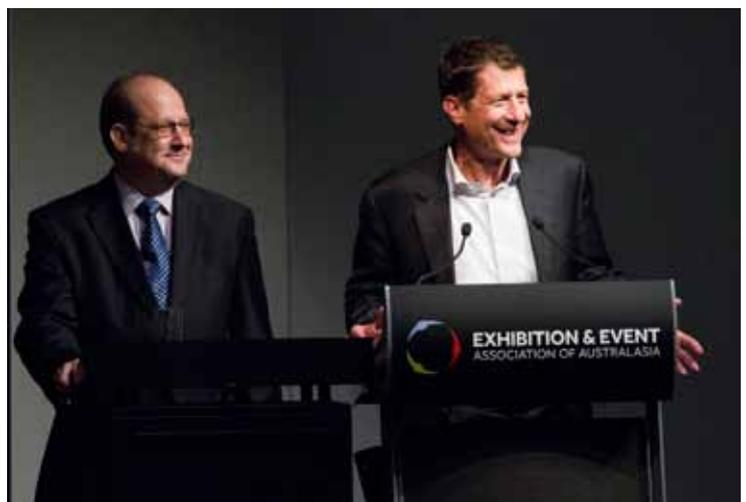
The event included a series of announcements about the temporary exhibition centre. SEC General Manager, Malu Barrios announced that Dockside Group had been awarded an exclusive caterer contract at the new facility and Captain Cook Cruises was the operator of ferry services. The event was sponsored by Major Partner, Sydney Exhibition Centre @ Glebe Island and Supporting Partners Dockside and Captain Cook Cruises.

Almost 140 people attended the conference to hear keynote speaker Steve Vamos, Company Director and Technology in Business Commentator, plenary presenters Jodie Sangster, CEO and Company Secretary, ADMA; John Vamos, Managing Director, Business Coaching Systems; and Dr Ross Trethewy, Head of Environment & Safety, Lend Lease.

EEAA stimulated discussion through two panel sessions, one which showed the fine line that Exhibition Directors have to walk, especially in the way they engage their stakeholders, and the other which discussed a marketing industry perspective on Exhibitions. The panel members were leading players in marketing and included Alex Hayes, editor Mumbrella; Al Crawford, planning director Clemenger BBDO; Scott Davis, head of strategy MJW Hakuodo; Harvey Stockbridge, MD Informa Exhibitions Australia; and Aimee Buchan, head of strategy OMD.

The conference also offered four breakout workshops: Workforce Planning with Therese Ma from Service Skills Australia, Is Technology Overrated discussion with Steve Vamos, Compliance and the New Privacy Laws presented by Daad Soufi, Director- Legal and Regulatory Affairs – ADMA, and a Young Guns in Design Panel session.

The Conference was sponsored by Major Conference Partner, Octanorm; Major Venue Partner, Sydney Convention and Exhibition Centre; and Supporting Partners Australian Technology Park Sydney, Brendan Read Photography, ExpoNet, FABframe, Info Salons, Moreton Hire, Sydney Showground and Ungerboeck Software International.



## THE EEAA AWARDS FOR EXCELLENCE



Over 300 guests attended the Awards for Excellence at the Sydney Convention and Exhibition Centre. It was hosted by MC, James O’Loughlin in a special night honouring our industry’s highest achievers.

During the Awards for Excellence, EEAA honoured the Sydney Convention and Exhibition Centre through a tribute video and presentation to Ton Van Amerongen and Helen Mantellato. CEO Joyce DiMascio and President, Domenic Genua acknowledged the important role the centre had played in the life of the city and also in the growth of member businesses over 25 years.

The Awards for Excellence was sponsored by Major Awards Partner FABframe; Major Venue Partner, Sydney Convention and Exhibition Centre; Major Entertainment Partner, Australian Technology Park Sydney; and Supporting Partners Agility Fairs and Events, Brendan Read Photography, Decorative Events, Diversified Communications, EEAA NZ, Exhibitions and Trade Fairs, Expo Direct, Flowers on Norton, Harry the Hirer, Info Salons, Melbourne Convention and Exhibition Centre, ODE Management, Sydney Showground, The Monkey’s Cobbler, Ungerboeck Software International, and Cherry Bar at The Star. The entertainment for the night, Michelle Martinez & Natasha Stuart Presented by The Groove Academy.

In a departure from tradition, EEAA President Domenic Genua presented the Trevor Riddell President’s Award to two individuals recognising the unique contribution made by Debbie Evans, Managing Director, Reed Exhibitions Australia and Matt Pearce, Managing Director of Diversified Exhibitions Australia.



Visit <http://www.eeaa.com.au/about-awards.php> to view a full list of the EEAA 2013 Awards for Excellence winners.

## THE EEAA YOUNG STARS RECOVERY BREAKFAST

The EEAA Young Stars Recovery Breakfast was a new event organised by the Young Stars Committee. The Young Stars Recovery Breakfast was a chance for the Young Stars to celebrate the achievements of their peers announced at the Awards for Excellence the previous night, network with other young stars, learn about what the Young Stars Committee have achieved in 2013 and have their say on the direction the Young Stars Program should take during 2014.

EEAA Chief Executive, Joyce DiMascio, congratulated the Richard Geddes Young Achiever nominees – Robyn Gardner, Diversified Exhibitions Australia (DEA); Alexandra Haughton, DEA; Dominic Le Roy, Van Der Berg Design Team; Danielle Paten, Moreton Hire and Alanna Phillips, DEA – on their achievements throughout the year and highlighted the importance of the Young Stars to the success of our industry. Dominic Le Roy was the well deserving winner of this award.



The event was held on the John Cadman II and was a bookend event concluding the EEAA 2013 Conference and Awards for Excellence.

## 5. MARKETING COMMUNICATIONS

The EEAA has a major commitment to communicating with members and building a strong community of engaged members. The EEAA communication platforms are also leveraged to share member news. During the year, the Association improved its E-News design and this has been positively received by Members.

Communications sent out in 2013

- 8 EEAA ENews'
- 1 EEAA Young Stars ENews
- 16 media releases
- Conference and Awards for Excellence: 4 media releases and 9 email blasts
- Leaders Forum: 2 media releases and 6 email blasts

The Association uses its social media platforms including Facebook, LinkedIn and Twitter. YouTube has also been used in 2013 to circulate EEAA video material and TV news coverage.

EEAA achieved widespread media coverage in the consumer and trade media throughout the year.



## 6. MEMBER COMMUNICATIONS TOOLKIT

In 2013, EEAA made available a range of resources to assist Members to more effectively promote exhibitions as a marketing channel. These resources can be downloaded at no cost from the EEAA website and include a new video, new brochure, factsheets, research reports, media releases and other graphic devices to help promote the *Power of Exhibitions*.

## 7. RESEARCH

EEAA delivered the EEAA Market Monitor, which tracks the health of the industry and foreshadows new trends, shows and issues. Two issues of the report were produced in 2013.

It was undertaken by Micromex, an independent research company with extensive exhibition sector experience. This research was made available to members at no cost.

The aim of the EEAA Market Monitor was to build trend data and a portfolio of evidence to share with members and provide statistical

information to support advocacy and member marketing. In conjunction with EEAA, the Audited Media Association of Australia produced an Insights Report which shows the incremental visitors impact of Australia's top 30 audited shows in 2011/2012 financial year.

## 8. RISK MANAGEMENT

Together with Marsh Risk Consulting, EEAA has continued to deliver an accreditation system available exclusively to our members. The Association continues to look at ways to keep safety at the forefront of members' operations to ensure the industry embraces a proactive safety culture.

In 2013, the Association explored a range of opportunities associated with safety with the aim of equipping members with useful tools regarding safety practice.

## 9. MEMBER SERVICING

Throughout the year, the EEAA team serviced a range of member needs especially in brokering introductions and in helping members to access research. Other assistance provided included counsel on marketing, issues management and background briefings.

At the AGM a new Board was elected. Since the election, Tim Morgan and Helen Mantellato have stepped down. The current Board comprises:

Domenic Genua, President  
Boating Industry Association of NSW

Bob O'Keeffe, Treasurer  
Brisbane Convention & Exhibition Centre

Bob Moore, Secretary  
Agility Fairs and Events

Matt Pearce, Immediate Past President  
Diversified Communications

Jim Delahunty  
ExpoNet

Debbie Evans  
Reed Exhibitions Australia

Jo-Anne Kelleway  
Info Salons Australia

Harvey Stockbridge  
Informa Exhibitions

Peter Thorpe  
RAS/Sydney Showground

Peter King  
Melbourne Convention & Exhibition Centre

For further information contact  
Joyce DiMascio, Chief Executive  
Exhibition and Event Association of Australasia  
T: 02 9413 9520 E: [jdimascio@eeaa.com.au](mailto:jdimascio@eeaa.com.au)