



EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA

EEAA NEWS

AND AIME 2018 WRAP

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2 March , 2018

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Are you joining us next week on 8 March at our International Women's Day Breakfast when we put the spotlight on the important contribution made by women in the business events sector? I'm looking forward to interviewing our special guests Cr Christine Forster, Kim Mahaffy, Jane Mathews, Paul Nicolaou and Emma Triggs. If you haven't booked - please do so as it will be another rewarding event.

Last week, the EEAA Board and team were in Melbourne for the final AIME by Reed Travel Exhibitions. We thank Angela Sciacca and the team for their great work and their gracious hand-over to Talk2 Media & Events. With the baton passing, came news of exciting plans for 2019 including fabulous stand options designed by our Member, Decorative Events and Exhibitions.

The EEAA Board met at Harry's HQ in Richmond, Melbourne. This was a great opportunity for us to see their outstanding showroom and meet the Harry's staff. All EEAA Board meetings are held at Member venues - if you'd like to host a Board meeting - just drop me a note. We'd value the opportunity.

We also held a workshop for our younger Members to discuss the EEAA Young Stars Program. The program is just over five years old and we're looking forward to refreshing it with ideas from our Members.

At our AIME media conference, we officially launched our Traineeship program with TAFE NSW and Apprenticeship Support Australia. I'm pleased to say this will soon also kick off in Victoria. I urge the business events industry to back this opportunity - we need young people to join our industry and this is a highly incentivised way for employers to hire young entry level staff. I was joined at the media conference by Libbie Ray of AV 24/7, the first EEAA Member to be part of the program. TAFE NSW joined us on the EEAA stand to meet and promote the opportunity. Together, we called on all industry leaders to take responsibility for making the sector an employer of choice.

EEAA recently brought together our Organisers and Associations for a special forum at Merivale, Sydney to tackle issues impacting our Members. It was an excellent gathering of the EEAA community that creates the business opportunities for the sector. The discussions were held "in

camera" and so there were very open exchanges about the challenges and opportunities. It was particularly pleasing to see some of our newer Organiser Members working in new sectors. Throughout the year, we will be holding similar forums for all our Member Categories.

So, here we are already into the third month of 2018. Members' input to our **"PULSE" survey** and the **UFI Global Barometer** point to a strong 2018. Of course, some shows will be up and some will be down - but overall our sector continues to grow with exciting new events in areas such as Satellite and Space, Drones and Technology. The **EEAA 2018 Events Calendar** launched last week affirms the dynamic nature of our sector.

To all the Organisers, Associations, Venues and Suppliers - help keep our Association strong so we can be an effective voice for the sector. We value your Membership, sponsorship, in-kind support and most of all, your active involvement in YOUR Association.

Please call anytime if we can help, be sure to leverage your membership. There is nothing like the power of the EEAA network.

Joyce DiMascio,
Chief Executive

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FINAL DAYS TO REGISTER: EEAA'S INTERNATIONAL WOMEN'S DAY BREAKFAST NEXT WEEK

Close to 100 people have already registered for next week's breakfast event to celebrate International Women's Day. The women and men on stage are Cr Christine Forster, Kim Mahaffy, Jane Mathews, Paul Nicolaou and Emma Triggs. This special breakfast is being held at Member Venue **Doltone House** and we thank Anna Cesarono, Director of the company for supporting us again.

To help disadvantaged women return to the workplace, we invite donations of good corporate clothing for the charity, **Fitted for Work**.



DETAILS

Date: Thursday, 8 March 2018

Time: 7:15am to 9:30am

Location: Doltone House Hyde Park - 3/181 Elizabeth St, Sydney

Cost: Members \$110pp | Non-Members \$132pp

Host a table of key clients (9pax): Members \$900 | Non-Members \$1080

We thank our generous partners Doltone House, Microhire, O-tix and Alex Carlyle Photography who have committed so far. If you'd like to sponsor the event (which will include a table at the event) contact Rebecca Ius on P:(02)9413 9520 or E: rius@eeaa.com.au

BOOK NOW

TRAINEESHIPS: EEAA CALLS ON INDUSTRY TO EMPLOY ENTRY LEVEL STAFF

EEAA delivered a strong message to the business events industry to hire entry-level staff at its AIME 2018 **media briefing**.

The Association urged the industry to bring young people into the sector by hiring them as trainees to feed the employment pipeline. We were joined by TAFE NSW to promote our new skills and training opportunities - including our industry's first-ever traineeship program for school leavers.

Libbie Ray, AV 24/7 General Manager is the first employer to take on a trainee. At the media conference she spoke positively about the program and encouraged other business events leaders to take on a trainee.



Libbie Ray and Joyce DiMascio at the AIME Press Conference

RESEARCH: EEAA "PULSE" SURVEY FORECASTS UPBEAT 2018 AND NEW SHOWS

Data from the EEAA's **"PULSE" survey** conducted at the end of 2017 showed positive trends for the industry. 40% of organisers launched at least one new show in 2017 and 67% plan to launch or host at least one new show in 2018. Of those who are planning a new show in 2018, at least 43% expect they will deliver two or more new shows over the coming year.

ORGANISERS AND ASSOCIATIONS MEET AT MERIVALE



Left: Jude Khnam, Business Development Manager, Merivale. Right: EEAA Organiser and Association Members.

EEAA's Organiser and Association Forum held on Friday, 9 February 2018 was well attended and very productive. It operated under strict confidentiality protocols and generated excellent discussions on a range of topics raised by the Members and the Association. The Members reaffirmed what they value most from the Association, which is very helpful in framing our plans for the future. Satisfaction levels with the work being delivered by the EEAA was high.

We plan to hold further Forums for Suppliers, Contractors and Venues throughout the year. Stay tuned. We thank our host Jude Knam, Business Development Manager at [Merivale](#) for her generous hospitality. EEAA and its Members can access a huge portfolio of outstanding venues and hospitality through Merivale. The company is led by CEO Justin Hemmes and there over 70 brands and venues in the portfolio.

EEAA JOINS INDUSTRY SKILLS REFERENCE COMMITTEE

EEAA Chief Executive, Joyce DiMascio has joined the Industry Reference Committee supporting SkillsIQ to influence tertiary level education to include more up-to-date exhibition and business events content.

This is part of EEAA's three-tier strategy to address the skills and labour shortage for the exhibition and event sector.

It is important that exhibitions are on the radar of students as a career choice and that the workforce training is fit-for-purpose.



The 2018 Industry Reference Committee appointed by the Federal Government.

ACTION NOW: INDUSTRY SKILLS FORECAST OPEN FOR CONSULTATION

SkillsIQ is calling for feedback on the draft 2018 Industry Skills Forecasts. The draft is now available for public consultation and comment is invited by Wednesday, 7 March 2018 on the Tourism, Travel & Hospitality section.

[Click here](#) to access the document and submit your feedback.



Capable People Make Clever Business

2018 Industry Skills Forecasts -
Open for Consultation

Public Sector | First Aid | Tourism, Travel & Hospitality



VACANCY AT EEAA: JOIN OUR TALENTED TEAM

We are looking to appoint a good all-rounder to our Marketing Communications and Event operations role. This position is part of our small "can do" team located in Chatswood, Sydney.

Applications close soon. [Click here](#) to read more about the position and how to apply. Please share this opportunity so we can attract a suitable star for the role.

For more information, contact Joyce DiMascio
P: (02)9413 9520 | E: jdimascio@eeaa.com.au



The Exhibition and Event Association of Australasia team at the 2017 Awards for Excellence.

MELBOURNE VISIT BY EAAA EXECUTIVE BOARD

The Association's Executive Board held its first Board meeting for 2018 ahead of AIME.

Hosted by Harry the hirer, the meeting was a great opportunity to view this fantastic Richmond warehouse and showroom.

A review of the past 5 years of achievements showed the Association had delivered on all its major goals. The Board is committed to the sustainability and growth of exhibitions and events in Australasia and will continue to deliver programs of value to Members.



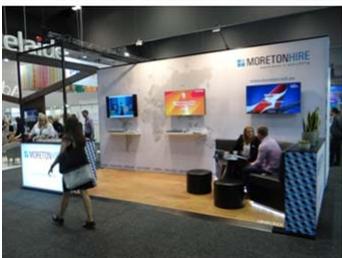
A SPECIAL THANKS TO OUR AIME PARTNERS



EAAA's presence at AIME was supported by our Members and our thanks go to our key partners [Reed Travel Exhibitions](#), [TAFE NSW](#), [ExpoNet](#), [FABframe](#) and [Expo Direct](#).

FABframe supported the EAAA with its on-stand branding, providing the vibrant fabric skin for the back walls of our stand. ExpoNet helped with the stand's layout, design and build, and furniture - read [ExpoNet's 2018 AIME wrap](#). And for the first time, EAAA and TAFE NSW trialled the award-winning [Silent Conference System](#) by Expo Direct, which won *Best Supplier - Services or Products* at the EAAA 2017 Awards for Excellence.

We thank those who supported us at the event - our stand at AIME is an important place for the Association to meet with a broad range of Members, prospective Members and Stakeholders.



Over the two days of the show, EAAA met with many Members and stakeholders. AIME is an important event for our sector and our industry has proudly supported it over many years.

JO-ANNE KELLEWAY NAMED INDUSTRY PERSON OF THE YEAR AWARD AT AIME 2018

Huge congratulations to Jo-Anne Kelleway for winning this years Industry Person of the Year Award at AIME.

Jo-Anne, a EEAA Board Member, is the founder and CEO of Info Salons and the award is a testament to her hard work and dedication to her company and the industry.

Jo-Anne gives generously to the industry and at the EEAA Awards for Excellence last year, she received the President's Award for her contribution to the EEAA.



ICC SYDNEY RELEASES ITS FIRST YEAR REPORT CARD

At AIME, CEO of ICC Sydney, Geoff Donaghy released the centre's first year report card with some impressive results.

Mr Donaghy said ICC Sydney had generated 1.3 million visitors and \$785 million in direct expenditure for NSW. The venue's research highlights the importance of Business Events in driving our economy and shows a strong future for our sector.

"I am proud of the venue's achievements, including setting a new standard in the events industry while helping to stimulate the local economy." Mr Donaghy said. [Read more.](#)



EEAA YOUNG STARS PROGRAM: NEXT PHASE EXPLORED

We kicked off Day 2 at AIME with a Young Stars Breakfast to brainstorm and discuss the future of the program with the Young Stars themselves.

It was great to see so many new faces and we explored ideas to shape the future direction of the initiative. Twenty-Four Young Stars shared their views in an open ideas-filled discussion. We thank all those who joined us for Brekky - the early start generated lots of great ideas for new events, which we will look at implementing for 2018. For more information on the EEAA Young Stars, [click here.](#)



A BIG THANK YOU TO REED TRAVEL EXHIBITIONS



We say farewell and thank you to Reed Travel Exhibitions for all their work over many years delivering this important industry event for the Melbourne Convention Bureau. Best wishes to Talk2 Media & Events - we look forward to working with you too.

EEAA SUPPORTS BECA'S POLICY PITCH TO FEDERAL GOVERNMENT

The EEAA continues to support the Business Events Council of Australia which met for its first Board Meeting for 2018. At the meeting its refreshed policy framework was reviewed. EEAA has worked with BECA's consultants, Brickfielder to develop a comprehensive new pitch to the Federal Government making the business case for further Government investment in the sector. Business events power the Australian economy and importantly, provide a platform from start-up to scale-up for Australian businesses and industries.



AWARDS: ENTRIES OPEN FOR UFI 2018 OPERATIONS & SERVICES AWARD

EEAA urges the industry to enter the UFI awards and promote your services and products on the global stage. The 2018 UFI Operations and Services Award has been designed to reward the best exhibition industry initiatives for the smart and innovative use of technology in order to improve the productivity of venues and events. The initiatives may target any aspect of venue operations and services; however, they should have a direct impact on event productivity. [Read more.](#)

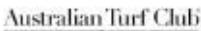


VISAS: UPDATED DATA AVAILABLE ON TEMPORARY

STRATEGIC PARTNERS – PLATINUM



STRATEGIC PARTNERS – GOLD



YOUNG STARS PROGRAM PARTNER – PLATINUM



YOUNG STARS PROGRAM PARTNERS – GOLD



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