



EEAA NEWS

Building a stronger voice for the exhibition industry



8 February , 2019

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Welcome to first E-News for 2019. It's been a busy start to the year and from my initial observations it's going to be a positive year for our Members.

With the start of another year, we ask our Members to promptly renew their Membership. Renewal notices are currently being issued. If your turnover has increased, you may need to advise us so that we adjust your membership rate.



The Global Association of the Exhibition Industry (UFI) has just released its Global Exhibition Barometer which paints a strong picture for the industry around the world and also in our region. Among the biggest issues concerning the global industry are the state of the national economy and competition from other marketing channels. The industry is also acutely aware of the need to incorporate "entertainment" as a means of engaging younger audiences. I encourage you to take an interest in UFI's work and its various products - they are extremely useful in your business planning. The next **UFI Asia-Pacific Conference** is in Tokyo, this is a most valuable opportunity to establish global connections for your business. For suppliers looking to export, it is an excellent forum for networking with decision-makers.

EEAA has been very active representing the industry's wish-list to MPs in the Federal Parliament - it was pleasing to see the inclusion of these priorities in the **draft 2020 Beyond Tourism Strategy** released by Federal Minister Simon Birmingham last week. In the coming weeks, we'll be knocking on Labor's doors again calling for further investment in the business events sector. I'll be joining Shadow Minister, Anthony Albanese on stage at the Labor Friends of Tourism meeting in Canberra in the coming weeks.

Around the country, there is continued investment in events infrastructure. In Brisbane this week, I had the opportunity to provide The Star Entertainment Group with feedback on the massive **Queens Wharf Development** and earlier in the month I appeared before the Gateway Review

Committee assessing the merits of further improvements to Sydney Showground and the Sydney Olympic Park precinct.

Our commitment to boosting the industry's dedication to reducing waste at events continues. The work of the **Environmental Sustainability** Working Group will be road-tested with our younger Members at two events in Sydney and Melbourne later this month. There's no going back for the EEAA and our Board is committed to delivering a charter for the industry. A big thanks to the Members that are leading this work. "Climate Change" has been felt acutely over the summer - floods, fire and the hottest days ever recorded. We have a collective responsibility to act to mitigate its impacts and we have a responsibility to reduce waste and shift towards clean energy.

We have a big program of events in **Melbourne in 2019** - with our Global Exhibitions Day Program including our Conference, Leaders Forum and Dinner being hosted there on 5 and 6 June. So, if you'd like to partner with us as venue or supplier, please contact us.

The E-News has lots of other news. I know it's long - but do scroll through so that you don't miss valuable updates on what we are doing for our Members.

Please populate the EEAA Events Calendar - this is a critical marketing tool for our industry. Please go online and input your event details. And while you are there refresh your Member profile page - eeaa.com.au is your platform as well as ours.

And we're very excited to be welcoming some fantastic new Members to our community from Sydney, Brisbane and Melbourne. Details will be announced in the next E-News.

Finally, we farewell one of the business events industry's great advocates Paul Beeson who has retired as CEO of the Perth Convention Bureau.

And a big congratulations to Bob O'Keeffe and Paul Constantinou on their Australia Day Honours - both were awarded Members of the Order (AM).

It's great to be back at our office in sunny Chatswood - Claudia, Gretel and I are here to assist you so please don't hesitate to contact us.

Joyce DiMascio
Chief Executive

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KEY EVENT DATES FOR 2019

Our events program gives you the opportunity to meet other Members and be active in our community. Will you be joining us for these key events - pop the dates into your diary now and stay tuned for registration details. Contact us if you'd like to partner with us.

Young Stars Sustainability Forum #2 - Sydney: Monday, 25 February, Sydney

Young Stars Sustainability Forum #2 - Melbourne: Tuesday, 26 February, Melbourne

International Women's Day Breakfast: Thursday, 7 March, Doltone House Hyde Park, Sydney

EEAA 2019 Leaders Forum, 2019 Global Exhibitions Day Dinner, EEAA 2019 Conference and 2019 Annual General Meeting and Reception: June 5 – 6, Melbourne

EEAA 2019 Awards for Excellence: Wednesday 4 December, Melbourne

EVENTS: COME AND HAVE YOUR SAY ON OUR DRAFT SUSTAINABILITY FRAMEWORK - 25 AND 26 FEBRUARY



A major priority of the EEAA is our commitment to leading the industry to adopting more responsible environmental practices. The EEAA Sustainability Working Group, which formed last year, has done lots of work on this project.

This will be shared for the first time at two back-to-back Young Stars workshops. The aim is to unpack the "sustainability framework" and invite our community's emerging leaders to "road-test" some of the core principles and ideas.

EEAA Board Member and Chief Operating Officer of the Melbourne Exhibition and Convention Centre, Leighton Wood and EEAA Chief Executive, Joyce DiMascio will present participants feedback to the EEAA Board later that week..

This event is open to all Members and stakeholders. If you are passionate about the environment and want to be part of the movement for change in our industry - join us.

EVENT DETAILS – Young Stars Sustainability Forum #2 – Sydney

Date: Monday, 25 February 2019

Time: 5.30pm – 7.30pm

Location: International Convention Centre Sydney

Cost: \$30 + GST per person

EVENT DETAILS – Young Stars Sustainability Forum #2 – Melbourne

Date: Tuesday, 26 February 2019

Time: 5.30pm – 7.30pm

Location: Melbourne Convention and Exhibition Centre
Cost: \$30 + GST per person

We thank ICC Sydney and the MCEC for supporting these two events.

[REGISTER NOW](#)

EVENTS: PROF CLARA CHOW JOINS US FOR INTERNATIONAL WOMEN'S DAY BREAKFAST - 7 MARCH



Professor Clara Chow, Sydney
Medical School



International Women's Day is for everyone - and it's also an important opportunity to remind everyone about the particular issues that matter to women.

So join us at the inspirational International Women's Day Breakfast to honour the contribution of women to the business events industry.

At the breakfast we will hear from a number of men and women committed to making a difference in our community, including Prof Clara Chow, an eminent cardiologist, professor and researcher who has an international reputation for her work on heart health.

Professor Chow is a long-standing friend of the Heart Foundation, conducting research on simple and scalable approaches to cardiovascular disease prevention. Professor Chow will discuss the importance of maintaining employee well-being and awareness of heart disease among women.

This is always an inspirational breakfast - and we thank Anna Cesarano and the Doltone House Hyde Park team for hosting this important event.

Stay tuned for more speaker details.

EVENT DETAILS

Date: Thursday, 7 March 2019

Time: 7.15am to 9.30am

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

Registrations open soon, stay tuned for more details on speakers for this popular event.

ADVOCACY: EEAA'S VOICE IS HEARD IN BEYOND TOURISM 2020 STEERING COMMITTEE DRAFT REPORT

The Minister for Trade, Tourism and Investment, Senator the Hon Simon Birmingham, has released the draft Beyond Tourism 2020 Steering Committee's Report to Government and launched a public consultation process.

Issues raised by EEAA and Business Events Council of Australia (BECA) in the BECA Federal campaign blitz for the May Election were included in the strategy.

BECA called for the launch of a clear policy for business events and support in **6 key policy areas** ahead of the May Federal election.



Business events industry delegation of BECA) met with Senator the Hon Simon Birmingham, Minister for Trade, Tourism and Investment recently.

We were pleased to see that business events and issues raised in our advocacy have been picked up in the draft strategy but the race is not over yet. EEAA Chief Executive, Joyce DiMascio has played a key role supporting the whole of industry effort to ensure that business events policy and funding is a priority of the Coalition, Labor and the minor parties.

Closing date for submissions in the public consultation process for **the Beyond Tourism 2020 Steering Committee's Report draft** is 8 March.

ADVOCACY: IMPORTANT POLICY SUBMISSIONS AND REPRESENTATION FOR MEMBERS

The Association is busy advocating for our industry and also lodging a number of submissions on both Federal and State issues. This representation and policy work has included:

- **Western Australia and New South Wales:** Submissions to the NSW Short-term Rental Accommodation Planning Framework and the WA Economics and Industry Standing Committee Inquiry into Short-Stay Accommodation, advocating for policies that ensure an adequate supply of accommodation stock for the industry.
- **New South Wales:** Submission to the Destination NSW Act Review, commenting on opportunities to better leverage exhibitions and events to grow the state economy.
- **National:** Submission regarding the effectiveness of the current temporary skilled visa system in targeting skills shortages, EEAA advocated for an accessible skilled migration program that would help overcome skills and labour shortages within the industry.
- **New South Wales:** Submission to the review of the Australian vocational education and training (VET) system, the EEAA advocated for greater investment in VET and TAFE to enable more students to access industry aligned courses, and for greater efficiency in the process to update course content to ensure training is fit-for-purpose.
- **National - OneMusic Australia:** The EEAA has met with OneMusic Australia to discuss the impending changes to music license fees. This will significantly impact not only venues, but suppliers and event organisers who use music as part of their events. Discussions with OneMusic are ongoing and EEAA will advise members with further details as they become available.
- **Queensland:** EEAA has provided input to The Star Entertainment Group on the major development at Queens Wharf Brisbane which will transform the city with its integrated resort development that includes significant new event venues, hotels and public spaces.
- **New South Wales:** EEAA has provided input to the Gateway Review Committee of Infrastructure NSW working on the redevelopment of Sydney Showground and Sydney Olympic Park. The exciting new plans if approved will see significant improvements of existing facilities and the creation of a new convention centre.

ADVOCACY: EEAA TO REPRESENT BUSINESS EVENTS AT LABOR FRIENDS OF TOURISM

Tourism Infrastructure and business events are on the agenda for the first gathering of the Labor Friends of Tourism being organised by the Australian Chamber of Commerce and Industry, (ACCI) in Canberra on 20 February.



EEAA Chief Executive, Joyce DiMascio will join the panel along with Hon Anthony Albanese MP, Shadow Minister for Tourism and Stephen Wood, General Manager of the National Convention Centre Canberra, with Josh Wilson MP, the convenor of Labor Friends of Tourism, as the moderator.

This will be an important pre-Federal election opportunity for the Association to communicate with Labor on policy priorities of the business events sector.



Leaders joining the Panel to discuss Tourism Infrastructure and business events.

EDUCATION AND TRAINING: HAVE YOUR SAY ABOUT TRAINING PACKAGES

The EEAA has been advocating for more course content related to the exhibition industry and a refresh in key areas including security, event tech, marketing and Corporate Social Responsibility and is now calling on Members to share their views on fit-for-purpose event training.



SkillsIQ, under the direction of the Tourism, Travel and Hospitality Industry Reference Committee (IRC) and the Events Technical Advisory Committee (TAC), is seeking feedback on the draft Case for Change for the proposed update of those Training Package Products specific to the events industry in Australia.

Provide your feedback - [download a copy of the draft Case for Change and provide your feedback.](#)

REQUEST FOR PROPOSALS: CALLING MELBOURNE VENUES TO HOST EEAA 2019 LEADERS FORUM AND CONFERENCE

We're heading to Melbourne in 2019 for our major events and are now we're looking for our Melbourne partner venues and suppliers.

Over June 5 and 6, our Global Exhibitions Day program will comprise: EEAA 2019 Leaders Forum, 2019 Global Exhibitions Day dinner, EEAA 2019 Conference and the 2019 Annual General Meeting and Reception.

EEAA 2019 LEADERS FORUM & CONFERENCE

If you would like to join us as our Major Venue Partner for our biggest industry networking and knowledge sharing program of the year, contact Gretel Ambrose on (02) 9413 9520 or email gambrose@eeaa.com.au for a copy of our RFP. Proposals are due by 21 February.

MEMBER NEWS: EEAA TREASURER, BOB O'KEEFFE AM AND QUEST'S PAUL CONSTANTINOU AM RECEIVE AUSTRALIA DAY HONOURS

A big congratulations to the Association's Treasurer, General Manager of the Brisbane Convention & Exhibition Centre, Bob O'Keeffe AM, and Paul Constantinou AM, Chairman of Quest Apartment Hotels who were appointed as Members of the Order of Australia (AM) - an honour that recognises excellence, achievement or meritorious service and contributions to our society.

Bob has given many years to the EEAA Board and Boards of other organisations. Paul has been a great leader in the accommodation sector and given his time generously to industry organisations.



Bob O'Keeffe AM, General Manager of the Brisbane Convention & Exhibition Centre



Paul Constantinou AM, Chairman of Quest Apartment Hotels



QUEENSLAND: EEAA VISITS BRISBANE FOR QUEENS WHARF BRIEFING

Brisbane is 4 years away from the opening of an extraordinary new precinct that will transform the city.

This week, the EEAA was among the industry leaders and pcos that heard from the consortium driving the major new development.

At the briefing Chief Executive, Joyce DiMascio providing feedback on The Star Entertainment Group's multi-billion dollar integrated resort development at Queens Wharf Brisbane. The impressive new precinct will be transformational for Brisbane and will include new outdoor areas, hotels, events centre. It will be integrated with the river-front and CBD. We commend The Star Entertainment Group for their proactive industry engagement,

The Association's door is always open to offer feedback and advice to our Members, from large companies to small business. If you wish to access this, contact us on (02) 9413 0520.



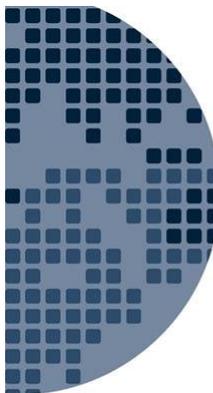
L-R: Kelvin Dodt, Chief Executive Officer, The Star Entertainment Group; Simon Crooks, Project Director, Destination Brisbane Consortium; Joyce DiMascio, EEAA Chief Executive pictured with a model of the Queens Wharf Redevelopment

MARKETING AND MEMBER SERVICES: LAST CHANCE TO UPDATE THE 2019 CALENDAR WITH YOUR EVENTS

The EEAA events calendar is the go-to place for information about trade and consumer expos around the country.

This is your last chance to include your events in the **EEAA 2019 Trade and Consumer Exhibitions and Events Calendar** by adding your 2019 events to the **EEAA website**.

It is also time to renew your membership, look out for the invoice. If you would like to upgrade your membership category or discuss the opportunities available through a Gold or Platinum partnership, please contact Claudia Hunter on E: chunter@eeaa.com.au or P: (02)9413 9520



2019 CALENDAR

Trade and Consumer Exhibitions and Events

Exhibition & Event Association of Australasia

EVENTS: JOIN THE AUSTRALIA DELEGATION AT UFI ASIA-PACIFIC CONFERENCE IN TOKYO - MARCH 2019 AND UFI'S NEXT GENERATION SCHOLARSHIP ENTRIES OPEN.

The EEAA will be representing Australasian Members at the UFI Asia Pacific Conference in Tokyo, 14-15 March 2019.

Joining the delegation is the 2018 Richard Geddes Young Achiever Award winner, Georgie Chapman-Burgess.

As the winner of the Richard Geddes Young Achiever Award, Georgie received a new scholarship sponsored by Tourism Australia.

If you would like to participate in this important meeting of industry leaders from across the world please contact us at:

memberservices@eeaa.com.au

In other UFI opportunities, the global association is calling on "Next Generation Leaders" to lodge their entries for the **NGL Leaders Grant**. This is a great chance for EEAA Members to be recognised on the world stage along with other scholarship winners.



Georgie Chapman Burgess receiving the Richard Geddes Young Achiever Award at the EEAA 2018 Awards for Excellence.



RESEARCH

Eventbrite 2019 Pulse Report on Industry Trends: Eventbrite's Pulse Report will provide you with a wealth of industry benchmarks you can use to plan your budget, strengthen your team, and update your event tech.

UFI Barometer: The January 2019: UFI Barometer has just been released. The study is based on a global survey and provides information on the development and outlook of the exhibition industry. [The report can be downloaded here.](#)

UFI & Explori – Global Visitor Insight 2018/2019: This study provides the largest ever global insight into exhibition visitors with more than 13,000 responses from trade show visitors. See [further details](#) and [summary](#). The full report is available to EEAA members, please contact Claudia at memberservices@eeaa.com.au for a copy.

RESEARCH: EEAA MARKET MONITOR REPORT IS NOW AVAILABLE: KEEP A FINGER ON THE INDUSTRY'S PULSE

The latest EEAA Market Monitor is now available.

The report is the first to be delivered by new research partner Explori and combines both quantitative and qualitative data to provide an overview of the Australasian industry in 2017-2018.

Members who contributed to the study will be sent a copy of the report and we thank you for your input.



MARKET MONITOR 2018

PRODUCED BY:



EXHIBITION & EVENT ASSOCIATION OF AUSTRALASIA

MEMBER NEWS



BCEC'S GM APPOINTED AS A MEMBER OF THE ORDER OF AUSTRALIA (AM)



RECORD DELEGATE NUMBERS FOR DARWIN



REED EXHIBITIONS ACQUIRES MACK BROOKS EXHIBITIONS

PAUL BEESON ANNOUNCES RESIGNATION AS CEO OF PERTH CONVENTION BUREAU AFTER 8 YEARS

As Chief Executive Officer of the Perth Convention Bureau, Paul Beeson's delivered record business events for the social and economic benefit of all Western Australians.

Paul has worked for the bureau for 11 years, 8 of those as CEO.

The Association thanks Paul for his outstanding contribution to industry and his active support of the EEAA.



Paul Beeson retires as CEO of Perth Convention Bureau

UPCOMING INDUSTRY EVENT: AIME 2019

AIME - Asia Pacific Incentives and Meetings Event

AIME will be on in Melbourne from 18-20 February 2019. Across three days, AIME will deliver a forum for connecting with a wide range of buyers and exhibitors. Join key stakeholders in the industry to transfer knowledge and learning and connect with the AIME community. [Further details.](#)



JOBS PORTAL

The exhibition and event industry offer exciting opportunities and career pathways. EEAA advertises jobs available and jobs wanted.

To advertise your own vacancies or find out more about this service, [click here](#) or contact memberservices@eeaa.com.au



STRATEGIC PARTNERS – PLATINUM



STRATEGIC PARTNERS – GOLD



Australian Turf Club



Eventbrite



informa



MICROHIRE



YOUNG STARS PROGRAM PARTNER – PLATINUM



YOUNG STARS PROGRAM PARTNERS – GOLD

