



EEAA NEWS

Building a stronger voice for the exhibition industry



20 March , 2019

[VIEW WEB VERSION](#)

It was great to see a big Australian presence at the 14th Asia-Pacific Conference of The Global Association for the Exhibition Industry held in Tokyo last week.

There was excellent content and opportunity to meet with peers from around the world - similar challenges prevail across our industry.

For me, one of the stand-out presentations was from Margaret Ma Connolly, CEO of Informa, Hong Kong who discussed the challenges associated with attracting and retaining the right workforce for the future.

"Young people want to work in companies where they can connect with its purpose," she said.

Informa acquired UBM last year making it the biggest exhibition company in the world. In recruitment and building teams, she stressed the need to focus on three things: a candidate's "curiosity", "passion" and ability to communicate and be heard. I couldn't agree more. We need clever people - with the right attitude and willingness to learn and create opportunities.

There was also a big focus on digitalisation, VR and AI applications to our sector, festivalisation and whether it's just a buzz word.

Thanks to the Members who attended the event - and to UFI for bringing together the global community. The event will be held in Macau in 2020.

A warm welcome to our new members: Venue - [Melbourne & Olympic Parks](#) as well as Supplier - [Honeycomb Promotional Marketing Agency](#). See more information below.

Our new committee of the [EEAA Young Stars](#) is working with us to frame the program of events for the rest of the year. Following the success of the two workshops on sustainability with our younger Members we're keen to create more forums for both knowledge sharing and networking.



We have an excellent new committee who are looking forward to seeing their ideas translated into real outcomes for the program.

Please block June 5 and 6 in your diaries for EEAA's key knowledge sharing events for the year, the EEAA 2019 Leaders Forum and the EEAA 2019 Conference. These will be held to coincide with Global Exhibitions Day and the Association's Annual General Meeting.

I am very pleased to advise that the core focus of our Conference will be on environmental sustainability with the aim of helping all our Members better understand the actions required by our sector. These events will be held in Melbourne - stay tuned for details.

We're looking forward to being in Brisbane next month for our Board Meeting and annual Member Round-Table. I'll also be visiting Members in Perth. If you would like the opportunity to catch-up, please let me or Claudia know.

Finally, our thoughts are with the people of New Zealand following the terrible attacks last week in Christchurch. Our collective grief will never bring enough comfort to the families of the innocent victims of this brutal act. I am filled with admiration for the way in which the PM of New Zealand has responded - leadership needs empathy and kindness and swift action. Jacinda Ardern we salute you.

Joyce DiMascio
Chief Executive

IN THIS ISSUE

- **Australia among the 23 Expo nations to descend on Tokyo**
- **5 - 6 June: Celebrate Global Exhibitions Day at EEAA 2019 Leaders Forum and Conference**
- **Get involved in #GED19**
- **Invitation: Stand for the EEAA Board at the Annual General Meeting - 6 June**
- **Key event dates for 2019**
- **Advocacy: Federal Labor pledges support of business events**
- **Advocacy: EEAA continues to ensure industry voice is heard through important policy submissions.**
- **Sustainability Education: A new course kicks off for EEAA Members with TAFE NSW**
- **Young Stars committee developing next round of events**
- **Meet our new intern: Dominique Carruthers**
- **Education: 2019 National Skills Week puts spotlight on the many pathways to success**
- **Member News**
- **New Members: Welcome Melbourne and Olympic Parks and Honeycomb Agency**
- **Member Offer: Waterfront Melbourne Apartments offers special rate for MCEC attendees**
- **Jobs Portal**
- **Research**

AUSTRALIA AMONG THE 23 EXPO NATIONS TO DESCEND ON TOKYO

The EEAA was honoured to represent our Members at the 14th Asia-Pacific Conference of the Global Association of the Exhibition Industry.

Over 300 people from around 23 countries attended the event held at Tokyo Big Sight, the city's impressive exhibitions centre.

The EEAA Members who attended included MCEC and ETF for the first time as well as ICC Sydney, Info Salons Australia and Ungerboeck Software International.



Team Australia at the UFI Asia-Pacific Conference pictured with UFI's Kai Hattendorf and Mark Cochrane.

Exhibition and Trade Fair's Georgie Chapman-Burgess, winner of the new scholarship sponsored by Tourism Australia was in the delegation. This is what she had to say:

"This year's theme for the UFI Asia-Pacific Conference 2019 was 'Facing the Future' and this certainly lived up to expectations.

The program comprised a mix of speakers from inside and outside the exhibition industry. Talent Development was a major topic with Margaret Ma Connolly discussed the importance of talent management and challenging employers mindsets to "recruit for tomorrow, not today.

Scott Munro introduced the experience of "Festivalisation" (yes, that is a word) to B2B Conference and how organisers can "exhibitionise" festivals.

The role that digital platforms and technology have on the future of business events was discussed by many speakers. Eddie Choi honed in on the fast-paced tech changes - "the present can't wait for the future". Matthias (Tesi) Baur, Gunnar Heinrich and Stephan Forseilles debated their views on the great digital debate."

[Click here](#) to view the wrap-up video produced by UFI.



5 - 6 JUNE: CELEBRATE GLOBAL EXHIBITIONS DAY AT EEAA 2019 LEADERS FORUM AND CONFERENCE

The EEAA 2019 Leaders Forum and Conference will be held in Melbourne on 5-6 June 2019.

The events will coincide with [Global Exhibitions Day #GED19](#) and will focus on GED19's key theme, improving the environmental sustainability of exhibitions.

Mark the dates in your diaries now and stay tuned for more details.

EEAA 2019 LEADERS FORUM & CONFERENCE

GET INVOLVED IN #GED19

Global Exhibitions Day, established by the Global Association for the Exhibition Industry (UFI), is an opportunity for our industry to celebrate the Power of Exhibitions and exhibition's contribution to economic development, trade and export, careers and employment, visitation and knowledge sharing.



Become part of the world-wide campaign to put the spotlight on the important work done by our Members. There are many ways to get involved in #GED19, both online and offline. Last year 85 countries took part.

Start planning your activities now.

Key messages for #GED19 are:

- Exhibitions are a large global industry
- Exhibitions are an effective and sustainable way of doing business
- Exhibitions can contribute to a sustainable world
- The exhibition industry offers a variety of job opportunities

Make sure to add what you're planning to [UFI's online portal](#) and let us know by emailing Gretel Ambrose on gambrose@eaa.com.au.

INVITATION: STAND FOR THE EEAA BOARD AT THE ANNUAL GENERAL MEETING - 6 JUNE

We invite you to join us at the Annual General Meeting of the Association, to be held at the conclusion of the EEAA Conference on 6 June 2019.

At the meeting the President and Treasurer will report on the Association's program and financial results. The meeting will be followed by networking drinks.

In early May, we'll be calling for nominations for the EEAA Board in the following categories:

- Three Supplier Positions
- One Venue Position
- Two Organiser Positions
- One Association Organiser Position



EEAA Board at the 2018 Annual General Meeting

At the EEAA 2019 International Women's Day Breakfast, EEAA President, Spiro Anemogiannis spoke on the benefits of diversity and implored more women to nominate for the EEAA board.

The Association believes diversity brings better decision-making and better outcomes for all and encourages more women to consider standing for the EEAA Board.

For more information on nominating yourself, please contact Claudia Hunter on memberservices@eaa.com.au.

KEY EVENT DATES FOR 2019

26 March: EEAA Young Stars Committee Meeting

15 April: EEAA Visit to Perth

30 April: EEAA Visit to Brisbane

5 June 2019: EEAA 2019 Leaders Forum - Melbourne

5 June 2019: 2019 Global Exhibitions Day Dinner - Melbourne

6 June 2019: EEAA 2019 Conference - Melbourne

6 June 2019: Annual General Meeting and Reception

4 December 2019: EEAA 2019 Awards for Excellence - Melbourne

ADVOCACY: FEDERAL LABOR PLEDGES SUPPORT OF BUSINESS EVENTS

The Association's Chief Executive, Joyce DiMascio joined a panel of politicians and industry leaders at the Australian Chamber of Commerce and Industry (ACCI) Labor Friends of Tourism meeting to discuss the value of business events.

The panel was chaired by Josh Wilson MP, Member for Fremantle and comprised:

- Joyce DiMascio, EEAA Chief Executive
- The Hon. Anthony Albanese MP, Shadow Minister for Tourism and Shadow Minister for Infrastructure, Transport, Cities and Regional Development,
- Stephen Wood, General Manager of the National Convention Centre, Canberra

Both Josh Wilson and Anthony Albanese recognised the economic opportunities ensuing from business events as a valuable component of the visitor economy.

The EEAA advocated for 6 major policy priorities for the Business Events industry - these have been developed with BECA.



ADVOCACY: EEAA CONTINUES TO ENSURE INDUSTRY VOICE IS HEARD THROUGH IMPORTANT POLICY SUBMISSIONS.

Over the past month, the EEAA has continued to ensure its members' voice is heard in key policy areas which will impact the industry:

- Providing feedback to the Beyond Tourism 2020 Steering Committee on their report to Government. The Association commended the committee on recognising the benefits of business events to tourism but urged them to further embrace the opportunities

specifically around exhibitions as a way of internationalising Australian businesses and promoting opportunities to non-leisure visitors, who in turn may extend their stay or bring non-business travellers with them. Trade and consumer shows can be a vehicle for achieving the objective of encouraging Australian businesses to actively seek opportunities in global markets as part of the tourism strategy.

- EEAA also provided feedback to OneMusic Australia regarding the proposed changes to the current music licensing system. Concern was raised over the potentially significant increase in fees to venues through the new system. EEAA has advocated for a fair model to be developed.

The Association has also been supporting its Members on individual advocacy issues. If you have an issue and require the Association's support, please contact Claudia Hunter on memberservices@eeaa.com.au.

SUSTAINABILITY EDUCATION: A NEW COURSE KICKS OFF FOR EEAA MEMBERS WITH TAFE NSW



Excelling in Exhibitions attendees at new sustainability course

TAFE NSW, in partnership with EEAA, launched a new sustainability training focus as part of its Excelling in Exhibitions program.

The course was offered for the first time to EEAA Members and was specifically developed following the EEAA's important work to develop a sustainability framework for the industry.

Pictured here are the first group of Members to take part in the new course. We thank Adrian Slingsby, Member of the EEAA Sustainability Working Group for briefing attendees on the work currently being undertaken to help create a greener, more responsible exhibition industry.

The EEAA believes it is crucial that those working in the industry drive change to reduce the amount waste materials going to land-fill.

YOUNG STARS COMMITTEE DEVELOPING NEXT ROUND OF EVENTS

The EEAA Young Stars committee is developing the 2019 Young Stars events to reflect the current needs of the industry's emerging leaders, which include networking and knowledge sharing.

The volunteers have embraced the opportunity to contribute to the Young Stars Program with fresh ideas for Young Stars events throughout the year

If you would like to contribute ideas to the Young Stars program, please contact Gretel Ambrose on gambrose@eeaa.com.au

We will be announcing the Young Stars calendar soon, stay tuned for more details.



Attendees at the Young Stars Sustainability and Networking Forum, 25 February

MEET OUR NEW INTERN: DOMINIQUE CARRUTHERS

We warmly welcome our new intern member Dominique Carruthers. Dominique joined us last month and is working on a range of projects including sustainability, events, policy and marketing.

She has completed a Bachelor of Arts (Media and Communications) and Philosophy Major. She is currently studying for her second degree, a Bachelor of Laws.

Dominique has an interest in writing and communication. She is looking forward to working at EEAA and learning about the events and exhibitions industry.

We're very pleased she is aboard, you will have the opportunity to meet her at our upcoming events.



Dominique Carruthers, EEAA

EDUCATION: 2019 NATIONAL SKILLS WEEK PUTS SPOTLIGHT ON THE MANY PATHWAYS TO SUCCESS



This year's **National Skills Week** theme is "Succeed your Way". The theme seeks to explore the many pathways a person can navigate and individualise their pathway to success. The Tourism, Hospitality, Exhibitions and Events sector will be highlighted as a key driver for the Australian economy, helping ensure the demand for skilled and trained staff is met.

The theme reflects the EEAA's strong promotion of career pathways within the industry and the importance of fit-for-purpose training. The Association's **A Career For Life** campaign showcases a

range of industry professionals and the work they do, designed to inspire and inform the future workforce about opportunities available within the industry.

National Skills Week begins in 26th August 2019. We encourage our Members to take advantage of the week by holding events and activities that showcase the talents, diversity, benefits, pathways and job outcomes associated with Exhibitions and Events, [find out more here](#).

MEMBER NEWS

NEW MEMBERS: WELCOME MELBOURNE AND OLYMPIC PARKS AND HONEYCOMB AGENCY

We are pleased to welcome two new Members into the EEEA community:

New Gold Member, [Melbourne & Olympic Parks](#) (M&OP), is home to the Australian Open and comprises Rod Laver Arena, Margaret Court Arena, Melbourne Arena and AAMI Park.

Currently under construction, and set to open in 2022, is an exciting new events centre.

The impressive concept will boast 8m high ceilings, a 2,000 sqm pillarless ballroom and a 850 sqm pre-function area.

Spanning over 2 levels, the top level will feature a 250 seat auditorium, 10 broadcast studios, break out rooms and an outdoor terrace with uninterrupted views of the Melbourne City Skyline. [See more details](#).

[Honeycomb Agency](#) is a promotional marketing agency, specialising in event merchandise, tailored concepts and corporate branded store programs.

Working closely with clients, Honeycomb develop merchandise concepts that align with event themes, suit target attendees and are within budget. With 15+ years of experience, they understand how crucial the right branding and promotional product match truly is.

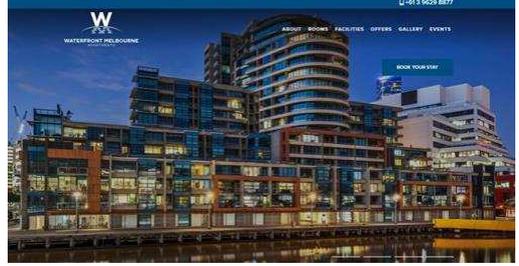


MEMBER OFFER: WATERFRONT MELBOURNE APARTMENTS OFFERS SPECIAL RATE FOR MCEC ATTENDEES

Waterfront Melbourne Apartments are offering those who attend an event at Melbourne Convention and Exhibition Centre (MCEC) a special offer on accommodation.

Waterfront Melbourne Apartments is a short walk from Melbourne's CBD, opposite the MCEC on the Yarra River.

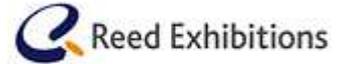
MCEC event attendees are invited to use the special code, **melbevent**, to receive a discounted rate. [Find out more here.](#)



WATERFRONT MELBOURNE APARTMENTS – SPECIAL OFFER FOR MCEC ATTENDEES



NEW MELBOURNE PARK DEVELOPMENT SET TO ENHANCE EVENT EXPERIENCES



REEDPOP ADDS FLORIDA SUPERCON TO ITS FAMILY OF POP CULTURE CONVENTIONS



MORETON HIRE ALL FEMALE BUILD – INTERNATIONAL WOMEN'S DAY 2019



BCEC'S TECH WOMEN 'LIGHT' THE WAY



QUEST INDUSTRY NEWS - TWO NEW QUEST PROPERTIES



CONFERENCES CLOSING GENDER GAP



EAT STATIONS BRING FOOD EXPERIENCES TO LIFE



MCEC REMAINS AUSTRALIA'S LEADING SUSTAINABLE EVENTS DESTINATION



NEW SPACE MAKES EVENT PLANNING A WALK IN THE PARK



CHEF DAVID PUGH TAKES OVER THE HELM AT BCEC



YOU'RE INVITED — 2019 ADIA QUEENSLAND DENTAL SHOW



AV1'S KEITH WOOTTON JOINS TOP CHEFS AT OZHARVEST'S



SYDNEY SHOWGROUND
WELCOMES FANS TO CONNECT
WITH WI-FI UPGRADE

**Harry
the hirer®**
Productions

'HARRY THE HIRER' WINS
TENDER FOR SYDNEY
SHOWGROUND AND RAS IN-
HOUSE AUDIO



ROYAL DUTCH JAARBEURS
GROUP SELECTS UNGERBOECK
AS ITS VENUE AND EXHIBITION
MANAGEMENT PLATFORM



JANET HAMILTON TO LEAVE
DARWIN FOLLOWING RECENT
VENUE SUCCESS



NITRO CIRCUS SET TO DEFY
GRAVITY AT SYDNEY
SHOWGROUND

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

**EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA**

JOB PORTAL
Exhibitions and events offer exciting opportunities and career pathways. EEAA advertises jobs available and jobs wanted.

[READ MORE](#)

EXHIBITION SALES ACCOUNT COORDINATOR | Full-time | NSW | Harry the hirer - NSW | Closes - 13 April 2019

[FULL JOB LISTING HERE >>](#)

ACCOUNT EXECUTIVE | Full-time | NSW | Expo Evolution | Closes - 13 April 2019

[FULL JOB LISTING HERE >>](#)

EXHIBITION DESIGNERS (SENIOR AND JUNIOR) | Full-time | NSW | Exhibit Systems Pty Ltd | Closes - 20 March 2019

[FULL JOB LISTING HERE >>](#)

RESEARCH

Australian Chamber of Commerce and Industry: the outlook for Australian manufacturing is becoming increasingly uncertain, with the first quarter 2019 results of the Australian Chamber of Commerce and Industry – Westpac Survey of Industrial Trends showing a softening in business sentiment, among broader indicators of an emerging economic slowdown, [find out more here](#).

STRATEGIC PARTNERS – PLATINUM



STRATEGIC PARTNERS – GOLD



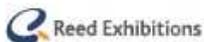
Australian Turf Club



Eventbrite



informa



YOUNG STARS PROGRAM PARTNER – PLATINUM



YOUNG STARS PROGRAM PARTNERS – GOLD



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