



# EEAA NEWS

Building a stronger voice for the exhibition industry



5 April , 2019

[VIEW WEB VERSION](#)

Next week all our Members will receive an email from Explori, our research partner, asking you to let us know what you think about the services we offer our Members.

This is a very important piece of work and will help guide the Board in some important decisions about the future of the Association.

So please help us by responding to the survey. This is your Association - we work very hard for you and want to ensure that we invest our resources into what you value most.

My team and I spend a lot of time talking to Members through the normal course of our work - we always welcome your positive and constructive feedback.

This survey will be the most comprehensive we have done for some time - so please share your views openly.

While on Membership matters, if you haven't renewed your Membership we urge you to pay your renewal invoice as soon as possible. Our Association relies on these fees to fund our work on behalf of the whole industry.

We're currently constructing the program for our Leaders Forum, Conference and Global Exhibitions Day events on 5 and 6 June in Melbourne. I'm very honoured that Margaret Ma Connolly, one of the world's most competent leaders in our industry, will be joining us.

And we're very pleased to be holding our events at the Melbourne Convention and Exhibition Centre (MCEC) - a most fitting venue given the big focus in the program on sustainability.



Stay tuned for more details - we'll announce more speakers over the coming weeks. Rest assured, that the EEAA will deliver you events that include an outstanding line-up of presenters and that will also give you excellent networking and interaction.

It's been a big week in Canberra with the handing down of the Federal Budget by the Treasurer, Josh Frydenberg and the reply delivered last night by the Opposition Leader, Bill Shorten. Both speeches delivered strong messages designed to maximise electoral appeal. The election will be held in May. The EEAA is poised to work with our BECA colleagues to make sure whoever wins Government is aware of the importance of the business events sector. Our voice will continue to be loud, strong and united.

And finally, a big thank you to Karen Bolinger for her many years of dedicated service to the business events sector. Karen departs the Melbourne Convention Bureau this week and we wish her the very best.

Joyce DiMascio  
Chief Executive

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**KEYNOTE SPEAKER ANNOUNCED: LEADING INTERNATIONAL ORGANISER, MARGARET MA CONNOLLY TO SPEAK AT LEADERS FORUM AND CONFERENCE**

We are pleased to announce our keynote speaker for the EEAA 2019 Leaders Forum and Conference is Margaret Ma Connolly, the CEO of Informa Asia.

Margaret heads up Informa Exhibitions in Asia, covering businesses in mainland China, Japan, India, Korea and Taiwan.

Margaret's style of leadership is inspirational, she is respected globally for this especially in the area of talent acquisition and retention. She is known for building strong team cultures especially where there is a focus on sustainability.

The historic acquisition of UBM by Informa in January 2018 was one of the biggest recent deals in the expo world. It's a great coup to have secured Margaret Ma Connolly to headline the 2019 Leaders Forum and Conference.



Margaret Ma Connolly, CEO, Informa Asia

The EEAA 2019 Leaders Forum and Conference are the Association's most important knowledge-sharing and networking events of the year. They will be held over two days in Melbourne, 5 - 6 June 2019.

The program's themes are aligned with the key messages of the Global Association of the Exhibition Industry (UFI) for **Global Exhibitions Day (#GED19)**, 5 June, the worldwide campaign that promotes the importance of the exhibition and events industry

[Find out more about Margaret Ma Connolly and #GED19 key messages.](#)

## EEAA 2019 LEADERS FORUM & CONFERENCE



## MCEC'S COMMITMENT TO SUSTAINABILITY HELP IT SECURE 2019 LEADERS FORUM AND CONFERENCE

We are pleased to announce that the Melbourne Convention and Exhibition Centre will be the host venue for the:

- EEAA 2019 Leaders Forum
- EEAA 2019 Conference
- Annual General Meeting and Networking drinks

MCEC was the first convention centre in the world to be awarded a 6-Star Green Star environmental rating, it is a leader in reducing energy consumption, diverting waste from landfill and provides sustainable food and beverage choices. A fitting choice to host this year's events, MCEC was also the winner of the EEAA 2018 Best Corporate Citizenship Award.

As Environmental Sustainability is a key theme of the EEAA 2019 Leaders Forum and Conference, we are very pleased to be hosting our events at the MCEC.



MCEC's sustainability credentials help it to secure hosting of EEAA 2019 Leaders Forum and Conference.

## **DATES FOR YOUR DIARY**

Make sure you hold these dates in your diary. Registrations will open soon. Stay tuned for registration details and program.

### **EVENT DETAILS DAY 1: EEAA 2019 LEADERS FORUM**

Date: Wednesday, 5 June 2019

Time: 8.30am – 5.00pm (Leaders Forum)

Location: Melbourne Convention and Exhibition Centre

### **EVENT DETAILS DAY 2: EEAA 2019 CONFERENCE**

Date: Thursday, 6 June 2019

Time: 8.30am – 4.30pm

Location: Melbourne Convention and Exhibition Centre

### **EVENT DETAILS DAY 2: EEAA ANNUAL GENERAL MEETING**

Date: Thursday, 6 June 2019

Time: 4.30pm – 5.00pm Registration

5.00pm – 6.00pm AGM

6.00pm – 7.30pm Networking Drinks

Location: Melbourne Convention and Exhibition Centre

## **WESTERN AUSTRALIA: EEAA TO MEET WITH KEY POLITICIANS AND STAKEHOLDERS**

Chief Executive, Joyce DiMascio will meet with key stakeholders in Western Australia on 15 - 16 April, including The Hon. Paul Papalia MP, WA State Minister for Tourism.

EEAA will conduct a series of briefings, including presenting to the Perth Convention Bureau Board as part of its annual strategy day.

We will also meet Perth Convention Bureau and Perth Convention and Exhibition Centre staff.

To schedule a Member catch-up or a consultation to leverage the Association's expertise on advocacy, marketing or the business events industry contact Claudia Hunter on [chunter@eeaa.com.au](mailto:chunter@eeaa.com.au)



The Hon. Paul Papalia MP, WA Minister for Tourism

If you would like to schedule a meeting, contact Claudia Hunter on [memberservices@eeaa.com.au](mailto:memberservices@eeaa.com.au).

## QUEENSLAND: INVITATION TO A SPECIAL BRIEFING ON THE QUEENS WHARF INFRASTRUCTURE PROJECT

The Association is visiting Queensland for the annual Queensland Member Roundtable and EEAA Board meeting on 30 April. This is always a valuable opportunity for our Members and Board to discuss issues and catch-up on industry news.

This year, we will also include a special briefing by The Star's Chief Operating Officer, Kelvin Dodt on the massive infrastructure project at **Queens Wharf** that will greatly expand the capacity of Brisbane for business events.

We want to see you there, so please register via the link below.

If you are unable to attend, please send a representative. You can do this by contacting Claudia Hunter on [memberservices@eeaa.com.au](mailto:memberservices@eeaa.com.au).

We look forward to seeing you in Brisbane.

Event Details: EEAA 2019 Queensland Member Roundtable  
Date: Tuesday, 30 April 2019  
Registrations: 3:00pm - 3:15pm  
Event: 3:00pm - 6:30pm  
Cost: Complimentary  
Venue: Treasury Brisbane  
Address: 130 William St, Brisbane, 4000



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

**REGISTER NOW**

## MAY 9: EMERGING LEADERS MEET IN NEW-STYLE "EVENIRE THURSDAY" MEET-UP EVENT

The Young Stars Committee is pleased to introduce a new style of event for our emerging leaders, **Evenire Thursdays**.

Evenire comes from the Latin word "to happen" and so it is a fitting name for the new informal style meet-ups.

**Evenire Thursdays** will focus on a different topic each event.

Evenire's first event will be held on 9 May at Informa Australia's office. We welcome Members and non-members and those wanting to get an insight to what it is like to work in events and exhibitions.

Winner of the Richard Geddes Young Achiever Award - and recipient of the first Tourism Australia scholarship - Georgie Chapman Burgess will be speaking about her experience attending the Asia-Pacific Conference of UFI in Tokyo last month.

Georgie will debrief the audience on meeting her peers and learning about the future of the industry in an international setting.

Event Details: Evenire Thursdays - In conversation with Georgie Chapman-Burgess - Tourism Australia Scholarship winner.

Date: Thursday, 9 May 2019

Event: 5:30pm - 7:30pm

Cost: \$35

Venue: Informa Australia

Address: Level 4, 24 York Street Sydney, NSW, 2000

Registrations next week.



Evenire Thursdays - a new-style event of the Young Stars Committee starting on May 9.



Georgie Chapman-Burgess, Operations Manager, Exhibitions & Trade Fairs

## KEY EVENT DATES FOR 2019

**15 April:** EEAA Visit to Perth

**30 April:** EEAA Visit to Brisbane

**9 May:** Young Stars Evenire Thursdays - In conversation with Georgie Chapman-Burgess - Tourism Australia Scholarship winner

**5 June 2019:** EEAA 2019 Leaders Forum - Melbourne Convention and Exhibition Centre

**5 June 2019:** 2019 Global Exhibitions Day Dinner - MCEC

**6 June 2019:** EEAA 2019 Conference - MCEC

**6 June 2019:** Annual General Meeting and Reception - MCEC

## MEMBER SURVEY COMING YOUR WAY ON MONDAY

It's time to let us know what you think to help us evaluate how our Members rate our services.

The survey will be distributed by EEAA research partner, Explori, on Monday, 8 April.

Your input and feedback will be greatly appreciated to help us understand what aspects of your membership you particularly value and any areas where we can improve our service.

Please look out for the email from Explori and help us by responding to the survey. If you do not receive an email and wish to participate in the survey, please contact [chunter@eeaa.com.au](mailto:chunter@eeaa.com.au).



## SUSTAINABILITY UPDATE: SUSTAINABILITY FRAMEWORK MOMENTUM CONTINUES

The EEAA's focus on sustainability in 2019 powers on following the road-testing of the key principles in the sustainability framework developed by the EEAA's Environmental Sustainability Working Group chaired by Leighton Wood.

The Board has committed to engaging a sustainability expert to assist the Association and take the project to the next stage.

We'll be reporting back to Members on this work at the Leaders Forum and Conference in June.

The aim of the work is to assist Members to make greener choices in the delivery of events.

Stay tuned for more details.



**EEAA**  
**SUSTAINABILITY**  
**PROGRAM**

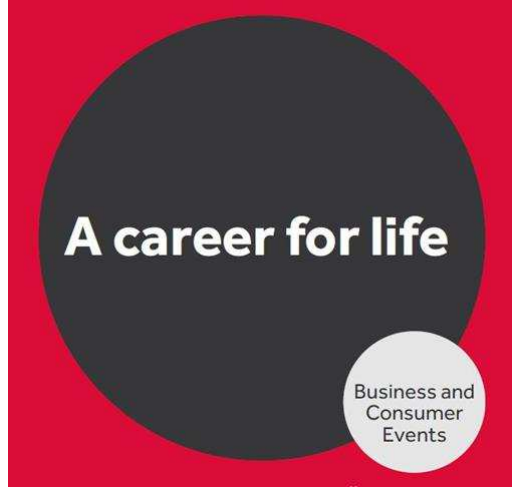
## TEN NEW AMBASSADORS IN CAREERS FOR LIFE CAMPAIGN

The EEAA will launch the next phase of the **Careers for Life** campaign, which promotes the great career opportunities in our sector.

Ten individuals from across our sector will be featured as ambassadors promoting the vast range of career types in our industry.

This will be launched at the EEAA 2019 Leaders Forum and Conference. The campaign was first introduced in 2018 and aims to promote careers in our sector to school leavers, parents and career advisors.

If you would like to propose a young colleague who has had an outstanding career as an Organiser, Supplier or Venue staffer, please contact Dominique Carruthers on [support2@eeaa.com.au](mailto:support2@eeaa.com.au).



## EEAA WELCOMES OPPORTUNITY TO GIVE FEEDBACK ON THE BID FUND

This week the EEAA was interviewed by research company, Snapcracker as part of the first-year review of Business Events Australia's Bid Fund.

The Fund was introduced 12 months ago to support the business events sector in attracting new international events to Australia.

EEAA canvassed the views of its Members regarding the criteria, process and outcomes following one year of the program.



Our key message to the research company was that the Bid Fund has been a valuable source of support, however some elements of the criteria should be reviewed to allow more access especially for smaller events

The EEAA also suggested that the criteria be revisited to facilitate opportunities, especially in relation to exhibitions as these events have the potential to attract large numbers of international buyers, exhibitors and visitors.

## RESEARCH: NEW GLOBAL ECONOMIC IMPACT DATA FROM UFI AND SISO





Global Association of the Exhibition Industry's (UFI), supported by Society of Independent Show Organisers (SISO), has released the main results for the global economic significance of the exhibitions industry conducted by Oxford Economics.

According to the research, in 2018 the global exhibition industry generated 256 billion euros in business sales and 159 billion euros in total gross domestic product (GDP). The research found that 1.3 million jobs are directly supported by exhibitions globally.

[View the research here.](#)

For further information, contact UFI on [info@ufi.org](mailto:info@ufi.org)

## NSW CABINET ANNOUNCED

The EEAA congratulates Premier Gladys Berejiklian and Deputy Premier John Barilaro on their election win and the announcement of the NSW Cabinet.

A special congratulations to the following Ministers:

- The Hon. Stuart Ayres MP, Minister for Jobs, Investment, Tourism and Western Sydney
- The Hon. Dr Geoffrey Lee MP, Minister for Skills and Tertiary Education



NSW Cabinet (Photo credit: NSW Government)

We look forward to working closely with them in their policy areas over the next term.

We would also like to thank The Hon. Adam Marshall, MP for his extensive support of the EEAA. Minister Marshall was the Minister for Tourism and Major Events and is now the Minister for Agriculture and Western New South Wales.

[Find out more about full Cabinet here.](#)

## NSW VENUES TO BE AFFECTED BY MANDATORY LIQUOR LICENSEE TRAINING

The NSW Government has introduced two new mandatory training courses for licensees and approved managers of venues under Liquor & Gaming NSW.

These new regulations will affect NSW venue Members. EEAA partner, TAFE NSW is offering these training programs face to face or online.



Top up your qualifications at TAFE NSW

**LICENSEE TRAINING – \$370**

Licensee training is suitable for most licensees, approved managers and club secretaries.  
Duration: 6 hours including assessment

### **ADVANCED LICENSEE TRAINING (COMING SOON) – \$370**

Suitable for those operating licensed venues in higher risk environments.  
Duration: 6 hours including assessment

For more information, please contact Paula Meyer E: [paula.meyer@tafensw.edu.au](mailto:paula.meyer@tafensw.edu.au) or visit the [TAFE NSW website](#)

## **YOUNG STARS: BE RECOGNISED FOR YOUR SUSTAINABLE CONTRIBUTION TO INDUSTRY**

The EEAA invites our younger Members to enter The City of Sydney Keep Australia Beautiful NSW Sustainable Cities Awards.

Sustainable Cities Awards is an environmental awards program designed to shine a light on projects that enhance the environment.

The Young Stars of the EEAA have been a major asset in the Association's sustainability initiative. We are encouraging Young Stars to enter for the Young Legends Environmental Award (under 25), an award dedicated to those who demonstrate outstanding commitment to the environment.



Applications close 8 July 2019 and the Sustainable Cities Awards Ceremony is 17 October 2019

Find out more about the [other award categories here](#) and [how to enter here](#)

## **INTERNATIONAL: EEAA TO JUDGE AEO AWARDS AS PART OF INTERNATIONAL PARTNERSHIP**

As part of our international association partnerships, EEAA Chief Executive, Joyce DiMascio has been invited to judge the Association for Event Organiser (AEO) awards for a second year in a row.

Joyce will judge submissions in two categories, "Best Overseas Show" and "Best UK Tradeshow 2,000 - 8.000 sqm".

In October 2018, EEAA and AEO signed a Memorandum of Understanding (MOU) whilst AEO CEO, Chris Skeith visited Australia as a guest speaker of the EEAA.

If you wish for the EEAA to broker an introduction to the AEO, please contact the office on 02 9413 9520.



L-R: Chris Skeith, AEO CEO; Spiro Anemogiannis, EEAA President, Joyce DiMascio, EEAA Chief Executive



BIGGER, BETTER ROTORTECH 2020 FOR BRISBANE



SYDNEY SHOWGROUND KICKS OFF THE AFL SEASON BY INTRODUCING REUSABLE BEER-CUPS



USER EXPERIENCE AND AUTOMATION THE FOCUS OF ARINEX' NEW TECH



OUR TOP 5 MUST HAVES TO ENHANCE YOUR LIVE BRAND EXPERIENCE



THE AUSTRALASIAN GAMING EXPO IS EXPANDING ITS SEMINAR PROGRAM FOR 2019



AVALON 2019 BREAKS TRADE DAY RECORDS

## JOBS PORTAL

The exhibition and event industry offers 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](mailto: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](#)

MARKETING AND PR ACCOUNT COORDINATOR | Full-time | NSW | Zadro | Closes - 12 April 2019

[FULL JOB LISTING HERE >>](#)

BUSINESS DEVELOPMENT MANAGER – EVENTS | Full-time | NSW | Events by ATC | Closes - 14 April 2019

[FULL JOB LISTING HERE >>](#)

DIGITAL MARKETING MANAGER | Full-time | VIC | Melbourne Showgrounds | Closes - 12 April 2019

[FULL JOB LISTING HERE >>](#)

STRATEGIC PARTNERS – PLATINUM



STRATEGIC PARTNERS – GOLD



Australian Turf Club



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YOUNG STARS PROGRAM PARTNER – PLATINUM



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