

SUMMARY 2020 REPORT CARD

The EEAA quickly responded to the dramatic circumstances of 2020. While our focus necessarily had to shift, it also enabled us to offer more personal and individual support where needed. Within the confines of CV-19 and the operating restraints, we delivered on the key priorities of Lobbying and Advocacy, and Member communications.

LOBBYING & ADVOCACY

Our messaging focused on redefining the definition of mass gatherings, the economic multiplier benefits of exhibitions and business events and the industry's excellent safety record in order to support our case for government support.

We achieved strong media coverage across the business and trade press, along with broadcast coverage on Sky News, ABC radio and the ABC 7.30 program discussing the importance of economic impact of our industry.

EEAA CEO and Board Members actively participated on various State and Federal Government committees and with other key stakeholders including:

- Industry meeting on Business Events Policy with the Prime Minister, the Hon. Scott Morrison and consultation with other key government stakeholders;
- Commenting on government policy for the JobSeeker and JobKeeper business subsidy schemes;
- Business Events Support Round Tables with state governments including NSW, Victoria, Queensland and WA by EEAA Board members, in addition to direct submissions to state based Premiers and trade ministers;
- Consultation with Austrade for the \$50 million Business Events Grants Program;
- On Safety & Hygiene directly with the Federal Chief Medical Officer and indirectly to AHPPC
- Promoting Exhibitions and business events in external Industry Events and more broadly with Associations and special interest groups
- Sharing learnings and best practice Internationally with UFI events

NETWORKING POST COVID

Our ambitious networking program was put on hold due to CV-19 restrictions, however we did manage to host very successful in-person events in March: International Women's Day Breakfast at Doltone House and the COVID-19 Information Exchange at ICC Sydney.

During the year we pivoted to a series of virtual networking events which gave us broader reach across Australia and with new companies than we've ever had before:



- Global Exhibitions Day had over 800 local and international registrations
- Frank and open discussion on the current issues and plans to rebuild with EEAA Board Members in the Ask the EEAA Board
- Sector by Sector webinar series – dissecting the issues and facilitating collaboration
- Talent retention & engagement with two different Young Stars programs: Meet Share and Engage, and the Pathways Mentoring Program – a group coaching program featuring senior industry leaders supporting our future leaders and managers

Post CV-19 Lockdown, we will be hosting the AGM, CEO Forum and the 2020 EEAA Awards for Excellence in a hybrid format at the ICC Sydney.

PROFESSIONAL DEVELOPMENT AND EDUCATION PROGRAMS

We launched the second phase of our Careers for Life program – targeting school leavers, career advisors and parents – showing the extensive range of careers in our sector and to encourage young people to choose a career in the industry.

We also continued our support for Skills IQ and TAFE NSW in updating the course content for Events qualifications, including the addition of an event sustainability module.

ABOUT EEAA

The Exhibition and Event Association of Australasia (EEAA) is the peak industry Association representing Organisers, Association Organisers, Venues and Suppliers within the exhibition and event sector. The business events sector contributes \$35.7 billion in GDP, runs over 430,000 events annually and employs more than 229,000 people. (Source: Business Events Council of Australia: “Value of Business Events to Australia 2018/2019” Ernst & Young.)

The work of our Association and our Members is a testament to the **Power of Exhibitions** as a driver of the economy and in particular economic development, trade and export, employment, visitation and knowledge sharing. A not-for-profit organisation, EEAA works to ensure industry growth by encouraging high industry standards, promoting the professionalism of EEAA Members and highlighting the unique business opportunities which exist through exhibitions.

Read more about [EEAA](#), our [advocacy work](#) or view the [Power of Exhibitions](#) video.