

Brisbane Records Strong National Convention Growth

Once again Brisbane Convention & Exhibition Centre has demonstrated that it is an outstanding performer in the national conference market, with results for the 2010/2011 Financial Year showing a 16% increase in confirmed national business for Brisbane and the Centre.

Bob O’Keeffe, General Manager of the Brisbane Convention & Exhibition Centre, operated by leading international venue management Group, AEG Ogden, said he believed the key to maintaining such growth was to value existing clients and to further invest in research and source new events for Brisbane.

The Centre’s National Convention Sales Team chalked up a record 103 newly confirmed conventions in the Financial Year contributing an estimated \$100 million into Queensland’s economy and delivering 64,600 delegates and some 233,395 room nights to Brisbane’s doorstep.

The newly confirmed conferences cover a broad spectrum of Queensland’s key sector strengths including the booming energy sector, education, health, finance, science, technology and the environment.

Included in the new line-up of National Conventions heading to Brisbane are:

- Australian Physiotherapy Association Conference Week 2011 - 2,500 delegates
- Energy Network 2012 – 1,500 delegates
- Australian & New Zealand Head and Neck Cancer Society Annual Scientific Meeting 2012 – 250 delegates
- Financial Services Council National Conference 2013 - 700 delegates
- APPEA (Australian Petroleum Production and Exploration Association Conference and Exhibition) 2013 – 2,500 delegates
- Australian Gastroenterology Week 2016 – 2,500 delegates

Chief Executive Officer of the Gastroenterology Society of Australia (GESA) Elaine Siggins said bringing the conference to Brisbane provided delegates with access to the city’s strong academic and scientific capabilities in this area. “Brisbane plays a leading role and has strong research strengths in the field”, she said.

Elaine also mentioned the strong working relationship that had developed between the Society and the Centre over the past years, which she said ‘cuts my preparation time in half.’ “Seeing BCEC on the events calendar was now greeted with a sigh of relief. It was almost a feeling of coming home.”

APPEA’s Director of Events, Julie Hood said Brisbane’s ranking as the emerging energy hub for Australia and the outstanding success of the Association’s 2010 event held at the Brisbane Convention & Exhibition Centre were deciding factors in the event returning in 2013. “The overall success of the conference was excellent – the destination and venue provided great value for money and enabled us to stage an extremely professional event.”

Centre General Manager, Bob O’Keeffe said that the Centre’s strong performance in the national market was also influenced by the new product offering of [BCEC on Grey Street](#), due for completion later this year. “The Centre’s five level boutique expansion of its

convention facilities and the burgeoning strength of Brisbane's appeal as a leading business destination and reputation as a city renowned for its innovation and industry strengths, are also contributing factors.

"These events as a whole will generate enormous benefit for Brisbane both financially and through the investment of knowledge and expertise," he said.

The Brisbane Convention & Exhibition Centre Team works closely with Brisbane Marketing and other industry partners in attracting national business events to Brisbane.

Download a selection of images here: <https://bcec.box.net/shared/975bga84xtpfdixcnfz>



About BCEC:

Brisbane Convention & Exhibition Centre is owned by South Bank Corporation and proudly managed by leading international venue management specialists AEG Ogden.

About AEG Ogden:

AEG Ogden is a joint venture between Australian interests and AEG Facilities of the United States. AEG Ogden manages venues throughout the Asia Pacific region, including the Brisbane, Cairns, Darwin and Kuala Lumpur Convention Centres, the Qatar National Convention Centre (currently under construction), Suncorp Stadium in Brisbane, Sydney's Acer Arena, the Brisbane Entertainment Centre and the Newcastle Entertainment Centre, the Perth Arena (currently under construction) and live theatres including Perth's His Majesty's Theatre and the Perth Concert Hall.

About AEG Facilities:

AEG, a wholly owned subsidiary of the Anschutz Company, is the leading sports, entertainment and venue operator in the world. AEG Facilities, a stand-alone affiliate of AEG, owns, operates or consults with 100 of the industry's preeminent venues worldwide, across five continents, and works in concert with affiliated AEG entities, including live event producer, AEG Live, AEG Global Partnerships and AEG Development to support the success of AEG venues across the globe. AEG owns, operates or provides services to venues including STAPLES Center (Los Angeles, Calif.), The Home Depot Center (Carson, Calif.), Nokia Theatre L.A. Live (Los Angeles, Calif.), Citizens Business Bank Arena (Ontario, Calif.), Valley View Casino Center (San Diego, Calif.) Sprint Center (Kansas City, Mo.), XL Center and Rentschler Field (Hartford, Conn.), The Rose Garden (Portland, Ore.), KeyArena (Seattle, Wash.), KFC YUM! Center (Louisville, Ky.), AmericanAirlines Arena (Miami, Fla.), AT&T Center (San Antonio, Tx.), Time Warner Cable Arena (Charlotte, N.C.), Prudential Center (Newark, N.J.), Target Center (Minneapolis, Minn.), Mercedes-Benz Arena (Shanghai, China), MasterCard Center (Beijing, China), The O2 Arena (London, England), O2 World (Berlin, Germany), O2 World Hamburg (Hamburg, Germany), Ahoy Arena (Rotterdam, Netherlands), Pernambuco Stadium (Recife, Brazil), Acer Arena (Sydney, Australia), Globe Arenas (Stockholm, Sweden) and the Qatar National Convention Centre (Doha, Qatar). For more information, please visit www.aegworldwide.com

Enquiries Gail Sawyer, Brisbane Convention & Exhibition Centre
T: +61 7 3308 3023 M: 0439 733 509 E: gails@bcec.com.au