

## **Brisbane Truck Show 25-28 May 2017**



### **Event Overview**

Some of the biggest rigs on the road today rolled into the Brisbane Convention & Exhibition Centre (BCEC) for the 50<sup>th</sup> Anniversary Brisbane Truck Show in May.

From the humble beginnings of a 21 truck and trailer show back in 1968, this year's event showcased 300 exhibits including some of the industry's heaviest vehicles.

34,000 visitors from around Australia, the Asia Pacific region and other parts of the globe visited the show injecting more than \$70 million into the Queensland economy.

Over its duration, the Brisbane Truck Show attracted 56.5% of its visitors from outside of Brisbane, while 28% of those came from interstate and 12.5% were international visitors

The largest event of its type in the southern hemisphere, the Brisbane Truck Show stands alone as the premier event in the Australian transport industry, occupying 35,000sqm over three levels of the venue filling every space with a spectacular array of trucks, trailers, technology, components and equipment.

### **History of event at BCEC**

The Brisbane Truck Show moved to BCEC in 2011 and is held every two years with bookings through to 2021. Heavy Vehicle Industry Australia (HVIA) Chief Executive Brett Wright says bringing the show to BCEC in 2011 was an important move for HVIA.

"The Brisbane Truck Show generates millions of dollars in additional expenditure for the Queensland economy. Having a world class venue and a great location at Brisbane's South Bank is critical to the continuing success of the event," he said.

“It is very important you have a great team behind you for a show such as ours and that’s what we have with the BCEC Team, both in the planning and execution of the event.

“With exhibitors and attendees from all over Australia and internationally, we have to ensure we offer world-class facilities and service.”

## **Highlights of the event**

Innovation was a strong focus of this 50<sup>th</sup> anniversary show with the introduction of the Heavy Vehicle Industry Innovation Centre showcasing the latest research and development and connecting business with support programs and services.

The Show Awards were reviewed to recognise and reward innovation in design, engineering manufacturing and safety, while the popular Apprentice Challenge was reformed into a National event with representation from each of the HVIA regions throughout Australia.

The show is renowned as the industry’s biggest marketplace and opening morning is always packed with the highly anticipated unveiling of numerous exciting new products, ranging from revolutionary trucks and trailers to the latest equipment and technology.

Alongside all the business being done, there is still an enormous attraction for the wider community. The show presents a spectacular day out for families with the scale and extent of the displays providing an entertaining experience. The 2017 show made sure that the young audience was well catered for with a new kid’s hub.

The Plaza Terrace BBQ and Bar is the perfect truckie rest stop, and must be amongst the best-known meeting places at the show.

## **Challenges**

The Truck Show is in a class of its own when it comes to size and scale, taking up three floors of the BCEC with an additional 12 supplier events held throughout the Centre during the show.

To the BCEC team, the Truck Show is mostly business as usual following the same planning and protocols as for all events. The Centre’s 22 years’ experience, delivering successful events the calibre of the 2014 G20 Summit and other major exhibitions, comes to the fore.

Some of the considerations in planning for a large scale and logistically complex event, centre around such issues as being conscious of the weight of vehicles coming into the venue, and safety and security around building ensuring a safe and efficient work and show environment.

To give some idea of the scale of the build of the Truck Show, the five-day bump-in saw a total of 469 trucks pass through the Centre’s giant loading docks and 980 cubic metres of storage utilised.

## Outcomes

Attendances at this year's show and exhibitor feedback about the strong calibre of business customers delighted organisers. Planning the next show is already under way, with the announcement of the show's return to the Brisbane Convention & Exhibition Centre on 16-19 May 2019.

Along with the 12 accompanying events BCEC Exhibitor Services Staff worked with the Show's Premium Partners and exhibitors for six months prior to the event maximising servicing levels and ROI for both exhibitors and the venue.

## Key takeaways or lessons learned

CEO Brett Wright said that post-show analysis is a crucial part of HVIA's process in striving for continuous improvement.

"Our independently managed visitor, exhibitor and stakeholder surveys will inform our in-depth analysis," he said.

"No stone is left unturned as we explore every opportunity to keep moving forward, improving and developing every aspect of the Show.

"We set out to deliver great return on investment to our exhibitors and partners, and a world-class experience for our visitors; if we keep focussing on those goals we will maintain our status as Australasia's leading heavy vehicle industry event."

[Download high res images here](#)

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