

AEG OGDEN RE-APPOINTED AS MANAGERS OF THE BRISBANE CONVENTION & EXHIBITION CENTRE

The Queensland Government has re-appointed AEG Ogden as managers of the award winning Brisbane Convention & Exhibition Centre (BCEC) for a five year period from 1 July 2017, together with a five year option.

AEG Ogden, the leading venue management company in the Asia Pacific with venues throughout Australia, Asia and the Middle East, has managed BCEC since its opening in 1995.

The re-appointment of AEG Ogden as venue managers, acknowledges the effectiveness of the management of the Centre which this year was voted The World's Best Convention Centre by the International Association of Congress Centres (AIPC), in July 2016 confirming Queensland's reputation as a world-class destination for globally recognised conferences and events.

Queensland's Deputy Premier and Minister for Infrastructure, Local Government and Planning, Jackie Trad said, "It's wonderful news that BCEC will again be in these capable hands. Since it was built on part of the former World Expo site, the Brisbane Convention & Exhibition Centre has been a centrepiece venue for the people of Brisbane, Queensland – and in a very real sense, the world. BCEC continues to be a major contributor to boosting Queensland's economy."

During 21 years of successful and continuous operation, BCEC has hosted 18,000 events and 14 million guests delivering \$3.87 billion in economic benefit to Queenslanders.

The Centre's financial performance has been outstanding, funding operating and asset management costs from profits since opening, and continues with the Centre celebrating its biggest October ever this year. The October performance follows very strong monthly results delivering its best ever results for the first four months of a financial year during the Centre's 21 year history.

In an increasingly competitive environment, BCEC is looking at strong future growth having secured 140 new conventions for Brisbane during the 2015/16 Financial Year with 1,400 future bookings right through to the year 2029 bringing more than 900,000 guests and an added economic benefit of \$1billion.

AEG Ogden Chairman and CEO, Harvey Lister paid tribute to management and staff at the Brisbane Convention & Exhibition Centre on securing a long-term extension to manage the venue.

"Bob O'Keeffe and his team have been committed to providing world-class and innovative service over many years, culminating in winning the most prestigious award possible in the highly competitive business events industry earlier this year.

“AEG Ogden’s re-appointment as venue manager for a further 10 years is testament to their hard work and professionalism, and we look forward to working with all major stakeholders in ensuring Brisbane continues to attract events which in turn contribute significantly to the local economy,” Mr. Lister said.

BCEC General Manager, Bob O’Keeffe said key factors in the continued performance success of the Centre included the extended industry knowledge and expertise of its many loyal and long term staff, uncompromising focus on high standards of personal service and being able to create opportunities and innovate.

“The re-appointment of AEG Ogden as Managers heralds an exciting new era for the Centre, shaping a future BCEC and building on 21 years of experience excellence and culture of innovation with a strategic plan for growth to enhance our industry leadership.”

As the major driver of Business Events to Queensland, BCEC will continue to promote Brisbane and the South Bank Convention Precinct to the national and international business events market as part of its destination marketing activities.

Key Points

- Australia’s most awarded Convention Centre with 160 awards.
- Named Worldwide Convention Centre Team of the Year by the international publication Conference & Incentive Travel
- Host of the 2014 G20 Leaders Summit, acknowledged as the ‘Best Ever’ in the history of the Summit
- BCEC collaborates with Brisbane’s universities and research institutes through its very successful BCEC Convention Advocates Partnership – an elite group of leading scientists and researchers who help to attract international scientific meetings to Brisbane - resulting in 71 new scientific conferences for Brisbane with an economic benefit to Queensland of \$90.7 million
- Developed concept of Inaugural Events, creating conferences which have Brisbane as their home base
- Newly created World of Drones Congress (WoDC) - a recurring international forum for business, governments and investors – *Developing the Drone Economy in the Asia Pacific*. Drone technology is expected to change the way we live, work and play in the next five years and beyond.
- Managed by AEG Ogden, the leading venue operators in the Asia Pacific, a Queensland based company.

Testimonials:

Professor Ian Frazer, University of Queensland, foundation member of the Centre’s Advocate Partnership:

“This initiative by your team at Brisbane Convention & Exhibition Centre has been an outstanding success and continues to develop and deliver to the people of Queensland, creating legacies into the future.

The calibre and commitment of the BCEC Team in partnering with the scientific, research and business communities in nurturing international collaboration is not only important for Queensland but for Australia

Professor Peter Soyer, University of Queensland – Dermatology Research Centre:

“These meetings have brought in millions of dollars in economic benefit to our city and state, but not just in terms of delegate spend, somewhat more importantly these conferences nurture opportunity to develop essential relationships with key academic and industry partners around the world and highlight Brisbane’s leading strengths across medical science and technology.”

Mr Daniel Gschwind, Queensland Tourism Industry Council:

“With the quality and consistency of service you deliver at BCEC, our destination has been positioned as a competitive host for events, meetings and conventions.”

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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 part of AEG Facilities of the United States, a division of AEG, the world’s leading sports and live entertainment company.

AEG Ogden manages venues throughout the Asia Pacific and Middle East, including convention and exhibition centres in Brisbane, Cairns, Darwin, Kuala Lumpur, Oman, and the ICC Sydney; Suncorp Stadium in Brisbane; and arenas including the Brisbane Entertainment Centre and adjacent Sports Centre, Sydney’s Qudos Bank Arena, the Newcastle Entertainment Centre, Perth Arena, and Dubai Arena (opening December 2018). AEG Ogden is also the owner of National Basketball League (NBL) team, the Sydney Kings. More information aegogden.com

In addition, AEG Facilities operates the Los Angeles Convention Centre, Hawaii Convention Centre, and Puerto Rico Convention Centre. More information aegworldwide.com