

# EDPA International

## Country Report

*A Local Knowledge Report  
From Exhibit/Event Service Providers*



# Australia

# **Presentation Prepared By**

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# **| Australia Facts and Figures**

# Facts & Figures

- Population approx: 23,261,702
- Main language: English
- Total area of 7.7 million square kilometres, mainland Australia is the world's largest island - but smallest continent
- Australia is also the only continent that is governed as a single country
- Sydney Population 4.3 million
- Melbourne Population 4 million



## | Size Comparison



|                       |        |
|-----------------------|--------|
| Darwin to Perth       | 4396km |
| Perth to Adelaide     | 2706km |
| Adelaide to Melbourne | 726km  |
| Melbourne to Sydney   | 887km  |
| Sydney to Brisbane    | 972km  |
| Brisbane to Cairns    | 1748km |



Fraser Island  
Noosa  
Brisbane



# Area size comparison of Australia and Europe

Australia's area = 7,706,168 sq km  
Europe's area as shown = 3,483,066 sq km

# Australia

driving distances



Semi trailer rates from SYD –  
BRIS are approx. \$3000 + GST /  
return trip

## **| Location of Major Venues**

# International Convention Centre Sydney

- Undergoing construction on new International Convention Centre Sydney: the largest exhibition space in Australia at 40,000 sqm.
- 35,000 sqm of dedicated space and 5,000 sqm of flexible space. Opening 2016.



# Sydney Exhibition Centre @ Glebe Island

- The interim facility – Sydney Exhibition Centre @ Glebe Island
- Open from 2014 - 2016
- 25,000 sqm of exhibition space.



# Sydney Showground

- 21 km outside Sydney CBD
- 21,600 square metres of exhibition space in The Dome and Exhibition Halls.
- Additional 8,500 sqm of exhibition space to be opened in early 2014



# Melbourne Convention & Exhibition Centre

- **Melbourne Convention & Exhibition Centre** was redeveloped and reopened mid 2009. 30,000 sqm exhibition space. Plans for an additional 10,000 sqm of exhibition space.



# Melbourne Showgrounds

- **Melbourne Showgrounds** - 32,500 sqm of indoor exhibition space and 30,000 sqm of outdoor exhibition space.



# Brisbane Convention & Exhibition Centre

- A total 25,000 sqm of dedicated exhibition space on one level.



# Gold Coast Convention & Exhibition Center

- 10,000 sq. m exhibition space



# Cairns Convention Centre, Queensland

- **Cairns Convention Centre, Queensland** 4,500 sqm exhibition space



# Adelaide Convention Centre

- 10,500 sqm of high quality exhibition space
- Can accommodate 565 - 3m x 3m booths



# Perth Convention and Exhibition Centre

- 6 pavilions for exhibitions
- The six areas combine to be one large space of over 16,000 sq.m



## **| Exhibition Facts and Figures**

- Blend of the American and European / UK styles. Operate using a major contractor (as per US, e.g. GES) and using shell scheme system and some custom stands (as per Europe / UK).
- Electrical services will normally go to the major contractor to provide.
- It is usually more cost effective to use the major contractor.
- Rigging is normally provided by a supplier appointed by the organiser. It is expensive.
- Tight move in / move out times = very difficult.
- Venues - strict regulations, e.g. OH&S, max numbers onsite, fire safety regulations, inductions for onsite staff (may be online).
- Stands and plans need to be approved by the venue – facilitated by the organiser.

# Goods and Services Tax

## GST

- Compulsory tax of 10% on most goods, services and other items sold or consumed in Australia. In some cases travellers can apply for a refund of the GST. For more information on the Tourist Refund Scheme see:  
<http://www.customs.gov.au/site/page4646.asp>

# Labour Cost Estimates

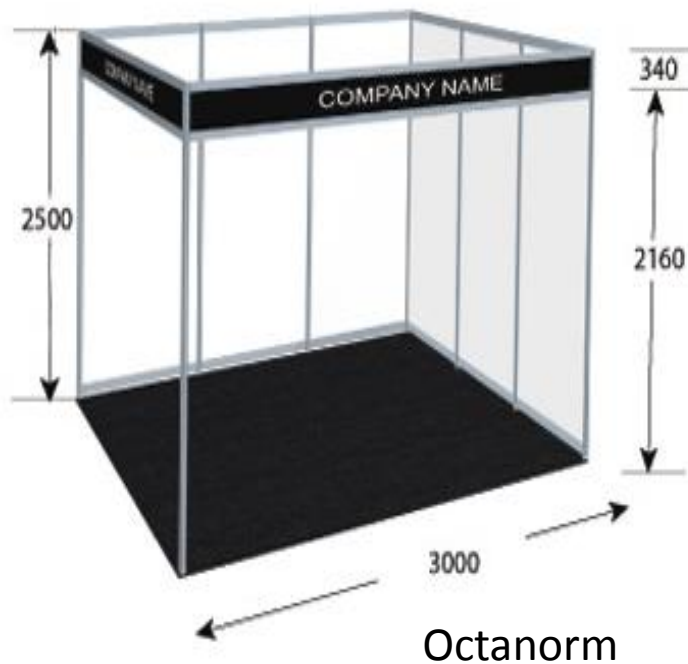
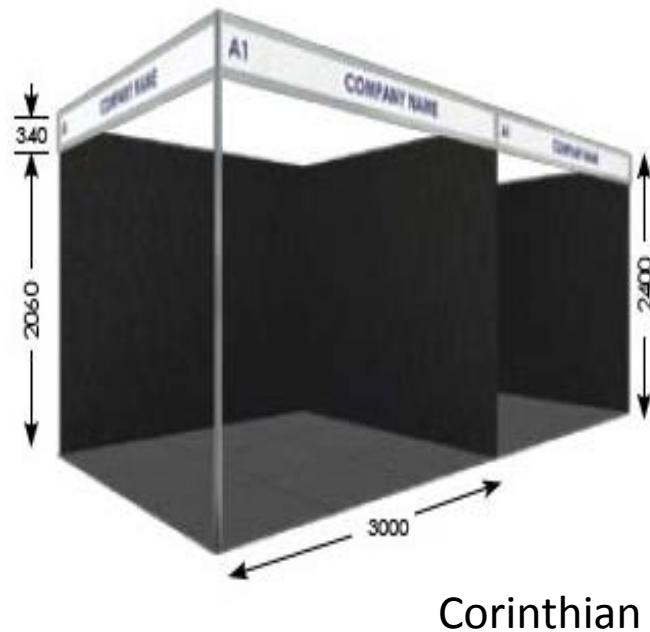
- General Labourer: \$28 - \$48 / hour + GST
- Experienced Labourer: \$40 - \$50 / hour + GST
- Site Supervisors: \$45 - \$55 / hour + GST
- Custom Stand Builders: \$48 - \$58 / hour + GST

# Materials Usage

- Carpet - limited colours, 1m x 1m/2 is a hire product = eco-friendly. Needle punch carpet is available but expensive approx \$35 – 40 /psm + GST
- Tipping fees from the venues apply to dispose of stands
- Many materials from US / UK / Europe are not available in Australia e.g. Light weight MDF due to the smaller size of the exhibition market.
- Signage is expensive to produce, approx \$110 / sqm + GST for digital printed simona
- There is no union involvement when working in Australian venues (no drayage)

# Shell Scheme

- Shell Scheme is very common.
- ExpoNet supplies Octanorm and another system called Corinthian which has a velcro compatible fabric covering over the panels.



- When a client orders a **space only stand**, in most cases they only get a concrete floor. They need to source power & lighting, audio visual, furniture etc
- A **freight forwarding** company such as Agility is normally appointed to the larger shows.
- **Smoking** is not permitted onsite in all Australian exhibition venues.
- Normally the major contractor can **take orders onsite** for additional furniture, power & lighting and AV. However there are significant late order charges.

# EDPA International Members Active in this country

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# Thank You

