

2017 POST SHOW REPORT

MELBOURNE CONVENTION & EXHIBITION CENTRE - 5-6 SEPTEMBER 2017

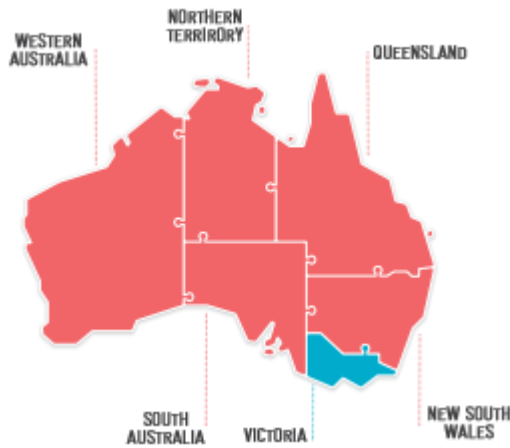




3,089
UNIQUE VISITORS
OVER THE 2 DAYS

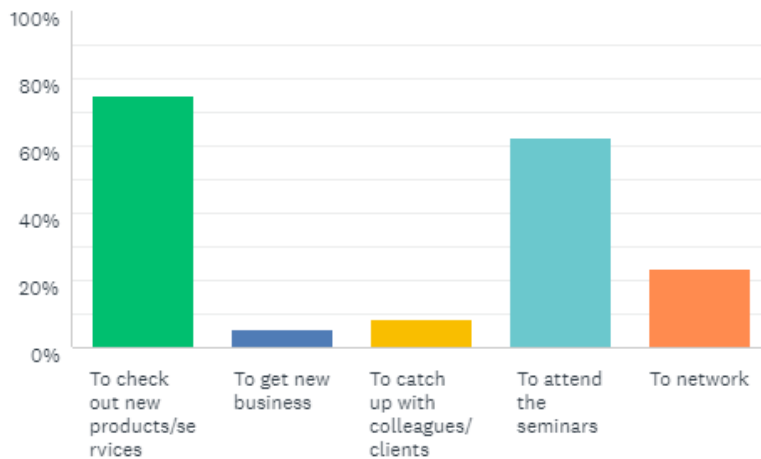


ATTENDANCE BY GEOGRAPHY



79% VICTORIA
21% OTHER STATES + OVERSEAS

REASONS TO ATTEND



76%
of visitors would recommend the show to colleagues

68%
of visitors said the Show was good or very good

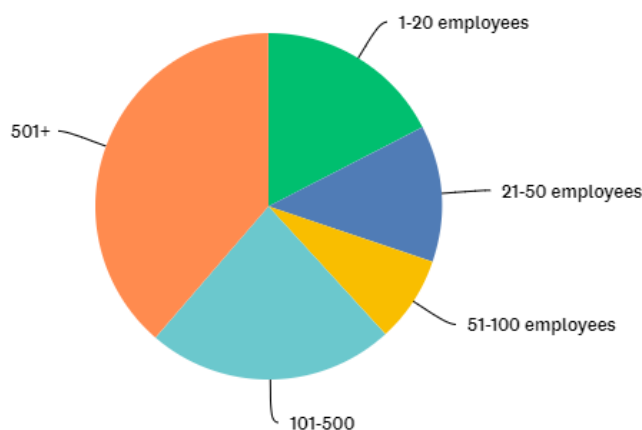
92%
of visitors attended to check out new products and network

70%
of visitors discovered new suppliers at the Show

ATTENDEE BY INDUSTRY	% ATTENDEES
Manufacturing	11%
Building/Construction	10%
Government/Councils	8%
Safety	8%
Education/Training	6%
Transport	5%
Warehousing/Materials Handling	4%
Engineering	4%
Retail	4%
Hospitality/Leisure	4%
IT/Telecommunications	3%
Petroleum / Chemicals	3%
Agriculture	>2% per industry
Automotive/Mechanics	
Defence/Military	
Mining	
Electrics/Electronics	
Finance/Insurance	
Property/Facilities Management	
Utilities	
Waste Management	
Recruitment/Labour	
Health/Medical/ Pharma	
Security	

ATTENDEE BY JOB TITLE	% ATTENDEES
OHS & HSE Manager	19%
Manager/General Manager	15%
Director/Business Owner	12%
Sales/Business Development	8%
Consultant/Specialist	7%
Administration	6%
Council/Government	6%
OHS Representative/Coordinator	6%
Project Manager	
Human Resources	
Building Facilities Manager	
Trainer/ Teacher	>2% per industry
Engineer	
Warehouse Manager	
Operations	
Technician	

ATTENDEE BY COMPANY SIZE



SEMINAR OVERVIEW

This year, Safety in Action introduced three dedicated zones on the Tradeshow floor running concurrent programs, covering Major Projects, Innovations, and Mental Health & Wellbeing. **Over 75% of the surveyed visitors enjoyed participating the three dedicated seminar zones.**

Zone	Safety in Action Day 1 – Seminar Sessions	No. Attendees
Major Projects	S1: Bridging the gap between the office and the field	165
	S2: Using Software and Mobile Technology to Manage and Improve Work HSEQ	85
	S3: Mitigating Heat Stress – Lessons learnt from 2017	95
	S4: Using Telematics for Safer, More Efficient Fleets	28
	S5: Overview of the Benefits to the Supply Chain for pro-active rehabilitation	10
Mental Health & Wellbeing	S1: Mental Health in Small Business	140
	S2: Understanding and Profiling Safety Behaviors in Public Safety	90
	S3: Using Software to Manage and Improve Workplace Mental Health	50
	S4: The Future of Corporate Health – Current Trends and Future directions	90
	S5: How sleep critically contributes to wellbeing	80
	S6: PTSD - Unmasked	60
Innovations	S1: The biomechanical interaction between footwear design and worker safety	25
	S2: Navigating around substance Abuse Traps that challenge drug testing and safety in the workplace	65
	S3: Leading Safety Culture Excellence	105
	S4: National Coordination of Asbestos Safety	50
	S5: ISO45001 or bust? The Future of OHS Management Systems	65

Zone	Safety in Action Day 2 – Seminar Sessions	No. attendees
Major Projects	S1: Safety Starts Within: A transformative approach to safety	95
	S2: Using Software and Mobile Technology to Manage and Improve Work HSEQ	60
	S3: Legal Approaches, Safety Culture and Human Factors in the Aviation Industry	40
	S4: The Unlikely National Safety outcome of new Generation High Productivity Big Trucks	25
	S5: Non-Conforming Building Products and Safety Law	45
Mental Health	S1: Implementing a mental health and wellbeing strategy at work	177
	S2: The Crash Survivor – A Transformational Journey	78
	S3: Integrated employee wellbeing and safety: Joining the dots	94
	S4: The Science of Happiness	108
	S5: Mental Health? I wouldn't start from here!	42
Innovations	S1: Using Wearable Technology to Reduce Injury Risk	45
	S2: What is the latest in Technology to manage Safety in the Transport Industry	30
	S3: Tools for mitigating risk and enhancing safety in the Australian rail industry	25
	S4: Australia's First Manual Handling Risk Assessment Program using Innovative Sensor Technology	40

SAFETY IN ACTION MELBOURNE FEATURED OVER 100 EXHIBITORS

WE'VE ASKED EXHIBITORS WHY IT'S IMPORTANT TO EXHIBIT AT THE SHOW?

To get new business

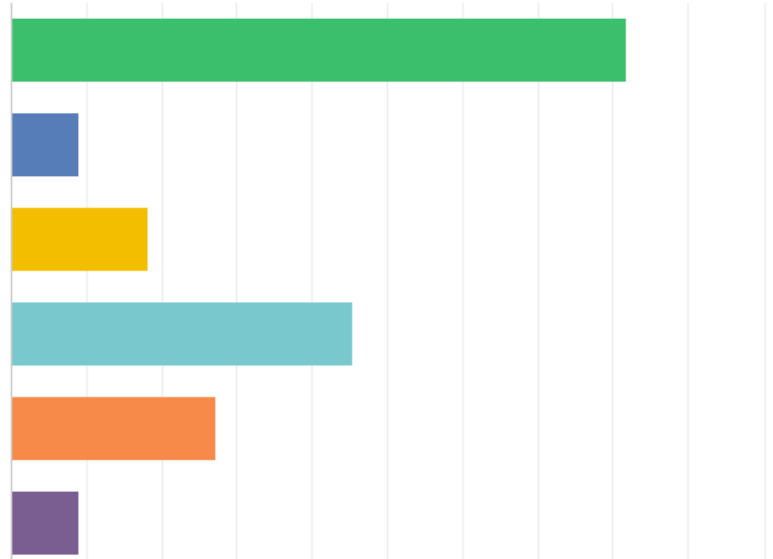
Because our competitors are there

To meet clients face-to-face

To consolidate our company brand

To network

Other (please specify)



85%
of exhibitors said the FREE Safety in Action App was beneficial in capturing leads

82%
of the exhibitors rated their experience at the Show as good or very good

75%
of the exhibitors rated the overall quality of visitors good or very good



TESTIMONIALS

“Safety in Action has been a great Show. We had a lot of foot traffic and people were really interested in our products” – Dorian Villegas, Varidesk

“There’s been some great quality leads. I think it’s been good for our brand and our local profile.”
– Travis Ling, BUNZL Safety”

“It’s been fantastic to catch up with people that we often don’t see face-to-face.” – Adrian Manesis, myosh

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