

EXPERTISE
Insider
INSIGHTS FROM 2023



**THE MAGIC
THAT WAS!**

WELCOME



G'day,

Just when we thought the world was over the turbulent and uncertain times of the covid pandemic we roll into 2023. We've had wars, inflation, political divisiveness, interest rate hikes, strikes and protests (to name a few). These headlines grab our attention and make us question the state of the world, and in 2023 we had a taste of them all!

After the total disruption throughout 2020 – 2022, we saw LIVE events bounce back even stronger this year, with the majority exceeding the results displayed throughout 2022. Exhibitor numbers increased, attendance has risen, and with greater stability in the market, we've been able to deliver with confidence and certainty. Over the past 12 months, Expertise Events produced 19 shows and ran events in FIVE states and ONE territory – with our team expanding over the period as well.

We've got an ongoing commitment to consistent improvement and high standards. To ensure that we keep meeting our client needs, we have

introduced a NPS score to keep us on track for continual improvement. This gives us a number out of ten, as well as an overall 'score' that we can aim to grow year on year. Across the business, the average rating has been above an 8 out of 10, with a great result in terms of the NPS.

To our valued clients, we acknowledge your ongoing support as we navigated the first 'normal' return calendar.

We know that LIVE events bring people together and this year saw a particular renewal in this value, as every show we ran experienced increased attendance, and to those exhibitors and sponsors who came on the journey in 2023, thank you!

Having undergone major challenges our supply partners have again shone, ensuring that each and every event was delivered as planned and orchestrated.

Our commitment to excellence is driven by two key outside resources that keep us focused, our Chair Deb Evans and monthly staff mentor Dr Cory Middleton, both contribute so much to push us and deliver at higher levels.

Of course the dream team of Expertise staff and family, they are invested in doing the best they can and this year they did a wonderful job.

This year's insider has two new sections – one is thoughts pulled together under exhibitips about positivity as whilst so much is happening in the world we live, remaining focused and positive will get us through. The second part is a summary of 'what's new' for us in 2024 as we will be delivering a new event here and across the ditch in New Zealand and we are excited to share so have a read of both.

We take this opportunity to wish you and your families all the very best for Christmas and the New Year. Stay safe and we will see you in the New Year.

Sit back, make a cuppa, and let the pictures tell the story of the year that was.

Gary Fitz-Roy
Managing Director

Expertise Events acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.



THE AUSTRALIAN JEWELLERY FAIR

Held in Sydney at the ICC Sydney Convention Centre in March – a trade only table-top style exhibition for retailers to buy jewellery and time pieces.

As an initiative first launched to respond to live meetings during covid, it now serves a cost-effective way for the industry to connect, buy and plan for the year ahead.

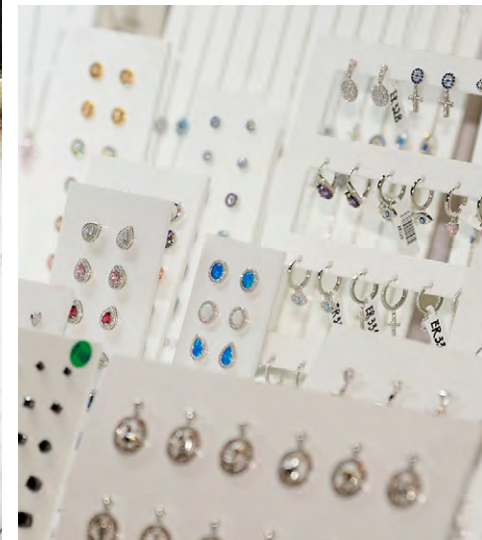
Capped with just 42 exhibitors, this trade event was a resounding success, with an upbeat feel that bought many retailers and suppliers together in the same room face-to-face.



THE MELBOURNE JEWELLERY EXPO

Held in conjunction with the Melbourne Gift & Lifestyle Fair, this dedicated pavilion allowed suppliers still rebuilding, sales representation in Victoria during the important period of early February.

The three buying groups – Independent Jewellers Collective, Nationwide and Leading Edge Jewellers all supported the event. Because the Pavilion ran as part of the Gift & Lifestyle Fair, it also opened new opportunities to connect to retailers who traditionally may not be targeted by jewellery companies and for a number of them it delivered amazing new results.

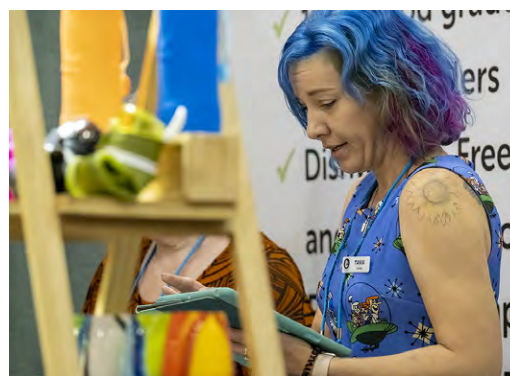




MELBOURNE GIFT & LIFESTYLE FAIR

A Melbourne tradition – the February Gift & Lifestyle Fair plays an important role in allowing suppliers to reconnect with retailers, top up stock, order post-Christmas and New Year and prepare for Valentines and Mother's Day, the next two biggest sales opportunities.

Ran in conjunction with Frontline stores FAB event, the fair consistently delivers buyers looking to set plans for the year ahead. Young musicians were given the opportunity to perform at the entry to the show before the opening and also entertaining and lifting spirits as people entered the fair.



OZ COMIC-CON PERTH

Held in Perth at the Perth Convention & Exhibition Centre for its first edition since the previous owners left Perth in 2017. A family favourite event, including everything from cosplay, to gaming and pop culture fans. One of Australia's favourite consumer events.

The show was a great success and will no doubt grow in future years. There are many challenges travelling so far, BUT we know that our family in WA appreciates the event and that drives us to keep coming back!



AUSTRALASIAN QUILT CONVENTION

In 2023 we returned to our home of Victoria and the sensational host venue of The Royal Exhibition Building.

AQC combines a consumer show with conference classes, gala dinner, awards and exhibition – everything patchwork and quilting.

Returning to Melbourne gave us the opportunity to change a few things up and introduce some new aspects to the event, including the presentation of the Australian Quilt Show prizes, to new catering and entertainment initiatives. The food again was the talk of the event and trialling a new 'Feast' setting for the Gala dinner which was a resounding success.

The night was full of fun, topped off by an amazing act – 'Queen Forever' and had the REB rocking.

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ROBERTSON POTATO FESTIVAL

Held in Robertson Showgrounds (NSW) in May – a consumer event celebrating the world’s fourth largest consumed vegetable – the humble potato!

This year we ‘upped’ the event content with River Cottage’s frontman Paul West – our main chef who was also supported by local identities. The food stage again was brimming with audiences watching on.

Also, rocking outside, The iconic Radiators had everyone up dancing, as we renamed the mosh pit, the Mash Pit! The legendary Russell Morris played on Sunday. Helicopter rides had a birds-eye view of the district and was extremely popular, as was the Potato Beer and distilled Gin and Vodka! The spud-a-dome allowed visitors to compete and enjoy in the fun activities and the Hessians on the Field was again a highlight.

Our new Pet category included a sheep! Both categories had Collette Dinnigan and Emma Watkins (yellow wiggle) as guest judges.

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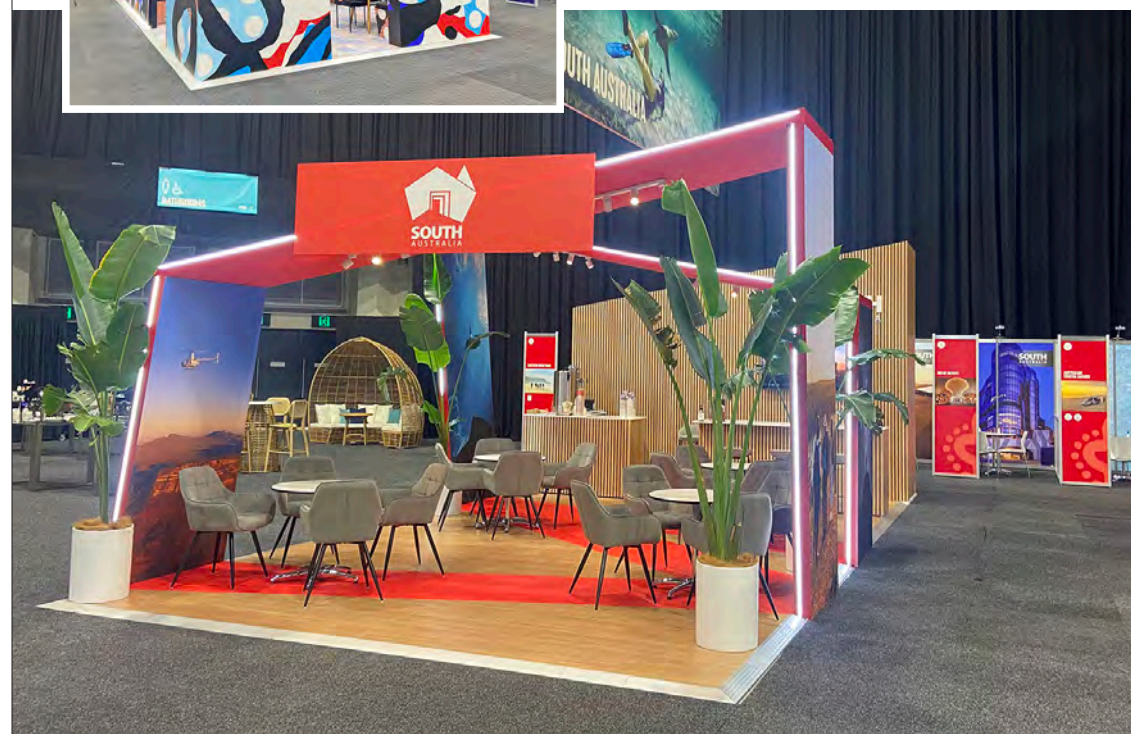
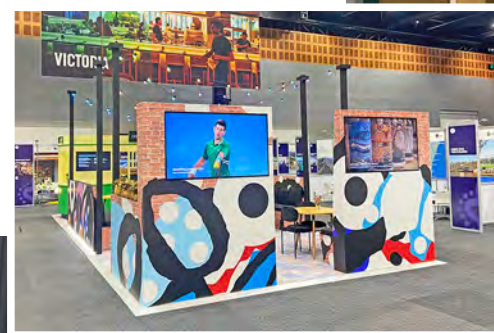
AUSTRALIAN TOURISM EXCHANGE (ATE)

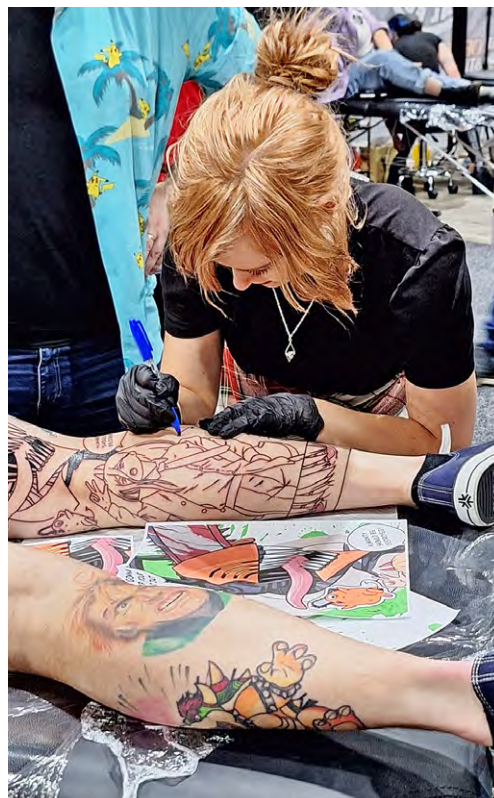


Held back at the Gold Coast, this year's event had that relaxed feeling which had a lot to do with the destination. ATE, the biggest travel buying trade event in the region, connecting destinations/ travel providers with wholesale buyers.

Operationally managed by us on behalf of Tourism Australia, this is the most significant trade event for tourism. This year's event had buyers returning from all over the world to shop for Australian products and experiences. Due to the size of the event, lunch catering was held in a large Marquee erected by the waterways next to the venue and gave buyers and sellers the opportunity to catch some sun rays whilst networking over some great food.

The event was a huge success and makes us proud to be selling Australia, we have so much to offer the world.





OZ COMIC-CON ADELAIDE

Held in Adelaide at the Showgrounds, it's becoming a staple for the locals and we love returning and feeling so welcomed. This event is one of Australia's favourite consumer events for cosplay, gaming and pop culture fans. When we took over the Oz Comic-Con brand, we promised the fans this event would return to Adelaide and WA, and in 2023 we were able to continue to honour that commitment. The event turnout and support in SA was fantastic and again grew, and we are so glad that we made the decision to go and create Australia's best attended event for the community.



OZ COMIC-CON MELBOURNE



Held in Melbourne at the Melbourne Convention & Exhibition Centre in June, this location is the largest attended of all the OCC events – a consumer event from cosplay, to gaming and pop culture fans.

With 200 volunteers to help deliver one of the busiest weekends on the calendar, their enthusiasm and commitment ensures that visitors and exhibitors have the ultimate experience. We love the enthusiasm of the community, and on this one the extra effort our supply partners put in even though they are really stretched! One of Australia's favourite consumer events.





SYDNEY CRAFT & QUILT FAIR

Held in Sydney at the Showgrounds Olympic Park in early July – a consumer event incorporating the Australian Quilt Show, studio classes, seminars and make & takes.

It featured the display of the Australian Quilt Show finalists, Australia's only national quilt competition with prizes and cash valued at more than \$30,000.

The event again delivered for the crafties with a number of new initiatives implemented, including a new central learning hub and specialised classes covering traditional and emerging new crafts.

A big hit was the pedal knitting machine where visitors could pedal to contribute to a scarf.

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MELBOURNE CRAFT & QUILT FAIR

Held at the Melbourne Convention & Exhibition Centre in July, this consumer event incorporates the Victorian Quilters annual members exhibition – Quilt Showcase, as well as the Australian Quilt Show, studio classes, seminars and make & takes. The Fair again incorporated the central learning hub.

With strong growth on 2022, it was great once again to see the community come together.





OZ COMIC-CON CANBERRA

Held for the second time the Bat light went out over Parliament house it signalled, we were coming and what a success again building on the last event.

Attracting a whole new audience, the event hit the mark and importantly made one of Australia's best known consumer event brands commit to cover the reunion of fans across the country and is now Australia's only cosplay event to run in every major mainland state and one territory.

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THE INTERNATIONAL JEWELLERY FAIR



One of Australia's most prestigious high valued product events sparkled as the industry converged on Sydney in August. With high security and working with paid police, this event kept everyone on their toes and again surpassed expectations in exhibitors and visitors.

Supported by the three major buying groups and independent retailers from all over the country and New Zealand, the event standout was the international exhibitors who were just so happy to be back face-to-face and continues to show why it is Australia's number one jewellery retail buying event. A gem of a event!

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AGRISHOW

With a theme of 'Cultivate your Knowledge', the long awaited AgriShow, delayed from covid to the 2022 weather interference, was more than a line-up of products for sale. The AgriShow Farm Field Day held in Moss Vale was a hub for everything Agri and a space for people involved in all aspects of farming to get together in a community atmosphere.

The event features education and demonstrations of farming machinery, tools, equipment and supplies from tractors and other vehicles, to equipment and technology, so that visitors can get more from the event. The Demo Arena showcasing tractors, mulchers, trailers – and one the biggest flying drones we have seen – were all a huge hit and plans for 2024 are building on all of these.

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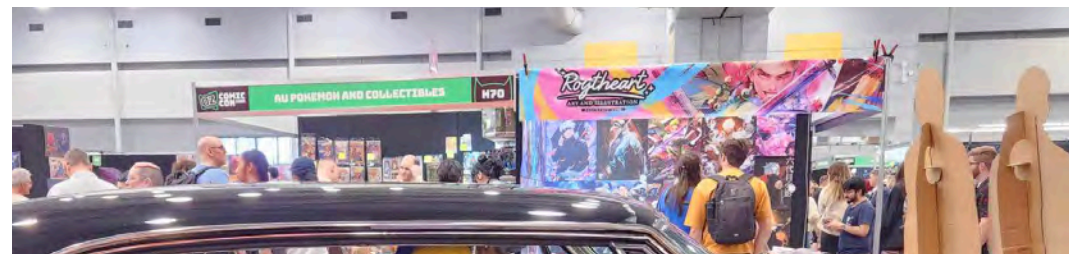
OZ COMIC-CON BRISBANE



Held at the Brisbane Convention & Exhibition Centre in September – a consumer event from cosplay to gaming and pop culture fans. One of Australia's favourite consumer events.

Building on the success, we saw popular international guests complemented by local celebrities and it was a real crowd pleaser. Brisbane continues to deliver increased results and has established itself as the must attend Queensland event.

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OZ COMIC-CON SYDNEY

Flowing from Brisbane into Sydney, the event exceeded all expectations with attendance setting a benchmark for the Sydney event. This was our third event in Sydney since 2021 and the connection and support of the community really came through. The event sold out to exhibitors and was packed both days.

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BRISBANE CRAFT & QUILT FAIR

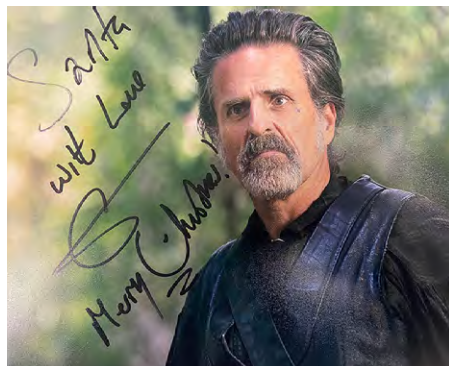
Held in Brisbane at the BCEC in October, this year's fair was reduced to four days in duration and delivered an overall increase in attendance on the 2022 event, much to the delight of exhibitors.

A consumer event incorporating the Queensland Quilters annual members show as well as the Australian Quilt Show, studio classes, seminars and make & takes.

Always well supported by Queenslanders, the fair ran over the four days. A highlight was the largest collection of quilts displayed, with more than 700 on show, including the Queensland Quilters annual members' exhibition.

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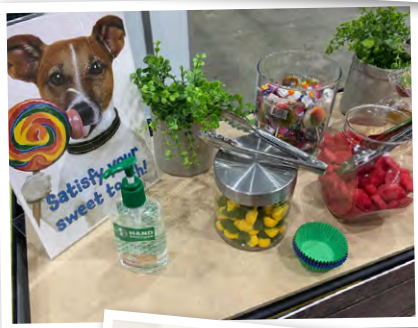
OZ COMIC-CON MELBOURNE XMAS EVENT

Moved to the MCEC for 2023 this is a Xmas delight! One of the few traditional shows to run in December, this event puts a festive twist on all things pop culture.

Building on the success of the December 2021 and 2022 events and themed around Christmas, the event featured new and different inclusions to get into the festive season, including a live band stage and the perfect opportunity to pick up that perfect geeky gift.



SUPPORT IN 2023



NEW IN 2024!

VIVA Health & Wellness Festival

Happy, Healthy, Fulfilled

Immerse yourself in a weekend that has the potential to transform your health and well-being!

Australia's revolutionary new health and wellness festival celebrates all the ingredients to a happy, healthy and fulfilled life. You'll meet inspiring experts, trailblazing changemakers, and the innovators from Australia and around the world. Across two enriching days and nights, you'll have access to insights from 30+ incredible speakers. **Plus**, get ready for an amazing workshop program that'll arm you with tools for transforming your life.

Sydney: Friday March 15 to Sunday March 17, 2024

Melbourne: Friday March 22 to Sunday March 24, 2024



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NEW IN 2024!

WinePro

Experience the essence of values-based winemaking, stay updated on hybrid and indigenous grape varieties, explore the world of alcohol and low-alcohol wines, leverage technology-driven sales tools, discover export opportunities, and indulge in the luxury of ultra-premium wines.

These captivating elements embody the spirit of today's wine market. The event will be staged in the largest wine producing region in New Zealand and promises to establish a bi annual event on the world stage.

Welcome to WinePRO, a remarkable three-day showcase and selling event that embodies the latest market trends. It brings together the finest talents and offerings from the renowned New Zealand wine industry, all conveniently housed at the Marlborough Lines Stadium 2000 in Blenheim.

This extraordinary event presents a unique opportunity for you to be a part of a meticulously tailored gathering that unites all stakeholders within the wine industry. Whether you're a supplier involved in any aspect of the wine process or an enthusiast seeking to delve deeper, WinePRO caters to your needs.



Speciality Pavilions from Start Up's leading new business ideas through to Vinnovation, powering wine and agriculture with Tomorrow's Innovative Solutions!

In a world that's constantly evolving, wine & agriculture is no exception. At WinePro, we're committed to staying at the forefront of the latest innovation, and we're excited to unveil our brand-new feature area: **Vinnovation – Wine Innovation and Energy Hub**. This dynamic space is dedicated to showcasing



the latest advancements in energy solutions, with a special focus on batteries and alternative energy sources, wind and water management.

The chosen venue in Marlborough provides a perfect blend of indoor and outdoor display spaces, creating an ideal ambiance for showcasing wines.

Furthermore, an engaging and enlightening educational program is thoughtfully integrated into the overall event experience, enriching your understanding and appreciation of the world of wine.

JUNE 25 TO 27, 2024
MARLBOROUGH LINES STADIUM 2000, BLENHEIM

PLATINUM SPONSOR



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NEW IN 2024!

Generation Games

April 20 to 21, 2024, Saturday – Sunday

International Convention Centre Sydney, Darling Harbour

Generation Games has been developed to bring together visitors who are looking to share their passion with their squad, as Sydney's major games event.

Whether it's showcasing the latest release, new accessories, or engaging the fans for feedback, Generation Games is Sydney's gaming event. With dedicated Tabletop areas, Esports stadiums, Freeplay zones, exhibitor booths and so much more, join us for this epic event.

It's a celebration of the community, and one of the fastest growing markets. Leveraging an extensive marketing campaign, as well as existing databases, we anticipate tens of thousands of passionate fans over the event days. Whether it be the content, the stages, the exhibitors, or simply for the love of the game, this is an event not to miss.

Generation Games will include but not limited to:

- Tabletop Games & Accessories
- PC & Console Retailers
- Game Developers
- Accessories
- Apparel
- Furniture and Decoration

GG... ONE MORE ROUND?

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SOMETHING TO THINK ABOUT FOR 2024

Embracing Positivity for a Brighter Future.

Wars, inflation, political divisiveness, interest rate hikes, rising suicide rates, strikes, and protests – these are the headlines that grab our attention and make us question the state of the world. But we cannot let these external factors define our outlook and limit our potential. Instead, we must acknowledge that adversity is a part of life and that it's how we respond to it that truly matters.

In the face of daunting challenges and constant negative news, it's easy to feel overwhelmed and disheartened.

The world can often seem like a place filled with conflicts, uncertainties, and adversities. However, let's remember that even in the midst of chaos, we have the power to rise above negativity

with the right mindset and unwavering determination.

Negativity can also rear its head from within. Our self-talk, fears and lack of confidence can become barriers to our growth and success. However, remember that we are in control of our thoughts and beliefs. We can choose to reframe our self-talk, conquer our fears, and build the confidence needed to overcome any obstacles.

It is so important for us to embrace positivity and foster a workplace environment where optimism prevails.

We have a sign at the top of the stairs to our main floor that reads, *'Only Positive Attitudes Allowed on this Floor'*.

This isn't just a catchy slogan – it's a reminder of the kind of culture we are striving to build within our organisation. We want a workplace where negativity is replaced with solutions, where complaints are turned into opportunities, and where doubts are transformed into unwavering confidence.

Here are some ideas to help us rise above negativity and create a more positive work environment:

Practice gratitude:

Start each day by reflecting on the things you're grateful for. This simple exercise can shift your focus to the positive aspects of life.

Encourage open communication:

Create a safe space for team members to express their concerns and ideas. Constructive dialogue can help address issues and find solutions.

Offer support and recognition:

Celebrate achievements, no matter how small, and support your colleagues during challenging times. A little encouragement can go a long way.

Promote personal growth:

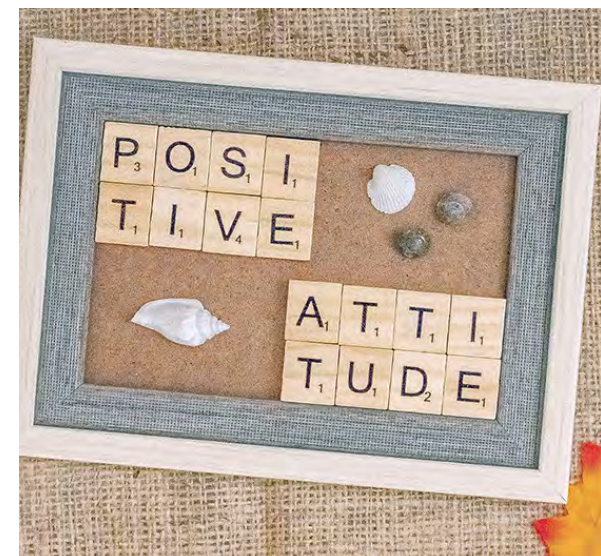
Invest in continuous learning and development opportunities to boost confidence and competence.

Lead by example:

Demonstrate a positive attitude, resilience, and a can-do spirit in your everyday work.

Remember, we have the power to influence our own destinies and the culture of our organisation. Let's rise above the negativity and face the future with the right mindset, for with the right mindset, anything is possible.

Together, we can create a more positive, productive, and fulfilling work environment and we look forward to creating positive outcomes with you in 2024.





Iconic brands Unique experiences.



Expertise Events will be closed for the Xmas period from Friday 15th December and will re-open on Monday 8th of January 2023. We wish you and your family all the very best for Christmas and the New Year and can't wait to reconnect in 2024!



Proudly sponsoring

