

Visitor Statistics Summary

3 DAYS – 9,867 TRADE VISITS

The 2008 **THE SAFETY SHOW & SYDNEY MATERIALS HANDLING** attracted an attendance of over **9,800 qualified Trade Visits** (9,266 individual visitors) representing a broad range of industries, such as manufacturing, government, building/construction, machinery/equipment, transport/logistics and health/medical services.

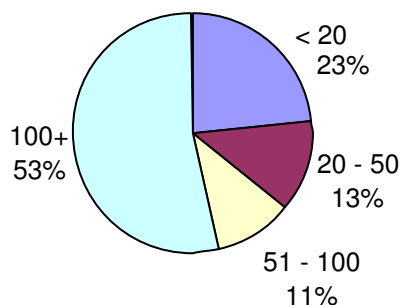
Key Visitor Statistics

- 30%** of visitors were from the **manufacturing** sector
- 22%** of visitors came from **government** or **local councils**
- 1,566** visitors were **safety professionals**
- 1,505** visitors came from the **building and construction** sector
- 53%** of visitors came from companies with 100 or more employees

Marketing Campaign Highlights

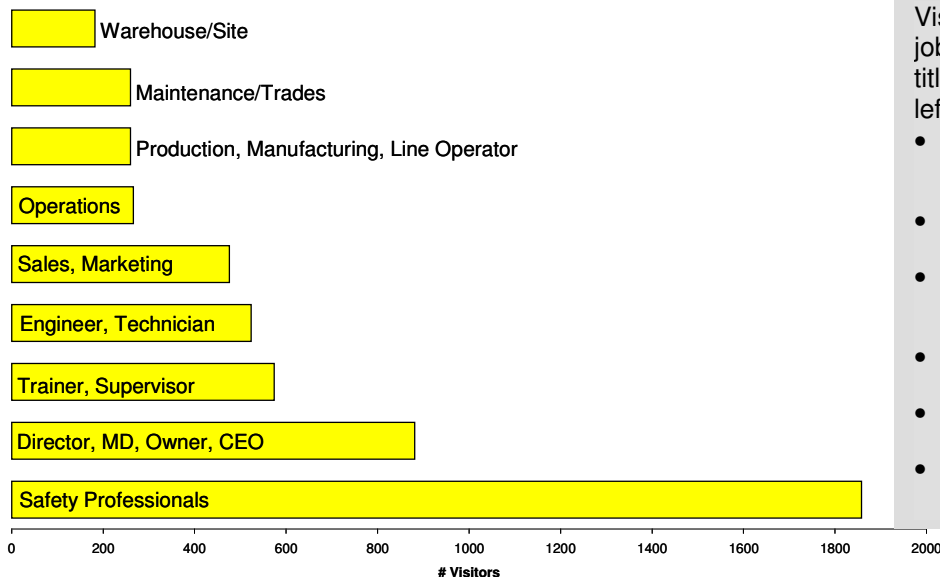
- Print advertising** in key industry publications such as Safety Solutions, *hrmonthly*, National Safety, ATN, Manufacturers' Monthly, Logistics, Australasian Freight Logistics and AMTIL.
- 50,000 Emails & SMS** before & during the Show
- 325,000 trade invitations** distributed through direct mail, industry associations, exhibitors and publications, ensuring that every relevant business received an invitation.

Visitors by Company Size (# employees)



At time of registration, visitors were asked to indicate the size of the company that they work for (in terms of number of employees). The results show a broad representation from small, medium and large business. The results show that **53%** of visitors came from companies with more than **100 employees**.

Visitors by Job Title / Function



Visitors were asked to specify their job title. The most represented job titles are shown on the graph to the left. Note:

- **Safety Professionals** inc. OH&S Manager, Committee Member, Safety Officer, OH&S Coordinator
- **Trainer, Supervisor** inc. Safety Trainer, Team Leader, Shift Supervisor
- **Engineer, Technician** inc. Civil Engineer, Electrical Technician, Logistics Engineer, Project Engineer
- **Operations** inc. Manager Operations, IT Operations, Field Operations
- **Maintenance, Trade** inc. Builders, Electricians, Plumbers, Maintenance
- **Warehouse/Site** inc. Site Auditor, Warehouse Manager, Site Foreman

Full Visitor Breakdown by Industry Type

Industry	Qty	Industry	Qty
Building/Construction	1505	Petrol/Coal/Chemicals/Gas	177
Other-includes safety equipment, local councils, textiles, aviation. furniture	1151	Agriculture/Forestry/Environment	176
Transport/Distribution/Logistics	621	Defence	173
Education/Training	515	Property/Facilities Management	149
Health/Medical/Pharmaceuticals	503	Emergency Services	143
Electrical/Electronics	450	Finance/Insurance/Legal	107
Food/Beverage	441	Waste Management/Recycling	107
Engineering	419	IT/Telecommunications	105
Metals/Plastics	333	Cleaning	100
Warehousing/Materials Handling	332	Marketing/Advertising/PR	58
Utilities/Energy	302	Architecture/Interior Design	53
Machinery/Equipment/Components	244	Security	53
Hospitality/Entertainment/Leisure	233	Recruitment/Labour	52
Mining	198	Media	46
Automotive/Mechanical	183	Paper/Wood	46
Printing/Packaging	178		

Analysis of Manufacturing Sector

2,540 Visitors stated that they work in the manufacturing sector, representing 30% of all attendees. The pie chart below shows that the industries most represented within this sector are:

- Metals/Plastics 12%
- Food/Beverage 13%
- Building/Construction 16%

