

POST SHOW FACT SHEET

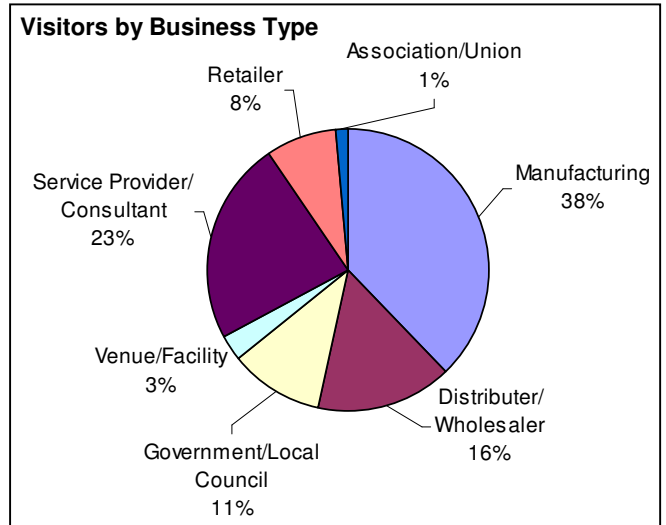
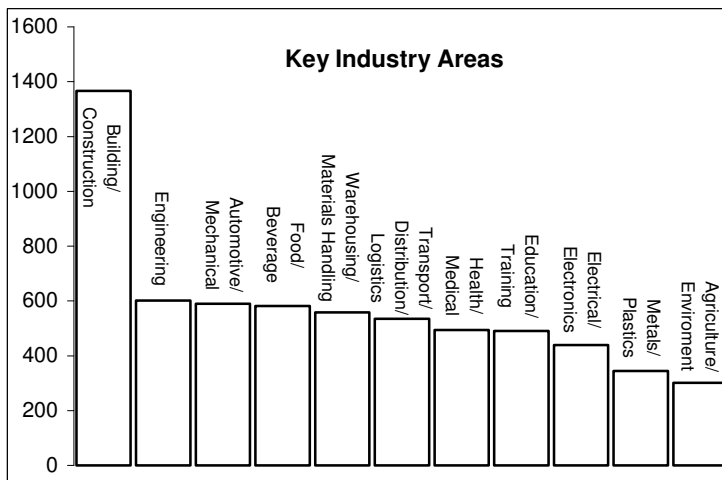
In it's 9th year, **SAFETY IN ACTION**, combined with **MATERIALS & MANUAL HANDLING** remains Australia's most comprehensive workplace health and safety Trade Show. Visitor numbers were up by 28% on 2005.

Total Attendance

12,129 trade visits (11,059 visitors) including 1,026 Conference Delegates was the recorded attendance at SAFETY IN ACTION / MATERIALS & MANUAL HANDLING 2006.

Key Statistics

- **Manufacturing** was strongly represented with over 38% of Visitors belonging to this sector
- There was strong representation from the **Building/Construction** industry with over 1,300 attendees
- Visitor numbers in the **Defence, Training/Education, Agriculture and Mining** industries all showed a significant increase since 2005.



Marketing Strategy

The comprehensive visitor marketing campaign included **350,000 Trade Show invitations** and **50,000 visitor newsletters** that were distributed by direct mail, through key industry associations and within industry publications. Advertisements were placed in many leading industry publications, *The Age* and *Herald Sun*, and a highly targeted radio campaign on Triple M, 3AW and Gold 104.3FM topped off the marketing campaign.

Continued support from the Safety Institute of Australia (Vic Division), Principal Sponsor, WorkSafe Victoria, Master Builders Association of Victoria and Australian Industry Group assisted in promoting the Trade Show to the broadest audience.

Matchmaker Program

The Matchmaker Program was again implemented to assist visitors in planning their visit to the Show. By selecting the products/services of interest, they received details of Exhibitors displaying the nominated product ranges prior to the Show. The product range of most interest to pre-registered visitors was in materials & manual handling. Height safety equipment and forklifts/forklift safety equipment were also high areas of interest.

Total Exhibitors

310 national and international exhibitors occupied 12,000 square metres. Exhibiting products including, machine guarding, height safety & confined space equipment, hazardous goods, handling & storage, training resources, safety signage, first aid & medical rehabilitation services, building & construction safety equipment, electrical safety products & services, forklifts & forklift safety, hoists & vacuum lifting, scissor-lifts, palletising equipment, shelving & storage systems.

Conference Program

The 2006 Conference Program featured 12 streams, 108 Australian and international speakers, and attracted 1,026 delegates.

Value Add Opportunities

- The New Safety Theatre gave Exhibitors an additional opportunity to promote their innovative OH&S Solutions in a series of free presentations to Trade Show Visitors.
- Free Safety Tours covering Height Safety, Machine Guarding and Warehousing Solutions introduced Visitors to a targeted range of health & safety solutions.
- Live Demonstrations of unique products / services were made by 20 different Exhibiting Companies. Demonstrations were free for Visitors to attend and were promoted fully in Show literature and on the website.