



Future Confidence and JobKeeper Impact Report

Business Events Industry Survey



An alliance of Australia's business events industry



Association
of Australian
Convention
Bureaux

Australian Convention
Centres Group



EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA



KEEPING
AUSTRALIA
MEETING

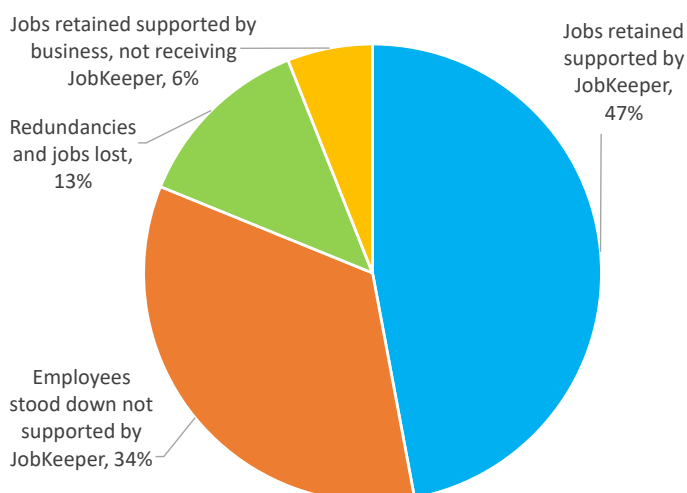
The Business Events Council of Australia (BECA) developed a coordinated COVID-19 Business Events Recovery and Rebound Framework and is working closely with Government on its implementation. Supported by a well-developed policy aligned to Australia's competitive strengths, the business events industry will play a critical role in the recovery of Australia's economy from this pandemic.

BECA called for the extension of JobKeeper to keep the business events industry alive. An industry wide survey was conducted to:

- Assess the impact of the JobKeeper program on business events businesses.
- Measure the level of business confidence and future business expectations.

The business events industry, which comprises meetings, incentives, conventions and exhibitions, was one of the first industries to be impacted by COVID-19, one of the hardest hit and may be one of the last industries to recover due to the long lead times between booking and actually holding a business event. The JobKeeper payment has been a vital lifeline to 96% of industry businesses and helped support approximately 47% of the industry's workforce.

Impact on the business events industry



KEY FINDINGS

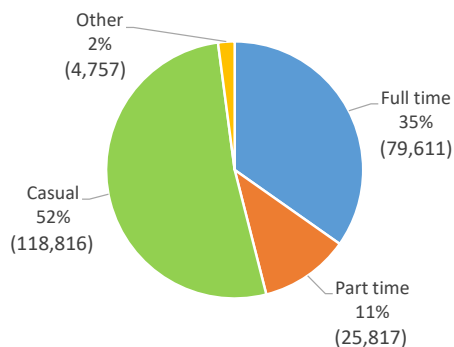
An independent analysis of the survey responses revealed these key findings:

- JobKeeper is critical and supports 96% of surveyed industry businesses in some way. This translates to approximately 10,400 business events businesses across Australia receiving JobKeeper.
- 75% of respondents have staff who have been made redundant, stood down or have reduced hours. Across the industry this represents over 8,100 businesses who have had to significantly restructure their workforce.
- Without JobKeeper or a modified version of support 93% of surveyed industry businesses say they will have to let staff go. Across the industry this represents over 10,000 businesses and over 49,000 jobs potentially at risk.
- 50% of freelancers and contractors suggested that if JobKeeper is not extended beyond September 2020, they will hold on hoping that the industry can restart soon but 45% would need to find other options.
- 67% of respondents noted they have no business for the remainder of 2020 (representing approximately 7,300 businesses across Australia) whilst 48% noted they had no business for 2021 either.
- 52% of businesses thought they may recover within 1-2 years whilst more than 40% thought it would take 3-5 years.

IMPACT ON BUSINESSES WITH EMPLOYEES

The BECA survey measured the impact of COVID-19 on **businesses** and the effect of the JobKeeper program on the business events industry.

Staff employed pre-crisis



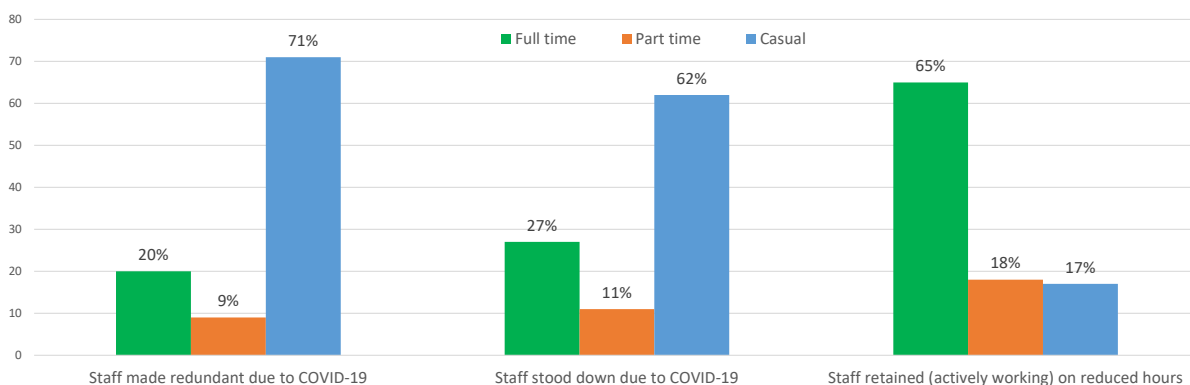
KEY FINDINGS

The respondents confirmed JobKeeper is critical to their survival with 96% of businesses indicating they are being sustained by government support. Across the business events industry over 75% have staff who have been made redundant, stood down or have reduced hours as a direct result of the coronavirus pandemic.

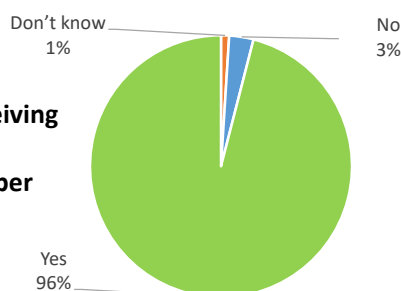
93% of respondents stated without JobKeeper or a modified version of support, they will be letting staff go in September 2020.

Based on 527 survey responses.

Staff adjustments due to COVID-19



Businesses receiving or expecting to receive JobKeeper



Staff retained (actively working) receiving JobKeeper payments

62,600

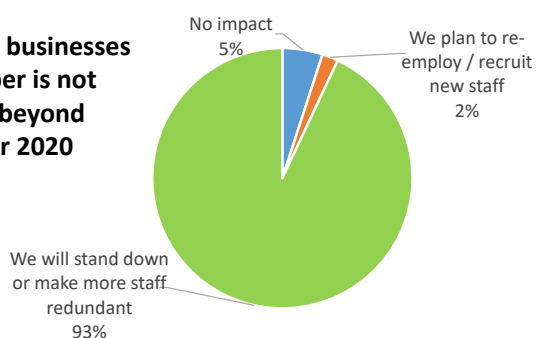
44,800

Staff stood down receiving JobKeeper payments

49,300

Jobs at risk if JobKeeper is not extended beyond September 2020

Impact on businesses if JobKeeper is not extended beyond September 2020



IMPACT ON FREELANCERS AND CONTRACTORS

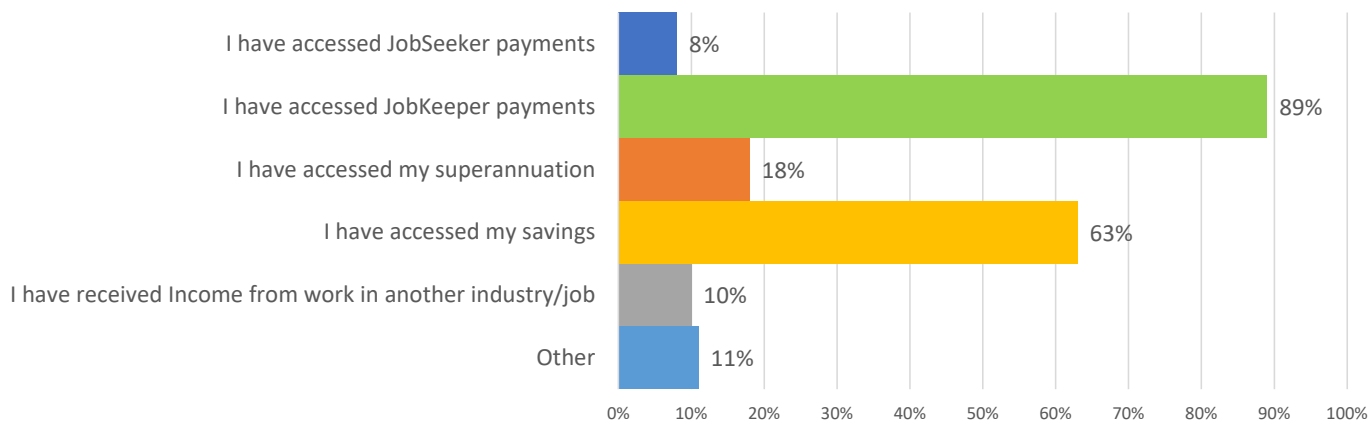
The BECA survey measured the impact of COVID-19 on **freelancers and contractors** and the effect of the JobKeeper program on the business events industry.

KEY FINDINGS

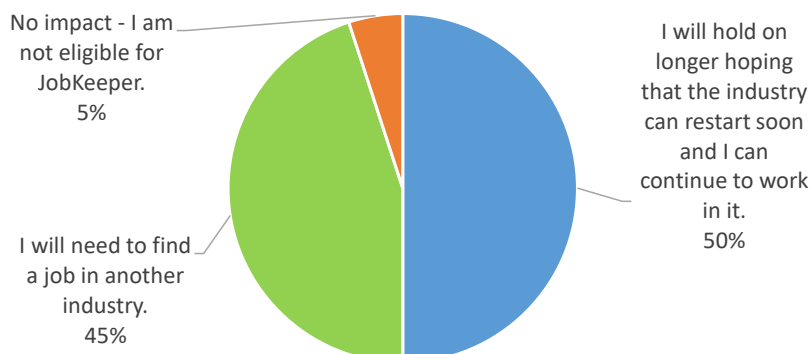
50% of freelancers and contractors suggested that if JobKeeper is not extended beyond September 2020, they will hold on hoping that the industry can restart soon but 45% would need to find other options.

Based on 84 survey responses.

Sustainment during the shutdown of the business events industry



Impact on freelancers and contractors if JobKeeper is not extended beyond September 2020

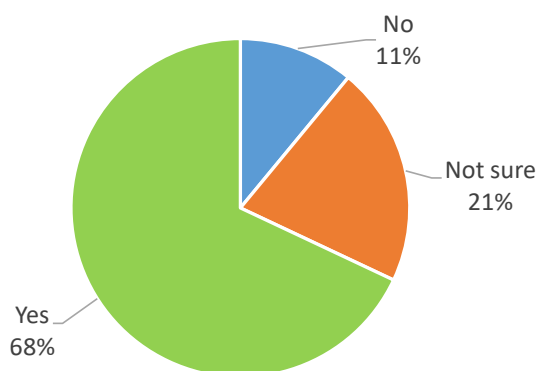


FUTURE CONFIDENCE

The BECA survey gauged levels of business confidence and future business expectations in response to the impact of COVID-19 on the business events industry.

Businesses in a position to restart

Once restrictions on gatherings are lifted in your state or territory, is your business in a position to restart?



KEY FINDINGS

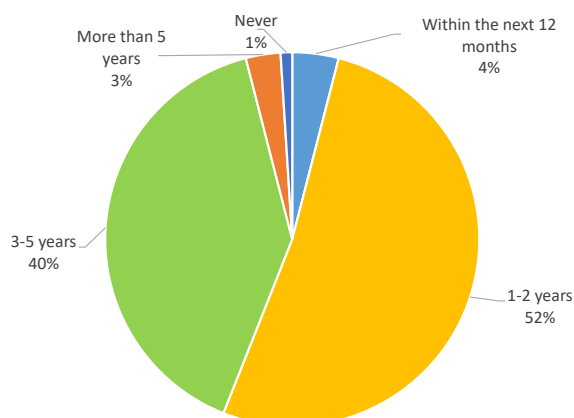
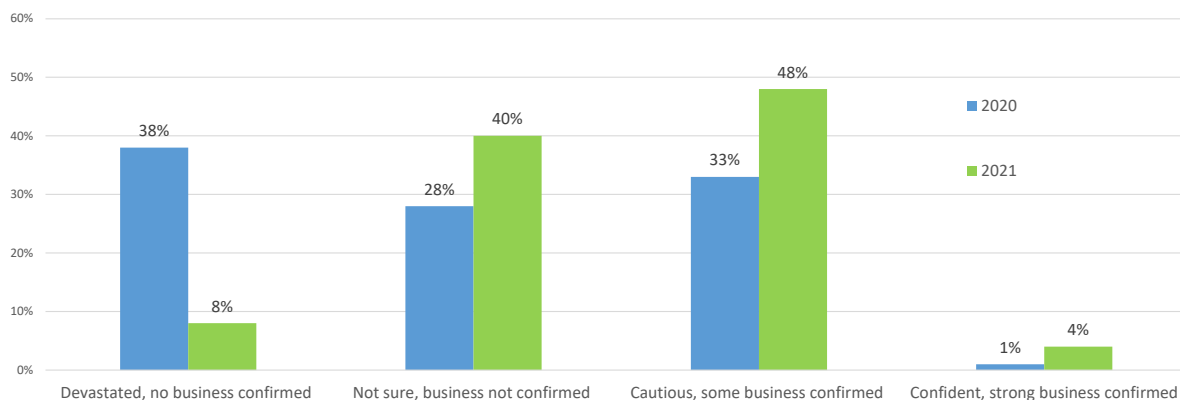
When business events are allowed to safely restart, only 68% of respondents across the business events industry indicated that they are in a position to do so.

These businesses will still find it challenging however as 67% noted they have no business confirmed for 2020 and 48% advised they don't have any business for 2021 confirmed either. As a result 52% of businesses believe it will take 1-2 years to recover while more than 40% of businesses believe it will take 3-5 years to return to pre-crisis levels.

Based on 585 survey responses.

Business confidence

How are you feeling about business for the remainder of 2020 and in 2021?



Return to pre-crisis levels

When do you anticipate business to return to pre-crisis levels?

ABOUT THE SURVEY

RESEARCH OBJECTIVES

In March 2020, the Business Events Council of Australia (BECA) conducted its initial survey of business events businesses in relation to the impacts of COVID-19 on the industry. Analysis was undertaken by McCrindle resulting in the Lost Business Report.

The key objectives of this survey and analysis were to:

- Measure the number employees that have been made redundant or stood down as a result of COVID-19.
- Measure the number of employees that have been retained (actively working) on reduced hours due to COVID-19.
- Report on the number of businesses with employees receiving or expecting to receive JobKeeper payments before the initial program is scheduled to end in September 2020.
- Measure the number of employees that have been retained (actively working) and stood down receiving JobKeeper payments.
- Report on the ability for businesses to retain staff beyond the initial JobKeeper program, scheduled to end in September 2020.
- Report on how freelancers and contractors are sustaining themselves during COVID-19 restrictions on business events.
- Report on the ability for business events businesses to restart once restrictions on business events are lifted.
- Report on confidence of the business events supply chain for the remainder of 2020 and 2021.
- Report on when the business events supply chain anticipates business to return to pre-crisis levels.

RESEARCH METHODOLOGY

The Future Confidence and JobKeeper Impact Report is the collation of quantitative and qualitative data gathering by the Business Events Council of Australia through an online survey that was completed by businesses working in the business events industry.

Online Survey

An online survey of businesses working in the business events industry was conducted between 25 June and 2 July 2020 via Survey Monkey. The survey specifically targeted the supply side of the industry, and was sent out through BECA and its member associations:

- Association of Australian Convention Bureaux (AACB), and its network of 17 convention bureaux across Australia,
- Australian Convention Centres Group (ACCG),
- Exhibition & Event Association of Australasia (EEAA),
- Meetings & Events Australia (MEA), and
- Professional Conference Organisers Association (PCOA).

It should be noted that the survey was conducted in parallel to the localised outbreak in Victoria and prior to related restrictions on travel and gatherings announced in July 2020 by States and Territories. There have been significant changes in the business environment and this should be considered when interpreting the results in this report.

Results from the Future Confidence and JobKeeper Impact survey have been used to inform the following sections of this report:

- Impact on businesses with employees
- Impact on freelancers and contractors
- Future confidence of the business events supply chain

Response Rate

The survey received 806 started responses of which 622 were completed responses (77%).

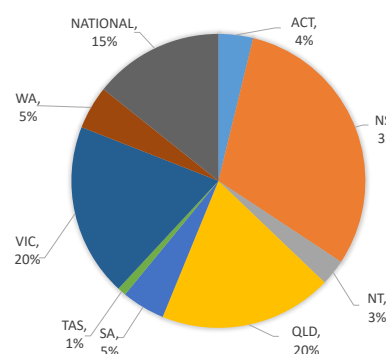
Quality Assurance

After disqualified and duplicate business responses were removed, 611 responses were accepted - 585 completed (96%) and 26 partial responses. In addition, while it is possible that some businesses may have employed new staff during the COVID-19 impacted period, the number of employees made redundant and stood down were capped to not exceed the total number of staff employed pre-crisis. Likewise, the number of employees reported to be supported by the JobKeeper payment were capped to not exceed the total number of staff employed pre-crisis.

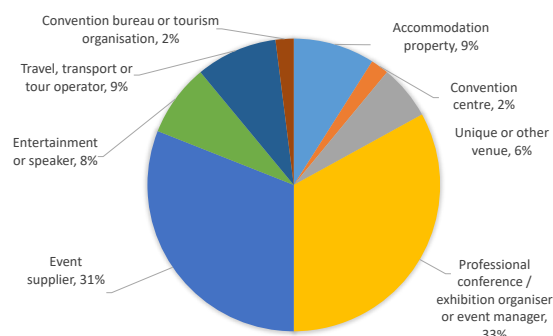
Extrapolation to Ernst & Young "Value of Business Events to Australia" FY19 Report

In several sections of this report, survey results have been extrapolated to the Value of Business Events to Australia FY19 Report. The Ernst & Young report estimated that 229,000 people were directly employed by the business events industry in 2018-19.

Business location



Business events category



Business type

