



CASE STUDY

Building a stronger voice for the exhibition and event industry



Fine Food Australia Diversified Communications Australia



Fine Food Australia was held at the Melbourne Expo Convention Centre in September 2014.

The internationally renowned Expo is the key event for both buyers and sellers in the Australian foodservice, hospitality and retail industry. Content on the show floor includes retail and technology solutions, confectionery, bakery, dairy, drinks, meat, natural products, seafood, gluten-free products and packaging. Target audience includes representatives from the foodservice & hospitality industry (restaurants, cafes, hotels, and foodservice distributors/manufacturers), catering industry (contract caterers, health/aged care facilities, canteens, fast food outlets, pubs, clubs and bars) and food retail stores (gourmet stores, supermarkets, convenience stores, delis and butchers).

The Fine Food Australia Expo brings together many domestic and international visitors, exhibitors and buyers. Exhibitors include Sanitarium, Nestle, Goodman Fielder, Omega Seafood, Simon Johnson, SPC, Maxwell Williams, Rubbermaid, Devondale. International exhibitors include Beijing Eat stop, Chen Shin food factory, Guangzhou Glory Packaging etc. Other International representatives include China Chamber of Commerce of Foodstuff and Native Producer, Enterprise Greece, International New York Times, Italian Trade Commission, Taiwan External Trade Development Council.

Buyers include representatives from all sides of the foodservice industry. The most prominent visitor group represented were at a managerial/director/owner level.





KEY STATS:

- 27,683 visitors plus 950 exhibitor staff
- Over 1,000 Exhibitors
- 36% increase of visitors from the 2013 Expo
- 30% increase in revisits
- Almost 20% of participants come from interstate or overseas*
- 97% of Exhibitors satisfied with visitor quality
- Record breaking resigns of Exhibitors for the 2015 Expo
- 93% of visitors discovered new products, services or suppliers at the 2014 show
- Over 95% of visitors were either satisfied or very satisfied with the show overall



Event organiser, Diversified Communications Australia, undertook a comprehensive marketing research campaign in the lead-up to the Expo to better understand and engage with the target market. The 2014 event was event rebranded with a fresh new look.

The Expo provides Event Organisers with the chance to receive direct feedback from clients, exhibitors, visitors and Industry stakeholders. With post-show surveys and telemarketing, Diversified Communications Australia was able to better serve clients and identify key business opportunities to grow the Expo. The Expo received wide PR and media coverage on Channels 7, 9 and SBS, and in the Herald Sun and trade publications.



Significant changes were made to the Expo in 2014 with the introduction of educational seminars and smaller offshoot events. Exhibitors were provided with promotional packages, a valuable tool especially for the many local grass-roots exhibitors. A daily news journal was produced containing updates from the Event and a host of Industry Celebrities were in attendance.

Diversified Communications Australia received extensive positive feedback about the event’s capacity to drive business and build relationships.

OTHER INFORMATION:

- Fine Food Australia – Melbourne is the winner of the Exhibition and Event Association of Australasia (EEAA) Best Trade Show Over 10,000m².
- Fine Food Australia – Melbourne is audited by the Audited Media Association of Australia (AMAA)

NEXT EXPO:

Fine Food Australia

- 20-23 September 2015 - Sydney Olympic Park



*Source: Audited Media Association of Australia (AMAA) Report on CAB Audited Exhibitions - financial year 2013-2014

PO Box 952
Chatswood NSW 2057

T +61 2 9413 9520
F +61 2 8088 1325
E info@eeaa.com.au
www.eeaa.com.au

ABN 35 433 559 243

