

SAFETY & MATERIALS HANDLING

IN ACTION 2010 MELBOURNE 2010

20 – 22 April 2010, Melbourne Exhibition Centre

VISITOR STATISTICS & POST SHOW FACT SHEET

VISITOR ATTENDANCE

SAFETY IN ACTION & MELBOURNE MATERIALS HANDLING attracted an attendance of **9,800 qualified Trade Visitors** representing a broad range of industries, such as manufacturing, building/construction, government, machinery/equipment, health/medical services, and transport/logistics.

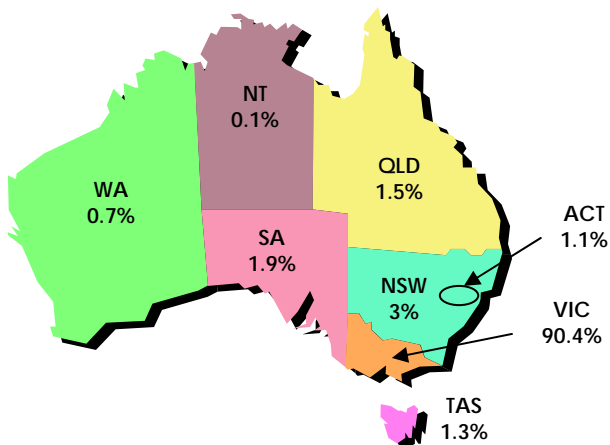
SAFETY IN ACTION & MELBOURNE MATERIALS HANDLING featured 290+ Exhibitors showcasing the latest solutions in safety, logistics and materials handling. Many Exhibitors were pleasantly surprised with the quality of Visitors, reinforcing the importance of the Show to the industry.

KEY VISITOR STATISTICS

- 31.9% of Visitors were from the manufacturing sector
- 13.7% of Visitors came from government or local councils
- 12.3% of Visitors came from the building and construction sector
- 50.4% of Visitors came from companies with 100 or more employees

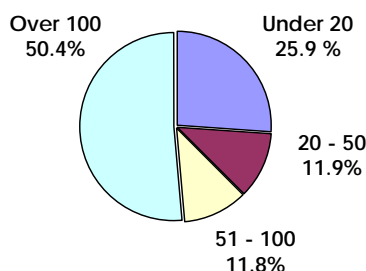
CATCHMENT

Victoria was represented strongly with over 90% of the market. 73.2% of Victorian Visitors were from the city or metropolitan areas and 16.1% classified themselves from country/regional areas.



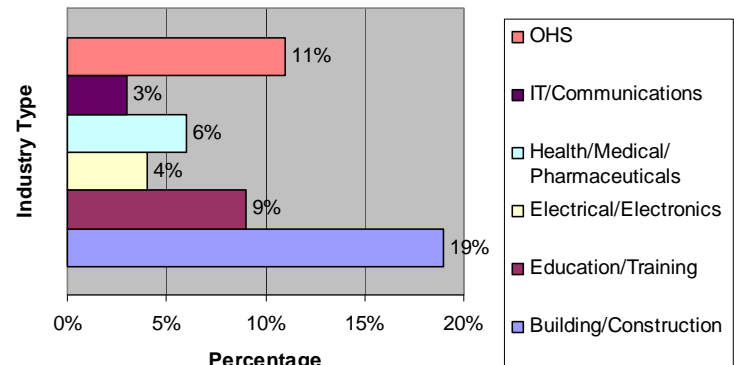
VISITORS BY COMPANY SIZE

At the time of registration Visitors were asked to indicate the size of the company in which they work. The results show a broad representation from small, medium and large businesses.



AN ANALYSIS OF THE SERVICE PROVIDER/CONSULTING SECTOR

3136 of Visitors stated they work in the service provider/consulting sector, representing 32% of all attendees. The graph below shows the industries most represented within the sector.



VISITORS BY POSITION TITLE

During the registration process Visitors were asked to indicate their position title. Below is a table outlining those positions most represented at the Show.

Owner/Director/CEO	11.8%
OHS Specialists	11.6%
Manufacturing/Operations/Production Managers	5.3%
Warehousing/Logistic Managers	3.9%
Facility/Maintenance Managers	3.5%
Engineers	3.2%
Building/Construction Managers	1.4%

PURCHASING POWER

When asked to make a statement which best described their role 8712 Visitors (88.9% of attendees) indicated they had the authority to, or influenced purchasing decisions within their company.

SHOW FEATURES IN 2010

Safety In Action Conference

Presented by the Safety Institute of Australia (VIC Division), the conference featured more than 70+ Australian and international speakers who provided insight on OH&S policy, best practice and harmonisation.

National OHS Harmonisation Seminars

Presented by the Australian Industry Group, Norton Rose and Safe Work Australia these informative seminars provided three different insights into what the National Harmonisation of OHS law means for businesses.

Interactive Live Demonstrations

These free demonstrations provided Visitors with an opportunity to meet the experts and discover how specific products could benefit their business.