

26 – 28 October 2010, Sydney Showground, Sydney Olympic Park

VISITOR STATISTICS & POST SHOW FACT SHEET

VISITOR ATTENDANCE OVERVIEW

THE SAFETY SHOW & SYDNEY MATERIALS HANDLING 2010 attracted an attendance of **9,267 qualified Trade Visits** (8,587 individual visitors) representing a broad range of industries, such as manufacturing, government, building/construction, machinery/ equipment, health, medical services, and transport/logistics.



EXHIBITOR OVERVIEW

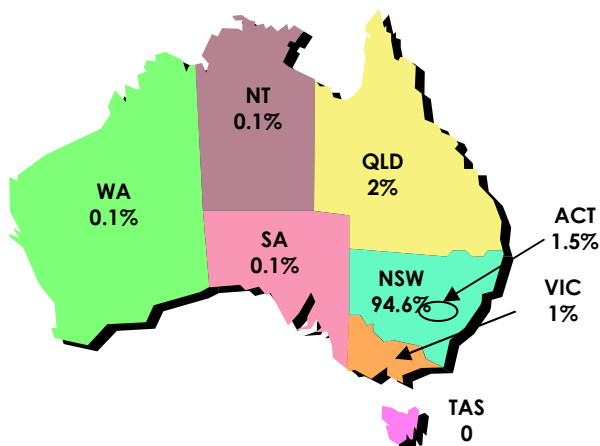
THE SAFETY SHOW featured 230 Exhibiting companies, showcasing leading edge developments in safety solutions and injury prevention. The co-located **SYDNEY MATERIALS HANDLING** hosted 50 companies who displayed a wide range of material and manual handling equipment and training. Most Exhibitors reported good sales and were pleasantly surprised with the high calibre of Visitors, which reinforces the importance of the Show to the industry.

KEY VISITOR STATISTICS

- 28% of Visitors worked within Manufacturing
- 17% of Visitors came from the Building & Construction sector
- 48% of Visitors came from companies with 100 or more employees
- 18% of Visitors worked in Government or Local Councils

VISITOR DEMOGRAPHIC

The vast majority of visitors came from New South Wales, which demonstrates the support of this significant OH&S trade show for the state.



KEY INDUSTRIES IN ATTENDANCE

All visitors were asked to indicate the Business Type and Industry that they work in. The tables below indicate their responses.

Business Type	Percentage
Manufacturing	28%
Distributor/Wholesaler	14%
Government/Council	18%
Venue/Facility	6%
Service Provider/Consultant	31%
Retailer	3%
Union/Association	1%

ANALYSIS OF THE MANUFACTURING SECTOR

Of the 2,404 Visitors who stated they work in the manufacturing sector, the following industries were most represented: Building Products (18%), Metals/Plastics (9%), Food (9%), Engineering (9%), Mining (6%).

Industry	Percentage
Building/Construction	17%
Transport/Distribution/Logistics	8%
Education/Training	6%
Engineering	6%
Health/Medical/Pharmaceuticals	6%
Electrical/Electronics	5%
Food/Beverage	4%
Warehousing/Materials Handling	4%
Metals/Plastics	4%
Utilities/Energy	4%
Machinery/Equipment/Components	3%
Mining	3%
Automotive/Mechanical	3%
Hospitality/Entertainment/Leisure	3%
Defence	3%
Agriculture/Forestry/Environment	3%
Petroleum/Coal/Chemicals/Gas	2%
Printing/Packaging	2%
Cleaning	2%
Property/Facilities Management	2%
IT/Telecommunications	2%
Waste Management/Recycling	2%
Emergency Services	1%
Finance/Insurance/Legal	1%
Security	1%
Paper/Wood	1%
Media	1%
Architecture/Interior Design	1%
Marketing/Advertising/PR	1%
Recruitment/Labour	1%

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VISITORS BY JOB TITLE

Visitors were asked to specify their job title at the time of Registration. These were the key findings:

ROLE: Occupational Health & Safety	20%
Advisor/Consultant	
Manager/Officer	
Coordinator/Representative	
Injury Prevention/Management	
OHS&E	
Other	

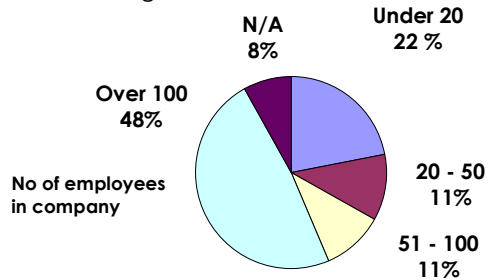
ROLE: Managerial	17.5%
Area/Regional/State Manager	
Branch Manager	
Business Manager	
Director/CEO/CFO	
General Manager	
Manager/Assistant Manager	
Managing Director	
Supervisor	
Owner / Proprietor	

ROLE: Operations / Maintenance / Technical	11%
Facilities/Property Manager	
Facilities/Property – other	
Factory Manager/Supervisor	
Maintenance/Cleaning	
Maintenance Manager/Supervisor	
Operations Manager	
Operator	
Plant Engineer/Operator	
Plant Manager	
Process/Production Manager	
Production – other	
Service Manager	
Warehouse Manager/Supervisor	
Warehouse Coordinator/Stores	

ROLE: Engineer	5%
Electrical Engineer	
Mechanical Engineer	
Structural Engineer	
Engineering Manager/Supervisor	
Plant Engineer/Operator	
Project Engineer	
Engineer – other	

VISITORS BY COMPANY SIZE

Visitors were asked to indicate the size of the company in which they work (based on the number of employees). The results show a broad representation from small, medium and large businesses.



NATIONAL FORKLIFT CHAMPIONSHIP

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The Australian Warehouse Association's 2010 National Forklift Championship, sponsored by AdaptALift-Hyster, was held on the last day of Sydney Materials Handling. This was the first time the championships were held at Sydney Materials Handling and the competition drew large interest from the Media, as well as Warehousing Professionals.

CONCURRENT SAFETY CONFERENCE



NSW & ACT Divisions Inc



Presented by the Safety Institute of Australia (NSW & ACT Divisions) Inc and sponsored by WorkCover NSW, the Sydney Safety Conference welcomed 320 delegates who attended presentations by 48 Speakers. The Conference Program gave insights into topics, such as National Harmonised Legislation, Safety Culture and Mining Safety.

SHOW SPONSORS

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Conference Presented by



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