

# SAFETY & MATERIALS HANDLING

**MELBOURNE 2011**  
**IN ACTION 2011**

5 – 7 April 2011, Melbourne Exhibition Centre

## VISITOR STATISTICS & POST SHOW FACT SHEET

### VISITOR ATTENDANCE OVERVIEW

**SAFETY IN ACTION & MELBOURNE MATERIALS HANDLING** attracted an attendance of **8,665 qualified Trade Visits** (7,882 individual visitors) representing a broad range of Industries, such as manufacturing, government, building/construction, machinery/equipment, health, medical services, and transport/logistics.



### EXHIBITOR OVERVIEW

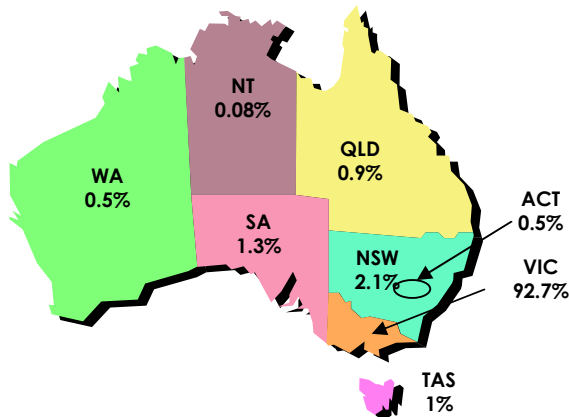
**SAFETY IN ACTION** featured 200 Exhibiting companies, showcasing leading edge developments in safety solutions and injury prevention. The co-located **MELBOURNE MATERIALS HANDLING** hosted 46 companies who displayed a wide range of material and manual handling equipment and training. Most Exhibitors reported good sales/leads and were pleasantly surprised with the high calibre of Visitors, which reinforces the importance of the Show to the industry.

### KEY VISITOR STATISTICS

- 31% of Visitors worked within Manufacturing
- 48% of Visitors came from a company size of over 100
- 13% of Visitors came from the Building & Construction sector
- 12% of Visitors worked in Government or Local Councils

### VISITOR DEMOGRAPHIC

The majority of visitors came from Victoria, 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	31%
Distributor/Wholesaler	29%
Service Provider/Consultant	29%
Government/Local Council	12%
Venue/Facility	3%
Retailer	3%
Union/Association	1%



### ANALYSIS OF THE MANUFACTURING SECTOR

Of the 2,519 Visitors who stated they work in the manufacturing sector, the following industries were most represented: Building Products (13%), Food (12%), Automotive/Mechanical (9%), Metals/Plastic (9%). See breakdown of most industries below.

Industry	Percentage
Building/Construction	13%
Food/Beverage	12%
Automotive/Mechanical	9%
Metals/Plastics	9%
Engineering	8%
Machinery/Equipment/Components	5%
Printing/Packaging	5%
Health/Medical/Pharmaceuticals	4%
Petroleum/Coal/Chemicals/Gas	4%
Warehousing/Materials Handling	3%
Electrical/Electronics	3%
Mining	3%
Agriculture/Forestry/Environment	2%
Transport/Distribution/Logistics	2%
Waste Management/Recycling	1%
Education/Training	1%
Defence	1%
Utilities/Energy	1%
Hospitality/Entertainment/Leisure	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:

<b>ROLE: Occupational Health &amp; Safety</b>	<b>23%</b>
Advisor/Consultant	
Manager/Officer	
Coordinator/Representative	
Injury Prevention/Management	
OHS&E	
Other	

<b>ROLE: Managerial</b>	<b>21.8%</b>
Area/Regional/State Manager	
Branch Manager	
Business Manager	
Director/CEO/CFO	
General Manager	
Manager/Assistant Manager	
Managing Director	
Supervisor	
Owner / Proprietor	

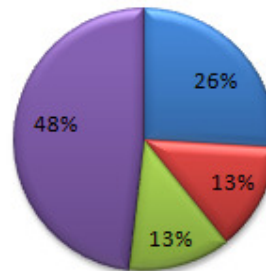
<b>ROLE: Operations / Maintenance / Technical</b>	<b>14%</b>
Facilities/Property Manager	
Facilities/Property – other	
Factory Manager/Supervisor	
Maintenance/Cleaning	
Maintenance Manager/Supervisor	
Operations Manager	
Operator	
Plant Engineer/Operator	
Plant Manager	
Process/Production Manager	
Production – other	
Service Manager	
Warehouse Manager/Supervisor	
Warehouse Coordinator/Stores	

<b>ROLE: Engineer</b>	<b>5%</b>
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.

**NO OF EMPLOYEES BY COMPANY SIZE**  
 ■ UNDER 20 ■ 20 - 50 ■ 51 - 100 ■ OVER 100



### NATIONAL OHS HARMONISATION SEMINARS



The National OHS Harmonisation Seminars attracted 11% of the total trade show visitors. Presented daily, some of the most visited seminars where those presented by Norton Rose (attracting 55% of Seminar attendees over the 3 days) and Safe Work Australia (attracting 68% of the Seminar attendees over the 3 days).



### CONCURRENT SAFETY CONFERENCE



VIC Division Inc

Presented by the Safety Institute of Australia (VIC Division) Inc, the Safety Conference welcomed 654 delegates who attended presentations by 58 Speakers. The Conference Program gave insights into topics, such as contemporary matters, how to motivate for safety, and business leaders - challenges we face.



### SHOW SPONSORS

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