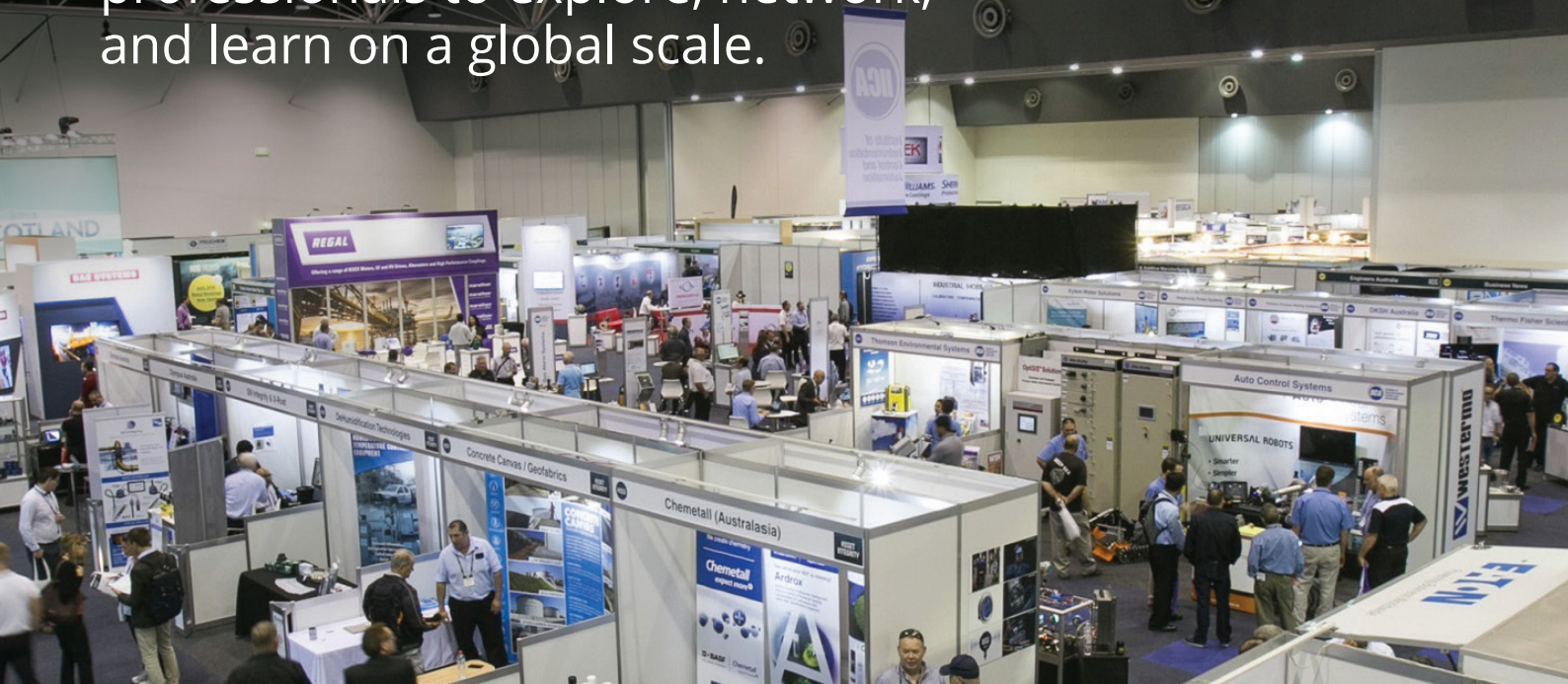


The Australasian Oil & Gas Exhibition and Conference (AOG) acts as a platform for industry professionals to explore, network, and learn on a global scale.

Case Study



PERTH CONVENTION AND EXHIBITION CENTRE

AOG

Event: Australasian Oil & Gas Exhibition and Conference (AOG) 2018
Organiser: Diversified Communications Australia
Date: 14-16 March, 2018
Venue: Perth Convention and Exhibition Centre



AOG 2018 was its 37th edition and, since its opening in 2004, the annual AOG has been hosted at the Perth Convention and Exhibition Centre (PCEC).

The 2018 edition of AOG welcomed 265 exhibitors from 14 countries and in excess of 6,700 unique visitors (with revisits providing total visitation exceeding 8,250) over three days. More than 1,600 people also attended the three "Industry Forums" staged during the event.

Visitors came from all over Australia, with the largest turnout from Western Australia (89%). The event again attracted international attention, with 324 visitors from overseas (81 of which were from Singapore). A wide range of industries was represented at the event with the majority coming from Engineering, Exploration and Production, Consulting, Service and Supply, Manufacturing, and Subsea.

The strong attendance figures were a good reflection of the returning confidence in the state of the Australian oil and gas industry. And, the strong turn-out at AOG 2018 was just one of the positives to come out of what is seen as a key event on the global oil and gas calendar.

The audited economic impact to Perth for AOG 2018 is over \$18 million, with AOG attendees contributing just over \$13 million and exhibitors over \$4 million. These figures include visitors', exhibitors' and organisers' expenditure on accommodation, meals, entertainment, transportation, stands, salaries and wages, and personal services.

91% of exhibitors surveyed revealed that AOG was important for their business with one exhibitor sharing "It has been a great a show through the years, great opportunity to touch base with the major players in the industry."

The good news didn't end there; further surveys revealed that 7% of exhibitors and 19% of visitors made investments in Western Australia as a result of AOG 2018, and 76% of visitors would recommend Perth as an investment destination.

An AOG 2018 visitor quoted "Invaluable networking opportunities to be achieved while having new products and services demonstrated and explained in a face to face contact, thank you."

AOG 2018 Event Director, Bill Hare, said: "The feedback we have had from exhibitors has been very positive and that has already been reflected in the number of companies that have re-booked for 2019".

Other highlights of AOG 2018 included:

- A number of important industry announcements were made including the establishment of an "LNG Jobs Taskforce" by Western Australia Premier, Mark McGowan;
- Significant industry support from AOG 2018 Principal Sponsors – National Energy Resources Australia (NERA), Woodside Energy, the WA Department of Jobs, Tourism, Science and Innovation and the City of Perth – and Forum Partners and Committee members including Deloitte, Chevron and Shell;
- Keynote presentations and input from industry leaders such as Nigel Hearne Managing Director, Chevron Australia, David Bird Vice President Prelude, Shell Australia, Jacques-Etienne Michel Country Manager, Statoil Australia, Michael Utsler COO, and Niall Myles Senior Vice President – Australia Operating Unit, from Woodside Energy, Derrick O'Keeffe Head of Division, Safety & Integrity, NOPSEMA, Miranda Taylor CEO of NERA and Bernadette Cullinane, Australian Oil and Gas Leader, Deloitte; and
- The inaugural NERA Technology and Skills Hub and NERA SME ConnectER. The SME ConnectER was a facilitated event which connected established SMEs with innovative products or solutions to champions from LNG operators and contractors, while the Technology & Skills Hub provided a dynamic, interactive forum featuring technology demonstrations, skills insights and presentations from thought leaders and practitioners.

A staple in the annual program is the AOG Festival hosted in the PCEC's outdoor Summer Garden. Leaders of industry, colleagues and clients gathered to enjoy live music, pop-up food vendors, and speciality bars in a garden party setting.

New to the roster was the AOG Diversity & Inclusion Breakfast held within PCEC's BelleVue Ballroom. With strides being made in recent years, this powerful event was another opportunity for the oil and gas sector industry to connect and discuss supporting inclusive and diverse workplaces.

Nigel Keen, General Manager of the PCEC commented: "AOG is one of the highlights of our annual events calendar and we are proud to be associated with such a great event which yields significant positive returns for the visitors, exhibitors, and the larger Perth community."

The success of AOG 2018 has provided strong impetus as planning continues for the 38th staging of the event scheduled for March 2019 at the Perth Convention and Exhibition Centre.



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