

THE **FUTURE**
OF WASTE & RECYCLING



23-24 October 2019 |
Melbourne Convention & Exhibition Centre

**2019 Post Show
Report**

Spotlight on Visitation



6,268* ▲

Total unique visits

39% increase on 2018

Waste Expo Australia Visits	2,579
All-Energy Australia Visits	2,263
Energy Efficiency Expo Visits	539
ISSA Cleaning & Hygiene Expo Visits	887



14.99%

Senior Management

(Company Principal,
Director, Owner, CEO,
General Manager)



20.95%

Management

(Waste Manager/Sustainability Manager,
Operations Manager, Facility Management
COO, Environmental Manager/Officer,
Site Manager, Consultant/Contractor,
Maintenance Manager, Project Manager,
Fleet Manager, State Manager, Equipment
Manager)

* CAB audited figure



Over 100

council and government departments
attended Waste Expo Australia

Visitors to Waste Expo Australia had
purchasing authority valued over

\$142,000,000



77% of exhibitors say they were
'very' or extremely satisfied with
Waste Expo Australia in 2019.

73% of exhibitors say they would
be 'very likely', or 'extremely likely'
to exhibit at Waste Expo Australia in
2020



73% of exhibitors rated the
quality of buyers as "good or
excellent" at Waste Expo Australia.

72% of visitors say they would be
'very likely', or 'extremely likely' to
attend Waste Expo Australia in 2020.



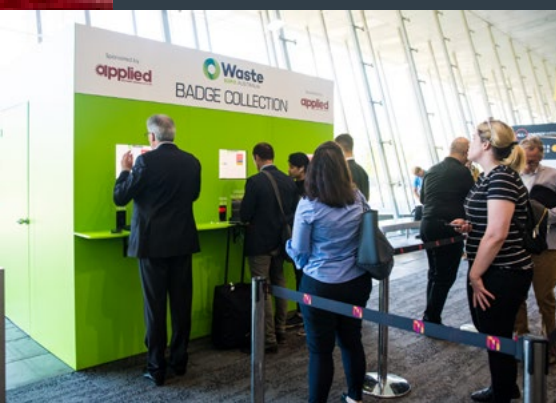
Key Visitors

Albury City Council
 Argus Waste Mgmt Svc
 Ascot Waste Management
 Aurecon
 Austn Landfill Owners Assoc (Aloa)
 Austrade
 Australian Council Of Recycling
 Australian Food & Grocery Council
 Australian Paper

Recovery Group
 Barwon Water
 Bayside City Council
 Bingo
 Boroondara City Council
 Boroondara Council
 Brimbank City Council
 Brisbane City Council
 Brisbane Entertainment Centre
 Buloke Shire Council
 Bundaberg Regional Council
 Campaspe Shire Council
 Cardinia Shire Council
 CBRE
 Central Highlands Water
 Central Recycling
 City Circle Group
 City Of Ballarat
 City Of Boroondara
 City Of Casey
 City Of Charles Sturt
 City Of Gold Coast
 City Of Greater Dandenong Council



City Of Greater Geelong
 City Of Holdfast Bay
 City Of Karratha
 City Of Melbourne
 City Of Monash
 City Of Newcastle
 City Of Parramatta Council
 City Of Port Adelaide Enfield
 City Of Port Phillip
 City Of Sydney
 City Of West Torrens
 City Of Whitehorse
 City Of Whittlesea
 City Of Wodonga
 City Of Yarra
 City West Water



Australia Zoo
 Banyule City Council
 Barwon Health
 Barwon South West Waste & Resource

Citywide
Cleanaway
Colac Otway Shire
Coles
Coliban Water
Copper Coast Council
Corangamite Shire
Corangamite Shire Council
Corio Waste Management
Crown Melbourne
David Jones & Country Road
Darebin City Council
Department Of Education &



Training
Department Of Jobs,
Precincts And Regions
Dept Of Environment Land Water &
Planning
Dept Of Health & Human Svc(S)
Dept Of The Environment & Energy
Dept Premier And Cabinet (Victoria)
Downer
Energy Australia
Energy Queensland
EPA South Australia
EPA Victoria
Eurobodalla Shire Council
Federation Council
Frankston City Council
GHD
Gippsland Water

Glen Eira City Council
Glenelg Shire Council
Godfrey Hirst Australia
Graincorp
Grampians Central West Waste &
Resource Recovery Group
Grampians Wimmera Mallee Water
Greater Shepparton City Council
Gympie Regional Council
Haulaway
Helsinki Metropolitan Area Reuse
Centre
Hepburn Shire Council
Hobsons Bay City Council
Horsham Rural City Council
Hume City Council
Ikon Services
Jemenea
JJ Richards
John Holland
KPMG
Latrobe City Council
Leeton Shire Council
Lion Drinks & Dairy
Loddon Mallee Waste And Resource
Recovery Group
Macedon Ranges Recycling
Macedon Ranges Shire Council
Macquarie Bank Limited
Manningham Council
Maroondah City Council
Mars
Melbourne Cricket Club
Melbourne Health
Melbourne Water
Melton City Council
Metro Trains Melbourne
Mirvac
Mitchell Shire Council

Monash City Council
Moonee Valley City Council
Moreland City Council
Mornington Peninsula Shire Council
Murray River Council
MWRRG
Naracoorte Lucindale
Council
Noosa Council
Nsw Dept Of Planning &
Environment
Nsw EPA
Orica
Orora Recycling
Paragon City
Parks Victoria
Premier Waste
PwC
Queensland Health
Remondis
Replas
Rockhampton Regional
Council
Rural City Of Wangaratta
Shire Of Campaspe
Sims Recycling Solutions



Snowy Valleys Council
Solo Resource Recovery
South East Water
South Gippsland Shire
Council



SPC
Spotless
Stows Waste Management
Suez
Surf Coast Shire Council
Sustainability Victoria
Swan Hill Rural City Council
Sydney Water
Sydney Trains

Tambo Waste
Tennis Australia
The City Of Port Phillip
Thyssenkrupp
Townsville Airport
Towong Shire
Veolia
Vic Dept Of Environment,
Land, Water & Planning
Vicinity Centres
Visy
Western Water
Whitehorse City Council
Wimmera Mallee Waste
Wm Waste Management
Wodonga City Council

Wollongong City Council
Woolworths
Wyndham City Council
Wyndham Council
Yarra City Council
Yarra Ranges Council
Yarra Valley Water



Marketing Campaign



34,342
Users

Website Traffic

126,830

Page Views

47,657

Website Sessions



13,204

Database

558,731
Impressions

SEM

2,102

SMS Database



6,200

Direct Mail

339,907
Impressions

Social Media
Advertising

16,731,182
Impressions

PR Campaign



Conference Highlights

Waste Expo Australia features the largest and most comprehensive free-to-attend conference program for the waste management, resource recovery and wastewater treatment sectors in Australia.

Featuring:



**WASTE
SUMMIT
MUNICIPAL STAGE**



**WASTE
SUMMIT
C&D C&I STAGE**



**WASTEWATER
SUMMIT**



100+
Speakers

35+
Sessions

35+
Hours of content

**80% of visitors were very/completely satisfied
with the conference at Waste Expo Australia**

Visitors expressed the most interest in the following
conference streams at Waste Expo Australia

Conference Streams



Resource
Recovery

1,570



Waste to
Energy

1,391



Collections

830



Landfill &
Transfer Stations

704



Commercial
& Industrial

702



Wastewater

544



Construction
& Demolition

462



Testimonials

“The show had all of the people I wanted to talk to, people that we already knew who have come to look at our technology in place here but also people that we would want to talk to who have been interested and engaged in learning more about what’s available.”

Dean Turner
CEO, Bost Group

“We were run off our feet yesterday which is exactly how you want to be at a show. We’ve had a huge benefit from coming to Waste Expo and the customers we’ve picked up and old customers that have reignited with us and learnt the new things that we do that may have fallen out of touch with us.”

David Picone
General Manager, Telford Smith Engineering



“We’ve made a lot of contacts out there with different industries, governments, people, there’s a lot of great talks, there’s a lot of different companies that can benefit from us and companies that we can benefit from.”

Tawab Frahmnd
Asia Pacific Business Development Manager,
Bioelektra Group

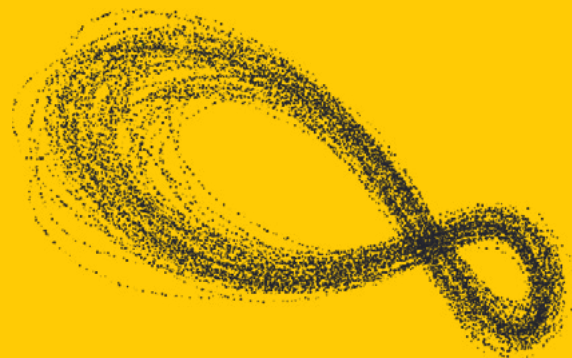
“I’ve benefited from coming to Waste Expo because I’ve met a lot of different clients and from all sorts of applications. We’ve got quite a few talks as well and learnt a lot and I’m very excited to say we’ve quantified what we’ve done so far.”

Patrick Malanaphy
Washing Plant Manager, Repurpose It

“We’re here at Waste Expo to invite customers here and build our profile in the waste industry. We’ve had a lot of customers interested in our equipment and it’s exactly what we’ve come to the show for.”

Stephane Honore
Manager Sales and Business Development,
Pacific Materials Handling





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