



# HomeShows

Australia's No.1 Building & Renovations Expo

## 2010 Post Show REPORT

**HIA** members  
the best in the business



Visitor attendance  
reaches a  
**5-year high**

**Over \$20 million  
worth of business  
conducted at  
the Shows**

Wed 7 - Sun 11 April 2010  
Melbourne Exhibition Centre

[hiahomeshow.com.au](http://hiahomeshow.com.au)

Thurs 13 - Sun 16 May 2010  
Darling Harbour Exhibition Centre

[sydneyhomeshow.com.au](http://sydneyhomeshow.com.au)



A BETTER WAY TO BUILD



www.americanhomes.com.au

# Visitor Profile

Visitors to the event were home owners renovating or building with high disposable incomes. 84% of visitors owned their own property, 50% were building or extending, 20% were building a new home and 20% were planning a landscaping project. The visitor quality was reflected through the high proportion of visitors planning a home improvement project.

American Homes

Visitor Profile	Melb%	Syd%
Male	48.7	46.7
Female	51.3	53.3
<b>Combined Household Income</b>		<b>%</b>
Under \$40,000	9.9	5.3
\$40,001- \$80,000	24.4	24.9
\$80,001- \$100,000	17.9	19.3
Over \$100,000	30.7	37.5
<b>Age Group</b>		<b>%</b>
18-24	5.0	4.9
25-34	17.2	19.6
35-44	28.8	29.7
45-54	24.5	19.9
55-64	17.5	18.8
65+	7.3	7.1
<b>Home Owners</b>		<b>%</b>
Home Owner	74.0	71.7
Apartment Owner	12.2	12.3
Renter	10.8	12.3
<b>Profession</b>		<b>%</b>
Professional/ Office	36.4	37.9
Manager/ Director	21.0	20.7
Trade (related industry)	12.3	11.6
Self employed	11.0	11.0
Retired	10.7	9.6
Home Duties	3.7	3.5
Student	2.0	2.8
Other	2.9	2.9

The 2010 HIA Home Shows were again a winning formula with attendance figures reaching a 5-year high for both Melbourne and Sydney. 43,835 people visited the Melbourne show over 5 days & 26,866 visited the Sydney Show over 4 days.

The exceptional standard of visitors was confirmed with a large percentage of exhibitors reporting an increase in business from the last show, with 95% agreeing that the HIA Home Shows are very important to their business. Some companies reported record sales, selling the equivalent of last year's takings well before the last day of the show.

# Visitor Interests

## Main reasons for attending the HIA Home Shows

- To get home ideas
- To see specific home products
- To get expert advice
- To shop for great bargains

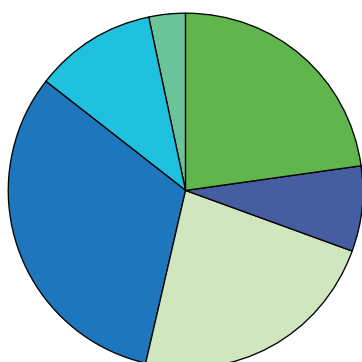


Next 12 months planning to:	Melb %	Syd %
Renovate or extend a home	43.2	50.9
Build a new home	20.4	23.6
Landscape a garden	21.6	18.9
Update a kitchen	18.1	18.8
Update a bathroom	14.8	16.1

Primary area of interest	Melb %	Syd %
Kitchens	34.4	44.3
Building Products	30.2	36.3
Bathrooms	26.8	28.3
Furniture & Decorating	34.4	36.8
Green Products	16.1	17.9
Heating & Cooling	15.4	17.9
Extensions	12.8	11.3



## Age of Home...



- Under 5 years
- 5 - 10 years
- 11 - 20 years
- 21 - 50 years
- 51 - 100 years
- 100+ years

# Exhibitor Satisfaction

Meeting your objectives for attending the show	Very Satisfied/ Satisfied %
Promote New Products/Services	96.2
Launch New Products/Services	94.8
Increase Company Profile	98
Gather Sales Leads	82
Network	100
To Make Sales	80.7

Many exhibitors reported this was their best home show ever, yielding record sales for their business.

86% of exhibitors reported meeting or exceeding their company sales targets at the Show.

- 95% of respondents rated the Show as 'Very Important' or 'Important' to their business as a marketing/sales medium.
- 85% of exhibitors were 'Satisfied' with the total number of visitors at the show.
- 83% of exhibitors were 'Satisfied' with the quality of visitors.
- 80% of exhibitors 'Strongly Agree' or 'Agree' that the HIA Home Show is the best Show they do.
- 90% of exhibitors surveyed intend to exhibit at next year's HIA Home Show.
- 34% of exhibitors participate to raise their company profile, 26% to gather leads and make post show sales, 24% to make onsite sales, and 15% to promote new products.



90% of stands are booked by December of each year, so reserve your space early to avoid disappointment.



# Visitor Marketing Campaign

The HIA Home Shows visitor marketing strategy has been perfected over years of experience. The campaigns include an integrated approach across mediums such as TV, radio, print, online and direct marketing. In addition, a series of targeted partnerships were established with both trade and consumer groups to attract serious renovators.

The marketing strategy positioned the show as a "must visit" for all Australians who own a home and plan to renovate.

## The Marketing Campaign Included:

- TV commercials on major networks - 7 & 9.
- Radio commercials on high rating stations.
- Advertising and editorial in consumer magazines.
- Advertising and editorial in trade publications.
- Advertising and editorial in daily newspapers - EGN.
- A dedicated website detailing all exhibition highlights, exhibitors and online ticketing.
- e-newsletters to our growing Home Show Club database - now 24,000 members.
- Reciprocal web links with relevant associations and industry bodies.
- A comprehensive public relations campaign.



# PR Program

A dedicated PR program was implemented over a 2 month period leading up to the Show with 80% of the PR coverage achieved in the 3 weeks leading up to the event.

## Highlights Summary

- Melbourne media hits equalled 138 (10% up on 2009)
- Sydney media hits equalled 123 (36% up on 2009)
- Leading industry magazines featured DPS
- Feature articles and ticket promotions promoted the show
- 24 exhibitor products mentioned throughout campaign
- print coverage often in colour featuring show images and exhibitor product images.



Design Guide April - DPS

Daily Telegraph home magazine May - IFC

Leader Newspapers May - Syndicated article



Renovate & Extend - April DPS



# Marketing Creative

The Splashback Co  
Tross Splashback Co

Get home ideas for the cooler months this Autumn at the

**home ideas show** featuring the building and renovation expo

Home owners and renovators will find hundreds of new ideas for interior transformations for the kitchen, bathroom, office study and outdoor spaces to prepare for the cooler season ahead when they visit the HIA Home Ideas Show in Melbourne this Autumn.

Don't miss the design-packed showcasing Australia's leading interior designers. The "Designer Show Series V" will feature over 100 interior design rooms capturing emerging international trends. Leading interior designers will include Steve Meehan, Nicole Taylor Interiors, Design & Space Interior Design, Amanda Professional Interiors and Peter Interiors.

With the virtual inspiration taken care of, enjoy a quick drink at the Designer Drinks Bar while listening to the experts at the Designer Forums. Pick up clever design techniques using colour, fabric, furnishings and textures.

For homeowners planning a renovation, seeking the right information for the project is vital to staying on time and on budget. The Home Shows provide the answers at the "ask an expert" stand: this is a free service with independent tradespeople to answer your renovation questions. Speak to highly experts on building, construction, landscaping, design, finance and insurance.

Bring your building plans along for a free consultation!

With more than 250 exhibitors showcasing the latest products, services and design advice, you are sure to leave full of inspiration for your home and life!

**exclusive ticket offer SAVE \$18**

2 for 1 Ticket (save \$18) or Full price Ticket (save \$5)

Present this coupon at ticket booth or book online with promotional code "show"

Wed 7 - Sun 11 April  
Melbourne Exhibition Centre  
Open 10am daily  
HIAhomeideasshow.com.au

**FREE TRADE PASS - SAVE \$36**

Present this coupon at trade registration booth or register online

HIA homeideasshow.com.au  
sydneyhomeideasshow.com.au

The premiere home building & renovation exhibitions

**home shows** featuring the building and renovation expo

Trade members visiting the HIA Home Shows in 2010, will not only see the latest industry developments and products at Australia's premiere home building and renovation exhibitions, but they will also go in the drive to WIN a \$5,000 advertising package from Yellow Pages.

**HIA Trade members can expect:**

- FREE show entry by registering at the trade registration booth
- FREE seminars on what's new, building the GreenSmart way & design trends
- A showcase of the latest products, services and innovations in the building market
- A great networking opportunity to meet the best in the business.
- Exclusive Trade competitions - WIN a \$5,000 advertising package with Yellow Pages

The events are co-located with the HIA Building & Business Expo, so why not attend the conference, pick up some CPD points and visit the shows!

Wed 7 - Sun 11 April  
Melbourne Exhibition Centre  
HIAhomeideasshow.com.au

Thurs 12 - Sun 16 May  
Sydney Exhibition Centre  
sydneyhomeideasshow.com.au

Trade Advertising

## Magazine Advertising

## Media & Promotional Tickets

**home ideas show** featuring the building and renovation expo

**FREE TRADE PASS SAVE \$36 - ADMIT 2**

Wed 7 - Sun 11 April  
Melbourne Exhibition Centre

Complete the following details to validate your **TRADE PASS**

Join the Home Shows Club (Y/N)

Name: \_\_\_\_\_  
Trade: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mobile: \_\_\_\_\_

**WIN a \$5,000 Advertising Package from Yellow Pages**

All trade exhibitors must register at the trade booth to be in the draw

**home ideas show** featuring the building and renovation expo

Melbourne's premier renovation, building and interior design show

HIAhomeideasshow.com.au

Terms & Conditions:  
1. There is a limit to the number of tickets that can be used. 2. The maximum number of tickets is limited to 1000. 3. Offer valid until 31st Oct 2009. 4. This offer cannot be combined with any other offer. 5. Some exhibitors may have a limit on the number of tickets they can use. 6. Some exhibitors may have a limit on the number of tickets they can use. 7. Some exhibitors may have a limit on the number of tickets they can use. 8. Some exhibitors may have a limit on the number of tickets they can use. 9. Some exhibitors may have a limit on the number of tickets they can use. 10. Some exhibitors may have a limit on the number of tickets they can use.

## Trade Passes

**home ideas show** featuring the building and renovation expo

Wed 7 - Sun 11 April  
Melbourne Exhibition Centre

**FREE TICKET ADMIT 1 - SAVE \$18**

Wed, Thurs & Sun 10am - 4pm  
Fri & Sat 10am - 5pm

HIAhomeideasshow.com.au

**home ideas show** featuring the building and renovation expo

**FREE TICKET ADMIT 1 - SAVE \$18**

Wed 7 - Sun 11 April  
Melbourne Exhibition Centre

Wed, Thurs & Sun 10am - 4pm  
Fri & Sat 10am - 5pm

HIAhomeideasshow.com.au

## Press Advertising & Promotional Offers

**home ideas show** featuring the building and renovation expo

**HURRY ENDS SUNDAY**

FIND ALL YOUR RENOVATION & BUILDING SOLUTIONS  
Latest trends for kitchen, bathroom, furniture & furnishings  
Great garden & landscaping ideas

**Ticket Offer**

**SAVE \$18**

Present this coupon at the ticket booth to gain 2 tickets for the price of 1 or half price entry

HIAhomeideasshow.com.au

\*Pay \$18 for two tickets instead of \$36 or \$9 for one ticket instead of \$18. Single use only.

Wed 7 - Sun 11 April  
Melbourne Exhibition Centre

# Exhibitor feedback

*"The HIA Home Ideas Show gives us the opportunity to showcase our unique product to genuine prospects. We get immediate sales after the show and continual work throughout the year. We even find people retain our brochures for ages and contact us when they are ready to build."*

*We have been involved in a number of shows, but the HIA Home Show gets us the best results by far."*

**Deb & John Duckworth, Owners  
Hooblerstone**

*"Our investment in shows is quite considerable, so involvement with the correct show is critical. The HIA Home Ideas Show not only drives good buyers to our Gallery Stores but also gives us opportunity to get valuable feedback on many of the products in our range."*

*We were delighted with the response from this year's event and look forward to our next HIA Home Show."*

**Jenny Brown, Marketing Manager  
LUXAFLEX® Window Fashions**



*"The response from the Show was nothing short of fantastic. Our realistic goal was to sell 7 kitchens and we are currently sitting at 15 with an average order value of \$13,816. The HIA Home Show will be an ongoing part of our marketing budget."*

**Gordon Lawrenson, Owner  
Designer Kitchens Direct**

*"Trend windows has been exhibiting in shows for well over 10 years now. Of the many events that we do get involved in, the HIA Home Ideas Show is of immense value to Trend Windows by reaching quality consumers and builders."*

**David Richardson, National Marketing Manager  
Trend Windows**

BOOK YOUR STAND FOR 2011

 **melbourne HomeShow**

*Australia's No.1 Building & Renovations Expo*

Thurs 28 - Sun 1 May 2011

Melbourne Exhibition Centre

[HIAhomeshow.com.au](http://HIAhomeshow.com.au)

 **sydney HomeShow**

*Australia's No.1 Building & Renovations Expo*

Thurs 19 - Sun 22 May 2011

Darling Harbour Exhibition Centre

[sydneyhomeshow.com.au](http://sydneyhomeshow.com.au)

For enquiries call a member of  
the sales team on (03) 9276 5500  
[homeshows@eea.net.au](mailto:homeshows@eea.net.au)

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