



**HomeShow**

sydney

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

# 2011 SHOW REPORT



**Your opportunity to sell to  
30,000+ home owners  
planning to build or renovate**

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

# Still The One!

The 2011 Sydney HIA Home Show has again proved to be Sydney's most successful home exhibition.

Held annually since 1982, the Sydney HIA Home Show is Australia's No.1 building and renovation Show; and is endorsed by Australia's leading housing authority, the HIA.

The Sydney HIA Home Show achieved a record 31,275 visitors in 2011. More visitors equates to more business for exhibitors.

Visitors Building/Renovating Stats	%
I am about to start my home renovation	45.3
I am about to start building my new home	18.4
I have commenced my home renovation project	15.8
I have commenced building my new home	6.2



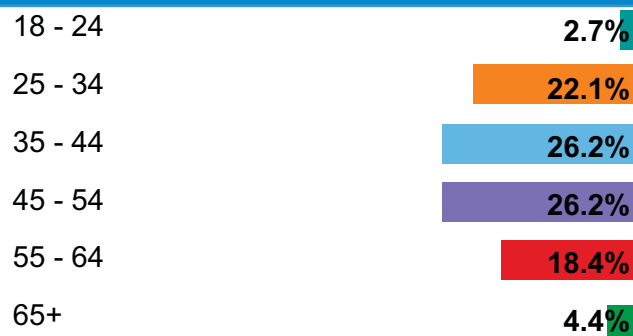
The average value of homes owned by show visitors is 20.6% more than the Sydney average home value.

# Quality Visitors Attend

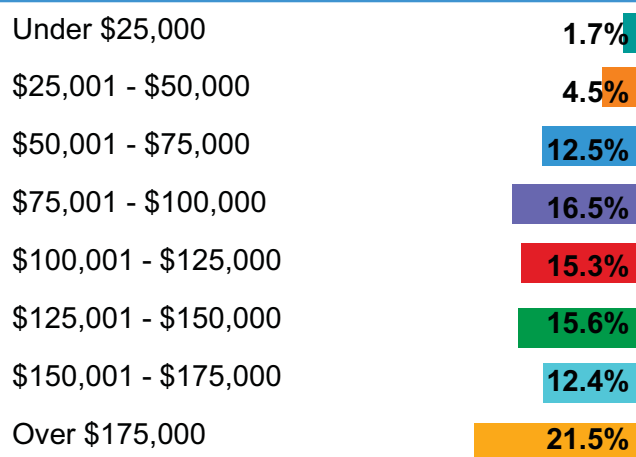
85.7% of visitors are planning a building or renovation project for their home with an average budget of \$128,861.



## Visitor Age Group



## Visitor Annual Income



65% of visitors earn in excess of over \$100,000 pa

# Visitor Interests

## 2011 Show Attendance (adults only)

Thursday	3,545
Friday	4,831
Saturday	9,905
Sunday	12,994
<b>TOTAL</b>	<b>31,275</b>

You also reach  
the building Trade  
with 2,610  
qualified trade  
visitors attending



Main Visitor Product Interests	%
Bathrooms	64.2
Water & energy saving products	63.5
Outdoor & Gardening	62.6
Heating & Cooling	52.9
Furniture & Furnishings	52.0
Home Entertainment	51.9
Kitchens	45.3
Renovations	42.9



Quality building and renovation products on Show for home owners.



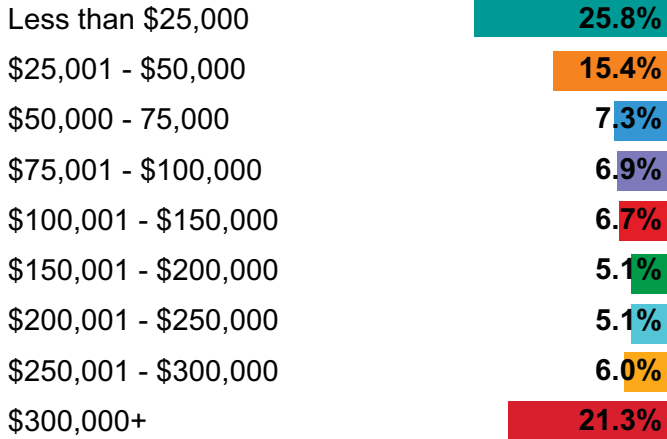
## Why visitors attend

Reason	Important to Very Important %
To gather information	99.3
To get new ideas and inspiration for my home	99.1
To see the latest home building and renovation products	97.4
To get expert advice	92.8
To buy products at special low prices	61.0

# High Visitor Spend

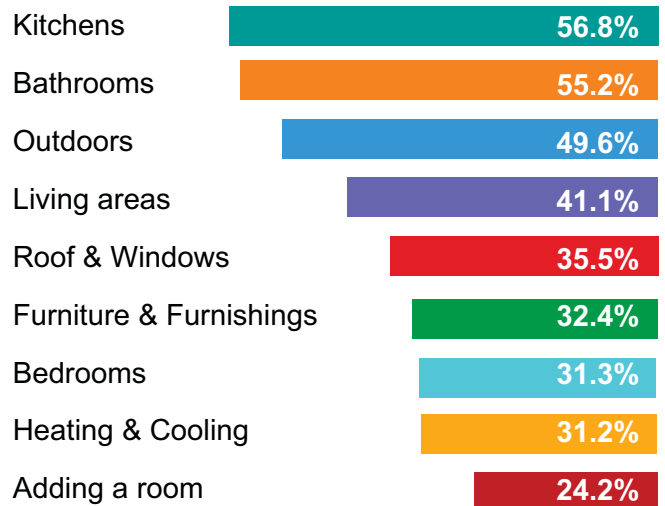
The average renovation spend for home show visitors = \$128,861

## Renovation Spend

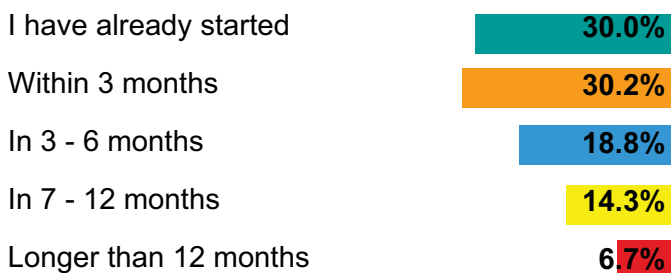


73% will spend more than \$25,000 on their renovation or building project

## Planned renovations in the next 12 months



## Commencement of renovation or building project



An estimated **\$58 million dollars** of business was generated by exhibitors from the 2011 Show.



# High Exhibitor Satisfaction

**83.3%** of exhibitors will take the same or more space at next year's Sydney HIA Home Show.

89.6% of exhibitors rate the Show as 'Important' or 'Very Important' to their business.



## Huge Business from Show

Exhibitor Satisfaction	Satisfaction %
Generating brand or product awareness	97.2
Launch new products	96.0
Number of visitors at the Show	94.8
To reach quality visitors	92.2
Gather leads for post show sales	91.0
Secure high value sales leads	86.5
Volume of sales leads	87.8
To make Sales	85.4
Meeting building trades	63.1

**90.4%** of exhibitors were satisfied with the Show's overall performance for their company.

### Sales conversion

Equally from sales at the Show and after the Show	<b>11.5%</b>
Sales made after the Show	<b>72.6%</b>
Sales made at the Show	<b>15.9%</b>

### ONSITE SALES

1.8% sold over \$400,000  
7.9% sold over \$110,000  
19.3% sold over \$50,000

### TOTAL SALES

9% expect orders over \$500,000  
18.9% expect orders over \$200,000  
38.7% expect orders over \$50,000

### MONTHS OF WORK GAINED

11.5% gained continuous work  
30.1% gained over 4 months work  
58.4% gained over 2 months work  
NB: 19.5% did not know to estimate work gained

# Exhibitors highly rate the 2011 Show

Show rates highly against other advertising mediums used by exhibitors.

Marketing Medium	% rate the Show more or much more effective
Newspaper Advertising	83.6
Other Shows & Expos	81.8
Radio advertising	79.2
Social media marketing	79.1
Magazine Advertising	77.6
TV advertising	77.5
Email marketing	70.4
Internet advertising	65.3



# Our Exhibitors Get Great Results

*"This year's HIA Home Show was another successful event for us. In today's competitive environment it is vital you look at ways in which you can stay ahead of your competitors and events like this play a pivotal role in our marketing mix."*

*This was the second year Smith & Son Renovation & Extensions has been involved and we will continue to be involved in the coming years. If your business is looking for an edge, look to the HIA Home Show."*

**Mark McNulty, Master Franchise,  
Smith & Sons Renovations & Extensions**



*"Sydney woodworkers has displayed at the Sydney HIA Home Show for the last five years.*

*We were impressed with the amount of advertising to drive the right visitors to the event and estimate we had double the amount of enquiries this year."*

**Neil Carroll, Director  
Sydney Woodworkers**



*"Thank you for introducing us to the HIA Sydney Home Show. We have not exhibited at a retail show before and our scaffold product was a bit of an unknown as to how it would be received. I am very pleased to inform you that our products were not only well received but we sold a lot of units from the stand and received leads well in excess of our expectations."*

**Paul Steer, Marketing Manager  
Mr Scaffold**

*"The Sydney HIA Home Show is a key annual event for Solar Shop Australia, providing us with high quality leads as well as boosting our exposure due to the high volume of traffic going through the show. We wouldn't miss it and will be delighted to be back again next year!"*

**Sean Rewell, NSW State Manager  
Solar Shop Australia**

*"The Sydney Home Show was a tremendous opportunity for our Company, Kerry Smith's Landscapes, to present our face to a wider group of people.*

*We found that numerous people spoke to us about their dreams and plans for their homes and we have since visited their properties to provide a quote."*

**Kerry Smith, Owner  
Kerry Smith Landscapes**



# Targeted Marketing Campaign

Our targeted marketing delivers the right customers to you: buyers ready to start on a major building or renovation project.

Our proven marketing campaign delivers a quality audience with high disposable incomes and budgets already allocated towards their home improvement projects.

The strategic campaign includes:

- Intensive TV advertising in prime time - 60% spend increase
- Saturation radio advertising across 5 mainstream stations
- Coverage in targeted home & lifestyle magazines
- Integrated internet and email marketing - over 12,000 members grew to 19,558 - 62% growth
- Comprehensive PR campaign - 124 articles achieved across print, radio and online
- Extensive Show Website - over 52,000 visits for the month leading up to the Show - 22% increase
- Social marketing via facebook - over 2,000 'likes'
- Direct mail to trade and consumers that are renovating



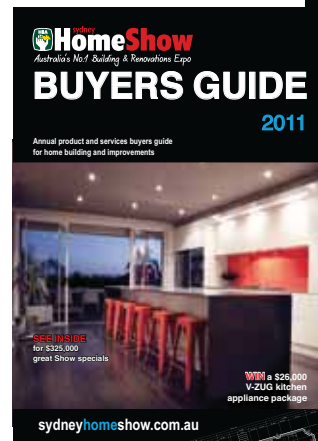
The new eDirectory and eShowbag were the 2nd and 4th highest viewed pages on the Show website and traffic remains high post show.

Sydney's biggest home show just got even bigger online!

Access the new eDirectory for brochures, enquiries, video, special offers and more.



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



20,000 copies of the Buyers Guide were distributed to visitors providing a comprehensive renovator directory featuring exhibitors.

22% increase in website traffic for the month leading up to the Show.



**STARTS TOMORROW**

FIND 100s of new building & renovation products  
See trends in kitchens, bathrooms & interiors  
Get free expert advice & great Show discounts

**Thurs 19 - Sun 22 May**

**VOTED No. 1 Home Show**  
by visitors & exhibitors

Buy tickets online & SAVE  
Also get a FREE eShowbag (max. value \$100,000)

**sydneyhomeshow.com.au**

**Ticket Offer**

**SAVE \$18**

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

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

**Darling Harbour Exhibition Centre**      **Opens 10am - 7pm daily**



**sydney**

# HomeShow

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



**Book your stands now**



**31 May - 3 June 2012 - Darling Harbour Exhibition Centre**



**The people's choice for Building, Renovating, Extending, Interiors and Outdoors**

**Secure a prime location - book your stand early. Contact our sales team on  
03 9276 5555 [homeshows@eea.net.au](mailto:homeshows@eea.net.au)**

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