

**27 – 29 October 2009, Sydney Showground, Sydney Olympic Park**  
**VISITOR STATISTICS & POST SHOW FACT SHEET**

**VISITOR ATTENDANCE**

**THE SAFETY SHOW & SYDNEY MATERIALS HANDLING 2009** attracted an attendance of nearly **10,200 qualified Trade Visits** (9,464 individual visitors) representing a broad range of industries, such as manufacturing, government, building/construction, machinery/equipment, health, medical services, and transport/logistics.

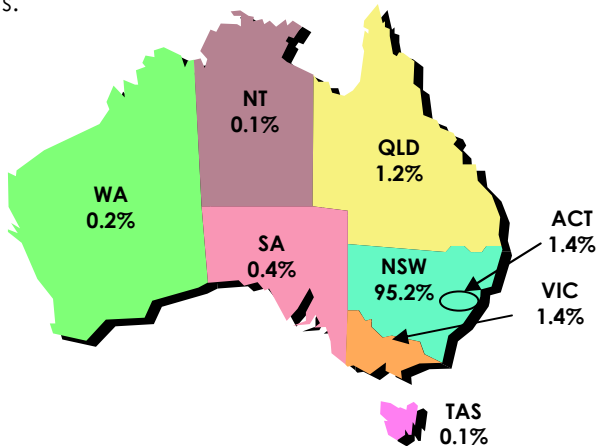
THE SAFETY SHOW & SYDNEY MATERIALS HANDLING featured 300+ Exhibitors showcasing leading edge developments in safety solutions. Many Exhibitors reported good sales and were pleasantly surprised with the quality of Visitors, which reinforces the importance of the Show to the industry.

**KEY VISITOR STATISTICS**

- 26% of Visitors were from the manufacturing sector
- 20% of Visitors came from government or local councils
- 15% of Visitors came from the building and construction sector
- 52% of Visitors came from companies with 100 or more employees

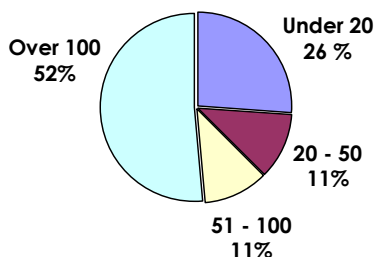
**CATCHMENT**

New South Wales was represented strongly with over 95% of the market. 83.9% of New South Wales Visitors were from the city or metropolitan area and 9.3% classified themselves from country/regional areas.



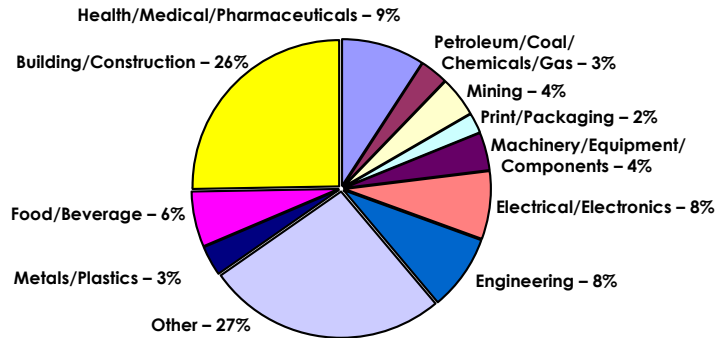
**VISITORS BY COMPANY SIZE**

At the time of registration Visitors were asked to indicate the size of the company in which they work. The results show a broad representation from small, medium and large businesses.



**ANALYSIS OF THE MANUFACTURING SECTOR**

2,278 of Visitors stated they work in the manufacturing sector, representing 26% of all attendees. The graph below shows the industries most represented within the sector.



**INTERNATIONAL VISITORS**

The Show attracted numerous international Visitors. Visitors from the following countries and regions were represented: Belgium, Fiji, France, India, Indonesia, New Zealand, Oman, Qatar, Singapore, South Korea, Taiwan, Thailand, United Kingdom, USA and Vietnam.

**SHOW FEATURES IN 2009**

**The Safety Conference**

Presented by the Safety Institute of Australia (NSW Division) and sponsored by WorkCover NSW, the conference showcased 60+ Australian and international speakers who provided insight on OH&S policy, best practice and harmonisation.

**WorkCover NSW Workshops**

Presented by Principal Sponsor, WorkCover NSW, these free workshops offered practical advice which could be taken back to the workplace. Topics included: workers' compensation, manual handling, preventing and dealing with workplace bullying.

**National Harmonisation Seminars**

Safe Work Australia and Deacons Lawyers presented informative seminars on the new National Harmonisation Legislation and the ramifications to the industry.

**Co-located CleanScene Expo**

In collaboration with The National Cleaning Suppliers' Association the inaugural CLEANSCENE: The National Cleaning & Hygiene Expo was held alongside THE SAFETY SHOW & SYDNEY MATERIALS HANDLING. With 80+ Exhibitors, the Expo provided a unique opportunity to demonstrate a new range of cleaning products, services and technologies.

**Fall Prevention Workshops**

Presented by Workplace Access & Safety, these workshops discussed the liability of employees and contractors working at height on their sites.

**Live Interactive Demonstration Stage**

These free demos provided Visitors with an opportunity to see the latest developments first-hand, ask questions and talk to the experts.