



# QUEENSLAND TRUCK & MACHINERY SHOW

Incorporating The Brisbane Truck Show

## Show Report

### Attendance

The 2007 Queensland Truck and Machinery Show recorded the second largest attendance in its 39 year history with 39,631 attendees over the four days of the show. The show also had more attractions than ever before with 308 registered exhibitors occupying over 70,000 square metres of display space at the RNA Showgrounds.

Attendance figures reflected organiser expectations being very consistent on the Thursday, Friday and Sunday with visitor numbers peaking on the Saturday.

Exhibitors, in their communication with the organisers, praised the high quality of show visitor citing good sales results and a high volume of contacts for future negotiations.

With exhibitors commenting on the high number of business decision makers visiting their displays, the show, once again, achieved its goal of putting the manufacturers and distributors of commercial vehicles and equipment and earthmoving machinery suppliers in direct contact with many potential buyers, both national and international.



Show TV a great success with positive feedback to the new concept coming from exhibitor and visitor alike.

### Public Transport Initiatives

Other outstanding successes were the TRANSLink integrated ticketing offer and the free bus and rail loop initiative organised by CVIAQ. Statistics indicate that both the bus shuttles and rail loop service were well utilised.

The free public transport provided visitors with an efficient and hassle free travel alternative to the show, adding value to their show admission ticket while assisting in easing the traffic congestion around the Showgrounds. The land train being the shuttle from Victoria Park car park to the entry point at Gregory Terrace end of Alexandra Street also proved very popular with attendees and will be considered again for the 2009 show.

### 2007 ATTENDANCE FIGURES

YEAR	Thursday	Friday	Saturday	Sunday	TOTAL
2007	6,774	9,673	15,631	7,553	39,631

### Advertising

The advertising campaign featuring advertising and promotional articles in all the major industry magazines in conjunction with local and regional radio, television and newspaper advertising ensured high public awareness of the event and quality visitor attendance on all four days. An added bonus was the previewing of the show on national television with the CVIAQ/Hino sponsored live weather report crosses on the Wednesday morning for Channel Nine's Today show.

An innovation for the show was the introduction of **Truck Show TV** featuring a combination of live show interviews with the organisers, exhibitors and visitors, interspersed with exhibitor advertising. Footage was relayed to plasma and large projection screens positioned in the Industrial Pavilion, on the CVIAQ stand at the entrance to the Upper Exhibition Building and John Reid Pavilion and in all the bar areas. Show Manager, Mr Brett Wright, declared Truck

Bus shuttles	Hotel	Valley
Thursday 17/05/07	269	107
Friday 18/05/07	561	301
Saturday 19/05/07	666	n/a
Sunday 20/05/07	135	n/a

Train Loop Service	Off	On
Saturday 19/05/07	915	686
Sunday 20/05/07	340	393



## [www.truckandmachineryshow.com.au](http://www.truckandmachineryshow.com.au)

The introduction of a dedicated website for the show provided many benefits for the exhibitor and visitor alike. Important show information such as the Exhibitor Guide, venue and street maps, exhibitor listings, accommodation and show news were made available for viewing as soon as they were finalised. Exhibitors were able to order and pay for their VIP Passes, Cocktail Party tickets and Exhibitor passes online which made for more efficient processing by the CVIAQ office staff. Work is currently underway on improving the website for the 2009 event to make it a better tool for exhibitors and visitors to access information and services.

## [The Official Opening Cocktail Function](#)

Over 500 guests representing government, industry associations, the commercial vehicle industry and earthmoving sectors attended the **Official Opening Cocktail Function** witnessing the eight exhibiting companies who were recognised with awards for their various contributions to the show.

The evening featured speeches from CVIAQ President, Mrs Sharon O'Phee, CMEIG President, Mr Bruce Becker and Director of the Trade and Technical Skills Institute – Skillstech Australia, Mr Steve Ghost, who officially opened the four day show.

Show Manager, Mr Brett Wright, praised the exhibitors for putting on the best show ever. The judging panel also commended the industry for turning on a truly world class display at the 2007 event.

## [Passport Competition](#)

The show Passport Competition sponsored by Hino and Engel was an excellent initiative drawing crowds to all corners of the showgrounds. The competition which was based on stamps being collected at seven stamping stations strategically positioned about the venue was successful in contributing to a more even spread of visitor traffic.

Heart felt thanks GOES to the 'Passport Competition' sponsor Hino for making a 300 series truck available as a major prize and also to supporting sponsor Engel for the donation of four fridges which were given as daily prizes. The quality of prizes on offer ensured that the organisers were swamped with literally thousands of entries over the four days.

The winner of the grand prize Hino 300 Series truck was:  
**Rod Morwood of Oakey, Queensland**

The winners of the Engel fridges were:

**Ian Johnston of Atherton, Queensland**  
**Troy Gillespie of South Lismore, New South Wales**  
**Peter Cole of Murrumba Downs, Brisbane Queensland**  
**Sarah Little of Forest Lake, Brisbane Queensland**

## [National Apprentice Challenge](#)

The combined Victorian and Tasmanian team of Aaron Krause from Motors Pty Ltd in Tasmania and Josh Mitchell from Bayswater Truck Centre in Victoria won the inaugural National Apprentice Challenge.

For their exceptional effort in winning the competition both Aaron and Josh will be travelling to the United States accompanied by Truckin' Life's Managing Editor to visit a US truck show as well as truck equipment suppliers and dealers courtesy of major sponsors Kenworth Trucks and the Kenworth Dealer Group.

The competition was a team event organised by the Commercial Vehicle Industry Association Queensland (CVIAQ) Service Managers' Council and was aimed at identifying Australia's best heavy vehicle apprentices by testing their diagnostic skills and knowledge.

## [2007 Queensland Truck and Machinery Show Survey](#)

Although the show was very successful on a number of different levels, as an organising body, CVIAQ are always looking at ways to improve the show for the visitor as well as for the exhibitor. The CVIAQ encourage all exhibitors to complete the survey form attached as a means of providing important feedback on how we can improve the show for 2009.

