

# 2017 Canberra CareersXpo

## Exhibitor's Information Package



**Date:** 2 – 3 August 2017

**Time:** Wednesday, 2 August, 9.15 to 5.00  
Thursday, 3 August, 9.15 to 2.30

**Place:** Exhibition Park in Canberra, on the corner of Flemington Road and Northbourne Ave, Lyneham

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## **About the Xpo**

The 2017 Canberra CareersXpo is hosted by the Rotary Club of Canberra City with support from the ACT Education Directorate.

## **Aim**

Our aim is to create an exhibition of quality career, training and employment options. Our target audience includes students, parents, teachers, careers advisers and adults looking for advice and information on career possibilities nationally, including employment options, change of employment, and future career possibilities.

Exhibitors come from a broad cross section of providers including Federal and State Government institutions, tertiary institutions (local, interstate and overseas), employer organisations, private colleges, Apprenticeship Centres and numerous individual businesses.

## **History**

The Canberra CareersXpo has been operating for nearly 40 years and has grown in popularity. In 2016, the two day event attracted over 8000 visitors and 100 local, national and international exhibitors.

This will be our sixth year at Exhibition Park. The larger venue enables everyone to be under one roof in a warm and comfortable environment.

## **What's happening for 2017**

- Based on exhibitor feedback, we will trial new opening and finishing hours for both Wednesday and Thursday. The CareersXpo will be open on Wednesday from 9.15am through to 5.00pm. There will be a break for exhibitors from 2.30 to 3.30 on Wednesday. For Thursday, hours will be from 9.15am to 2.30pm.
- WorldSkills Australia aims to develop and nurture the skills of young Australians. Their purpose is to promote and build a skills culture by inspiring young people, celebrating skills excellence and providing them with an opportunity to showcase their trade and skill talent. The Canberra region will be running regional competitions across many categories with the opportunity for young people to represent the Canberra region at the WorldSkills National competition in Sydney in 2018. On Wednesday of the Canberra CareersXpo we are hoping to hold 3 of those categories; tiling, painting and plastering in the Try'aSkills area.
- Offering exhibitors the option to upgrade to a Maxima booth to project a

more contemporary corporate appearance including as standard, flood lighting, fascia signage and a power outlet.

- If you plan on booking five or more booths, please contact us for a special discounted rate on [bookings@canberracareersmarket.com.au](mailto:bookings@canberracareersmarket.com.au)
- There will be more aisles and more space between booths for better pedestrian flow.
- We are offering booths at discounted rates in the Parkes Room of the Conference Centre. Special conditions apply.
- Creation of 'Job' and 'Job Opportunity' Board.
- Students will be encouraged to visit the Parkes room and link way by completing a survey and go in the draw for a prize.
- Introduction of a seminar to follow the Wednesday program to address career options, careers of the future and youth employment – potential titles for the seminar include '*Choose wisely: Matching course choice with career realities*' or '*Where to with course choice for an exciting, innovative jobs market?*' with a possible by-line such as: '*Preparing for Multi skilling flexibility - Degree, Vocational training, Apprenticeships?*'.
- We are offering free Internet access for all exhibitors.
- Lunch packs will be \$10.00 inclusive of GST. This will include a wrap and snack bar. Free cold drinks and pieces of fruit will be available from the drink station in the Try'aSkills area and Conference Centre.
- The Indigenous Employment Exhibition will aim to raise awareness of career and education opportunities including support services to Aboriginal and Torres Strait Islander people living in the ACT.
- The WorldSkills Australia's *Try'aSkill* exhibition will again provide a hands on and interactive display where students can try their hand at various skill and trade areas such as laying a brick, planting a seedling or baking bread.
- A *bigger* and more comprehensive 'Visitor Guide' supplement published in the Canberra Times, on the Thursday prior to the CareersXpo.
- The 'Booth Allocation' page on the CareersXpo website includes a link to exhibitors' websites link as well as a link to their Facebook and twitter sites. You will be asked to provide these when completing your *exhibitor* details. Students will be encouraged to use the links provided by exhibitors.
- We will be inviting the Minister for Education and Early Childhood Development, Yvette Berry, to officially open the Xpo on Wednesday (to be confirmed).
- We have designed a new APP(we will advise when available FREE for download from the respective stores) for downloading to Apple, Android and Window devices that will enable exhibitors to reserve a booth and confirm their booking details and booth allocation. Exhibitors will also have at their fingertips, floor plan maps; fire evacuation plans; access to the CareersXpo web site and a list of all those important phone numbers for assistance. Exhibitors will be able to place an order and arrange delivery for hot and cold beverages by ringing the beverage

hotline.

- The Exhibitors Lounge will be located in the Conference Centre.
- There will be seminars on tertiary courses, career options and study advice. Session times for presentations are from 10.15am to 4.30pm on Wednesday 2 August and from 10.00am to 2.00pm on Thursday 3 August in the Freycinet room of the Conference Centre. If you would like to organise a session please refer to the 'Presentations' section below on how to book.

### **Primary School Visit**

This year for the very first time we are inviting year 6 students to the Canberra CareersXpo. We have selected eight primary schools from across the ACT to be part of this exciting initiative.

### **Did you know?**

- Five year olds can talk about the job they want when they grow up, and....
- Six to eight year olds have already begun to narrow down the number of occupations they are prepared to consider in the future (Phipps, 1995).
- ....and once these limits are set, individuals will rarely consider broader alternatives (Poole & Low, 1985).

### **Why is it important to start career development early?**

Children may engage more deeply in learning if they:

1. can see how education is connected to a successful future
2. connect what they are learning in school to real-world situations
3. discover the variety of jobs available to him or her and are able to imagine themselves in an occupation
4. develop work-readiness skills.

Primary school students will be attending the CareersXpo on Thursday 3 August during the afternoon session. We encourage you to think about how you can engage with them about your organisation.

If you would like more information about this pilot program please contact [Melanie Selems](#) on 6205 7920 or [Beth Peters](#) on 6205 3601.

### **Exhibitor Benefits**

- Promote your courses, services and resources
- Sell your products
- Promote your organisation's involvement in education
- Enjoy the benefits of an extensive advertising and promotional campaign

- Present seminars to large audiences at no charge
- A complimentary exhibitor listing and website link on the Canberra CareersXpo website
- A complimentary exhibitor listing in the Canberra Times Supplement
- The opportunity to network with other organisations

### **Visitor Profile**

- Students in years 9, 10, 11 and 12
- Parents
- Adults making career and tertiary course choices
- Teachers
- Careers advisors
- Career changes
- A list of schools attending, time of arrival and year level will be available on request closer to the CareersXpo

### **Feedback**

Following the 2016 CareersXpo, the ACT Education Directorate received many positive comments from schools and teachers:

*Everything went smoothly and the students have reported no issues and anecdotally, found it useful as always!*

*Thank you for organising an excellent CareersXpo again this year.*

*It was a great afternoon – thank you from me, and thank you from our students.*

2016 feedback from the main exhibition area was also very positive and the following comments were taken from our survey:

*“Really well organized expo and good level of interest and engagement with the students.”*

*“I thought this was a really well organized event. Definitely planning to attend again in 2017. Good work!”*

*“We would like to come along next year and we would like to see more students and their parents coming”*

### **Registration, Booking Booth(s) and Payment Process**

Registration and booking is completed online at [www.canberracareersmarket.com.au](http://www.canberracareersmarket.com.au)

The first step in the booking process provides you with a quotation. If you would like to proceed to book your booth(s) the booking system will guide you through the process.



Booth allocation is done in order of receipt of registration. You also have the opportunity when booking to request a particular booth. Refer to the 'Booth Arrangement' page for booth availability.

### **Cost of a booth in the Budawang Building**

The basic booth consists of a partitioned area measuring 3m x 2m and costs \$795 (incl GST) a slight increase from 2016. Add-ons include power, table and chairs, table cover and lunch packs. If booking more than one booth and you require power, consider the option of including power in one booth only and using a power board for multiple connections.

### **Maxima Booth**

This year we are also offering a 'Maxima Exhibition stand' for a discounted price of \$175 (normally \$325). This price is on top of the basic booth price and will only be in the designated areas shown on the floor plan.

The walls are 2.4m high and are covered in steel front runner material. Only Velcro, thumbtacks or pushpins can be used to attach display items to the walls. Names using navy or black vinyl-cut UPPERCASE lettering into a white background, with names on all open sides.

In addition two 150-watt track lights are provided to each booth, along with one double outlet, 4 amp capacity power point. Tables, chairs and table covers are add-ons.



*Pictures are for illustration purposes only, furniture not included*

### **Cost of a booth in the Parkes Room of the Conference Centre**

We are offering booths at discounted rates of \$595 (inclusive of GST) (standard booth rate less 25%) for exhibitors who fit either the criterion 'are you an exhibitor offering training that leads to a job' or 'are you an exhibitor looking to fill a job(s),

Add-ons include power, table and chairs, table cover and lunch packs. Booths will be 3m x 2m in size. If you qualify for this deal and would like to book a booth, please contact [bookings@canberracareersmarket.com.au](mailto:bookings@canberracareersmarket.com.au)

## **Presentations**

Each presentation is limited to 20 minutes with 10 minutes between presentations. Students arrive in waves an hour apart with the first arriving at 9.15am and the last arriving at 12.40pm.

The room will be equipped with a lectern, laptop, pa, projector and screen.

As we only have one area available on Wednesday and Thursday, presentation bookings will be limited to one session per exhibitor. If you would like to book a presentation, or would like more information, contact us at:

[http://www.canberracareersmarket.com.au/index.php?action=contact\\_us](http://www.canberracareersmarket.com.au/index.php?action=contact_us)

## **Exhibitors Lounge**

For the comfort of exhibitors, there will be a larger, designated area in the Conference Centre. This room has chairs, tea, coffee, juice, fruit, snack bars, filtered water and biscuits provided at no extra charge. We have installed a pod coffee machine in the Exhibitor Lounge, as an alternative to instant coffee, for your exclusive use.

## **Facilities**

There is a café on site which provides 'real coffee' as well as food. There will be an 'Exhibitor's Only' queue to ensure you are served promptly. If unable to wait, a volunteer student will deliver your order when it is ready.

## **Accommodation**

If you are looking for a place to stay, there are a number of websites worth considering to book accommodation in the nearby suburbs of Dickson, Watson and Lyneham. They are [www.booking.com](http://www.booking.com) and [www.expedia.com.au](http://www.expedia.com.au)

## **Set-Up Times**

Tuesday: 3.00 pm to 5.30 pm, and Wednesday: 8.00 am to 9.00 am.

## **Pull-Down Times**

Thursday: 2.30pm to 5.30pm.

Please note: The Budawang Pavilion must be cleared of all Exhibitors equipment and gear



by 5.30 pm Thursday. The security and safety of any items remaining on the premises after that time cannot be guaranteed.

### **Access/Loading Dock**

Exhibitors may park in the car park in front of the Budawang Building during bump-in and bump-out. Please refer to the attached map.

### **Deliveries**

If you have any boxes to be delivered before the event, please put your name and booth number on the boxes. Deliveries can only be made on **Tuesday, 1 August**. However if your consignment has to be delivered on Monday, please contact Carla Howman from EPIC on 6205 5230 for approval.

### **Parking**

Complimentary all day parking for Exhibitors during the CareersXpo is adjacent to the Coorong Pavillion. Please do not park in front of the Budawang Building. Parking at the back of the Budawang Building is permitted. Refer to the attached map.

### **First Aid**

There will be a first aid officer on duty on Wednesday and Thursday.

### **Cleaning**

Exhibitors are responsible for cleaning their own sites. Please dispose of all rubbish in the bins provided.

### **Rest Rooms**

Toilets are located near the entrance to the Budawang Building and the Conference Centre. Please refer to the attached map.

### **Internet**

Internet is free for 2017. If you require internet access please contact us through [bookings@canberracareersmarket.com.au](mailto:bookings@canberracareersmarket.com.au) to obtain the access code.

### **Insurance**

Exhibitors are required to provide proof of their public liability cover. Minimum amount

required is \$10 million. Proof of cover needs to be submitted as an attachment to [bookings@canberracareersmarket.com.au](mailto:bookings@canberracareersmarket.com.au)

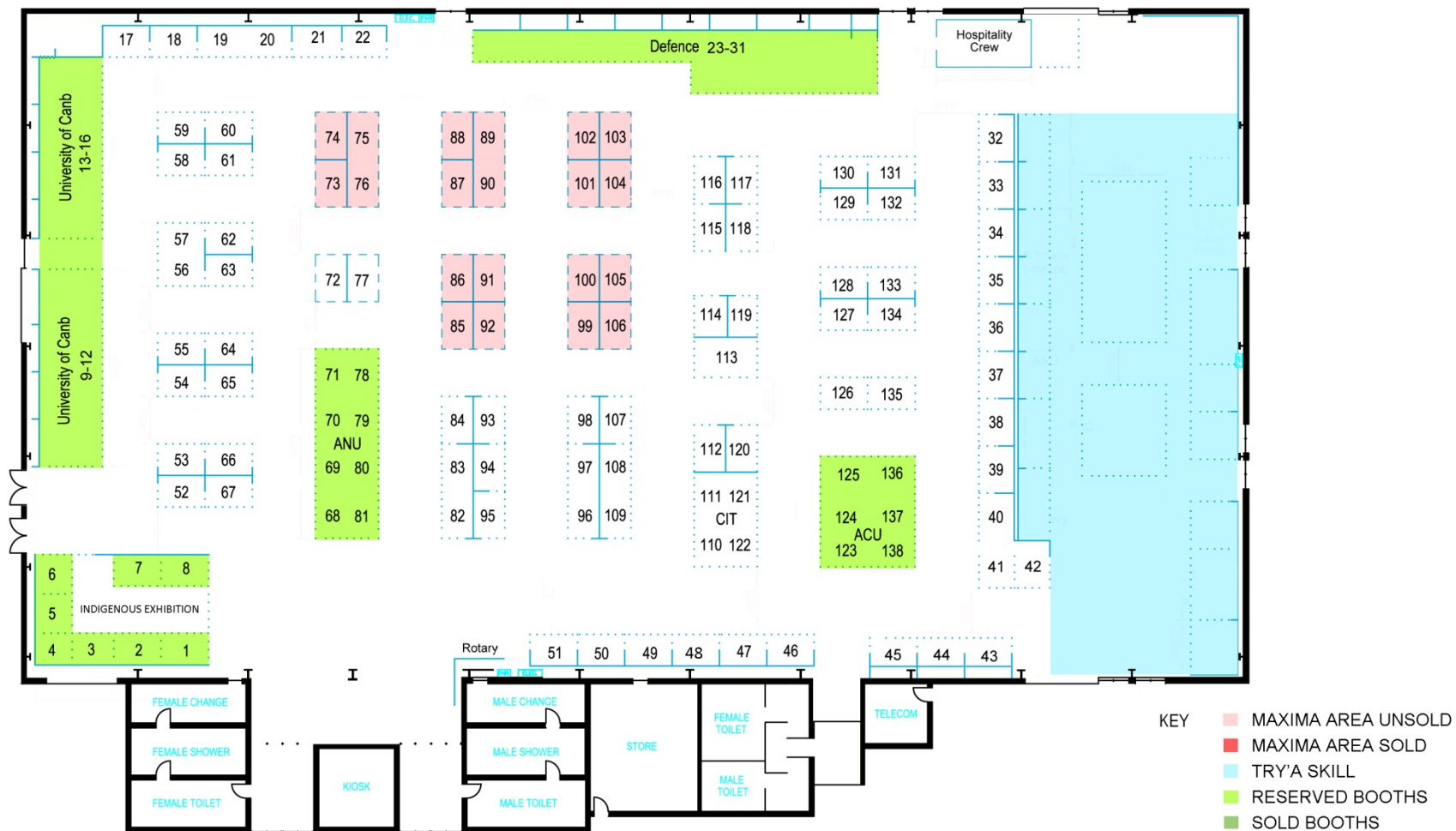
### **Power Cords**

All power cords need to be tagged.

### **Contact**

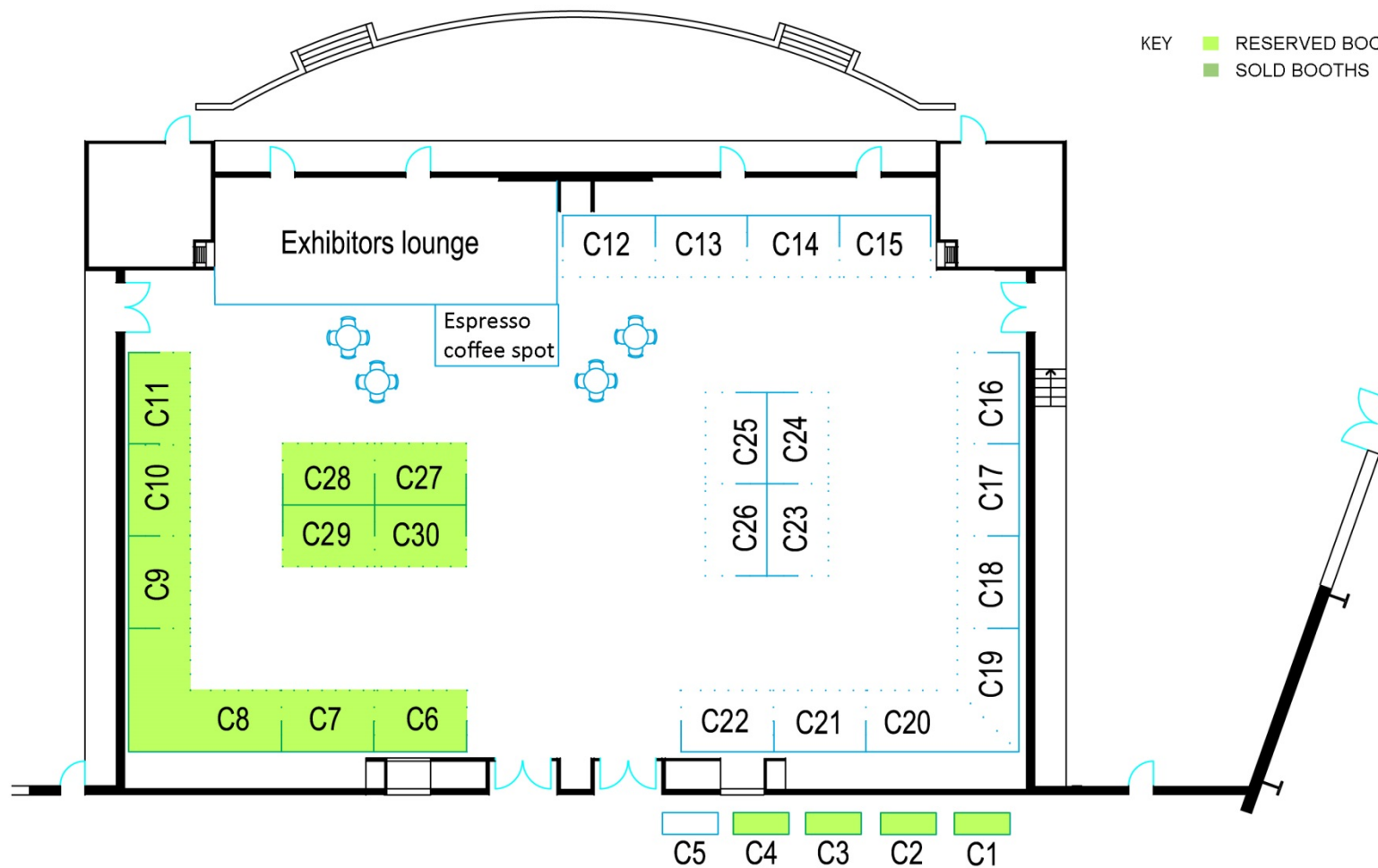
For more information, please contact Winston Bucknall via the 'Contact us' page at: [http://www.canberracareersmarket.com.au/index.php?action=contact\\_us](http://www.canberracareersmarket.com.au/index.php?action=contact_us)

Alternatively, visit the Canberra CareersXpo website at [www.canberracareersmarket.com.au](http://www.canberracareersmarket.com.au)



**Canberra Careers Expo 2017**  
 Budawang Pavillion, Exhibition Park in Canberra (EPIC)

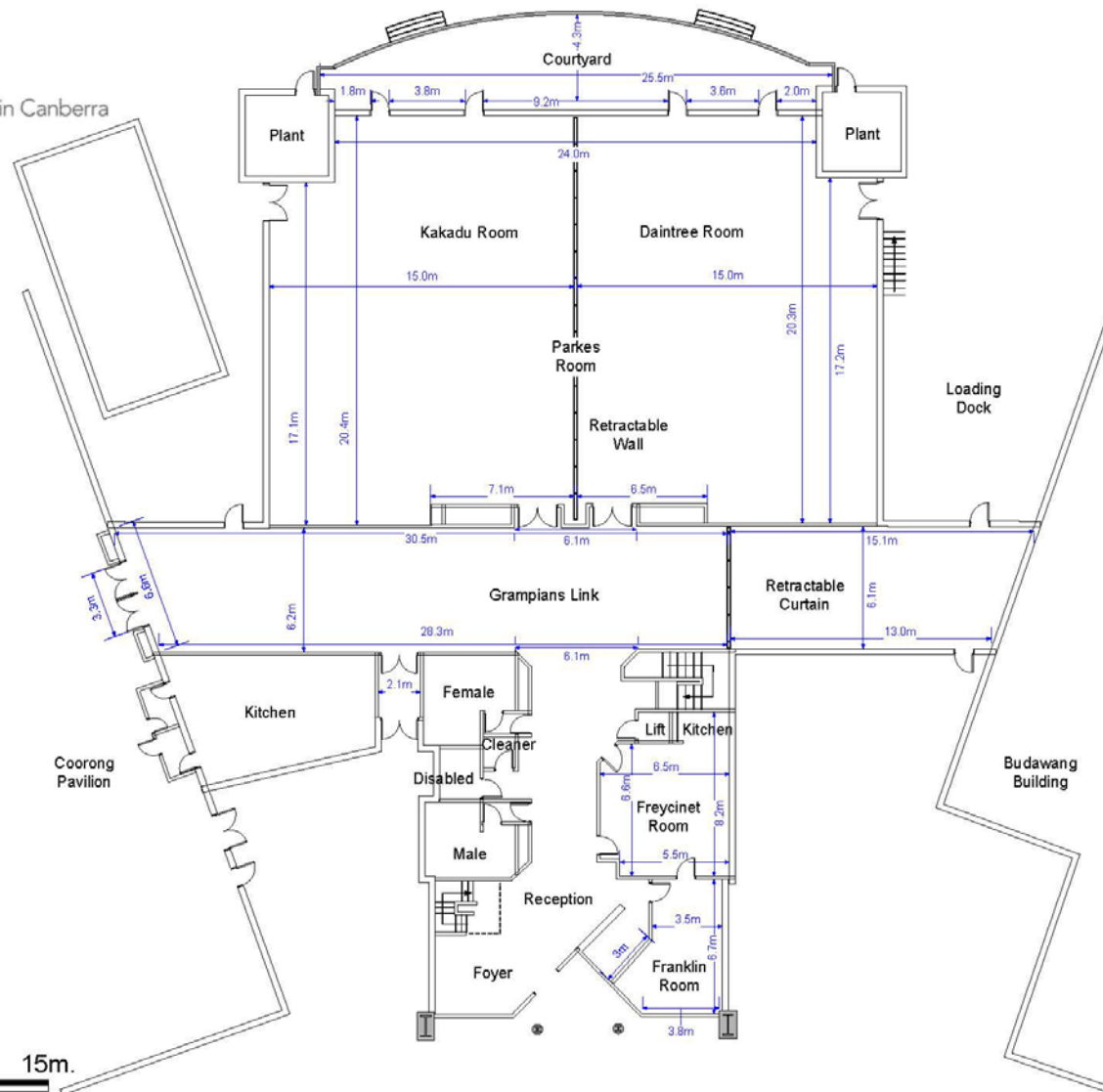




**Canberra Careers Expo 2017**  
 Parkes Room, Exhibition Park In Canberra (EPIC)



## CONFERENCE CENTRE



0m. 4.5m. 7.5m. 15m.



