

EVENT NAME:	42 <sup>nd</sup> Australian Pipe Line Industry Association (APIA) Annual Convention and Exhibition
DATE:	11-14 September 2010
TOTAL ATTENDANCE:	436 national and international participants 67 trade exhibitors and 85 exhibition booths
CONVENTION COMMITTEE:	Steve Dobbie, APIA Business Manager <a href="http://www.apia.net.au">www.apia.net.au</a>
CONVENTION OBJECTIVE:	

APIA is internationally unique, as the members come from all sectors of the transmission pipeline industry, and all have an important role to play in the safe and efficient operation of the transportation systems for gas, slurry, oil, water and other liquids.

APIA is committed to providing high-quality services to all members, through the many networking events around the nation, through representing the industry to government on a range of issues and highlighting the industry's commitment to safe and efficient energy transportation.

Globally recognised as 'the one' international pipeline industry meeting to attend, the theme for 2010 - **Australia's Pipeline Industry: Local Expertise; International Influence** was chosen to reflect on some of the challenges that the industry is facing to adapt to this changing world. The convention program also showcased the increasingly important role that pipelines will play in Australia's economy and changing energy mix as new sources of energy with lower emissions gradually replace our dependence on coal and oil.

APIA President Peter Cox said "the bar keeps on getting raised every year and 2010 was one of the best ever."

The Northern Territory was not only the location for the 2010 APIA Convention, but is also home to Australia's most exciting proposed petroleum projects.

Cheryl Cartwright, Chief Executive of the Australian Pipeline Industry Association said the Darwin convention supplied delegates with relevant, up-to-date information about projects and international issues, addressed technical, environmental and economic challenges, and looked at new developments in the industry.

"The Northern Territory's Bonaparte Gas Pipeline is a great local example of the kind of pipeline projects happening across Australia. It is particularly interesting to the industry as it sets a new benchmark for dealing with land access and rehabilitation issues in a unique, environmentally sensitive region," said Ms Cartwright.

The proposed Ichthys Gas Field Development project will involve the construction of the longest offshore pipeline in the southern hemisphere and is destined to become the largest floating facility in the world. The opportunity to meet the INPEX management also heightened interest in travelling to the Northern Territory.



### DESTINATION SELECTION RATIONALE:

APIA's Business Manager and 2010 Convention Committee spokesperson, Steve Dobbie said when planning the 2010 convention, the aim was to increase international attendance, so APIA considered holding the event offshore for the very first time.

"We launched a survey seeking member's preference between Kuala Lumpur and Darwin. Although holding the event offshore was favoured, it did however represent an enormous challenge for many to obtain attendance approval once a passport was involved," Dobbie remarked.

From a conference organiser's perspective, Darwin is friendly, laidback and exudes incredible warmth, and that is not just the climate. There is a genuine display of helpfulness and gratitude from all those you encounter when planning or hosting an event in this multicultural tropical harbour city.

Steve Dobbie stated "When selecting a location, the social aspect of our event is really important element. Traditionally, we pick a holiday destination that will allow our members a break from the work place environment and entice them to bring their families to create a relaxed atmosphere. After the sensational success of our 2003 Darwin convention, members continually asked when we were going back. This year, more than 25% returned with their families."

To take advantage of Darwin's superb winter weather, APIA moved their traditional convention date to a month earlier. The social program including the annual golf challenge at the Palmerston Golf and Country Club, a welcome dinner on the SkyCity lawns, fancy dress night at the Darwin Showground, Sunday outing at Crocodylus Park, with the welcome dinner and APIA annual dinner dance both held at the Darwin Convention Centre.

"In honour of Charles Darwin, our fancy dress night theme was 'Come dressed as a 'Charlie' and was a fantastic night at the Darwin Showground with many Charlie Chaplin's, Charlie Brown's, Charlie's Angels and even the Prince of Wales 'look-alikes' in the crowd. Our welcome dinner at SkyCity was brilliant. All venues were outstanding in the lead up through to the service on the actual night," stated Steve Dobbie.

In addition to these elements, an important fact is that the Northern Territory is home to some of Australia's most exciting petroleum projects that are extremely relevant to the industry.



Images courtesy of Great Southern Press

*"Categorically, Darwin is just brilliant! It has excellent accommodation, great partner options and superb venues. The Northern Territory businesses work together as a team. The whole experience is like dealing with friends. If anyone is considering Darwin for a future convention location.....Go For It!"*

**Steve Dobbie, APIA Business Manager and 2010 Convention Committee**

### THE DARWIN CONVENTION CENTRE EXPERIENCE:

Reflecting APIA's growth - and the dramatic expansion in the LNG and coal seam gas industries - the largest international contingent of pipeline industry people descended on Darwin.

"From the initial contact with DCC's Business Development Manager, Carrie Altamura, right through the whole process I felt like I was dealing with friends.

"Every time I picked up the phone, all the information was available. Everyone was so professional, but it was their genuine warmth that shone through. Our entire convention committee could not wait to get there!" added Dobbie.

With demanding business sessions and a wealth of high-level speakers, the superior service continued on-site with Dobbie stating he could not fault the wait or floor staff.

"We had the welcome dinner and the annual dinner dance at the Darwin Convention Centre. The food quality was superb, but the credit goes to the supervisors and multicultural team that provided the distinction over previous venues utilised for our event," Dobbie commented.

Delegates also gave the Darwin convention the 'thumbs up'. 24% rated the Darwin Convention Centre service and facilities as excellent, 47% very good and 26% good.

"The only negative comments were regarding the lack of air-conditioning on the set up day of the exhibition, which cannot be helped as the loading dock access needs to remain open for all equipment to be manoeuvred into place and lack of WI-FI services that we have since found out were available," added Dobbie.

### CHALLENGES AND TRIUMPHS:

With a convention record of 85 exhibition booths, up from 75 last year, APIA 2010 attracted the largest contingent of international exhibitors from the USA, Europe and Asia.

These companies were; Worldwide Machinery Pipeline Division from Germany, Maats-Liebherr Equipment from Netherlands and UK based PII Pipeline Solutions. USA based companies Solar Turbines, Vacuworx International, Energy Solutions International and Laney Directional Drilling Co exhibited, as well as Malaysia's Wasco Energy Ltd, Herrenknecht AG from Thailand and Serimax Singapore.

APIA's utmost concern was the logistics of freight and professionalism of booth display requirements in Darwin.

"Logistically, it was all about superior forward planning and strong communication as the freight began filtering in. Simon from the Darwin Convention Centre was a great asset. The venue allows delivery of freight up to a week in advance, with no storage fees, a benefit to all concerned. There were a few issues with interstate couriers, but that can happen anywhere and was nothing to do with being in Darwin," said APIA's Steve Dobbie.

APIA engaged Darwin-based Fusion Displays and Graphics as the exhibition build and design company and were delighted with the result.

"I see Darwin as no more of a challenge than any other destination in Australia," quoted Dobbie.

"The Fusion team provided seamless theming and a high quality end product. So much so, we were delighted that exhibitors are already talking about expanding their presence for next year," he said.

### THE VERDICT:

APIA's 2010 convention was heralded for many firsts;

- Highest international attendance recorded with 56 participants from Brazil, Canada, Finland, Germany, Greece, India, Malaysia, Netherlands, New Zealand, Singapore, Thailand and the USA
- 2<sup>nd</sup> highest total attendance of 436 participants on record, far greater than expected
- Largest number of exhibition booths, totally 85, against 75 in 2009
- Many exhibitors declared to increase their presence and enthused new exhibitors for 2011
- Tremendous goodwill and networking amongst members new and old from across the globe
- Conversion of non-members to membership status by attending the event
- Increase of Northern Territory industry education and new members

### CLIENT QUOTES:

*"The bar keeps on getting raised every year and this year was one of the best ever."*

**Peter Cox, President of the Australian Pipeline Industry Association**

*"Our convention in Darwin recorded a number of firsts for APIA. Largest international participants, number of delegates far greater than expected, largest exhibition participants, increased membership growth and tremendous goodwill amongst the international guests."*

**Steve Dobbie, APIA Business Manager and 2010 Convention Committee**

*"The Northern Territory's Bonaparte Gas Pipeline was a great local example of the kind of pipeline projects happening across Australia. It is particularly interesting to the industry as it sets a new benchmark for dealing with land access and rehabilitation issues in a unique, environmentally sensitive region."*

**Cheryl Cartwright, Chief Executive of the Australian Pipeline Industry Association**

*"Naturally pipelines are vital to the economic development of the Northern Territory. The resource sector is a key economic sector in the Territory and pipelines connect remote reserves to markets."*

*"Across the Territory and across our northern waters there are vast distances between resources and the location where they can be marketed, consumed for some gainful purpose, or processed into a form suited to export markets. Pipelines connect those points and are in themselves a significant part of the resource sector and resource investments that pump billions of dollars into our economy,"*

**Paul Henderson, Chief Minister, Northern Territory Government**

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**Steve Dobbie, APIA Business Manager and 2010 Convention Committee**

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