

CASE STUDY



- Event:** The Property Congress
- Date:** 12–14 September, 2018
- Attendance:** 760 delegates
- Organiser:** The Property Council of Australia

Event Overview

The Property Council of Australia held its annual conference in Darwin from 12 to 14 September 2018.

The Property Congress, Australia’s premier national property conference, is in its 41st year.

The two-day event brings together property industry leaders to network and tackle the issues driving property development, investment and growth in Australia and around the world.

The Darwin event attracted a record-breaking 760 delegates.

The event organisers said the destination offered the added bonus of a holiday vibe, which the delegates loved.

‘Darwin’s relaxed and friendly atmosphere gave our conference a laid-back feel’, said the organisers.

Feedback about the Darwin Convention Centre was positive.

‘The Darwin Convention Centre staff were professional and friendly; the service was great.’

Delegates came from all over Australia, and some 20 per cent brought partners.

Conference Objectives

As well as being a forum for disruptive ideas and debate among the movers and shakers of Australia's property sector, the conference is a significant annual networking event.

'We definitely met our networking objectives in Darwin', said Antoinette Perera, the Property Council of Australia's Director, National Conferences and Advertising.

'The people who attend this event are industry leaders who shape the future of our cities and create communities for people to live, work and play.

'This year's program examined many hard-hitting issues that will shape not just Australia's property industry, but Australia's cities and communities.

'There's a large networking component attached to the conference, which is a deciding factor when choosing our destinations.

Our networking events were very well received in Darwin', Antoinette said.

The Property Council received excellent feedback from delegates.

'The Property Congress in Darwin was a great networking opportunity and a fantastic way to discuss the topical issues affecting our industry', one delegate said.

'There were plenty of networking opportunities, and the events were fun and well run. Also the weather could not be better!' said another.

Conference Format

The event opened with a pre-conference golf challenge, a tour of Darwin Port and a series of national meetings before a kick-off sunset markets event at Darwin's famous Mindil Beach.

During the following two-day conference, some 50 speakers—property leaders and business experts from many sectors—delivered panel discussions, presentations and project showcases.

In his keynote address, New Zealand's 38th Prime Minister, the Hon. Sir John Key, focused on affordable housing as one of Australia's biggest challenges and opportunities.

Other topics included planning for growth to accommodate the 10 million extra people expected in Australia over the next three decades, what Australia will look like in 2050 and building homes for those future generations, and trends driving workspaces of the future.

Darwin Convention Centre

According to the event organiser, the Darwin Convention Centre experience was positive.

'The team worked extremely well and were very responsive to everything we needed onsite. Darwin Convention Centre staff were always on the ball.'

The centre's rooms, technology, catering and location were also excellent.

'The waterfront setting is beautiful, particularly the indoor/outdoor space on the concourse, which worked perfectly. It was really well done.'

Darwin and the NT

Mala Fitzsimons, Events Manager at the Property Council of Australia, said Darwin was the perfect backdrop for the event and its program.

‘The people, food and service received from everyone in Darwin were fantastic’, she said.

‘Our delegates especially loved the warmth, particularly as most came from a cooler climate.’

The 2018 event surprised organisers when it broke the 2017 attendance record.

Organisers said the majority of delegates had never been to Darwin before and were very impressed with what they’d experienced.

Conference Outcomes

The conference achieved significant media exposure in the national press, including the Australian Financial Review and The Australian.

The event was also the platform to launch several new reports. The Property Council in partnership with the Clean Energy Finance Corporation launched a flagship guide to help property owners cut their energy costs and reduce emissions. The guide, ‘Distributed energy in the property sector – today’s opportunities’, analyses energy technologies and explains which are best suited for different property types.

The quality of the speakers, the number of government delegates in attendance, and the number of delegates has reconfirmed The Property Congress as Australia’s largest and most influential property event.