

Case Study

LIVEXCHANGE 2013

October 2013

Locations: The Ville Resort–Casino (formerly Jupiters Townsville Hotel & Casino)

Accommodation Venues: Rydges Southbank Townsville, Grand Hotel and Apartments Townsville and Townsville Central Hotel (formerly Hotel Ibis)

Delegates: 400 pax

Estimated Economic Value: Approx \$600K

400 delegates from across Australia plus international speakers from Europe and Indonesia met in Townsville in October 2013 for the LiveXchange Conference. It was the first time the whole Australian livestock export supply chain came together since the Exporter Supply Chain Assurance System (ESCAS), the system that assures the welfare of animals leaving Australia for overseas markets was implemented. The LiveXchange Conference gave the industry an opportunity for producers, exporters and the wider sector to demonstrate and understand how the sector is changing and also discuss its plans for future change.

As one of the largest cattle producing regions in Australia, the Townsville North Queensland region was a logical choice for the LiveXchange organisers due to the relevant industry alignment. With 23,000 seats into the region weekly, the frequency of flights for delegates was a key consideration and reason for selecting the destination, as well as the availability of appropriate venues and accommodation.



LiveXchange 2013 opened with a Queensland style welcome drinks and BBQ poolside on The Ville Resort–Casino lawn. With inspiring views across Cleveland Bay it was a great way to break the ice, begin the networking and prepare for a jam packed three day conference itinerary.

The program included panel sessions, 20 key note speakers and a trade exhibition. With a versatile venue like The Ville Resort–Casino, delegates were able to move between spaces with ease, enjoy breakout areas for meals as well as relax after conferencing and enjoy the beautiful Townsville North Queensland weather and ocean breeze at the outdoor gala dinner.

Event organisers were delighted with the outcomes of the conference and were able to achieve significant media coverage across all mediums including the Australian Financial Review, The Courier Mail and National Rural Media outlets.



Cattle at Giru by James Lazzaroni

