

# SKILLING EVENTS INDUSTRY

IN THE

Meetings and Events  
Australia skills study  
2019, 2018 & 2017

## The events industry

The events industry is a valuable part of Australia's economy. Business events include:



### Meetings:

Gatherings of more than 15 people



### Exhibitions:

Suppliers showcasing products and services



### Conventions:

Gatherings of several thousand people



### Incentives:

Attended by 'high achievers' to motivate performance

Companies working in the events industry provide a number of services for business events including:



### Staging:

Hosting and venues



### Management:

Overseeing/organising events



### Production:

Audio/visual



Additional event support and supplies e.g. catering

## The events industry is experiencing a skills shortage

58% of professionals say the skills shortage is already affecting their organisation's ability to recruit



83% of professionals say that unfilled vacancies affect their organisation's stakeholders (e.g. customers)

At which level is the skills shortage felt most acutely?



22%

Middle management



18%

Operations level



14%

General labour

Top 3 areas in the events sector experiencing a skills shortage



40%

Mid level event management



23%

Senior level event management



19%

Business development managers

Top 3 reasons organisations are experiencing a skills shortage



A lack of skilled workers



Remuneration packages



Lack of work/life balance

Demand for more talent in the sector



Almost two in three organisations (64%) are currently seeking to hire more staff.



Half of professionals (48%) believe their organisation is positioned for growth over the next 12 months.

In the next 12 months, organisations are expecting their headcount to:



48%

Increase



46%

Remain the same

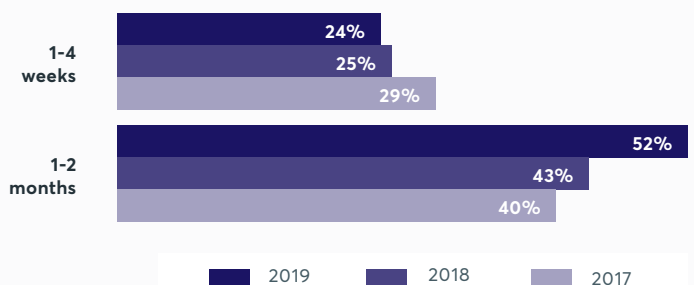


6%

Decrease

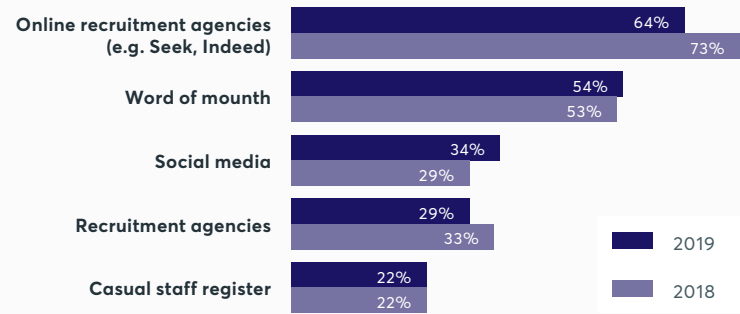
Despite this, organisations are taking longer to fill vacant roles

How long on average does it take your organisation to fill a role?



## Organisations are most likely to recruit online

Top 5 ways organisations recruit new staff/contractors



## Organisations are open to creative solutions to attract new staff



## The value of accreditation

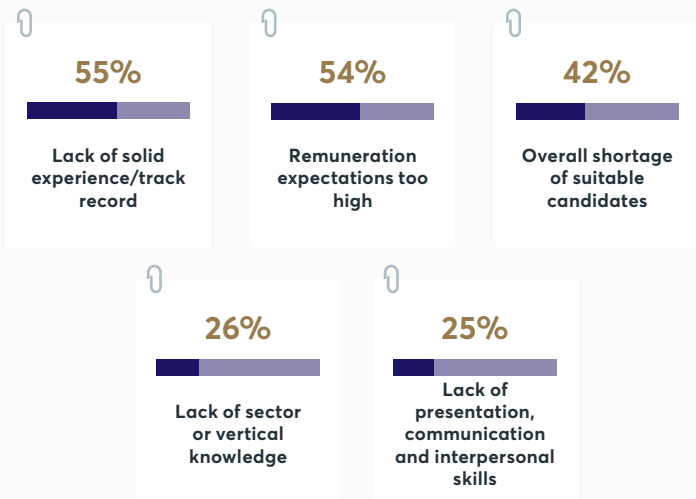


## Professionals believe the events sector is not attracting new talent

Half of professionals working in the events industry believe business events are not sufficiently attracting young talent to the events sector. This has increased over time.

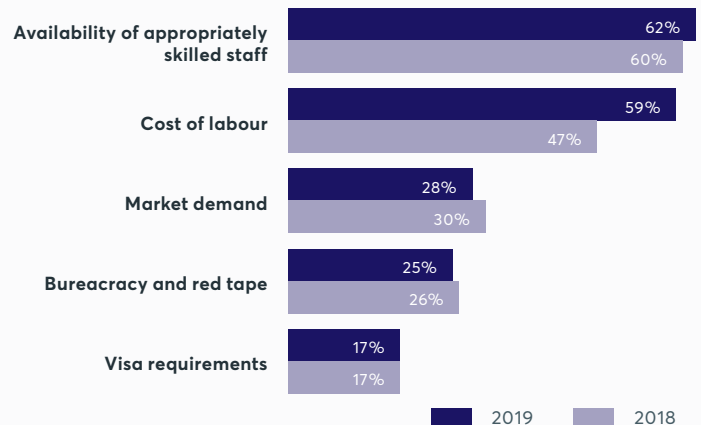


## Constraints for recruiting new staff (top 5)

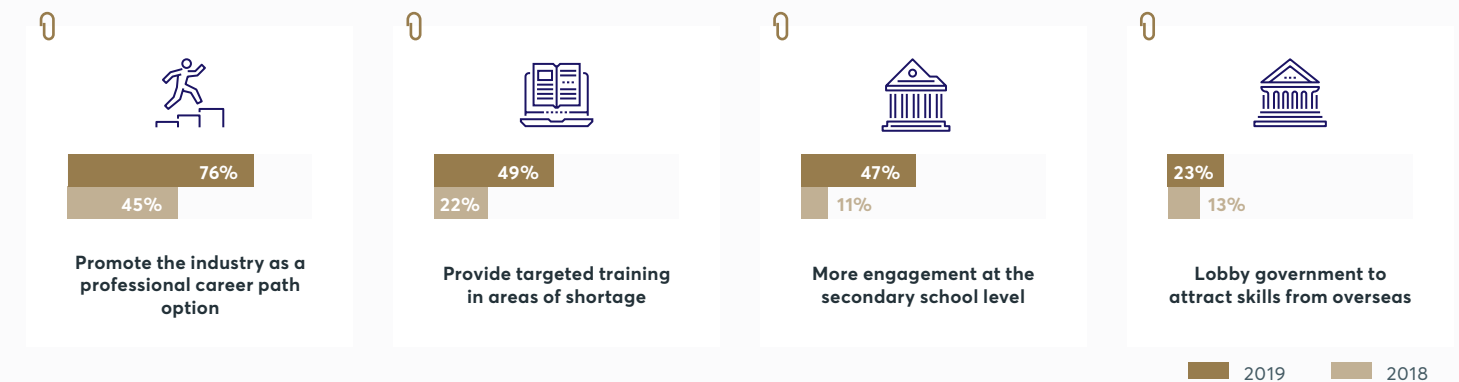


## 'Top 5 factors impacting organisations' ability (or desire) to hire more staff'

Top five responses for combined scores 1 and 2



## How Meetings and Events Australia can help close the skills gap



## Methodology

Based on data gathered by Meetings and Events Australia (MEA). Survey written by MEA and deployed by the Association of Australian Convention Bureaux (AACB) in 2019, 2018 and 2017 to professionals working in the events industry. Minimum sample size for each year: 2019 (n=65), 2018 (n=83) and 2017 (n=133).