



Sat 4 - Sun 5 Nov 2017

Royal International
Convention Centre
Brisbane Showgrounds

dogloversshow.com.au



BRISBANE SHOW - AN OVERVIEW

[CLICK HERE TO COMPLETE EXPRESSION OF INTEREST](#)

Event Name

Dog Lovers Show, Brisbane

Show Date (proposed)

Saturday 4 - Sunday 5 November 2017

Venue Options

**Royal International
Convention Centre (Royal ICC)
at the Brisbane Showgrounds**

Dog Ownership in Queensland

Queenslanders truly love their canine-companions with **39% of all households in the Sunshine State living with a Dog**. The level of demand for a Brisbane show via the emails we have received and posts on our Facebook page have been higher than any other State since 2013.

By June 30, 2016 the Queensland Government estimates there will be around 1,932,225 households in their State, so based on 39% of households owning a Dog, over 750,000 pet Dogs will live in Queensland.

Around 70% of all people living in Queensland reside in South East Queensland, which consists of Greater Brisbane, the Gold Coast and Sunshine Coast regions and this is where visitors to the Brisbane Dog Lovers Show will come from.

Whilst we are confident of attracting dog owners from the Gold and Sunshine Coasts and will run targeted marketing activities here to drive their attendance, the marketing campaign for the Brisbane Show will focus predominantly on the Greater Brisbane region.

Given the large number of attendees that attend the Melbourne and Sydney events and live an hour or more outside of the city, we are still confident of attending large numbers of dog owners from the Gold and Sunshine Coasts.

Marketing Campaign

We will base the Brisbane marketing strategy on the same successful formula that we have implemented for the Melbourne and Sydney Shows.

The marketing activities will incorporate TV, Radio, Newspapers (Metro, Local, Gold Coast & Sunshine Coast), Magazines, Promotional Flyers and Posters, Internet advertising, Facebook and Instagram promotions with a huge below-the-line and PR based campaign to drive editorial.

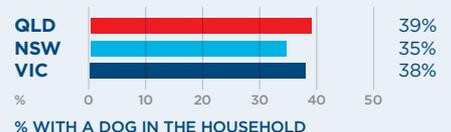
50%

OF ALL VISITORS WILL HAVE MORE THAN ONE DOG IN THEIR FAMILY AND OVER 15% HAVE THREE OR MORE
(BASED ON MELB/SYD SHOWS)

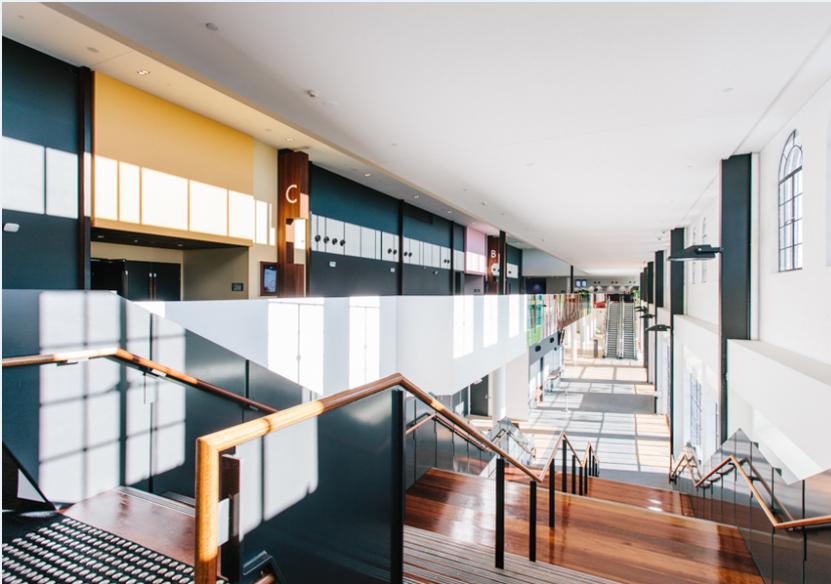
95%

OF ALL VISITORS WILL EITHER OWN A DOG OR BE LOOKING FOR A DOG
(BASED ON MELB/SYD SHOWS)

Dog Ownership in Queensland is higher compared to Vic and NSW



Source: Roy Morgan Single Source (Australia), January - December 2014 (n=15,944).



ROYAL INTERNATIONAL CONVENTION CENTRE (ROYAL ICC) AT THE BRISBANE SHOWGROUNDS - FOYER & FORECOURT

Below is some general population based statistics as well as our visitor estimates for the Brisbane show. The statistics are taken from the 2011 Census and these numbers have grown on average by around 10% over the last 5 years, so they are conservative.

Populations versus visitor attendance (Visitor Profile Forecasts based on Melbourne & Sydney Shows)

MELBOURNE POPULATION
4,440,328
 (VICTORIA 6,000,000)

SYDNEY POPULATION
4,840,628
 (NSW 7,565,500)

SOUTH EAST QLD POPULATION
2,274,560
 (QLD 4,750,500)

MELBOURNE SHOW ATTENDANCE
20,492
 (2ND SHOW)

SYDNEY SHOW ATTENDANCE
20,769
 (2ND SHOW)

BRISBANE (1ST SHOW)
 ESTIMATED ATTENDANCE
12,000+

Greater Brisbane Statistics

PEOPLE:	2,065,996
MEDIAN AGE:	35
FAMILIES:	548,496
AVERAGE CHILDREN PER FAMILY:	1.9
ALL PRIVATE DWELLINGS/ HOUSEHOLDS:	821,059
MEDIAN WEEKLY HOUSEHOLD INCOME:	\$1,388
HOUSEHOLDS LIVING WITH A DOG: <small>(APPROX. BASED ON 39% QUEENSLAND AVERAGE)</small>	320,213

Gold Coast Statistics

PEOPLE:	507,642
MEDIAN AGE:	38
FAMILIES:	135,874
AVERAGE CHILDREN PER FAMILY:	1.8
ALL PRIVATE DWELLINGS/ HOUSEHOLDS:	226,409
MEDIAN WEEKLY HOUSEHOLD INCOME:	\$1,173
HOUSEHOLDS LIVING WITH A DOG: <small>(APPROX. BASED ON 39% QUEENSLAND AVERAGE)</small>	88,299

Sunshine Coast Statistics

PEOPLE:	306,909
MEDIAN AGE:	42
FAMILIES:	86,304
AVERAGE CHILDREN PER FAMILY:	1.8
ALL PRIVATE DWELLINGS/HOUSEHOLDS:	141,952
MEDIAN WEEKLY HOUSEHOLD INCOME:	\$1,010
HOUSEHOLDS LIVING WITH A DOG: <small>(APPROX. BASED ON 39% QUEENSLAND AVERAGE)</small>	55,361

The statistics clearly show that the South East Queensland market presents a huge opportunity for any company wanting to reach this lucrative audience of dog owners by participating at the Brisbane Show.

463,873 TOTAL ESTIMATED HOUSEHOLDS LIVING WITH A DOG IN SE QLD

Please note: Many Households own more than one Dog so these numbers would be higher.

Source: 2011 Census.



ROYAL INTERNATIONAL CONVENTION CENTRE (ROYAL ICC) AT THE BRISBANE SHOWGROUNDS

Media Partners

Channel 7 and the Courier Mail with our AM/FM radio partners to be confirmed closer to show. We are also confident of finalising partnership proposals shortly with the Brisbane City Council, DOGS Queensland, RSPCA Queensland and Guide Dogs Queensland.



The Courier Mail

Show Features Planned for Brisbane Show

- › **Perfect Match** – Breed Information Zone with large information posters and visitor survey.
- › **Main Arena** – back to back shows each day showcasing some of Australia's most talented Dogs.
- › **Major exhibition** – showcasing all the latest products & services for Dogs.
- › **Rescue Dog Zone** – showcasing rescue groups with information on dog adoption.
- › **Breed Showcase** – DOGS Queensland Breed Clubs 'on show' providing a wide range of breeds with puppy to adult dogs.
- › **Celebrity Vet Stage** – 'edutainment' presented by leading vets with demonstrations on training & behaviour.
- › **Ask-A-Vet/Trainer/Groomer** – Free vet, training and grooming advice from qualified experts and free demonstrations.
- › **Military Working Dog Tribute** – seminars and historical information.
- › **Kids Zone** – free face-painting, funny photo wall and interactive art & craft opportunities relating to Dogs
- › **Free Exhibitor Breakfast** – on Sunday morning to maximise B2B networking opportunities.

Benefits of Exhibiting

Drive sales – get those cash registers ringing!

Face-to-face contact with thousands of Dog owners from throughout South East Queensland provides a powerful platform to sell and market direct at the show. It's also the ideal platform to drive retail and online sales.

Targeted marketing – no wasted advertising dollars

This one-of-a-kind show gives your company access to a highly receptive group of passionate, high-spending dog owners and lovers. Get more 'bang for your marketing buck' by only reaching Dog owners providing the ideal platform if you have a limited marketing budget. It's also a great opportunity to data capture and substantially build your prospect database whilst driving more social media followers.

Generate new business whilst rewarding & retaining your existing customers

Reap the benefits of meeting thousands of potential new customers from Queensland with your own, targeted, retail pop-up store. It's also a great opportunity to meet, connect and reward your existing customers in Queensland.

Harness the power of conversation

Experience the results when your best sales & marketing people talk one-on-one with the exact people you're trying to reach. Dog owners love talking about their fur-kids so face-to-face interaction can be a lot more powerful than online or print advertising.

Permission marketing

The majority of visitors to the Dog Lovers Show are there to buy so they want to know what you've got to sell. It means a receptive ear is receiving your marketing message and the excitement and buzz of the first show in Brisbane is sure to inspire retail sales at the event.

We look forward to your company's support in helping us to create and present the only major consumer event in Brisbane dedicated to educating, entertaining and informing dog owners and lovers alike.

Our team is confident of presenting yet another successful Dog Lovers Show that your industry sector can be proud of that delivers a strong return on your investment.

Almost 90%

OF VISITORS WILL PURCHASE
PRODUCTS AND/OR SERVICES
AT THE FIRST BRISBANE SHOW

