



melbourne
HomeShow

Australia's No.1 Building & Renovations Expo

POST SHOW REPORT

2011



**Your chance to sell to
40,000+ consumers
planning to build or renovate**

HIAhomeshow.com.au

Still The One!

The HIA Melbourne Home Show is the nation's most successful exhibition, devoted to providing building and renovation solutions for home owners.

Held annually since 1978, the HIA Melbourne Home Show is Australia's number one building and renovation expo and is endorsed by Australia's leading housing authority, the HIA.

The HIA Melbourne Home Show has consistently attracted over 40,000 visitors annually for the past five years. More visitors equates to more business for exhibitors.

The accompanying research was undertaken by external research consultant, Buchanan Research conducted after the event on participants that attended the 2011 HIA Melbourne Home Show.

| Visitor Renovation Stages | % |
|--|-------|
| I am about to start my home renovation | 39.32 |
| I am about to start building my new home | 25.74 |
| I have commenced by home renovation project | 13.38 |
| I have commenced building my new home | 8.24 |
| I am not currently considering a home renovation or building project | 13.32 |



The median average home value for home show visitors = \$623,410

Quality Visitors Attend

The Show attracts home owners, with 73.42% aged between 25 - 54 and 86.68% are planning a building or renovation project for their home.



| Age Group | % |
|-----------|-------|
| 18 - 24 | 2.5 |
| 25 - 34 | 21.20 |
| 35 - 44 | 26.78 |
| 45 - 54 | 25.44 |
| 55 - 64 | 19.27 |
| 65+ | 4.67 |

| Household Income | % |
|-----------------------|-------|
| Under \$25,000 | 2.18 |
| \$25,001 - \$50,000 | 7.53 |
| \$50,001 - \$75,000 | 15.54 |
| \$75,001 - \$100,000 | 21.52 |
| \$100,001 - \$125,000 | 16.35 |
| \$125,001 - \$150,000 | 14.10 |
| \$150,001 - \$175,000 | 8.05 |
| Over \$175,000 | 14.73 |

Visitor Interests

2011 Show Attendance (adults only)

| | |
|-----------------|---------------|
| Thursday | 3,753 |
| Friday | 6,446 |
| Saturday | 13,571 |
| Sunday | 16,035 |
| TOTAL | 40,048 |

You also reach the Trade

34,789 Consumers
5,259 Trade



| Main Visitor Interests | % |
|-----------------------------------|-------|
| 1. New home building products | 87.64 |
| 2. Kitchens | 84.49 |
| 3. Bathrooms | 84.53 |
| 4. Water & energy saving products | 84.05 |
| 5. Outdoors | 77.90 |
| 6. Renovations | 75.34 |
| 7. Heating & Cooling | 76.22 |
| 8. Interiors | 80.46 |
| 9. Furniture & Furnishings | 61.46 |
| 10. Additions & Extensions | 59.38 |



Reasons for attending the Show and visitors' level of importance

| Reason | % Very Important | % Important |
|---|------------------|-------------|
| To get new ideas and inspiration for my home | 80.91 | 17.89 |
| To see the latest home building and renovation products | 71.21 | 25.29 |
| To gather information | 86.48 | 12.73 |
| To get expert advice | 59.73 | 31.28 |
| To buy products at special low prices | 29.81 | 32.07 |
| To see the latest furniture & furnishings | 29.47 | 34.10 |

Marketing Campaign - Targetted

Our targeted marketing delivers the right customers to you: buyers ready to start on a major building or renovation project.

Our proven marketing campaign delivers a quality audience with disposable income already allocated towards their home project.

The strategic campaign includes:

- Intensive TV advertising
- Saturation radio advertising
- Coverage in home & lifestyle magazines
- Integrated internet and email marketing - over 20,000 members
- Comprehensive PR campaign
- Show Website promotion
- Social marketing via facebook
- Direct mail to trade and consumers



Home Show Melbourne
Australia's No.1 Building & Renovations Expo

Thursday 28 April - Sunday 1 May
Melbourne Exhibition Centre

Thursday & Sunday 10am - 6pm
Friday & Saturday 10am - 5pm

FREE TICKET - ADMIT 1

Need help with your renovation?

Thursday 28 April - Sunday 1 May
Melbourne Exhibition Centre
HIAhomeshow.com.au

Thursday & Sunday 10am - 6pm
Friday & Saturday 10am - 5pm

FREE TICKET - ADMIT 2 - SAVE \$36

Promotional tickets

Full colour home magazine ads

Visit Australia's biggest and best Home Shows

2 for 1 SAVE \$18
Book your renovation today!
*Book your renovation today!
*Book your renovation today!

Find 100s of building and renovation products

Home Shows
Australia's No.1 Building & Renovations Expos

- See the HIA Award Winners Showcase featuring the industry's premier home builders
- Get FREE expert advice from scores of professionals
- Find great Show specials
- WIN a \$25,000 V-ZUG kitchen appliance package from Camberwell Electrics
- SAVE with over \$75,000 worth of prizes and special offers with the eShowbag

| | |
|--|---|
| MELBOURNE Melbourne Exhibition Centre Thursday 28 April to Sunday 1 May Thursday & Sunday 10am - 6pm Friday & Saturday 10am - 5pm HIAhomeshow.com.au | SYDNEY Darling Harbour Exhibition Centre Thursday 19 May to Sunday 22 May Thursday to Sunday 10am - 5pm sydney.homeshow.com.au |
|--|---|

Herald Sun press ads

BUYERS GUIDE
2011/12

Annual product and services buyers guide for home building and improvements

SEE INSIDE for great Show specials

WIN a \$26,000 V-ZUG kitchen appliance package

HIAhomeshow.com.au

Free Show Guide

Home Show Melbourne
Australia's No.1 Building & Renovations Expo

STARTS NEXT THURSDAY

FIND 100s of new building & renovation products
See trends in kitchens, bathrooms & interiors
Get free expert advice & great Show discounts

VOTED No.1 Home Show by visitors & exhibitors

Buy tickets online & SAVE
Also get a FREE eShowbag (max. value \$100,000)

HIAhomeshow.com.au

Thurs 28 April - Sun 1 May Melbourne Exhibition Centre Opens 10am daily

Home Show Melbourne
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STARTS TOMORROW

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Visitor Building & Renovation Statistics

How much are you intending to spend on your renovation?

| | |
|-----------------------|--------|
| Less than \$25,000 | 26.58% |
| \$25,001 - \$50,000 | 15.24% |
| \$50,000 - 75,000 | 5.77% |
| \$75,001 - \$100,000 | 4.77% |
| \$100,001 - \$150,000 | 4.86% |
| \$150,001 - \$200,000 | 5.57% |
| \$200,001 - \$250,000 | 6.64% |
| \$250,01 - \$300,00 | 8.02% |
| \$300,00+ | 21.97% |

The average renovation spend for the home show visitors = \$135,555.18



What are you expecting to renovate in the next 12 months?

| | |
|-----------------------------|--------|
| Bathroom | 46.25% |
| Kitchen | 46.02% |
| Outdoors | 45.36% |
| Living areas | 32.61% |
| New furniture & furnishings | 27.79% |
| Roof & Windows | 27.14% |
| Heating & Cooling | 26.38% |
| Bedrooms | 24.65% |
| Adding a room | 18.65% |



When are you expecting to start your next building or renovation project?

| | |
|------------------------|--------|
| I have already started | 26.97% |
| Within 3 months | 28.73% |
| In 3 - 6 months | 21.17% |
| In 7 - 12 months | 14.93% |
| Longer than 12 months | 8.2% |

The average value of purchases and orders made onsite equated to **\$1,578** per person.

Based on 22,248 households, this amounts to **\$35,108,745** spent onsite at the Show.



Our Exhibitors Get Great Results

"The quantity and quality of customers was the highest we've seen in our seven year history. We achieved our highest volume of sales at the HIA Home Show to date with over \$450,000 which was fantastic and helped our stores economy in this tough time. I look forward to participating again next year and sponsoring the stage with any equipment you need."

**George Christou, Managing Director,
Big Picture People**



"Another big thank you for another great HIA Home Show. We've been doing the Show for over 15 years and each year it gets better - we always get lots of quality customers and your Show keeps us very busy."

**Lee Viet, Director
Kitchens for the Trade**



"It was a great opportunity for us as a company to advertise and expose ourselves in the building industry. We had an excellent response and expect to receive valuable clients and sales from the HIA Home Show."

**Kerry Raeburn,
Lifestyles**

"After 16 years of doing home shows with you, we've just had our best! - every one of our branches has written business as a result of the HIA Home Show. The hits on our website and inbound calls have been incredible. In a tough market you have done the impossible - a big thank you to you and your team."

**Tom Mullen, Managing Director,
Prestige Appliances**

"This HIA Home Show was the company's first experience at exhibiting and what an experience it was. We secured work and appointments and even took deposits at the event. Your Shows are now an essential part of our annual marketing budget."

**Zane Bowen, Director
Clearline Kitchens**



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Australia's No.1 Building & Renovations Expo

Book your stands now



26 - 29 April 2012 - Melbourne Exhibition Centre

HIAhomeshow.com.au



The people's choice for Building, Renovating, Extending, Interiors and Outdoors

Secure a prime location - book your stand early. Contact our sales team on
03 9276 5555 homeshows@eea.net.au