



# 9<sup>th</sup> Annual AUSTRALIAN HEALTHCARE WEEK

## 2019 POST SHOW REPORT

*The Largest Healthcare Event in Australia*

27-28 March 2019 • International Convention Centre, Sydney



### 3 INDUSTRY CONFERENCES



### 6 ON-FLOOR THEATRES



**5000**  
ATTENDEES



**200**  
EXHIBITORS



**180+**  
SPEAKERS



**6**  
EXPO ZONES



## SHOW OVERVIEW

Dear Colleague,

2019 marked the most successful year to date for Australian Healthcare Week. Expanding to two halls at the International Convention Centre, the show had its highest attendance ever with over 5000 healthcare professionals and 200 exhibitors coming together to create Australia's largest healthcare Exhibition.

Under the central theme of 'Future Proofing', this year the event showcased the latest technologies, solutions and services needed to future proof our facilities, workforce and technology. With six different zones, the Expo also provided access to some of Australia's leading suppliers and consultants in healthcare, making it **one of the only tradeshow globally to service the entire healthcare ecosystem.**

With the vibe and event buzzing right until the very end, Australian Healthcare Week 2019 was **at its most innovative, delivering new and improved experiences on-site, in the conference rooms and on the Expo floor, including:**

- The introduction of the **Grand Site Tours** designed to highlight the must see presentations and introduce key sponsors on the expo floor
- The successful launch of the **Start Ups Zone** and **Women in Leadership Zone**
- **The Start Up Pitch Fest** – a new crowd favourite – that was supported by CoVentured and sponsored by Westpac
- **Great Debates** on AI replacing doctors, the Government's promotion of home care and who is the client of the hospital
- \$50,000 in prize giveaways, including a Hyundai Accent Car
- 2nd Annual Australian Healthcare Week Awards Dinner, where over 300 people gathered in Darling Harbour to honour our award winners and finalists

With planning for 2020 already underway, we are excited to continue to grow Australian Healthcare Week to ensure it remains **the annual place the Australasian Healthcare sector comes to connect, network and do business.**

We look forward to welcoming you back in 2020.

Regards,



**Sarah Hor**  
Project Director  
**Australian Healthcare Week**

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**5,000+**  
**attendees**

(30% growth in attendance vs 2018)



**200+**  
**Exhibitors**



**180+**  
**Speakers**



**170+**  
**Expert Industry Case Studies**

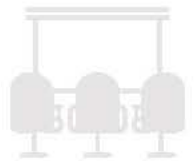


**6 International Keynote Speakers**

from US, Singapore, Canada, New Zealand and Japan



**Expanded to 2 halls at the ICC Sydney**



**8 stand out new session formats**

including the Great Debate and Improvements Panel



**3 Industry Specific Conferences**

on hospital design, digital healthcare and aged care



**6 On-floor Theatres**



**6 different expo zones**



**The successful launch of the Start Up Theatre, Zone and Pitch Fest**



**The successful launch of our brand new Women in Leadership Theatre**



**2nd Annual Awards Dinner**

over 300 people gathered in Darling Harbour to honour our award winners and finalists over dinner and live entertainment



**VIP breakfasts and lunches**

where our C-level attendees discussed their most pressing challenges behind closed doors



**Over \$50,000 in prize giveaways**

to a few lucky attendees - including a Hyundai Accent Car





# 2019 SPEAKERS AT A GLANCE

|  |  |   |  |   |  |
|--|--|---|--|---|--|
|   | <b>Paul Lambert</b><br>Executive Director,<br>Activation, New<br>Royal Adelaide<br>Project<br><b>Central Adelaide<br/>Local Health<br/>Network</b> |    | <b>Yan Yan</b><br>Director,<br>Hospital<br>and Operations<br>Planning <b>Woodlands<br/>Health Campus<br/>(Singapore)</b>   |    | <b>Dr Lachlan<br/>Henderson</b><br>Group Chief<br>Executive Officer<br><b>Epworth HealthCare</b>                           |
|    | <b>Phillipa le Roux</b><br>Design and<br>Project Director -<br>Architecture, Design<br>and Construction,<br><b>Hilton Australasia</b>              |    | <b>Gordon Bingham</b><br>Chief Nursing<br>Information Officer<br><b>Alfred Health</b>  |    | <b>Tim Hoffmann</b><br>Director Planning<br>& Redesign<br><b>Sydney Children's<br/>Hospitals Network</b>                   |
|   | <b>Stefano Scalzo</b><br>Director Planning<br>and Development<br><b>Victorian Health<br/>and Human Services<br/>Building Authority</b>             |   | <b>Frank Tracey</b><br>Executive Director<br>Clinical Services<br><b>Children's Health<br/>Queensland<br/>Hospital and Health<br/>Service</b>  |   | <b>Dr Hannah Seymour</b><br>Medical Director<br><b>Fiona Stanley<br/>Hospital</b>  |
|  | <b>Det. Supt. Brad<br/>Marden</b><br>Coordinator<br>Australian Cyber<br>Security Centre<br><b>Australian Federal<br/>Police</b>                    |  | <b>Cheryl McCullagh</b><br>Director of Clinical<br>Integration<br><b>Sydney Children's<br/>Hospital Network</b>  |  | <b>Andrew Oldaker</b><br>Chief Technology<br>Officer<br><b>The Royal<br/>Melbourne Hospital</b>                            |
|  | <b>John Papatheohari</b><br>Group Director<br>Information<br>Technology & Digital<br>Transformation<br><b>Cabrini Health</b>                       |  | <b>Dr Anjali Jaiprakash</b><br>Robologist and<br>Advance QLD<br>Research Fellow<br>- Medical and<br>Healthcare Robotics<br>Group, <b>Queensland<br/>University of<br/>Technology</b> |  | <b>Raymond Messom</b><br>Executive Director -<br>Systems Information<br>and Analytics<br><b>NSW Ministry<br/>of Health</b> |
|  | <b>Kate Renzenbrink</b><br>Chief Nursing<br>and Midwifery<br>Information Officer<br><b>Bendigo Health</b>  |  | <b>Rodney Ecclestone</b><br>General Manager of<br>Clinical Governance<br><b>Australian Digital<br/>Health Agency</b>   |  | <b>Dr Shannon Nott</b><br>Rural Health<br>Director of Medical<br>Services<br><b>Western NSW LHD</b>                        |

# 2019 SPEAKERS AT A GLANCE



**Jim Nicolson**  
Manager - Aged  
Care Reform  
**New Zealand  
Ministry of Health  
(NZ)**



**Sarah Newman**  
General Manager  
Home Services  
**BaptistCare**



**Wendy Waddell**  
Group Executive -  
Care & Commercial  
**Japara**



**Marcus Riley**  
Chief Executive  
Officer  
**BallyCara**



**Kate Lambert**  
CEO  
and Co-Founder  
**Daughterly Care**



**Maree Branson**  
Nursing Director  
**QLD health**



**Andrew Ingersoll**  
Chief Nursing  
Information Officer  
**South Western  
Sydney LHD**



**Jac Mathieson**  
Chief Nursing Officer  
**Peter MacCallum  
Cancer Centre**



**Sonia Marshall**  
Executive Director  
of Nursing  
& Midwifery,  
**South Western  
Sydney Local Health  
District**



**Grace Lethlean**  
Chief Operating  
Officer  
**ANDHealth**



**Bernie Woodcroft**  
Director, ilab  
**The University  
of Queensland**



**Sebastien  
Eckersley-Maslin**  
CEO & Founder  
**BlueChilli**



**Linda Soars**  
Director Integrated  
& Community  
Health, Western  
Sydney LHD  
& Executive  
Network member  
**ACI**



**Sandy Chamberlin**  
Executive Director  
Infrastructure  
**Goulburn Valley  
Health**



**Clare Beech**  
Assistant  
Commissioner,  
Director of Clinical  
Operations  
**NSW Ambulance**



**Todd Hunt**  
Manager  
Workforce  
Planning  
**NSW  
Ministry  
of Health**



**Michelle  
Fenwick**  
Executive  
Director People  
& Culture  
**The Northern  
Hospital**



**Dave Waters**  
Executive  
Director -  
Workforce  
Services  
**Metro South  
Health**



**Suellen Bruce**  
Executive  
Director People,  
Culture and  
Communications  
**Western Health**



# ABOUT OUR ATTENDEES

## Australian Healthcare Week truly is the home of the healthcare community.

It is the only event in the region where Government, Hospitals, Aged Care facilities and health organisations send their entire decision making unit, including the individual who:



Interacts with patients, and uses the medical equipment, day in day out



Designs the facility



Is responsible for technology delivery



Runs the tender processes



Is the final signatory on any deal

## ATTENDEE FEEDBACK

Attendees that rated their overall event experience from Good to Excellent

92%

Attendees that took away strategies and tools from the event that they can implement in their own teams and organisations in the next 6-12 months

67%

Attendees that came away with new connections from the show

68%

Attendees that attended the show to see new products or innovation

60%

Attendees that connected with specific vendors and exhibitors

90%

Attendees that would attend Australian Healthcare Week again

91%

## WHAT OUR SPEAKERS AND ATTENDEES HAD TO SAY ABOUT THE SHOW...



What an atmosphere, with an extensive trade show and 9 concurrent sessions running at once you are spoilt for choice at the Australian Health Care week. It was a fantastic opportunity to connect with some old networks as well as form new ones; Australian Healthcare Week is critical to ensure we share and collaborate more and stop reinventing the wheel.

**Jac Mathieson**  
Chief Nursing Officer  
**Peter MacCallum Cancer Centre**



Australian Healthcare Week is not a conference, it's an experience and it's the best in Australia. It's packed with so much knowledge and great speakers, offering a unique opportunity to rub shoulders with builders, architects, designers and technology experts. In short, a great source of inspiration for digital hospital design and construction.

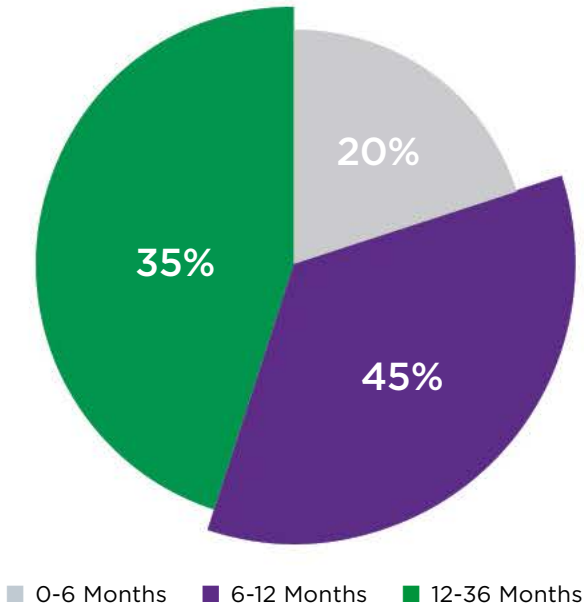
**Rod Sprenger**  
Technology Lead - Victorian Heart Hospital  
**Victorian Health and Human Services Building Authority**



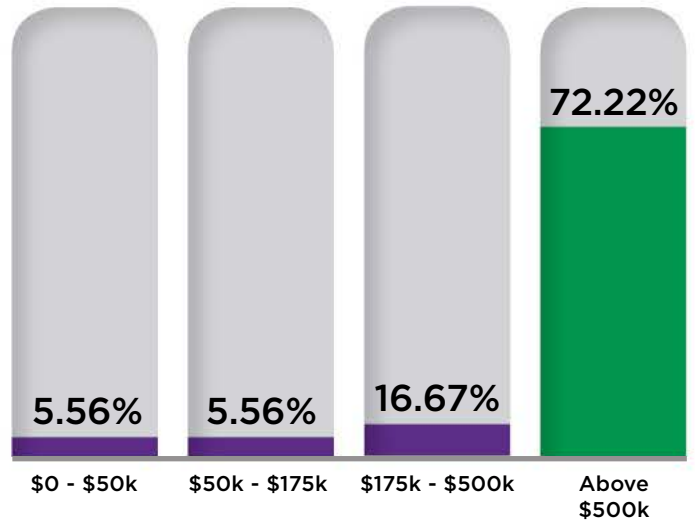
I really enjoyed this year's Australian Healthcare Week. I think the layout of the hall really improved the experience. I love the mix of displays and the different themed presentation areas. The nursing and clinicians area was great. There were hardly any spare chairs and the audience was very engaged. I'm looking forward to next year.

**Jennifer Holmes**  
Senior Program Manager Data and Informatics, Alcohol and other Drugs, Centre for Population Health  
**Ministry of Health**

## TIMEFRAMES FOR INVESTMENT

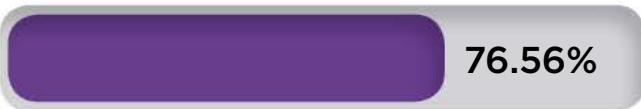


## BUDGET FOR INVESTMENT



## TOP 5 REASONS FOR ATTENDING

Keep up to date with market rates



See new products or innovation



Identify new business opportunities



Source new suppliers



Seek potential business partners



## THE DIGITAL EXPERIENCE



**62,000**  
website users



**175,000**  
unique page views



**4,132**  
Facebook Followers



**1,943**  
Linkedin Followers



**10,000+**  
YouTube Views



**20,000**  
email reach



**6,000**  
newsletter subscribers

# WITH THANKS TO OUR 2019 SPONSORS AND PARTNERS



Platinum Exhibition Partner:



Financial Partner:



Gold Exhibition Partners:



Featured Partner:



Premium Exhibition Partners:



Visitor Lounge Partner:



Environmental Services Partner:



Wayfinding and Digital Services Partner:



Coffee Cart Sponsor:



Juice Bar Partner:



Exhibitors:



Partners:





# WHAT'S IN STORE FOR 2020?

The dust has settled, the feedback is in, and we have noticed some strong themes coming out of the community for what you wanted to see us to do in 2020.

## MORE GROWTH IN 2020:



**7000+**  
attendees



**250+**  
exhibitors



**20+**  
hours for networking



**7**  
dedicated zones

## NEW AND EXCLUSIVE OPPORTUNITIES FOR 2020:

### 1 Introducing Healthcare 2030:

a new conference focused on attracting CXO participants from across healthcare to engage in a strategy level discussion about the future of healthcare

### 2 The Launch of the free-to-attend Patient Experience Theatre

in response to the increasing focus on patient experiences and outcomes across healthcare

### 3 Designing our own app:

to improve the on-site engagement and experience for all attendees, delegates and sponsors

### 4 The return of our innovative and successful new formats but with a new twist

including the Great Debate, Cross-industry speakers and Improvements Panel

## BACK BY POPULAR DEMAND:

- Returning to the Sydney International Convention Centre
- Nurses and Clinicians Stage
- Start Ups Theatre, Zone and Pitch Fest
- Women in Leadership, Corporate Services and Healthcare Workforce On-Floor Theatres
- Health Facilities Design and Development, Digital Healthcare and Aged Care Conferences
- C-level roundtables, private dinners and lunches
- Grand Tour walkabout



# 2020 SPONSORSHIP OPPORTUNITIES

As the largest healthcare event in the region, the Australia Healthcare Week provides a unique platform for solution providers; whether their objectives are to educate the market on their capabilities, improve their brand perception, or develop genuine business leads.

With the floorplan selling fast for 2020, get in touch with us today about remaining exhibitor opportunities on **61 2 9229 1050** or email **Sponsorbranding@iqpc.com.au**



## LEGEND

- HFDD Zone
- Workforce Zone
- Government & Partnership Zone
- Aged Care Zone
- Digital Zone
- SOLD
- Medical Equipment & Consumables Zone
- Start-Ups Zone

# THANKS TO OUR CONFIRMED SPONSORS FOR 2020



## EXHIBITOR FEEDBACK



AHW is by far the standout event for Healthcare in Australia. It showcases the best solutions in technology, patient care and services across the entire ecosystem of Healthcare. With over 5,000 delegates attending this year coming to learn from a diverse cross section of speakers and exhibitors, AHW is most certainly the unmissable event of the year for anyone working across the Healthcare industry

**Elle Syrou**  
Entrepreneur in Residence, Innovation Ventures  
Westpac



Australian Healthcare Week 2019 was a truly great experience. This event is the one conference in Australia where you can enjoy interactions with a broad range of delegates and partners from all perspectives within the healthcare system. The organisers have done such a great job making the event fun and interactive in addition to informative, very much looking forward to next year already.

**Steve Lutz**  
Managing Director ANZ  
Oneview Healthcare

