CMSF CONFERENCE

THE CLIENT - AIST
With an eye for fresh sustainable practices and versatile facilities, there was no better choice than the Gold Coast Convention and Exhibition Centre for the Australian Institute of Superannuation Trustees (AIST) Annual event, the Conference of Major Superannuation Funds.

AIST is a national not-for-profit organisation and a representative for the $700 billion profit-to-member superannuation sector. AIST plays an important role in policy development and research across the industry. AIST also provides professional support and training for trustees and fund professionals working in profit-to-member superannuation funds to help them create the best possible retirement outcome for their members.

THE EVENT
CMSF is the leading event for the staff and trustees of profit-to-member superannuation funds and related entities. The event provides an opportunity to share ideas and network with key stakeholders regarding industry developments and common challenges. The three-day conference hosted more than 1100 delegates and stakeholders. As an added feature, the conference also showcased an expo space for more than 40 exhibitors to discuss their experiences and connect with key figures in the superannuation field.

For nearly a decade, AIST has consistently been an advocate for sustainable and environmental practices, aiming to reduce their carbon emissions and waste during events and conferences. A feature of this year’s annual conference was the sustainable techniques upheld by the organisers and the venue, promoting environmentally friendly practices.

The event also showcased a strong social connection with stakeholders and delegates connecting in a range of venue settings offered by the versatile aspects of the GCCEC. Lecture-styled arenas, small presentation hubs and expo stalls were all part of the variety of settings at the event. This allowed attendees to collaborate in a variety of different environments and ensured an even more successful conference.

TECHNOLOGY BRINGS SUSTAINABILITY
An increase in the use of high-tech facilities at the GCCEC has helped the organisation reduce their impact on the environment by relying on electronic resources, including iPads and computers to reduce paper use, printing and waste. The non-profit organisation in conjunction with the GCCEC also helps decrease their paper usage by 48% percent by reducing the size of information in their delegate packs at their recent conference.

This year, new technology Poken was a major asset in helping reduce the use of paper throughout the Conference. This interactive USB device was used to exchange business cards, exhibitor information, pamphlets, and so much more with no paper wastage. Encouraging exhibitors to utilise electronic materials was a challenge, however the support booth and a competition utilising Poken was helpful in promoting the digital element of their sustainability practices.

The venue was not shy of eco-friendly waste services too. The waste disposal facilities used at the venue encouraged recycling with facilities provided across the GCCEC to support the conference's sustainability efforts. Recycling bins clearly highlighted the materials to be recycled and a variety of biodegradable materials were used during the conference.

REDUCING CARBON EMISSIONS
Reducing carbon emissions became a challenge for AIST to combat with delegates travelling from across the globe to attend the Conference of Major Superannuation Funds; however, it was not impossible. AIST purchased the option to offset carbon emissions for their delegates where the delegate had not already chosen this option.

Accommodation was a large benefit to the delegates who attended from interstate and internationally with high quality hotels just metres away in the hub of Broadbeach, surrounded by public transport options and restaurants. Therefore, hotels were strategically selected across the road from the GCCEC to ensure delegates had the convenience of walking access to everything they required, rather than needing transport. In addition to this, where transport was required delegates and participants were encouraged to use ride sharing services and shuttle buses to adhere with the event's sustainability initiatives.

The food used for the event was locally sourced by the GCCEC to help reduce the impact of emissions. All consumables were from a radius of less than 100km in distance, from the market to the venue, to decrease the emissions produced for the hosted event. GCCEC actively promotes sustainability when sourcing food and beverage products for events and this was a key initiative that drew AIST to the venue.

CASE STUDY

www.gccec.com.au
PARTNERSHIP WITH OZHarvest

In combination with the GCCEC’s partnership with OzHarvest, AIST were able to donate a substantial sum of meals to the less fortunate. In total 130 kilograms of spare food was donated to OzHarvest which equates to 390 meals.

On average, the GCCEC donates the equivalent of more than 12,015 meals annually. This strong partnership directly helped promote the sustainability goals of AIST at their annual event – with thanks to the kitchen team and event organisers who ensured the spare food went to those in need.

CLIENT TESTIMONIAL

“The GCCEC are always an outstanding venue to work with for our annual Conference of Major Superannuation Funds. The team are always professional and competent – particularly in regard to assisting us with our sustainability initiatives. We highly recommend the venue for any organisation looking to run a smooth and efficient event”
– Australian Institute of Superannuation Trustees.