



gold coast convention and exhibition centre

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Prepared by: Gold Coast Convention and Exhibition Centre

Client: Bakers Delight

Event: Bakers Delight Activate Conference 2012

Attendees: 1,200

Days: 4

Date: 2 - 5 September 2012

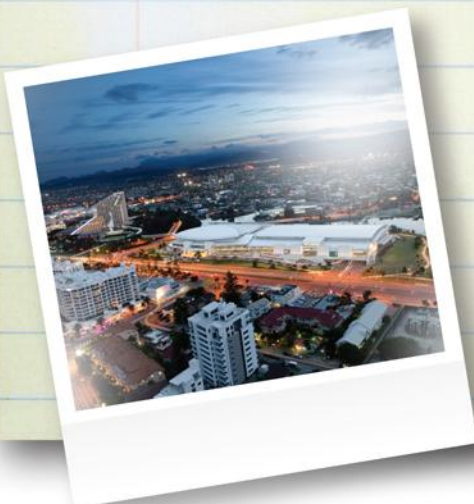
Budget: Undisclosed

THE EVENT

The Gold Coast Convention and Exhibition Centre was the award-winning venue for the Bakers Delight 2012 Activate Conference which brought franchisees from more than 700 bakeries around Australia under one roof. The Activate conference set out to inspire its delegates to reclaim, retain and exceed their personal best in their businesses, and provided a platform to mix with like-minded business operators. Australia's most successful bakery franchise which bakes for more than 2 million customers each week required a conference venue to accommodate a mix of plenary sessions, welcome drinks, a night at Warner Bros. Movie World and a gala dinner which truly set the benchmark for creativity and theming.

BAKERS DELIGHT – AUSTRALIA'S MOST SUCCESSFUL BAKERY FRANCHISE

Bakers Delight has stayed true to its culture of baking 'real bread' by 'real people' for more than 32 years and success is clear through its longevity in the marketplace. Containing no preservatives or nasties such as bleached flour or artificial additives is why the bread tastes great and sells so well, but additionally being a staple source of food means that the Bakers product stacks up during tougher times. Still, there is plenty of room to grow and develop even in a recession-proof





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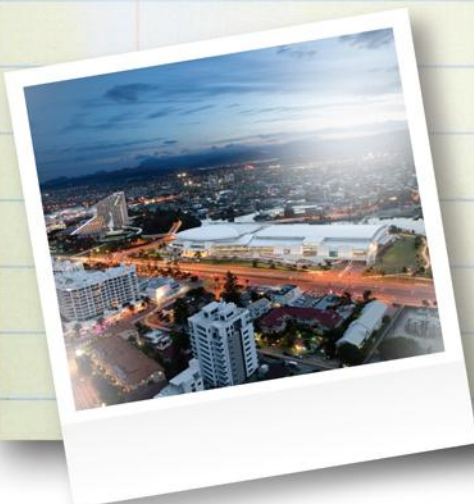


business, refresh perspectives and gain new insights - the overarching agenda of the 2012 Activate Conference.

PLENARY AND GALA DINNER

More than 1200 delegates attended the conference including franchisees and key staff from the network, the Bakers Delight Operations team and departmental staff. Plenary sessions at the conference featured a mix of inspiring and influential speakers including Canadian Olympic Swimming Mark Tweksbury, author of the #1 best seller 'Good Service is Good Business' Catherine DeVrye, Australian icon Ita Buttrose and Grameme Joy, who became the first and only Australian to ski to the North Pole. These people spoke about their personal experiences to question views and shake-up perspectives, but also provided insight into the journey of success. Accompanying this mix was a bevy of other achievers from the retail and marketing sectors. A stand-out component of the conference sessions was franchisees sharing their personal best stories through video showing them in their bakeries. This served as a creative and engaging tool to share knowledge across the network. Morning and afternoon health and wellbeing activities also gave franchisees and operations staff the opportunity to socialize and mix in a team environment. The conference launched a mini exhibition showcasing equipment and product suppliers, signage, distributors and communications agencies, and financial and marketing suppliers to provide service across the network.

The Bakers Delight gala dinner took the 'around the world' concept and centered it on the Orient to provide a truly awe-inspiring experience that easily fell into the top 10 most creative dinners at the Centre. Consuming 2600 sq m of open-plan space, delegates were lured into Morocco, down-town Shanghai, India and Japan where they could experience the taste and décor of each culture. The theme was all about 'activating senses' through costume, surroundings and traditional cuisine which uses an array of spices. Resplendently themed, each station was a cultural hit from the indulgent harem-style setting of Morocco, to the grittiness of down-town Shanghai and the





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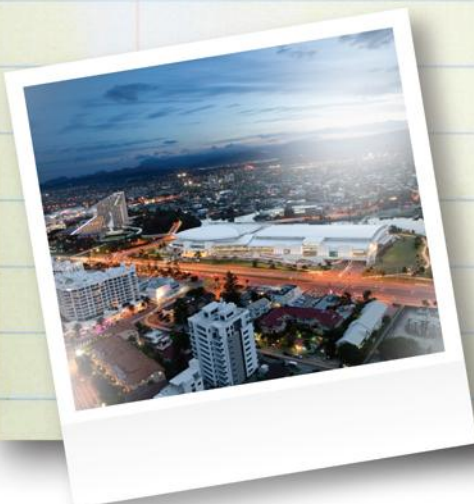


tranquility of Japan complete with Zen garden and floating lights. Two life-sized elephants marked the entrance of India which provided a palatial backdrop for a lavish networking experience over traditional Indian cuisine. More than 1,000 delegates dressed in costume, and entertainment from belly dancers and drummers enhanced the larger-than-life culinary experience.

VENUE REQUIREMENTS

With over 1,200 delegates, sourcing a venue that could accommodate large numbers was a key requirement, while offering accommodation and dining options nearby. As a family business it was also essential to select a location that would cater for children. The Centre provided space for a special childcare facility to meet this requirement. Situated walking distance to 3,000 accommodation rooms, the Broadbeach entertainment precinct and 300 metres from world-famous surf beaches within Australia's favourite leisure destination, as well as featuring award-winning on-site facilities, catered for the rest. As a prime leisure destination the Gold Coast comes with a myriad of options for off-site activities including gala-dinners at theme parks, exotic island getaways and sky point cocktail locations which showcase the best of the city to both newcomers and veterans who have frequented the leisure mecca for years. An exclusive night time experience at Warner Bros. Movie World filled with rides, delicious cuisine, plenty of laughs and a live stunt show especially for Bakers Delight provided a treat for delegates in a fun and vibrant setting. Attracting 1,200 delegates who booked at hotels and apartments situated within walking distance to the Centre over the four day event added up to some great bookings and local spend for the destination. In previous years the conference has been held in Cairns, Auckland and Alice Springs.

Bakers Delight Marketing General Manager, Kendra Teasdale said that choosing a conference destination is always a challenge as Bakers Delight not only looks to pick a leading conference venue but also a location where delegates can take new experiences away with them. "The Gold Coast provides this mix equating to a great conferencing destination," she said.





A BRIGHT FUTURE

With a proven business model and a strong network established over 32 years, the future looks bright for Bakers Delight. Delegates took away inspiration, learnings to enhance the operation of their businesses, and relationships to share knowledge across the network. The conference also launched a number of new technologies to better manage efficiency in the bakeries and enhanced communication tools.

Bakers Delight Marketing General Manager, Kendra Teasdale said that the conference not only inspires the network to achieve their personal best, but also provides an opportunity for franchisees to network with like-minded business operators.

“For this reason we look for a professional venue where we can reward our delegates with a cutting-edge conference that leaves them proud to be working for Australia’s most successful bakery franchise.”

ENDS

