



MEDIA RELEASE

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‘CICA raises the bar in Sydney’

A record 460 delegates attended the CICA 2014 Conference, Exhibition and Crane Display held at the Sydney Olympic Park precinct.

The Crane Industry Council of Australia (CICA) is the peak national body for the crane and lifting industry in Australia. Each year CICA holds the industry’s annual Conference, Exhibition and Crane Display.

“On behalf of the CICA Board, the 2014 Conference Committee, Branches and Members, I am very pleased to report CICA has successfully held its 2014 Conference event at the Sydney Olympic Park precinct,” said Alan Marshall, the CICA Chief Executive Officer. “Our state hosts were the CICA NSW Branch, led by Paul Churchill as State Chair. The NSW Branch leadership team was significant in the selection of the venue and based on delegate feedback most agreed it was a wonderful location,” added Alan. “After all, you can’t do much better than achieving a record level of delegates – and Sydney delivered this with 460 delegate registrations, a record 52 exhibitor booth spaces and 34 cranes on display,” noted Alan.

The CICA Conference traditionally includes a two-day speaker program, a trade exhibition and an outdoor crane display. “Holding the Crane Display indoor at Olympic Park’s The Dome was an attempt to do things a bit differently,” stated Alan. “Fortunately, this was not only a point-of-difference, but it was a huge success with manufacturers, exhibitors and the delegates,” said Alan. “The first Conference night Networking Dinner, held amongst the crane display, was a powerful and colourful display of the cranes, adding to the excitement of the event. It set the bar high for the activities to follow,” remarked Alan.

Other highlights of the Conference included: the video welcome by the Australian Prime Minister, the Hon. Tony Abbott, MP; keynote speakers Ian Stephens and Neil Crompton; the many industry and technical presentations; several industry panels including the highly regarded International Manufacturers’ Panel; the CICA State of the Industry research report by Stuart Anderson; the impressive Lift of the Year Award presentations; the informative Exhibition held in the Allphones Arena alongside the speaker program; the majestic Gala Awards Dinner held in the Allphones Arena Grand Foyer; and a warm and energetic MC Warwick Merry to wrap it all together.

“CICA is already well-advanced on the post-event tasks including a comprehensive review of the Conference speaker program and associated activities,” reported Alan. “We always hit-the-ground running after the Conference. A delegate feedback survey is undertaken, along with sponsor and exhibitor surveys; plus the Committee, Staff and the CICA Board examine and discuss the many aspects. Our venue plans are already in place for the 2015 Conference, being held 2-4 September at the Crown Conference Centre in Perth. The speaker program is still in development, so all customer feedback is gratefully taken into account as we look forward to 2015,” added Alan.

“In closing, I thank the industry delegates, exhibitors and sponsors for their wonderful support of our event, led by Kennards Hire - Lift & Shift our 2014 Platinum Sponsor,” noted Alan.

For further Information on this Media Release contact:

Alan Marshall, Chief Executive Officer

The Crane Industry Council of Australia

Ph: 03) 8320 0460; Mob: 0418 822 926; Email: ceo@cica.com.au

CICA is the peak, national not-for-profit association for the Australian Crane Industry. For public information on CICA’s role and activities please refer to the CICA website www.cica.com.au and/or the CICA CraneSafe website www.cranesafe.com.au.