



CMIC 2012 - Construction Materials Industry Conference

Event Statistics

Event Name: CMIC 2012 – Construction Materials Industry Conference
 Date: Wednesday 19 – Saturday 22 September, 2012
 Venue: Melbourne Exhibition Centre
 Hosts: Institute of Quarrying Australia (IAQ) and Cement Concrete & Aggregates Australia (CCAA)

Conference Delegates: 615
 Exhibition Stands: 48
 Sponsors: 34

Sponsorship:

Platinum Sponsors:	Caterpillar of Australia Komatsu Australia Volvo Construction Equipment
Gold Plus:	Hitachi Construction Machinery Australia
Silver:	BASF Grace Australia Sika Australia
Supporter Level 1:	Adelaide Brighton Boral Construction Materials Hanson Australia Holcim Australia
Supporter Level 2:	Boral Cement
Supporter Level 3:	Cement Australia
Partner Program:	Orica Quarry Services
Conference Program Book:	Rocla Quarry Products
Coffee Carts:	Atlas Copco Coffey Information

Streams: 2
 Speakers: 37
 Media Representatives: 7
 Accompanying Persons: 136



The Client

The Institute of Quarrying Australia (IQA) and Cement, Concrete and Aggregates Australia (CCAA) joined forces in 2006 to hold the first CMIC Conference. ICE Australia has managed each of the Biennial Conferences since 2006. The 2012 Conference provided an opportunity for key industry leaders and decision makers from the Australian and International construction materials industry and government representatives to gather and discuss trends, strategies, policy and industry options.

Conference Objectives

CMIC 12 promised to provide delegates with an insightful business program balanced by the opportunity to create and renew friendships at a number of entertaining social occasions. The Conference will also be supported by an extensive Trade Exhibition which will include heavy equipment displays. CMIC 12 also promises to expand on the successes of CMIC 10 and showcase the very best of the construction materials industry.

Conference Program

The 4 day conference program included a combination of plenary sessions, panels, papers and trade exhibits and also featured keynote speakers and presenters.

The program also features a comprehensive Social Program including a Welcome Reception, Conference Dinner, Gala Dinner & Awards Night, Site Visits and a Day Tours offered through the Partners Program.

- 2 concurrent streams over 2 full days
- IQA Council/Board meetings
- Accompanying Persons Program
- Holcim Quarry Site Visit
- Welcome Reception (Sponsored)
- Conference Dinner (Sponsored) at The MCG
- Gala Dinner and Awards Night (Sponsored) at Crown Towers
- 48 Exhibitors

The Role of International Conferences and Events (ICE)

The Conference Committee was made up of 6 professionals from The Institute of Quarrying Australia (IQA) and Cement, Concrete and Aggregates Australia (CCAA), who volunteered their time. Their main focus has been on the technical program. ICE was contracted to professionally coordinate all aspects of the event, this included liaising with all service providers, sponsors, exhibitors and delegates to ensure a successful outcome was achieved.

Rationale/Methodology

The project planning process involved the construction of a detailed critical path to monitor, update and evaluate the event criteria. ICE reported monthly to the Conference Committee.

Key Achievements / Challenges

There were a number of major achievements, including:

- For the first time, with venue capabilities and minimal constraints allowing, we were able to include large machinery (earth movers, cement trucks, drills etc) within the Trade Exhibition
- Purpose built session rooms within the Exhibition Hall were created in order to keep the conference contained.
- Continued growth over the four Conferences, with CMIC12 achieving a 74% increase in surplus from the inaugural event in 2006