

BENEFITS

A wide range of benefits can be derived from involvement in a World Exposition.

Primarily, Expositions provide an opportunity to increase awareness of a country or a corporation's capabilities.

For participating nations, Expositions offer considerable advantage in strengthening diplomatic relations with other countries. For representatives of the corporate sector, it is a chance to enhance their corporate image through displays to a diverse range of audiences.

World Expo 88 will benefit the community with an economic stimulus of up to \$A1020 million. It will create more than 14,000 jobs - approximately 5,200 directly and a further 8,800 in indirect employment.

The fitting out and staffing of international pavilions is the responsibility of individual countries. This work also creates an appreciable demand for accommodation in the Brisbane area.

BOARD MEMBERSChairman - Sir Llewellyn Edwards

Sir Llewellyn Edwards was appointed Chairman of the World Expo 88 Authority in February, 1984.

Previously he held the Liberal seat of Ipswich from 1972-83. During that time, Sir Llewellyn was appointed State Health Minister in 1974 and served as Deputy Premier and Treasurer of Queensland from 1978-83.

Sir Llewellyn has been leader of trade missions to Korea and Japan in 1982/83 and Deputy Leader of an Enterprise Queensland Mission to Japan, Korea, Singapore, Malaysia and Hong Kong in the same period.

In the 1984 New Year's Honours List, Sir Llewellyn was awarded a Knight Bachelor, in recognition of his distinguished and statesmanlike service to Queensland as a Minister and Parliamentarian.

Sir Llewellyn is a qualified Electrical Mechanic and Fitter, he has a Diploma in Electrical Engineering and a Bachelor of Medicine, a Bachelor of Surgery and is a Fellow of the Royal Australian College of Medical Administration. He holds many other offices including:

- . Member of the Australian Medical Association and
- . Member of the University of Queensland Senate.

Sir Llewellyn is a widower with two sons and a daughter.

Sir Sydney Schubert

Sir Sydney Schubert was appointed the permanent head of the Premier's Department after its amalgamation with the Co-ordinator-General's Department in 1982.

In heading the restructured Premier's Department, Sir Sydney is responsible for the administration of State Affairs, inter-governmental relations, and development and public works organisation. He was appointed the Co-ordinator General in 1976, after having joined the Co-ordinator-General's Department as Chief Engineer in 1969.

Sir Leo Hielscher

Sir Leo Hielscher was appointed State Under Treasurer in 1974.

On behalf of the Queensland Government he has travelled extensively, negotiating loans and financial packages for the Government and its instrumentalities.

In 1964, he was appointed Assistant Under Secretary (Budget) of the Queensland Treasury and became Deputy Under Treasurer in 1969.

Sir Leo was knighted in the 1987 New Year's Honours list for his outstanding and distinguished service as an officer of the crown.

Mr Wallis Baker

Mr Wallis Baker was appointed Chairman of the Land Administration Commission in January 1983.

Mr Baker was admitted as a solicitor in 1954 and later practised in Monto until 1968. He joined the public service in 1968 as an advocate of the Lands Department. In 1969 he changed to the Roll of Barristers.

Mr Kevin Driscoll, CBE

Mr Driscoll is the Chairman of Directors of the National Homes Group of Companies which includes Driscoll Pastoral Co., Driscoll Hotels Group and Uniglobe Management Pty Ltd.

Mr Driscoll has been a leading force in the building industry for many years, serving as President of the Housing Industry of Australia (Queensland Division) from 1965 to 1967 and National President from 1966 to 1968.

Mr Driscoll was awarded an OBE in the 1980 Honours list for his services to the building industry, and a CBE in 1987.

Mr Fred Maybury

Mr Maybury has worked with the advertising and marketing industry since 1959, after joining George Patterson/Ted Bates Worldwide Inc's Media Department. In 1955 he became Media Director for the Clemenger Organisation. Mr Maybury moved to Brisbane to become Director of Leo Burnett Advertising in 1968, in charge of media and account services.

Mr Maybury is a specialist in media and marketing within the advertising industry. He started Media Services Pty Ltd, a media representation company, in 1976. Then in 1980 he developed the first Media Clearing House in the State on behalf of the Queensland Press Association, as part of the Media Services Organisation. When he sold this company in 1984, it was the largest representation company in Queensland.

Mr Maybury accepted a position on the World Expo 88 Authority Board in 1983. He is Commissioner of the Queensland Pavilion at World Expo 88.

Mr John Reid, AO

Mr Reid became a Director of James Hardie Industries in 1964 and the Chairman of the company in 1973.

He has extensive business experience and has held the position of Director of BHP Limited for the past 14 years. Mr Reid has also been a Director of Qantas Airways Limited for 10 years and Vice-Chairman of the company for five years.

Mr Reid was awarded an AO in 1980 for service to the industry.

Mr Anthony Blunn

Mr Blunn was appointed Secretary to the Commonwealth Department of the Arts, Sport, the Environment, Tourism and Territories in July, 1987.

His career in the public service spans 30 years. Mr Blunn became involved in the growth and development of Canberra as Australia's national capital heading branches in the Department of the Interior and the Department of the Capital Territory. He held the position of City Manager of the ACT from 1975 to 1979.

Mr Blunn was Deputy Secretary of the Department of Business and Consumer Affairs and then Secretary of the Department of Capital Territory. He was Secretary of the Department of Housing and Construction from 1983 to 1987. He has also served with the Departments of Finance and Immigration, and the Public Service Board.

BRITAIN PAVILION

Agreement to participate: 24 September, 1984

Commissioner-General: Mr Hugh Tunnel

National Day: 5 August

Special Days: 2 August - 7 August

Pavilion details: K111 (2,100 square metres)

Architect/Designers: Fitch Benoy of London

Theme: Innovative Britain

Exhibit: The pavilion will demonstrate in advanced audio-visual and static display forms the current British leisure scene, from sport to culture and entertainment with emphasis on British technological innovation in leisure.

Entertainment: During British Week, performances by the Royal Ballet, military bands and a variety of entertainers will feature. In addition, there will be a daily entertainment programme throughout the six months and in the adjacent area which is designed around a Covent Garden theme.

Restaurant: There will be a traditional British public house serving the best of British pub food and beverages. The menu in the restaurant may include Ploughman's Lunch, traditional pork pie, mackerel baked in devon cider, roast beef and Yorkshire pudding, bread and butter pudding and cream teas. Hours: 10am - 10.30pm.

Shop: A variety of top quality merchandise made in Britain will be sold. Hours: 10am - 10pm.

Pavilion Contact Number: (07) 846 4666
(07) 846 4669

BRITISH COLUMBIA PAVILION

Agreement to participate: 5 January, 1988

Commissioner-General: Mr Rick Hansen

National Day: 9 September

Pavilion details: K102 (204 square metres)
Fitness Arcade area, Canada Pavilion

Architect/designer:

Theme: Adventures British Columbia

Exhibit: The exhibit is an interactive theatre designed to appeal to a family audience. The theatre is a colourful, video arcade-style computer game. During each 17 minute performance, the computer provides the audience with descriptions of adventures awaiting them in British Columbia and invites them to choose the adventures that interest them most. The adventures range from a bronco ride at the Cloverdale Rodeo to whale watching off Long Beach and from daredevil skiing in the Rocky Mountains to a walk through a 1,500-year-old grove of giant evergreens. Push button technology allows the audience to participate actively in this adventure game and to be rated on how adventures they are.

The room-sized computer is helped by a 1.2 metre high animatron known as "mc" (mini-computer) and by state-of-the-art speech synthesizer named "Feedback".

Entertainment: No

Restaurant: No

Shop: No

BUDGET

World Expo 88 is a self-funding project co-ordinated by the World Expo 88 Authority.

The Authority has a total budget of \$A450 million. Together with known contributions from corporate and government exhibitors World Expo 88 is a A\$600 million event.

In 1981 when the then Prime Minister of Australia, Malcolm Fraser, formally asked the states whether they were interested in conducting an exposition in their capital cities he laid down some rigid guidelines so that there would be little cost to the nation.

One of the guidelines was that the Exposition had to be self-supporting.

A feasibility study had shown a self-funding exposition was possible provided a temporary funding mechanism was put in place.

This study showed that the site construction and financial costs could be offset by surpluses from the sale of land after taking into account land acquisition costs and net operating revenue. This latter income would be from ticket sales, sponsorship and exhibitor royalties and rentals offset by the costs of staging World Expo 88.

This will be the first exposition to ever break even.

The Brisbane Exposition and South Bank Redevelopment Authority is a government authority representing the Crown and is constituted under the Expo '88 Act 1984. It was established as from 18 February, 1984.

The Authority operates on a fund of the Trust and Special Funds of the Public Accounts and is a "department" for the purposes of the Financial Administration and Audit Act 1977-1981.

The operations of the Authority have been financed by loans of approximately \$A210 million from the Queensland Government Development Authority, including finance costs which have been capitalised.

The Treasurer has approved that the sums advanced and other collections by the Authority be not remitted to the Treasurer, in order to facilitate the investment by the Authority of monies which are not immediately required for the discharge of its functions.

It is intended that all borrowings, plus interest be repaid by the end of 1988, although this is largely dependent on the ultimate sale of the site.

Broadly, the World Expo 88 Authority has identified three major areas of the project :

- the land equation, which has involved the acquisition and later sale of the site;
- the site development phase, which has been the construction of the site and ultimate demolition; and
- the operating phase, wherein most revenue is accumulated and the operational expenditure is taken into account.

The financial management of the event is handled by the Finance and Administration Division, which is divided into five sections

- Head office administration, Contracts, Financial Accounting, Project Accounting and Revenue Accounting.

Expenditure to the end of the last financial year

For the Year Ended 30 June 1987

1986		1987	1987
\$000		\$000	\$000
	REVENUE		
801	Property Related Income	2,215	
640	Operating Income	11,395	
924	Interest	512	
2,365	TOTAL REVENUE		14,122
	EXPENDITURE		
8,637	Land Acquisition	1,574	
749	Land Holding Costs	531	
23,013	Site Development	33,414	
4,055	Operating Expenses	9,835	
36,454	TOTAL OPERATIONAL EXPENSES		45,354
17,061	Finance Charges		17,287
53,515	TOTAL EXPENDITURE		62,641
51,150	Excess of Expenditure over Revenue		48,519

BULLETIN EXECUTIVE CLUB:

The historic former South Brisbane School of Arts and Municipal Library hosts an Executive Business club and Hi-Tech Conference Centre during World Expo 88.

The Bulletin Executive Club, on the first floor, caters for the hospitality and entertainment needs of 1000 companies and their guests.

The club, with cricketer Greg Chappell as its president, is styled as a 1920's colonial club.

The interior has been enhanced with timberwork, plasterwork and ornate finishing.

Twenty-two etchings of the great Norman Lindsay, a staff illustrator of the Sydney Bulletin in the early 1900's, line the walls of the club.

Members are entitled to a Conrad International Hotel and Jupiters Casino Executive Pass which is transferable within a company to provide a holder and up to three guests at any time to unrestricted access to all club facilities during the six months of Expo, a Season Pass, 20 Day Tickets and copies of regular Expo newsletters.

Renovators were careful to keep the original Victorian style of the historic South Brisbane Library. The total facelift cost \$A1.75 million.

The completely refurbished building was constructed about 1890 for the South Brisbane Mechanics Institute and taken over, with its library and technical college, by the South Brisbane Council in the 1890s'. A concert hall was added in 1902 and 600 paintings went on show in the Randall Art Gallery in 1914.

Under the Greater Brisbane City Council from 1925, the functions of the centre were centralised and dismantled. The library was finally closed in 1973.

BUSINESS OPPORTUNITIES

While World Expo 88 is not a trade show, there are various opportunities available for business.

INTERNATIONAL BUSINESS CENTRE:

The International Business Centre, located within the Queensland Pavilion, will act as a trading exchange for international and Australian participants in the Business Visitors Programme.

For further information on this programme please refer to Business Visitors Programme.

OFFICIAL SPONSORS/SUPPLIERS:

Those interested in becoming an Official Sponsor or Supplier with World Expo 88 should contact Expo's Marketing Division by telephoning (07) 840 1988.

RETAIL OPPORTUNITIES, FOOD AND MERCHANDISE:

Retail opportunities on the Expo site are no longer available as all retail space has been allocated.

WORLD EXPO 88 BUSINESS VISITORS PROGRAMME

The World Expo 88 Business Visitors Programme offers Australian businesses the opportunity to put themselves on the world trade map during the Exposition.

The programme has been established to enable Australian companies to establish trade contacts with businesses around the world.

It will put Australian companies in contact with between 50,000 and 60,000 international businessmen expected to visit Brisbane from 30 April to 30 October.

This is the first time that such a programme has been established in Australia. Services offered to businessmen include access to information listed in a computer databank on visiting businessmen, their company and industry, itinerary and a host of other valuable information which will enable Australian companies to identify business opportunities, as well as function and meeting facilities.

More than 40,000 letters have been sent to overseas businesses to invite them to World Expo 88 and to inform them of the business opportunities through the visitors programme. More than 25,000 letters were also sent to businesses in Australia inviting them to join the programme.

Participants will not only gain VIP access to Expo, but also to the focal point of the programme, the on-site International Business Centre within the Queensland Pavilion. This will provide office support, meeting facilities, and act as a trading exchange for international and Australian participants in the Programme.

The International Business Centre will incorporate a sophisticated computer-based information system listing the companies involved, their category of business, and preference for business contact.

It is a system designed to cover the full range of business in Australia - investment, commerce and manufacturing, agriculture and mining, financial and consultancy services as well as traditional import-export activities.

The International Business Centre will operate beyond Expo 88 to provide an on-going international business network for the Australian Business Community and to play a vital role in the growing business development of Australia.

Businesses are invited to invest in the Gold or Silver Business Visitors Programme. By investing in either of these programmes they will have an ideal opportunity to successfully and cost effectively make contact in Australia with International enterprises relevant to their businesses.

The programme has the full support of and endorsement of the Australian and Queensland Governments and the World Expo 88 Authority.

Mr Peter Watson, who has been appointed Executive Director, has had vast experience in the international trade arena. He has a Bachelor of Commerce from Queensland University, and worked with British multi-national company, the Inchcape Group for 10 years.

Most recently he worked for Eastcourt Ltd and was involved in establishing a major company in Taiwan.

Chairman of the programme is Mr Neil M. Gow, CMG.

For further information please contact:

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