DAL EVENT REPORT 2024

11th & 12th OCT - Jubilee Pavilion

And that's a wrap for 2024!!!

Firstly, we extend a heartfelt thank you to all our sponsors, partners, and exhibitors who contributed to making this year's DAL Expo a resounding success. **We welcomed approximately 5,300 visitors** over the two-day event, with 233 exhibitors joining us on the floor. While this attendance was slightly below last year's figures, it's an impressive turnout, especially given that both last year and this year's expos took place during the final week of school holidays.

We were thrilled to introduce a variety of new experiences this year. **Around 80 new exhibitors joined us,** bringing fresh perspectives and innovative booth displays that captured the imagination of attendees. To elevate the excitement, we added unique activities like a silent disco featuring sensory vests, a larger petting zoo, and a range of giant games that brought an extra layer of fun for all ages.

For the first time, art took centre stage at the DAL Expo. We partnered with **The Art of Expression to curate an art competition that drew in 45 stunning entries from 14 talented artists** who reminded us that ageing and living with a disability does not hinder talent, passion and inspiration.

With generous gift vouchers from Art to Art up for grabs, two lucky winners were selected. Our distinguished panel of judges included Rosetta Rosa, CEO of Catalyst Foundation, and Rick Dalton, Principal of Danny Met Sally our major expo sponsor

The Disability, Ageing & Lifestyle Expo is hosted by:

Catalyst Foundation

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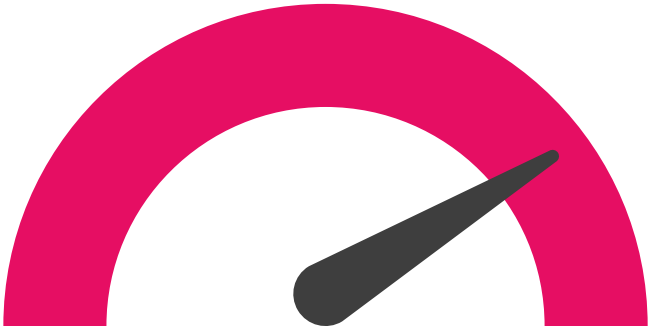
Responding to feedback from the 2023 Expo, we improved this year's event layout and amenities. We increased the number of seminars, hosting them across two rooms to make them more accessible. Additional seating and designated lounge areas were also added throughout the venue, giving patrons more options to rest and recharge. The positive feedback we received highlighted the value attendees found in the sheer variety of exhibitors and the wealth of information available, with most people reporting that they found exactly what they were looking for.

Our stage program was once again a highlight, with returning crowd favourites like **ICaspa, Rachael Leachcar, and All Abilities Cheer** lighting up the event. We were also excited to introduce new presentations from government and state wide organisations, providing insight into the valuable support they offer South Australians.

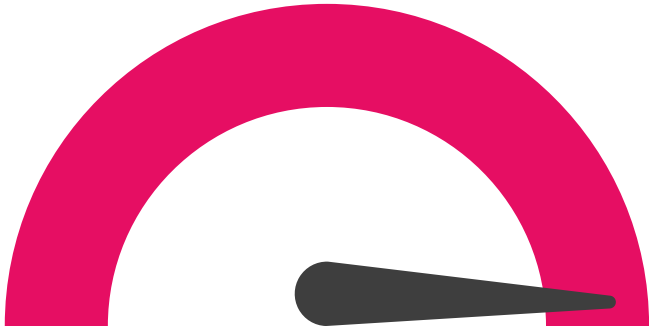
Community

What did you tell us?

Exhibitor Rating 8/10



Public Satisfaction 98%



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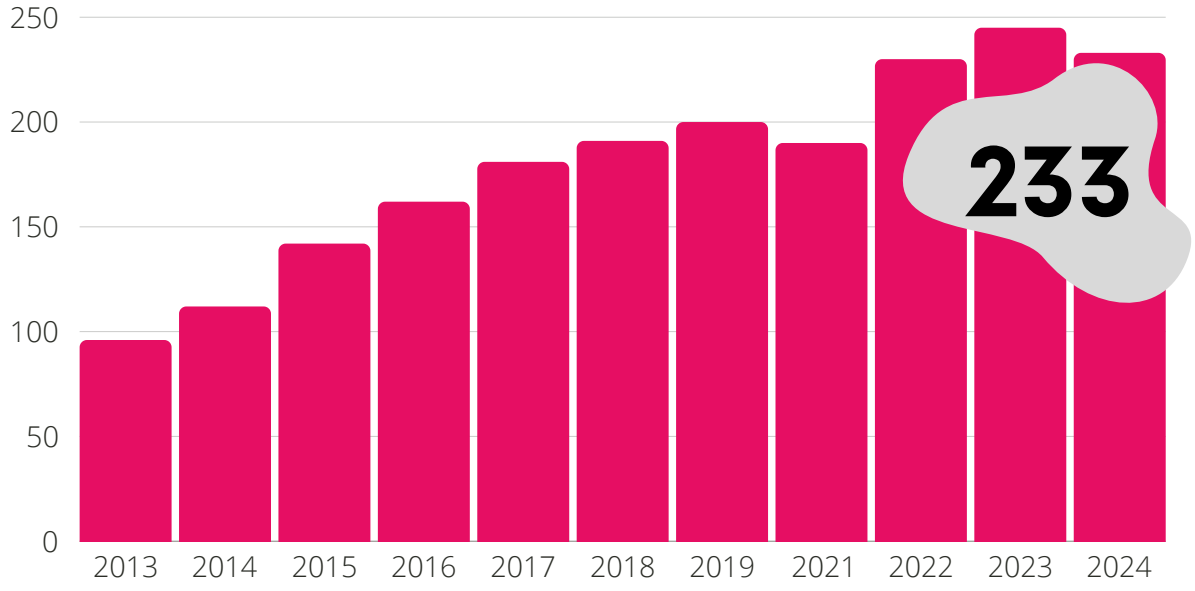
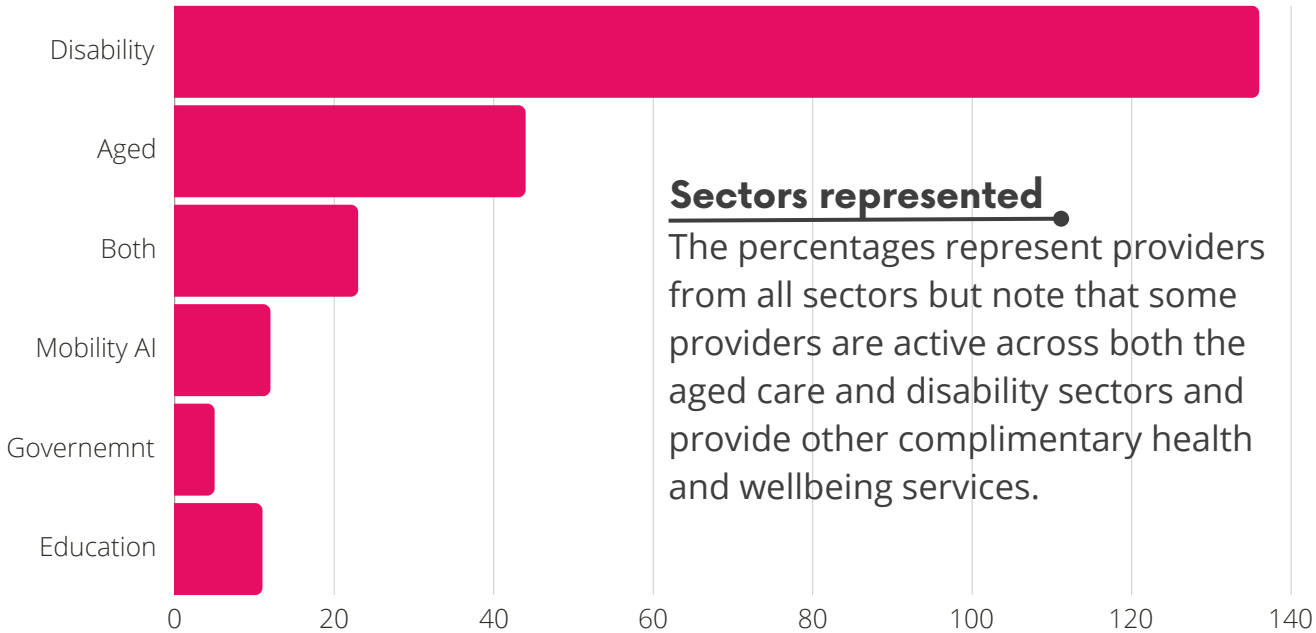
Event Partners and Exhibitors

Number of Organisations Involved

Number of organisations involved was similar to last year with 233 showcasing what they had to offer. We engage with a range of service providers to ensure they represent the most up to date information for our community.
We pride ourselves in securing providers from a wide range of health, wellbeing, aged care and disability services. We continue to endeavour to keep the split between these services as even as possible to ensure breadth and inclusivity,





Sectors represented

The percentages represent providers from all sectors but note that some providers are active across both the aged care and disability sectors and provide other complimentary health and wellbeing services.

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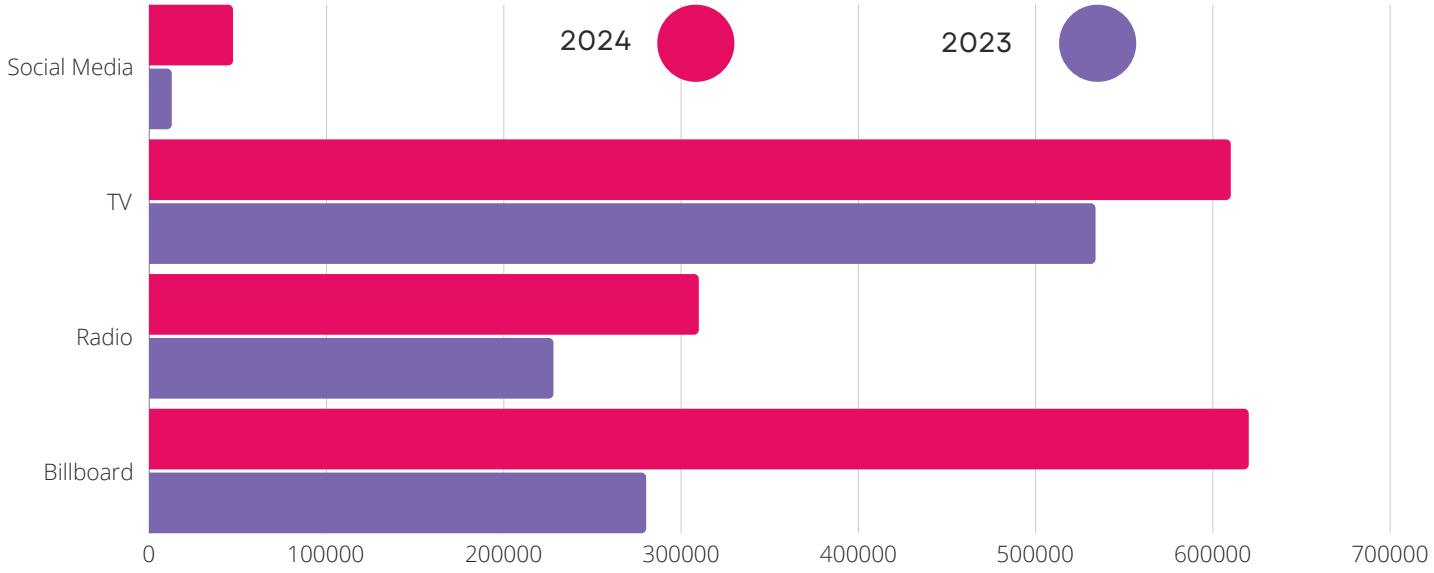
Marketing Reach

Advertising Platforms

We increased our engagement with exhibitors and sponsors through various forms of social media and secured shared exposure with billboards and TV.



Exhibitors Networking Breakfast

Robotics in society to assist older South Australians remain in their homes longer.

We were very fortunate to have **Petiola Wilson** conduct our Welcome to Country and provide us with his personal experiences of being a Kaurna family man. Our Chair, **Beth Davidson Park**, opened our networking event by highlighting the role of the Catalyst Foundation.

Our **CEO Rosetta Rosa** again was our master of ceremonies and invited **Minister Nat Cook MP** as our first speaker of the day. We saw an in depth presentation from our key note speaker, **Nicci Rossouw,** CEO of Robotics Australia to share their

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research into how we can help ageing South Australians remain in their homes longer with technology.

Our new Breakfast Sponsor, **The Chooze Shop** followed with a presentation by Kerry Kingham CEO and Managing Director, on what they do as an organisation and the social initiatives they deliver to the community. An enlightening and exciting prospectus.

Omni Health's Suresan Rajandra took to the stage to present information on how system integration and robotics can enrich the lives of residents in aged care and clients living independently. Their innovation TEMI, engages people by way of fun activities, virtual visits and can assist aged care providers deliver service tasks differently, such as remote locations where perhaps this reach may not be possible.

Three hundred and fifty one leaders shared the experience with a seated hot breakfast and the opportunity to network after the formalities had completed. Some exhibitors took the opportunity to use that time to develop some connections with fellow exhibitors to see where future collaboration could lead. The Networking event is pinnacle to assist our partners/exhibitors in accessing well sort after information from other organisations and gain different perspectives from other businesses and sectors.

Catalyst Foundation is continually seeking innovative opportunities to support organisations that wish to broaden their impact within the community and network with other businesses. We are dedicated to continuously improving the DAL Expo platform, enabling service providers to effectively showcase their offerings to the community.

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This success wouldn't be possible without the invaluable support of our exhibitors and sponsors—thank you for making it happen.

We look forward to seeing you again in 2025!

Thank you to our sponsors!

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