

**13/14 October 2023**

**Adelaide Showground**

The 2023 Disability, Ageing and Lifestyle Expo (DAL Expo) drew an impressive response from the public and providers this year, Jubilee Pavilion hosting a record number of exhibitors and attendees. A total of 245 exhibitors, along with nearly 6,000 visitors, contributed to making the 2023 DAL Expo the largest to date, and one of the most significant events hosted at the Adelaide Showgrounds.

This year, we expanded our activation zones to offer even more engaging experiences that offered lifestyle solutions, an opportunity to consult with service providers and technical experts. An Adelaide Metro Hybrid bus was moved into the venue which offered the opportunity to showcase how to use the disability access facility. A petting zoo provided insights into the benefits of pet therapy, and the Stories in Art Exhibition showcased the largest display of artworks created by artists living with disabilities in South Australia.

Attendees were older adults, caregivers, families, persons with disabilities and support workers to these sectors who were specifically searching for products, services, knowledge and options which will assist them in their daily life. The event also offers a valuable opportunity for those working in the sector looking for employment & training opportunities to network with over 240 providers.

To enhance the value of the expo, seminars were introduced that addressed health and well-being which catered to both industry professionals and the general public. In response to feedback from the DAL Expo 2022, we made improvements by increasing the number of food and beverage outlets and we placed additional furniture at key intersections to provide convenient rest stops for our visitors.

One of the standout features of the event was the DanceAbility Stage, where seats were filled by visitors watching the talented performers living with disabilities showcase their skills. This year, ethnic dance groups joined in, offering a glimpse into their diverse cultures.

The primary objective of the Catalyst Foundation is to provide a convenient, accessible venue where South Australians seeking lifestyle solutions can interact directly with disability and ageing sector providers. The DAL Expo aims to provide both an informative and enjoyable experience, and we are pleased to have achieved this goal.

**Thank you to all who participated in making the DAL Expo a resounding success, we look forward to continuing to serve our community in the future.**



**The Disability, Ageing & Lifestyle Expo is a social initiative by:**





#MyLifeChoices

DISABILITY, AGEING  
AND LIFESTYLE EXPO

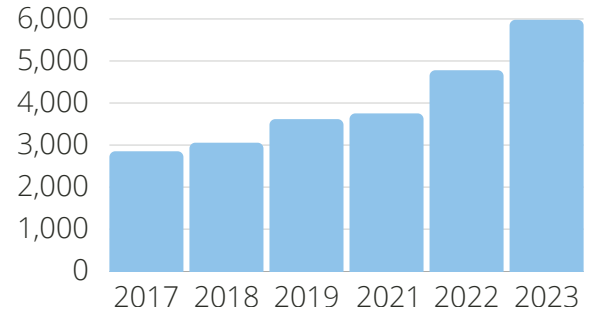
# 2023 REPORT

It's about connecting the **Community**  
to lifestyle solutions and opportunities

## Number of Attendees

An increase of 20% on the 2022 Expo. The DAL Expo has developed into an important community event, the number and variety of exhibitors appealing to more South Australians than ever before.

5980



99.5%

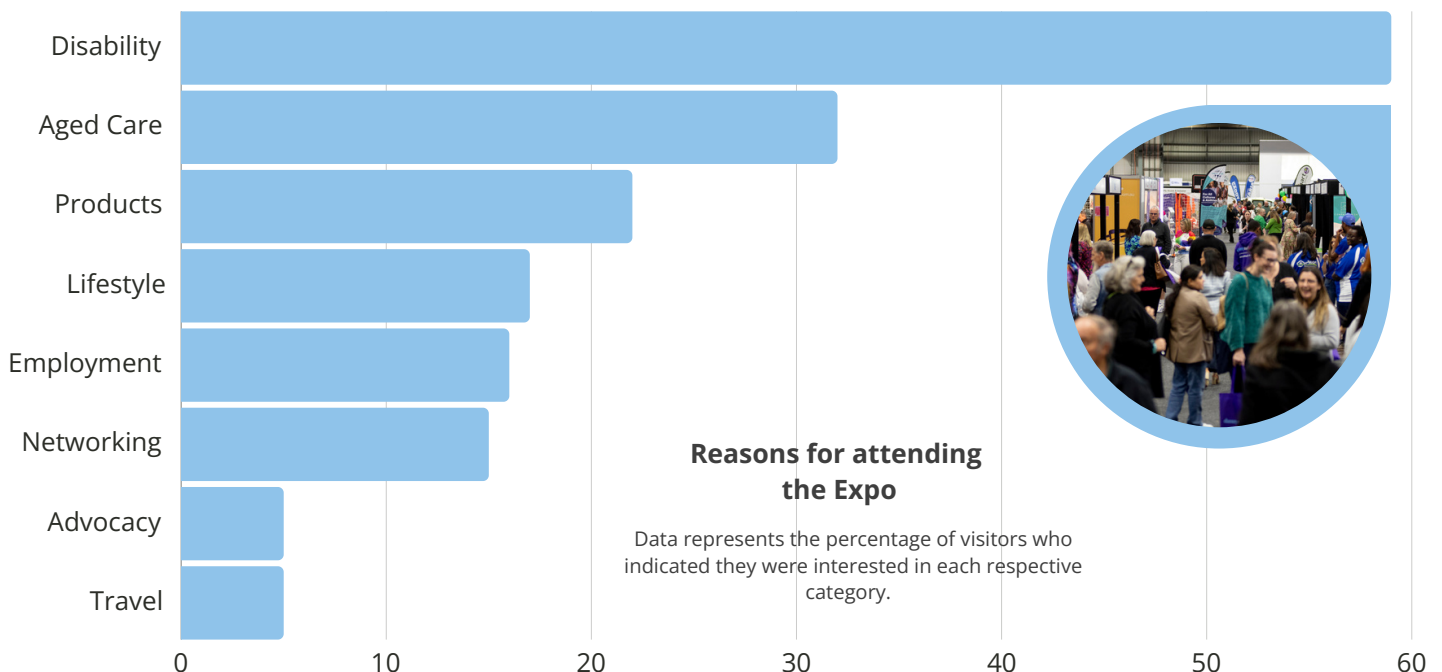
## Recommendation rating

Word of mouth referrals offer extended reach & positive credibility within the community.

97.5%

## Relevant Information

The majority of visitors surveyed found what they came to the event for, many found additional information that was useful.





#MyLifeChoices

DISABILITY, AGEING  
AND LIFESTYLE EXPO

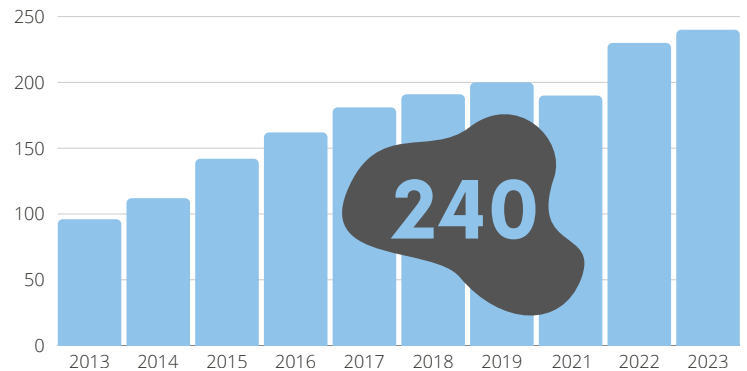
# 2023 REPORT

It's about our

## Event Partners and Exhibitors

### Number of Organisations Involved

Similar number of exhibitors in 2023 with more exhibitors buying into larger booth space. The DAL Expo offers the opportunity to display services in various formats including large activation zones. Careful curation of the number / category of businesses exhibiting ensures that the public are presented with a wide variety of providers to engage with.

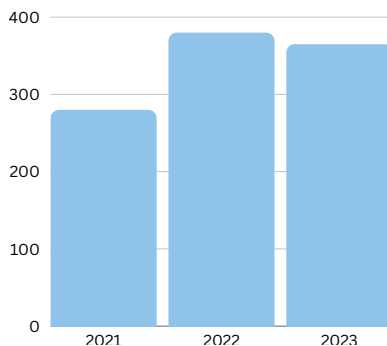


98/100

98%

### Exhibitor Rating

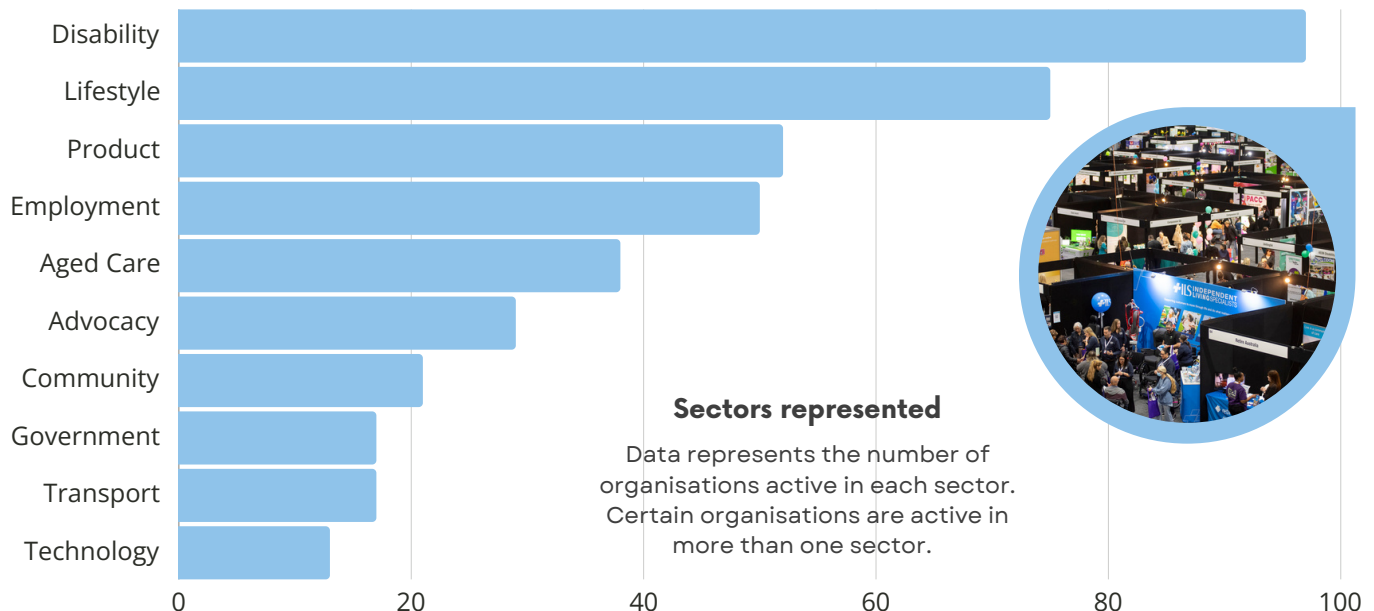
A slight increase on 2022 and the sixth consecutive Expo to receive an overall rating higher than 80/100.



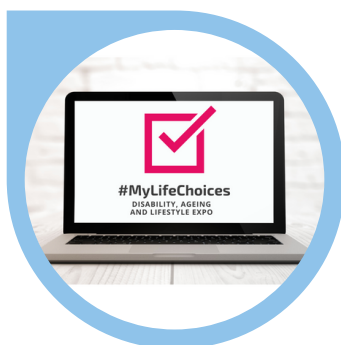
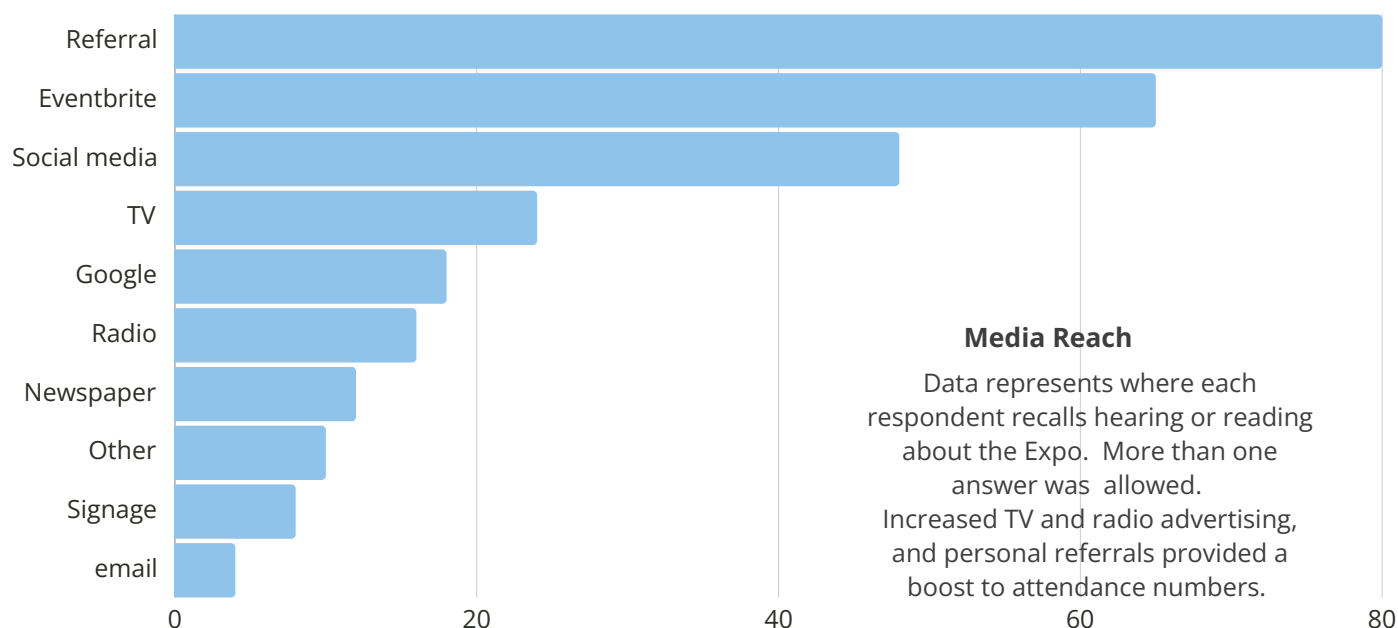
365

### Exhibitors Breakfast attendance

This event provides a forum for providers to the disability & ageing sector to network in a relaxed social environment. Keynote Speakers offer insights and inspiration on topical subjects.



## Marketing Reach



### Expo website stats

The new DAL Expo website was viewed over 28,000 times in the lead up to the event. The Expo Floor plan was published on the website 3 months before the event, enabling the public and sector to view who would be exhibiting & what was on weeks ahead of the event.

**28,156**



### Social media audience ... growth =

Across all social media platforms : variation on 2022

**Total impressions** were 293,096 (times content was seen) an increased by 66% in 2023

**Engagement** rate improved by 67% - with a 4.5% engagement rate per impression

**Audience** growth was 248% on 2022

**248%**



### DAL Expo Communications

The average open rate across all email campaigns for the event was 65% - with a click rate of 41%, both well above the industry average.

Radio advertising was increased and TV advertising introduced this year - improving awareness of the event and contributing to the increase in attendance numbers.

**65%**

## Exhibitors Networking Breakfast

365

**The industry event of the year ...**

### **“Artificial Intelligence and Robotics in the Workplace – investing in IT and Innovation”..**

Kaurna and Narungga man, Jack Buckskin, presented the Welcome to Country and the Minister for NDIS, Bill Shorten, opened this year's event. We welcomed to the event our Patron, Her Excellency, the Honourable Frances Adamson AC, Mr Rod Bunten and Nat Cook Minister for Human Services.

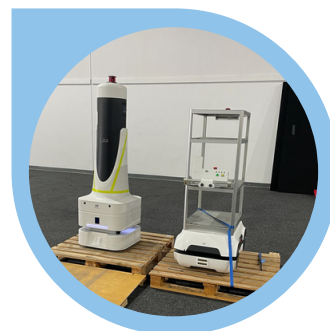
CEO Rosetta Rosa facilitated discussion on integration of robots giving back more time for the human touch. Guest Speakers Lee Martin, CEO Tununda Lutheran Home and Dr Damith Herath, Assoc Prof of Robotics & Art, Canberra University - presented an insight into the world of AI and Robotics, from both experience of use within the care environment and the potential for future innovation. Ross Dellow from RV Technology was accompanied by 2 of their robots, which mingled amongst attendees showcasing the possibilities for service and care improvements.

The Exhibitors Networking Breakfast is SA's foremost ageing and disability sector networking event. A valuable opportunity for sector professionals to make meaningful connections, gain insights from keynote speakers and engage in a social gathering prior to the commencement of the two day Exhibition.

Our Event Partner for the Exhibitors Breakfast, Ord Minnett, offered a comprehensive overview of their business history and showcased their array of financial and investment products specifically tailored to the care and human services sector.

This event provides an ideal environment for exhibitors to extend their network, to connect with potential future business partners and engage with newcomers to the sector. It provides a convenient platform for industry professionals to exchange valuable insights and expand their network, in a relaxing and social environment.

**Thank you to our Keynote Speakers  
and Event Sponsor Ord Minnett  
for supporting this important sector event.**





## People Helping People

Catalyst Foundation wishes to thank all the following Event and Expo partners of the 2023 #MyLifeChoices Disability Ageing & Lifestyle Expo.

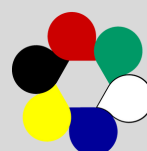
Their collective generosity is what enables our organisation to deliver Adelaide's largest Disability and Ageing event!



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**ORD MINNETT**



Catalyst  
Foundation

Catalyst Foundation acknowledges the First Australians as the Traditional Custodians of the country and their continuing connection to land, sea and community. We recognise the diversity of Aboriginal people and the importance of land, culture and heritage to the Elders and their communities. Catalyst Foundation desires to walk together with the Aboriginal community in parallel on a "Two Ways" journey of cultural and knowledge exchange.