



Strewth!



CALL me a killjoy but those who know me are aware I'm not adverse to a bit of fun & partying.

However, as good as the group who played at ABEE's Cargo Bar, Party After Dark were, the music was so loud you couldn't hear yourself think, let alone hold a conversation.

A complaint I continually heard from other guests as we tried to yell over the noise.

The reality is people are hyped up from two days of doing business and keen to network and meet socially the people they met more formally on the expo floor.

My suggestion for next year, why not give everyone a chance to engage and talk with one another for an hour or two before bringing on the entertainment - Jill.

Rent a Resort For Exclusive Events



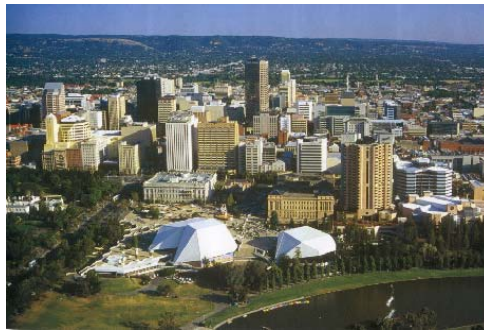
Club Med
GROUPS & INCENTIVES

Adelaide targets big spenders

WITH just two five-star hotels in Adelaide - The Sebel Playford on North Terrace and the Rendezvous Hotel on Weymouth Street - the South Australian Tourism Commission (SATC), in an effort to attract high-spenders tourists to the Adelaide CBD, is in talks with deluxe hotel brands such as Four Seasons and Park Hyatt.

"We'd like to see another big hotel come into Adelaide and we think there's the business," said head of the SATC Jane Jeffreys.

Among the city's list of potential locations are the old Post Office site off Victoria Square - which



Jeffreys said hotel operators were considering - or the Torrens Riverbank precinct.

"It's fantastic to have this as an attraction for conference business delegates but it's also great for our high-yielding, experienced travellers," she said, adding that the SATC was also encouraging upgrades of existing hotels in the South Australian capital.

The Star dinner winner

CONGRATULATIONS to Valerie Percival, IBM Australia Limited who was *Business Events News'* big winner of a \$500 dining voucher at The Star during the Australian Business Events Expo.

Percival won the voucher for subscribing to *BEN* at ABEE and meeting the team who were exhibiting at the event.

She has won a dinner for two, up to the value of \$500 at one of The Star's line up of top restaurants - Milanese inspired Balla, the sleek Sokyo or the traditional meets contemporary Australian grill at BLACK by Ezard.

MEANWHILE BEN is regularly offering its readers great prizes and gifts so as we always say 'you have to be in it to win it'.

Cosmos is receiving a lot of great photos for its competition of a trip for two to America including a 16 day tour & flights.

Keep sending in your photos (for details see p3) and remember to 'Like' BusEvNews on Facebook.

FJ's new brand revealed

FIJIAN flag carrier Air Pacific unveiled its new "brandmark" on Friday, a design that will represent the international carrier when it relaunches as 'Fiji Airways' in 2013.

The event represents the latest milestone in a series of initiatives that are part of Air Pacific's restructuring and rebranding.

In its final phase, which begins in early 2013, the airline will return to its 1951 name of 'Fiji Airways' and welcome the first of three brand-new A330s.

The new 'Fiji Airways' brandmark, designed by local artist Makereta Matemosi, originates from traditional Fijian Masi - a highly respected ancient art form that is woven into the fabric of Fiji.

It embodies the spirit of the nation as something that is pure and hand-made, truly reflecting the Fijian people, their culture, and the airline's transformation.

A video showcasing the brand is at businessesnews.com.au.



KENYA has diverse and varied tourist attractions that are both unique and competitive.

Business travellers to Kenya will find all of the facilities they need are widely available. Many hotels and resorts throughout the country offer corporate rates & discounts and have modern, efficient business centres with complete computer, telecommunication and internet services.

One of the key ingredients for any successful conference is location.

Kenya offers something new for conference planners and organisers.

It has more options than you could ever imagine for a conference with a real difference.

Many of the top class hotels, safari lodges, beach resorts, and even tented bush camps offer world class conference facilities.

Visitors will find savannahs rich with the "Big 5", timeless cultures unchanged by the modern world, pristine beaches and coral reef, equatorial forests and mighty snow-capped mountains, deserts and cool highland retreats.

The Kenya Tourist Board is working towards growing visitors from Australia to Kenya by supporting existing business and providing a forum to facilitate the creation of new and innovative products and offers that are suitable for the Australian market.

PCOs can book an event in Kenya with the help of some amazing DMCs who really know how to showcase the country and put together itineraries that suit individual needs.

Activities include game drives, balloon safaris, visits to local villages, schools and orphanages, Kenya Wildlife Service parks and facilities incl animal orphanages.

The Kenya Tourist Board has been represented in Australia since March 2012.

For info see magicalkenya.com.



Etihad boosts Brisbane flights

IT'S good news for Queensland and for the United Arab Emirates as the country's national airline, Etihad Airways announces an increase in flights between Brisbane and Abu Dhabi, from three times a week to a daily service from 01 February, 2013.

The additional four services will continue to operate via Singapore in both directions and provide a new daily link between the cities.

Virgin Australia will continue to partner with Etihad on the route.

James Hogan, president and ceo of Etihad Airways, said the increase in frequency was a "game-changing move" for the airline on the Abu Dhabi-Singapore-Australia route.

"We are now able to offer corporate and leisure travellers a more appealing proposition: more flights, more convenience, improved connections and a wider choice of destinations in Europe, the Middle East, Gulf

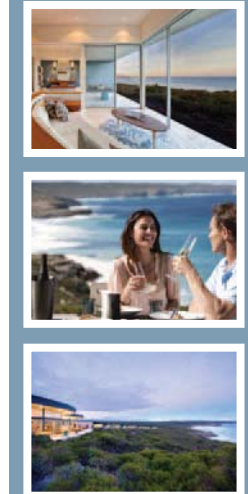
Cooperation Countries, and on the Virgin Australia domestic network.

"These extra flights to Brisbane and Singapore underscore the strategic importance of Australia and the Asia Pacific region and the contribution each makes to the airline's goal of sustainable profitability," he said.

Tourism Queensland acting ceo Leanne Coddington in welcoming the news said, "While the Middle East is not Queensland's largest international market, it is a priority for the state's tourism industry because of its significant potential as visitors tend to stay longer and spend more than other travellers."

"Tourism is one of the four pillars of the Queensland economy and the Queensland Government is committed to doubling overnight visitor expenditure to \$30 billion by 2020," she said.

Win a luxury stay at Southern Ocean Lodge



During the months of August and September, *Business Events News* is giving one lucky reader the chance to win an amazing two-night stay at the exclusive Southern Ocean Lodge, Kangaroo Island courtesy of Baillie Lodges.

The prize includes two-nights accommodation for two people in a Flinders Suite with breakfast, lunch and dinner daily, open bar with premium wines and spirits, in-suite bar, signature experiences and return island airport transfers.

To be in the running simply answer the 17 questions and the final creative answer which will be featured in *BEN* on 21 September.

The person who answers ALL the questions and has the most creative response will win.

Email your answers to: baillielodges@businesseventsnews.com.au



Q4: Southern Ocean Lodge's sister property on Lord Howe Island is called _____ Lodge

Hint: www.southernoceanlodge.com.au
Click here for Terms and Conditions

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New date for future

THE date for the Industry Futures Forum Debate - Australian Tourism – Lost in Translation or Beating the Odds? has moved to 03 September.

Tourism Australia md Andrew McEvoy, Accor Pacific chief Simon McGrath and academics will debate these issues at the Hotel School Sydney, 60 Phillip Street.

East ups the ACT ante



CANBERRA has a new design and lifestyle apartment hotel - the contemporary, four and a half star East Hotel.

Located between the fashionable retail and restaurant hubs of Manuka and Kingston, the six-storey hotel is described as a cool and vibrant option for everyone from overnighters, business guests to long stay guests or families.

Offering various studio and apartment-style room combinations, East has standalone dining and bar facilities, with Ox Eatery and an associated bar and delicatessen.

State-of-the-art business facilities include modern and professional conference rooms, boardrooms and an all-day meeting lounge, complete with air hockey table to foster a creative environment.

"We are bringing something fresh to the Canberra market at East Hotel, with great, memorable service and an atmosphere that ensures our visitors and guests feel comfortable, relaxed and inspired," said Dan Bisa, owner of East Hotel and director of Bisa Hotels.

"We are passionate about creating a happy, happening precinct that showcases the personality, representing a side to Canberra that many may not have experienced," he said.

Le Meridien BKK deal

BOOK a corporate workshop, incentive group or social event at Le Meridien Bangkok in the heart of the city's Silom business district and receive a full-day meeting package starting from US\$150.

With capacities for 150 guests theatre style, 100 classroom and 350 for cocktails, the offer is available from now up until 29 December.

The full day meeting package includes accommodation in a Vista room with daily breakfast, complimentary WiFi high speed internet access in room and meeting room, two coffee breaks, one lunch buffet, meeting room rental and standard meeting equipment and one upgrade to an Avantec Suite.

A minimum booking of 10 rooms is required and can be booked by emailing sirinwan.nakarin@lemeridien.com.

NOVOTEL COFFS HARBOUR



Located beachside, just a 1 hour flight from both Sydney and Brisbane, Novotel Coffs Harbour Pacific Bay Resort is the perfect location for your next conference, exhibition or incentive group.

Day Delegate Packages
from \$39.50 per person

Accommodation
from \$155.00 (twin/single share)

To enquire, contact our experienced sales team on 02 6659 7060 or meet@pacificbayresort.com.au

www.pacificbayresort.com.au





crumbs!

ACCORDING to the *SMH*, Australian travel apps are being constantly rolled out and many are free.

Some include - *There's Nothing Like Australia*, launched by Tourism Australia. Free.

Appy Travels, a series covering Australia's capital cities as well as smaller destinations. Free.

Melbourne Peculiar, a listing of 121 oddball things about Melbourne. \$2.99

Sydney's Living History, little-known details about 130 places in the city. \$4.49

and *Australian Road Trips*, including weekend getaways. \$4.49.

FEELING catty?

You can in one of Japan's nekos or coffee houses.

This latest & greatest trend isn't where you'll find the stereotypical patron sipping their latte, but nekos or Japanese cats walking around, lounging on tables and sitting on the laps of young professionals and hipster couples.

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Travel Daily no liability can be accepted for errors or omissions. *BEN* takes no responsibility for the opinions of its contributors.

Information is published in good faith to stimulate independent investigation of the matters canvassed.

Christchurch cleared

THE Department of Foreign Affairs and Trade has removed its previous warning to Australians to "exercise a high degree of caution" in Christchurch and Lyttleton as they rebuild.

The spectacular Canterbury region is now at the same 'exercise normal safety precautions' as the rest of NZ.

PuLi's new level

THE luxury PuLi Hotel and Spa, just steps away from Shanghai's bustling streets, has a Summer Meeting Package that takes "meeting" to a whole new level on their 26th Floor.

Overlooking Shanghai's breathtaking skyline, the half day meeting package is priced at RMB588 + 15% surcharge per person per day which includes four hours meeting room rental, one three course set lunch, morning or afternoon tea and coffee break with standard equipment.

The full day meeting package is RMB628pp per day + 15% surcharge and this includes eight hours meeting room rental, one three course set lunch, morning and afternoon tea/coffee breaks with equipment.

Valid until 17 September and for a minimum of 10 people the deal can be booked by emailing sales@thepuli.com.

WIN YOUR AMERICA FIX ON ROUTE 66 WITH COSMOS!

Share your celebrity moment with us & you could win a trip for two to America including a 16 day tour & flights, courtesy of Cosmos.

See facebook.com/BusEvNews or businessesnews.com.au for more details on this great prize and how to enter



Pictured is Marika Forras, QT Travel with Hugh Jackman

Terms & Conditions apply



Face to Face with...

Adrienne Readings, GM Gold Coast Convention and Exhibition Centre



Business Events News

recently caught up with the Gold Coast Convention and Exhibition Centre's General Manager Adrienne Readings.

Adrienne has been leading the team at the Centre since its inception eight years ago, working to attract world-class events to the venue and continue strengthening the reputation of the city as a

premier destination for meetings and events.

What does your role entail?

Ensuring the Centre delivers the best possible experience for delegates in a meeting environment by way of service, food and attitude, and retaining our competitive edge in the market. I like to ensure my team is also having a happy and positive experience whilst working at the Centre. At the end of the day my job is done when a great result has been achieved for all parties: the client, our team & our owner.

What's the first thing you do when you get in the office?

I make a cup of tea and say hello to my colleagues, read my emails and deal with issues that always seem to come out of left field. Then my day starts...

What is the most challenging aspect of your job?

When you start your journey as a leader you try to be all things to all people but soon learn that disappointing some along the way is inevitable. It's an old adage but honesty is really the best policy and prepare to be judged by the people you respect.

How do you inspire your team?

I believe you have to get down into the trenches with your team and lead by example. I don't ask anything of my team that I wouldn't be prepared to do myself. Sometimes leaders can be intimidating so I believe we need to humanise leadership and of course have a bit of fun at work.

Dealing with new technology - bonus or headache?

Personally a headache as I know my team believe I'm not tech savvy! A great bonus for the business however as it brings innovation for both our team and our clients.

What would you be doing if you weren't CEO of Gold Coast Convention & Exhibition Centre?

A forensic scientist, as I am fascinated by this field of work. I rather see myself appearing in 'Bones'!

Who has inspired you during your career?

I was fortunate to work with some inspirational mentors along the way and I often reflect on how they would handle a situation to provide the answer I'm looking for.

But generally I am inspired by leaders with integrity who have a vision to enhance the industry for the better, whilst not forgetting the most important people who can make this happen - their team.

How do you relax?

I have a great recipe to relax; family, friends, food and beverage. Can't go wrong!

What makes a great conference?

Attention to the smallest details which overall impacts the experience that our clients take away.

For us it's everything we do from the smallest ingredient that goes into our meals to bending over backwards to provide our clients with unforgettable business events.

What is the most inspiring conference you have been involved in?

I have attended many inspiring conferences along the way both at the Centre and at other venues. I can say that the most inspiring events are those that listen to their market and invest in expertise.

How many conferences have you attended in the last 12 months?

Working at the Centre keeps me very busy and across every conference we have here in-house, so essentially I haven't been to many.