



## Be happy it's hump day...

**PETER**

Gray of Motivating

People, who loves to tackle the hard questions, presents the first of his regular monthly columns – Gray's say, on page 3 of today's issue.

Congratulations to Rebecca Mills of BESydney, the first winner of a double pass to a film of her choice, in the Sofitel Hotels giveaway, during the Alliance Francaise French Film Festival (below).

And those in the job market should check out those on offer from AA Appointments on page four of today's issue.- Jill.



## WIN TICKETS TO THE ALLIANCE FRANCAISE FRENCH FILM FESTIVAL

**SOFITEL**  
LUXURY HOTELS

This week, **Business Events News**

is giving readers the chance to win one of three double passes to the Alliance Francaise French Film Festival, courtesy of **Sofitel Luxury Hotels**.

This fantastic prize includes a double pass to any film during the Festival at a choice of cinemas across Sydney, Melbourne, Canberra, Brisbane, Perth or Adelaide.

To win, simply be the first to answer the question, every publication day this week to - [comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au)

Sofitel is branded under which big hotel group? **ben**



## Tony South takes the TAA chair

**INDUSTRY** heavyweight Tony South (pictured), with a lengthy pedigree in the Australian accommodation industry, has been appointed the inaugural national chair of Tourism Accommodation Australia (TAA) (NSW).

The organisation was formed last year as an offshoot of the Australian Hotels Association, aiming to boost the body's representation of the hospitality sector in addition to its work with pubs and gaming.

Well known in the sector, South's close relationship with the Intercontinental Hotels Group (IHG) saw him spend almost a decade in Singapore where he spearheaded IHG's regional Asia Pacific growth.

Mr South is also a former Sydney-based Chief Executive Officer of IHG's Australia/New Zealand/South Pacific business and has experience on the boards of Tourism NSW and industry lobby group TTF Australia.

TAA (NSW) director Carol Giuseppi today said she welcomed the announcement.

"This is excellent news for our members in NSW," she said.

"Tony is recognised as a leader in the hotel industry with intimate knowledge of the NSW market, gained through his time as managing director of Business Events Sydney and senior roles with TAHL, IHG and Horwath & Horwath.

"He will be a great advocate for TAA," Giuseppi added.

Tourism Accommodation Australia's national managing director Rodger Powell said Mr South's appointment was another example of the importance of the organisation to the local accommodation sector.

"Tony South's appointment is another positive step forward in the commitment made when establishing TAA to represent and



service the specific needs of the accommodation hotels," he said.

"This demonstrates once again that we have the capability to service the whole sector at the highest professional level."

## NCC nabs MICE gong

**AFTER** one of its busiest years to date, the National Convention Centre (NCC) has taken out the nation's best *Meetings and Business Tourism* organisation in Australia award at the 2012 National Australian Tourism Awards.

The second consecutive year as Canberra's best *Meetings and Business Tourism* organisation, NCC manager Cindy Young said that the past year had been particularly successful for the venue, in terms of securing and delivering major events for the capital region.

"During the 2010/11 financial year, the NCC hosted 375 events and welcomed more than 270,000 people through its doors, contributing almost \$200 million to the local economy – not bad for a city of 380,000 people."

Young went on to say that the NCC is in the thick of a busy year, with the return of major annual events including the Australian Open Squash championships, defence and security events Security in Government and MilCIS, and ABARE's Agricultural Outlook conference.



**LONDON** Olympic organisers are asking gardeners to give British athletes some flower power this summer by planting flowers and vegetables in the national colors.

**WEARING** bandages, a new ultra-conservative Islamist member of the Egyptian parliament has resigned his seat and party after in a scandal over getting a nose job and lying about it.

He originally told reporters from his hospital bed that he had been attacked by masked gunmen on a desert highway between Cairo and Alexandria last week.

**YES** Mr McPresident.

A Nebraska woman has sold a three-year-old McDonald's Chicken McNugget that resembles President George Washington for \$8,100 on eBay.

## More tickets on offer



**CONGRATULATIONS** to Rebecca Mutanen, Complete Cruise Solutions; Sophie Ham, Toga Hospitality; Adrienne Lee, Shoal Bay Resort and Spa and Kylie duggan, Pinpoint who have each won a double pass to a film at the Australian Film Festival.

Due to overwhelming demand Business Events News, together with the Australian Film Festival, is offering readers double passes to another four movies for the 13, 14, 16 and 17 Mar.

To win a double pass be one of the first four people to email the answer to the question - *What is the closing night movie for the 2012 Australian Film Festival?* to [movies@businesseventsnews.com.au](mailto:movies@businesseventsnews.com.au).



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## Business tourism key for Australia

FIGURES released by Tourism Research Australia today have confirmed record levels of business travel over the last year.

The International Visitor Survey found that business arrivals rose 5%, and corporate travellers are also staying longer, with overnights up 10% and business visitor spending rising 14%.

Federal tourism minister Martin Ferguson said the figures were a healthy sign - particularly coming despite the continuing tough economic conditions in Europe and North America, the high Australian dollar and the spate of natural disasters during 2011.

“By staying longer and spending more in Australia, international visitors are increasingly high yielding customers who are experiencing Australia not only as a holiday visitor but for business

and work - the changing mix of visitors is a real opportunity for the tourism industry,” he said.

Although visitor numbers remained steady Tourism Australia md Andrew McEvoy said the results showed the country was moving closer to its goal of doubling overnight visitor expenditure to \$140b by 2020.

“We continue to see a story of two worlds - strong growth from a buoyant near world, helping to offset declines from our traditional, far world markets”.

He said China remains Australia’s most valuable market, with spending by Chinese visitors up a healthy 15% to a record \$3.8 billion during the year.

Spending was also up from other Asian markets including Indonesia which rose 17%, Taiwan up 7% and Singapore up 5%.

## Natadola wows PCOs



### Ipswich’s expo invite

AN invitation to attend a MICE Expo in Ipswich, to showcase the region’s many products and services, is being extended to conference planners and business event organisers from Queensland and Northern NSW.

The MICE Expo offer includes return transfers from Brisbane, with the day’s proceedings commencing at 11am.

During the event a number of local businesses will provide displays at the hotel & participants will have the opportunity to see much of what Ipswich has to offer.

Being held at the Metro Hotel Ipswich International on Wednesday 21st March, the event is to demonstrate how holding a business event in Ipswich can transform it from a routine corporate function into a memorable and enjoyable experience.

Following the Expo’s opening by Ipswich Mayor Paul Pisasale, guests will enjoy a complimentary lunch and a tour of the hotel to view its conference and event facilities.

Ipswich is Queensland’s oldest provincial city and both a regional centre and popular inland tourist destination, located just 40 minutes west of Brisbane.

Local activities such as hot air ballooning, helicopter winery tours, golf, beauty treatments, art galleries and boutique shopping provide a blend of first class corporate facilities and a convenient location in a beautiful rural setting - 07 3812 8077.

FIJI’S stunning Natadola Bay wowed a group of US professional conference organisers this week when they took part in a signature ‘Destination Natadola - Passport to Paradise’ famil.

Working closely with Tourism Fiji and Rosie Holidays, the InterContinental Fiji MICE team were issued with personalised ‘Discover Natadola’ passports, each page featuring a ‘visa’ of uniquely Fijian experiences that required a stamp at each to gain access to the next phase of the Discover Natadola adventure.

“This themed famil was designed to showcase all aspects of a MICE experience on Natadola Bay in a unique and memorable way” said conference & events manager, Louise Acreman.

During the experience guests met with local school children, were treated to a tribal performance by VOU, Fiji’s premier contemporary dance group, and then experienced SPA InterContinental massages and cleansing rituals.

“Our aim was to reinvent your typical site inspection so our ‘guides’ lead guests - passports in hand - on a journey through a number of cultural experiences” said Scott Williams, general manager.

“The US holds a great amount of potential for Fiji tourism at the moment”, said Mr. Williams. “We can’t wait to share more of Fiji’s unique MICE experiences and wonderful culture with the rest of the world.”

## WIN A 2-NIGHT ULURU ENCOUNTER



To celebrate the \$10million redevelopment of Ayers Rock Resort’s Uluru Meeting Place conference centre Voyages is offering a great prize to **Business Events News** readers.

The Uluru Meeting Place will feature striking contemporary interiors that reflect the Indigenous heritage of the location. Facilities include a new ballroom that can comfortably seat 420 people as well as a second ballroom that seats over 300. These two rooms combined can create a large area that is ideal for events and trade shows.

The prize includes two return economy airfares to Ayers Rock Resort from the winners nearest Australian capital city, return airport transfers, two nights accommodation in a newly refurbished room at the Sails in the Desert Hotel, dinner at the intimate Tali Wiru fine dining experience and a Desert Awakenings Small Group Sunrise tour.

All you need to do to be in the running to win this great prize, is to email your answer to the below question by COB on Friday 30th March to: [voyagescomp@businessesnews.com.au](mailto:voyagescomp@businessesnews.com.au)

The most creative answer will win this fantastic prize.

In 25 words or less tell us what Uluru means to you



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## Coffs Coast ducks in



**IF** there's a message the team from Coffs Coast stressed most passionately at The Duck Inn Pub & Kitchen in

Chippendale this week, it is that Coffs Harbour and indeed Coffs Coast is not under flood.

"We want people to know that the floods have not cut off the area and even when the creek does rise and blocks the road to Bellingen, the waters subside within four hours," emphasised Brad Daymond, gm of Bonville Golf Resort, winner of best golf resort for the fourth year running.

The event was held over cocktails with tourism marketing manager Glen Caldwell, Bellingen Shire Councils economic development manager, Stuart Allardice and a host of other passionate tourism identities.

Having identified more than 120 things to do in the region, Glen Caldwell, said they were delighted that Coffs Coast Aboriginal Discovery had taken out an award at the recent 2012 Qantas Australian Tourism Awards.

It became clear when Mark Flanders the very personable National Parks & Wildlife Service,

Discovery ranger, spoke about his role why the award had been won.

"I've been in Coffs all my life and we love to share our Aboriginal culture.

"When I started in this job it was something that was just breathing; now it's something that is alive, he said "

**Pictured** above with Media personality Tracey Spicer is Brad Daymond, Bonville Golf Resort.

And inset, during Q&A time fromleft are: Glen Caldwell, Coffs Coast tourism manager; Mark Flanders, National Parks and Wildlife Service and Agnes Low, Afterglow Cottages.

### Garuda is tops

**A RECENT** independent survey of major airlines has recognised Garuda Indonesia, as 'Best International Airline' for Jan 2012.

The Roy Morgan survey ranked Garuda ahead of other leading carriers such as Singapore Airlines, Emirates and Air NZ.

## Gray's say...

Peter Gray, managing partner of Motivating People, presents a new regular *Business Events News* feature on current issues in the MICE market.



*First the insurance companies, now the banks...*

According to Tourism Research Australia "...for every dollar tourism earns directly in the Australian economy it value adds an additional 91 cents to other parts of the economy".

At 1.91 tourism's total multiplier is larger than other important industries such as mining (1.67), retail trade (1.8) and education and training (1.38).

And yet other industries that benefit from the added value brought to them by tourism seem reticent, to say the least, to come to the party when invited.

Insurance premiums for tourism operators generally have gone through the roof over the past few years putting many out of business or seriously compromising their ability to service their clients' requirements.

Now the banks seem to have determined that PCOs servicing the association market are in a high risk category and, for those that don't already have the facility, are refusing to allow them to accept payment via credit cards.

A few PCOs I met at AIME this

year had been refused merchant facilities by several banks on the basis that 'pre-payment'

for services to be provided in the future constitutes a very high risk.

It seems the banks are relying upon the bad experiences they've had with airlines and travel agents where purchases of tickets are guaranteed by the credit card companies and thus by the banks.

The fact that responsible PCOs have insurance cover for just about everything from professional indemnity to public liability and ensure their clients' projects are covered by appropriate policies seems to make little difference.

Perhaps the banks should carry out a meaningful risk assessment of the meetings industry and realise just how wrong they are.

In the meantime PCOs affected by this arbitrary ruling should head to PayPal.



## Accor welcomes Barangaroo

**JAMES** Packer's plans to invest in a major tourism infrastructure project at Sydney's Barangaroo, has been welcomed by Accor.

The proposal includes a major hotel as well as entertainment and meeting facilities with Accor Australia COO, Simon McGrath, saying with Packer's proposal and the redevelopment of the Sydney Convention & Exhibition Centre,

Sydney's tourism sector was at last receiving the investment it requires to compete in the Asia Pacific region.

"The O'Farrell govt & individuals like Mr Packer should be praised for their commitment & foresight.

"It is too easily forgotten...that tourism is not only one of the biggest drivers of foreign income in Australia; it is also one of the largest employers," he said.

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## LOOKING FOR A NEW CHALLENGING ROLE IN BUSINESS EVENTS?

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Here is your chance to join this leading Event Management Company producing compelling corporate events for a range of prestigious clients. This is a step up to the major leagues of corporate events and requires a strong sense of general management, financial responsibility and leadership qualities. You will need to be an experienced business leader who can manage a team of experienced Event Managers in driving performance, profitability, and customer experience. You must have extensive experience in both domestic & international conference & incentive programs and strong financial skills.

### BRING TRUE VALUE TO THIS EVENT COMPANY OPERATIONS MANAGER

#### MELBOURNE – SALARY PACKAGE TO \$120K

Have you considered moving interstate for this great role? This is an outstanding senior opportunity for a Senior Level Program Manager to make their mark within this award winning organisation. Your key attributes will be high level experience in Program management, conference & incentive coordination on all levels and leadership experience. Use your skills to jump into this role today and bring true value with your exceptional understanding of international and domestic incentive and conferences. You must be able to produce proposals for clients that show the wow factor.

### LIFE CHANGING JOURNEYS

#### GROUP TRAVEL CONSULTANT SYDNEY – SALARY PACKAGE \$55K+

An outstanding career opportunity now exists for an experienced group travel consultant to join this well known and highly respected travel company based in the CBD; specialising in life changing group journeys. You will enjoy booking travel worldwide, with a focus on Europe and the Mid East. You will have a min of 4 years in the travel industry and experience working with groups, knowledge of Galileo is a must. Working with a friendly and supportive team in the CBD and earn a great salary package. Interviews are commencing this week so apply now!

### THE MORE THE MERRIER

#### LEISURE GROUP TRAVEL CONSULTANT SYDNEY – SALARY PACKAGE \$55K+

As a travel consultant you are part of some of the most important stages in your clients' lives. Take that a step further; from weddings on a tropical island to a sixtieth birthday party onboard a luxury cruise ship – as a leisure group consultant you will be organizing both the weird and the wonderful for groups large and small. You will have a minimum of 3 years as a leisure travel consultant and ideally experience handling group bookings. Outstanding destination knowledge as well as superior communication skills are a must as you will be liaising both direct with the clients as well as suppliers.

### MAJOR INTERNATIONAL EVENT IN SYDNEY GROUP TRAVEL CONSULTANT – 8 MONTH CONTRACT SYDNEY - \$50K PRO RATA

Our client a well established travel group currently experiencing exciting growth have been appointed as the official travel agent of a major Sydney event in 2012, involving 1500 delegates from around the world. They are searching for an experienced inbound groups consultant who has experience handling large groups, CRS experience is essential – ideally Amadeus. This is an excellent position within a dynamic and progressive travel company – starting as part time, 3 days per week and moving to full time.

### AMAZING CONTRACT OPPORTUNITIES

#### EVENTS CONSULTANTS X 3 – (3 MONTH CONTRACT) SYDNEY & MELBOURNE – TOP HOURLY RATE

This national award winning travel and events agency is looking for 3 experienced Galileo and Events Pro consultant's to join their team either on a part time basis or full time basis for approx 3 months. You will be responsible for arranging an exciting domestic event, booking all the travel for the attendees, including flights accommodation, transfers and pre and post event arrangements. This is one of the most sought after PCO companies. Get your foot in the door with this long term temp contract and the possibilities are endless! This role is due to start soon, so get in QUICK!

## CONTACT AUSTRALIA'S MOST EXPERIENCED RECRUITMENT TEAM

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VIC - 1/167-169 Queen St, MELBOURNE - (03) 9670 2577 - recruit@aaappointments.com.au

QLD & NT - 13/97 Creek St, BRISBANE - (07) 3229 9600 - employment@aaappointments.com.au

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