



Win, win

IT started with Fiji's devastating floods and went on to an outpouring of love and generosity



from the Aussies who holiday and hold conferences there.

Increasingly at *Business Events News* we are receiving notification of groups visiting this Pacific Island nation who have either gathered sizeable donations, are supplying schools with computers, helping to rebuild damaged schools and villages or supplying stationery.

Groups such as the ASOFIA conference who worked closely with Operation Foundation and Pacific Smiles to give the needy food, clothing and bedding and the generosity and goodwill reported by the InterContinental Fiji ([page 2](#)) from conferences held there in the past two months.

In another story, the delegates of a conference being held at the Sofitel Fiji in June have been advised by their DMC Rosies that they have had to change schools as the one they were to visit had contributions from another generous group and they now have all they need.

They are now going to share their gifts and time with another needy school.

ALSO in today's issue Rob Frank from Verve Creative Events is at IMEX and he gives us the low down on what is coming out of the event - Jill.

IMEX Frankfurt to the Max

THIS year marked the 10th anniversary of IMEX in Frankfurt.

With over 3,500 exhibitors, the show brings the world of events into one giant hall.

The scale of the event was almost overwhelming.

Exhibitors from across the globe were there to do business.

Australia was well represented with a major stand featuring representatives from around the country.

A constant flow of buyers attended the stand and it was obvious that Australia was doing some brisk business.

It was fantastic to be able to meet face to face with global suppliers, with whom, up until now, we have only had email and phone contact.

Those personal interactions meant that, together, we could generate new and innovative ideas for groups traveling to international destinations from Australia.

Those ideas may not have emerged without having had those meetings.

While IMEX is traditionally dominated by destination exhibitors, this year, more than ever, technology providers made their presence felt.

The proliferation of conference app developers meant that



delegates and buyers were able to really get their teeth into this rapidly emerging technology.

From the buzz around the room, it was obvious that apps are the way of the future for the meetings industry.

For a relatively low entry price, an app can be created that allows delegates to log in to their own personal schedule, see delegate lists, communicate with fellow delegates, access detailed speaker bios, receive constant updates and interact at a meaningful level during conference sessions.

It was quite obvious from the energy and enthusiasm in the room, that the future of the global meeting and events industry is bright and exciting, despite any threat of global economic downturn.

The clear message from the event was to embrace change with enthusiasm and creativity to prosper to the max.

Rob Frank of Verve Creative Events attended IMEX courtesy of Marriott.

Toga with benefits

COMING off the back of the success of Toga Hotel's *Events with Benefits* initiative last year, the hotel group is once again continuing with a commitment that provides event bookers and companies with flexible, professional and economical conferencing and function solutions with the added bonus of benefits for bookers and companies.

This year *Events with Benefits* offers a wider range of incentives when an event is held at one of more than 30 Toga Hotels including: Medina Apartment Hotels, Adina Apartment Hotels, Travelodge Hotels and Vibe Hotels.

Benefits for companies include the 15th delegate free when \$2,000 or more is spent at a Travelodge Hotel, or \$3,000 or more at a Medina Apartment Hotel, Adina Apartment Hotel or Vibe Hotel.

In addition, there is "Raid the Mini Bar" and \$500 rebate initiatives.

Benefits for the booker includes a \$50 gift card of choice when \$2,000 or more is spent at a Travelodge Hotel and a \$75 gift card of choice when \$3,000 is spent at a Medina Apartment Hotel, Adina Apartment Hotel or a Vibe Hotel and a \$150 gift card when \$6,000 is spent at a Toga Hotel.

There's a \$300 gift card when \$10,000 is spent, and when purchasing \$100,000 on conferencing within a 12-month period, the company or event booker goes in the draw to win a free Ultimate End of Year Party.

Kylie Gill, director of sales for Toga Hotels, said: "The reaction to *Events with Benefits* was so positive last year that we simply had to reinstate it again this year.

"Only this time, we have expanded our offerings in response to our clients' feedback and we are sure we have provided a benefit to suit any conference budget and their requirements".

Details benefits@toga.com.au.

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Champagne winners

CONGRATULATIONS to the three lucky winners of a 750ml bottle of Veuve Clicquot Champagne that was offered in *Business Events News* by New Caledonia Tourism last week.

The lucky winners are Charlotte Stasiukynas, Business Events Sydney; Jemima Clarke, Carnival Australia and Sophie Secombe from Outrigger Hotels and Resorts Australia.



business events news

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Gaunt 's MINT acquired by BI WORLDWIDE

THE MINT Organisation Australia, based in Melbourne, has been acquired by Schoeneckers Inc, the owners of BI WORLDWIDE, an "industry leader in the design and delivery of channel, employee and consumer performance improvement programs".

The purchase sees BI WORLDWIDE retaining the services of Mint founder and managing director Nigel Gaunt in the role of VP Global Business, with the Australian business entity now assuming the global BI WORLDWIDE brand.

In his role, Gaunt will focus on growing BI WORLDWIDE's global client base and extending the service offering in both existing and new locations to meet the needs of an ever increasing global audience.

In announcing the deal, president & chief operating

officer Larry Schoenecker said "taking full ownership of the Australian business is another step in our efforts to provide a global and local footprint for our customers.

"This is a strategic location for us in APAC and complements our businesses in the US, Canada, UK, Germany, India and China".

BI WORLDWIDE's vice president International, Jeffrey Beegle, agreed that "concluding the Australian acquisition continues to position BI WORLDWIDE as a leader in global solutions and follows our strategy to support our customers in the markets they wish to serve."



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Groups hug Fiji

INTERCONTINENTAL Fiji meetings team reports that through the overwhelming goodwill and generosity of conference and events groups at the hotel in the past two months they have collectively donated laptops, educational materials, books, refurbished damaged property, re-painted classrooms and furniture, and raised AU\$35,750 in a fundraising auction for villages and schools in the local area.

Immersing delegates in a community, they say, is the most intimate way to appreciate a destination.

Principle of Malomalo Primary School, Master Farukh says this involvement has brought immeasurable happiness to children, staff, school management and parents.

"We are honoured to connect communities in need with these enthusiastic, community-minded groups", says general manager Scott Williams.

Top SA hotel honour

THE only South Australian development to receive an award by the Australia's property industry, Hines Property's Crowne Plaza Adelaide, was honoured on Saturday night as the nation's best tourism and leisure development.

Formally acknowledged at the 2012 Property Council of Australia Innovation & Excellence Awards, Hines Property md James Hines said, "Since Crowne Plaza Adelaide opened two years ago, it has welcomed more than 250,000 guests & become a favourite among local, interstate and int'l guests.

"This award is a massive accolade and confirms Crowne Plaza Adelaide as one of Australia's premier hotels."

In 2010, Hines Property completed the 20 Hindmarsh Square development which included two unique towers, one being the 15-level, 308-room Crowne Plaza Adelaide hotel and the other a 14-level luxury residential apartment tower.

WIN A TRIP FOR TWO TO VANUATU



During the months of May and June, **Business Events News** is giving one lucky reader the chance to win an amazing holiday for two people to Vanuatu, courtesy of **Air Vanuatu and the Grand Hotel and Casino**.

The prize includes Air Vanuatu return airfares from Syd/Bne/Mel to Port Vila, and five nights accommodation in a Harbour View Room including continental breakfast daily at the Grand Hotel and Casino.

Air Vanuatu offers daily flights from Australia, just over 3 hours away. Complimentary inflight service and the friendliest smiles in the Pacific!

Grand Hotel and Casino offers a relaxing yet sophisticated French style setting, in a prime waterfront location in the heart of the shopping, business and entertainment district. 74 rooms with floor to ceiling windows, own private balcony, Internet access in all rooms and 24 hour room service. We also cater for conferences sizes between 10 - 80 delegates and for groups up to 130 people.

Q.8: Are inflight drinks and hot meals aboard Air Vanuatu complimentary?

Hint: airvanuatu.com

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

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Luxuriating in the Whitsundays



TOURISM Queensland and Business Events Whitsundays hosted five incentive inbound tour operators last weekend to showcase the regions amazing incentive options.

Some of the experiences included an overnight visit to Daydream Island Resort and Spa with exclusive dinner at the spa,

a "living reef" fish feeding, plus a helicopter ride over White Haven Beach and Heart Reef.

The group then enjoyed a night at Hayman Island with a special 'chefs table' dinner, highlighting the luxury and relaxation of the Whitsundays, which is the perfect setting for world class events and incentives.



Pre-book new Adina

NORWEST

Business Park at Baulkham Hills, a 45 minute drive from Sydney's CBD, is to welcome a new hotel, the Adina Apartment Hotel Norwest.

The 106 apartment property which will include conference facilities, an onsite café, fitness centre, swimming pool and car parking facilities, is accepting pre-bookings prior to its opening in August.

Rachel Argaman, ceo of Toga Hotels, said: "We are delighted to offer guests the chance to pre-book their first stay at the brand new Adina Apartment Hotel Norwest.

"We are thrilled to introduce our known and loved Adina Apartment Hotel brand to an area



with high corporate and leisure demand.

"Toga has embraced the growth of the Norwest Business Park and an ongoing partnership with Capital Corporation."

Steve Grant, director of Capital Corporation, said: "We are pleased to be able to expand our portfolio by developing Norwest's first serviced apartments and are excited to be working with Adina Apartment Hotels on this venture."

See adinahotels.com.au.

Capitalising on China

WITH China's appetite for business events booming, Business Events Australia (BEA) and the Association of Australian Convention Bureaux (AACB) commissioned researcher TNS to develop a clear picture of the opportunity China represents to the Australian meetings, incentives, conferences and events industry.

Head of Business Events Australia Penny Lion said the TNS research also aimed to deliver insights to assist Australia to better capitalise on future business opportunities for the sector from China.

"The research shows that long distance destinations - Europe, USA and Australia - are becoming increasingly more popular for Chinese business event decision makers," said Lion.

"To help the Australian industry double expenditure from business events visitors by 2020 we must gain a greater, more in-depth understanding of our customer and the markets in

which they operate".

Chair of the AACB Marketing Group, Annabel Sullivan, said the research would assist individual businesses to fine tune their strategy when handling business from China.

"Not only does the research give clear insights into the requirements of the Chinese business events market, it also provides our industry with knowledge that will be useful when they are refining their approach to the growing Chinese market," said Sullivan.

The Tourism 2020 strategy is the Australian Government's rallying call to the industry and governments to increase the overnight expenditure generated by tourism to as much as \$140 billion in 2020.

China is expected to be a key market to deliver future growth for the business events sector.

Lion said the new research would help to support the plans for industry growth as outlined in the Tourism 2020 strategy.

Sitting Pretty

Welcome to *Sitting Pretty*, our regular review of experiences up the front of the plane.

Emirates EK412
Dubai - Sydney route

The Emirates A380 aircraft operates twice daily between Dubai and Sydney, departing at both ends of the Sydney Airport daily curfew. Business Events News recently experienced the business class cabin between Dubai and Sydney returning from a Dubai Tourism familiarisation.



The aircraft

The Airbus A380 has revolutionised the air travel offering and has seen many positive and negative headlines involving the five carriers that currently operate this massive bird across the world. It is a staggering feat of aviation engineering, and difficult to believe such a machine can fly as it does. The superjumbo quietly & efficiently handles the 14-hour flight between Dubai and Sydney.

The cabin

Business-class in general reached new heights of luxury and comfort with the introduction of the lie-flat bed capability of the high-end seat. The 76 seats are spaciouly configured in a staggered 1-2-1 layout, with each having aisle access. An impressive feature is the full-service stand-



up bar and lounge area at the back of the Business Class cabin providing ample room to stretch and have a bit of a walk around without pacing the aisles. Mood lighting & illuminated stars on the roof of the cabin during the night section of the flight greatly assisted the dozing-off process.

Service

Emirates prides itself on the quality of its international flight crew. Onboard **BEN's** flight, no less than 15 languages were capably spoken by at least one member of the crew, in addition to a friendly and helpful demeanour. A high-quality amenities kit, socks and eye-shades were provided along with a soft, warm blanket for during the night.

The seat

All the comforts of home are at your fingertips in the Emirates Business-Class seat. A noticeably larger personal TV screen compared to Economy is right in front of you, complete with handheld control, and featuring EK's award-winning ICE system, which consists of 1,200 channels of movies, TV shows and documentaries from around the world, in English, Arabic and a range of other languages, along with a separate screen offering satellite navigation of the flight. A personal mini-bar is stocked with soft drinks, water and juices and adds to an overall hassle-free flight. For those preferring to work, each seat carries a universal 110v powerpoint, and Emirates also offers in-flight internet access for a fee.



Food and Beverage

The personal table unfolds from the side in Business Class and is nicely shaded a mahogany wood colour. Prior to takeoff, crew members provide a copy of the menu with a selection of delectable goodies offered, and devoured with real metal cutlery. Premium teas and coffees are available to close off each fine high-flying dining experience.

At the airport

As with most airlines, separate check-in desks are provided for Business class guests, with lounge access also provided. The only fault with **BEN's** Emirates experience came here, as "priority" bag tags promising quick unloading of luggage did not eventuate, however this was a minor detail.



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30th May 2012

Keystone to Newtown

THE Keystone Group have announced plans to develop the former Newtown Hotel.

Bringing Keystone's signature touch of frivolity and fun in hospitality to Sydney's inner-west, it is located in the heart of Newtown's bustling King Street.

The newly revamped pub, eatery and live entertainment venue is expected to launch in the third quarter of 2012.

This latest instalment from the Group will continue to focus on effortlessly cool dining experiences, entertainment and repartee and marks a departure from Newtown's ubiquitous gastro pub and wine bars.

Keystone is renowned for their many unique venues across Sydney's CBD and north side, including Manly Wine.

Stay and Play at Fairmont

This week, *Business Events News* is giving readers the chance to win a 'Stay and Play' package consisting of one night accom in a Fairmont deluxe room and breakfast for two plus a game of golf and cart hire at Leura Golf club courtesy of **Fairmont Resort MGallery and Leura Golf Club**.

The newly renovated and rebranded **Fairmont Resort MGallery** has unparalleled leisure and conference facilities and offers the perfect setting for romantic getaways in the Blue Mountains, weekend escapes, weddings and cutting-edge business retreats in world-class conference venues in the heart of Greater Sydney.

The most creative answer will win: comp@businesseventsnews.com.au

Tell us in 25 words or less what you love about winter and golfing in the mountains?



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FAIRMONT
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NT - do you qualify?

A new concept for the Northern Territory, the staging of the inaugural *Alice Stampede* mega-familiarisation event in Alice Springs from 12-15 July, is inviting PCOs, incentive buyers and event planners from corporate, association and Government sectors to participate.

A joint initiative of the *Alice Springs*



Convention Centre and the Northern Territory Convention Bureau (NTCB), this event will enable business event planners to visit the heart of Central Australia and gain first-hand experience of the world-class facilities, venues, accommodation and services that are now on offer.

A highlight of the Thursday to Sunday event will be a day at the races 'Alice Springs-style', a camel trek through the outback, a taste of indigenous culture as well as Alice's own quirky pop culture, and experiences at Alice Spring's truly unique venues.

In addition, there will be the opportunity to network with local business event professionals, a Business Forum to learn more about local companies and organisations of relevance to the BT sector, plus infrastructure and accommodation site inspections.

Scott Lovett, the director of Business Tourism with the NTCB said "We're sure that participants on the inaugural *Alice Stampede* will have their eyes opened regarding the appeal of Alice Springs and especially so, when they realise just how positively an exotic destination like Alice can impact on their bottom line by attracting record attendance."

Qualified *Alice Stampede* participants receive flights from the nearest capital city, accommodation, special events and experiences, and all meals.

There are 25-30 spaces available and potential participants are encouraged to register their interest on the NTCB website, ntconventions.com by no later than Thu 15 June.

McLeod's home open



AFTER a major refurbishment program, Kingsford Homestead, the setting for the long running television series, McLeod's Daughters will open for guests from 01 July.

The luxury seven-suite property, set on the banks of the North Para River in 225 hectares of rolling farmland, is less than 50km from Adelaide.

Kingsford's secluded location and 360 degree view of the surrounding hills, dates back to 1856 and was built from Scottish sandstone transported to Australia as ship ballast.

Today, at the helm of this property with its contemporary French country interior design, are Pat and Sally Kent who previously managed both Arkaba Homestead in the Flinders Ranges and Portee Station in the Riverland.

With a passion and enthusiasm for hospitality and for South Australia, the Kents say they can't wait to welcome guests for a minimum two-night stay with dinner, bed and breakfast and all beer, wine and soft drinks included.

Facilities will include being able to dine in the converted underground cellar, a spa room while an all-weather pool house is to be completed at stage 2 of the project and a commercial kitchen run by culinary partners and gourmet catering company Hand Made, to be known as Hand Made for Kingsford Homestead, who will whip up culinary delights.

A number of additional experiences are being planned such as private picnics on the banks of the North Para River, learning how to work with sheep dogs, Barossa winemaker events, family friendly short breaks and themed McLeod's Daughters weekends.



DID you ever get that sinking feeling?

Give a thought then to the 180-tonne Boeing 747 on display at the Qantas Founders Museum in Longreach, central-west Queensland - a repair job is underway to stabilise it from sinking into the ground.

Such is the problem that the museum has been off-limits for tourists since March.

Museum spokesman Tony Martin says there were a few tricky moments during yesterday's effort when the plane was raised, with straps under its belly to support it.

"The soil was too poor for us to put concrete into it," he said.

A team of experts is on-site, together with a 50-tonne crane to lift the plane. Work is expected to be completed over the next two weeks.

Parkroyal's refurb

PARKROYAL Darling Harbour Sydney announced yesterday that it will be embarking on a multi-million dollar refurbishment to "capture the spirit of Sydney".

The refurbishment which has now kicked off and will be finished late September, will include the hotel's guest rooms as well as the club lounge and lobby.

The refreshed concepts and features are supported through guest feedback and research.

EEAA appointments

THE Exhibition and Event Association of Australia has elected a new member to its board, after the departure of outgoing director Jo Anne Kellaway from InfoSalon.

Jim Delahunty, managing director of ExpoNet has joined the board, joining Domenic Genua of the NSW Boating Industry Association.

Also on the board is Bob Moore of Agility; Peter King, Melbourne Convention and Exhibition Centre; and Peter Thorpe, Sydney Showground, Royal Agricultural Society.

The other seven board members were not up for re-election.

President Matthew Pearce said EEAA was continuing to expand its sphere of influence following last year's appointment of Joyce DiMascio as general manager.

Conference Organisers get a taste of sunshine

BUSINESS Events Sunshine Coast (BESC) hosted their second 'Sunshine Safari' for 12 of Australia's top professional conference and incentive organisers. The group spent three days familiarising themselves with the region on a tour specifically developed to showcase the Sunshine Coast's business events capability.

Business Events Manager, Pippa McCreery, said she was extremely happy with the quality of the famil participants this year. "The professional conference organisers attending this year are among the best in Australia, with many managing well in excess of ten events per year. The challenge with the business events sector is ensuring the individuals selected to attend our programs, have a strong influence on where an event will be held. This year we have definitely got the right people, who have the capacity to bring a lot of business to our region," she said.

RIGHT: The group enjoyed a dinner on the Maroochydore foreshore.



LEFT: Sally Schmidt & Neil Newman at Yaldina Station.

REST OF PAGE: All the fun of the fair at Aussie World with its colourful clowns, traditional rides and knock 'em down games.

The networking event saw PCOs mingle with Sunshine Coast hotel and event operators and the region's suppliers.



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