



... and the winner is!

KEEP those 'cards and letters' coming but if you feel we are ignoring the publication of your awards night media releases, it's nothing personal.



We appreciate the value and the prestige they give and the recognition for a job well done.

The problem for us is, with so many awards nights happening throughout the business events sector and the various industry organisations on an ongoing basis, we could fill BEN's pages to the gunwales with awards night stories and photos.

It's not that we won't run them at all - we will if space permits and if they are of particular importance or interest - Jill.

Oz products introduced at EIBTM

AS EIBTM in Barcelona closes for another year, Penny Lion of Business Events Australia said that Australia continues to be a destination of choice for European business event planners.

"Key European markets are showing encouraging signs of growth despite the economic environment.

"We have seen an eight per cent increase in arrivals from the UK for instance, with close to 60,000 delegates coming to Australia for a business event in the year ending 30 September 2012," Lion added.

The EIBTM Australian delegation also included Business Events Sydney, The Star, Melbourne Convention and Visitor Bureau, Adelaide Convention Centre, Arinex, and Cairns Convention Centre, all of whom showcased Australia to delegates from over 150 countries.

Some of the news talked about included the creation of the Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP) with its world-class facilities for convention, exhibition and entertainment events.

There's also the \$150 million



dollar upgrade to Sydney's Royal Randwick racecourse in 2013, including its state-of-the-art, five-level grandstand with function spaces including a 1,000-seat ballroom, complemented by a four-star, 170-room hotel with conference facilities.

That's not to mention the transformation of the \$6 billion, 22-hectare former container port, at Barangaroo, with a six-star resort and casino expected to welcome guests in 2018.

And The Star's new multi-purpose events centre able to accommodate all types of events from meetings to gala dinners and awards ceremonies was showcased, while the MCVB touted the recently announced International AIDS Conference 2014 - the largest medical conference ever to be held in Australia and expected to attract more than 14,000 delegates.

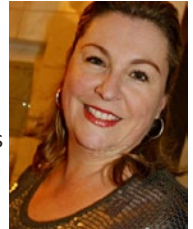
SA officials highlighted the \$350 million dollar expansion to the Adelaide Convention Centre with four new function rooms overlooking the River Torrens.

Arinex is proud of its appointment to manage the International Conference for Tropical Medicine and Malaria, an event that will bring over 2,000 of the world's leading tropical medicine experts to Queensland.

And also in the news is China Eastern Airlines' announcement of direct flights from China to Cairns, as well as the Cairns Convention Centre preparations to host more than 12,000 delegates in 2013 with a resultant 125,000 hotel bookings.

Welcome back Anna

WELL known industry identity Anna Case returns to Gold Coast Tourism as director of Business Events having previously worked with Tourism Australia, the Hong Kong Tourism Board, Encore Business Tourism and SquareOne Events.



With a wealth of international experience in both business events and leisure tourism, Case previously ran her own Gold Coast business where she was part of the 2018 Gold Coast Commonwealth Games winning bid team.

Passionate about raising the profile of the city, Case will be responsible for guiding the organisation's strategy to promote the Gold Coast as a leading business events destination.

"This role assumes the leadership of the Gold Coast Convention Bureau (GCCB), a subsidiary business unit within Gold Coast Tourism's structure," Gold Coast Tourism ceo Martin Winter said.

GCCB has the responsibility of securing conferences, congresses, incentives and corporate meetings to the Gold Coast, which creates new commercial opportunities for stakeholders.

RNA appoints BDM

BRISBANE'S RNA Showgrounds has appointed Natasha Hardy as their business development manager for the local market.

With more than a decade of experience in securing, producing and delivering MICE activities, Hardy will be part of a team responsible for instigating and managing business development for the \$59 million world-class Royal International Convention Centre (RICC) Brisbane at the RNA Showgrounds, due to open in March 2013.

Rendezvous 25% MICE discount

RENDEZVOUS Hotels Group is offering 25% off when you confirm a Smart Meeting Residential Conference in Auckland, Melbourne or Perth.

For booking details or more information on the offer see page four of today's *Business Events News*, or visit the website rendezvous-hotels.com/meetings.

WIN a Luxury Spa Weekend at La Sante Medi Spa & Crowne Plaza Norwest



This week *Business Events News* is offering one lucky reader the chance to win a Luxury Spa Weekend for two courtesy of **JC Travel Professionals, La Sante Medi Spa & Crowne Plaza Norwest**.



The prize includes one night's accommodation at the Crowne Plaza Norwest in a balcony room with buffet breakfast and sparkling wine, plus a 1.5 hour couple spa treatment at La Sante Medi Spa, valued at \$700.

To win tell us in 25 words or less why you deserve this Luxury Spa Weekend away?

Email: comp@businesseventsnews.com.au

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Raffles open in Makati

A 30-floor tower Raffles hotel is to open in December, in Makati's central business district, known as the 'Wall Street of the Philippines'.

This prestigious new development will be home to three very different areas in the one building: Raffles Makati, with 32 suites; Raffles Residences, with 237 one to four bedroom residences for private ownership; and Fairmont Makati, a hotel with 280 deluxe rooms.

The new hotel will have its grand opening in February 2013.

John Johnston, president of Raffles Hotels & Resorts said: "There couldn't be a better time for Raffles to be opening in the Philippines.

"The country is full of a new-found optimism as the economy expands, with a modern infrastructure and an international presence."

True to its Singapore original, it will feature similar décor with tropical punka fans; an atmospheric black, ivory and terracotta tiled floor; long-stemmed ceiling fans and a 14 metre long bar where clients can enjoy not only a Singapore Sling but cocktails made to order.

12 days of Xmas free!

THE Novotel Forest Resort Creswick, close to Ballarat in Victoria, is inviting meeting planners to experience the twelve days of Christmas & conference for free.

From Sunday 16 December until Friday 28 December inclusive, delegates who book and conference in the forest will enjoy overnight accommodation, full buffet breakfast and a free conference delegate package for just \$199.

Delegates will also receive a free room upgrade and Santa hat and as an added Christmas bonus, book a minimum of \$10,000 and 15 room nights and receive triple Le Club Accor Hotels points.

Find out more on the website at novotel.forestresort.com.au.

NCC supports food rescue

NOT-FOR-PROFIT organisation, Yellow Van Food Rescue were the proud recipient of more than \$14,000, when the ACT's National Convention Centre

(NCC) treated guests to a dazzling performance by leading Australian singer-songwriter, Missy Higgins and ARIA award winning, indigenous singer-

Time is running out

LE Club Accorhotels Meeting Planner members have until 30th December to book a residential conference and for every dollar spent they will receive Triple Le Club Accorhotels Meeting Planner points.

Not only that, they get to go into the draw to win the major prize of 1 million Le Club Accorhotels Points valued at over \$29,000.

These points can be redeemed for hotel vouchers valid at over 2,500 Accor hotels around the world or for Airline Miles with over 18 airlines, making it one of the most competitive meeting planner programs in the world.

With more than 10 Accor Pacific hotels in Accor's Le Club Meeting Planner program following rebrands of former Sebel, Citigate, Sea Temple and Quay West hotels, it is certainly an exciting time for Le Club Accorhotel Meeting Planner members as the possibilities have never been greater.

Director of sales – business events, Jenifer Dwyer Slee says, "It's a great opportunity for members to branch out and book conferences at hotels they may not have had the chance to look at before."



songwriter, Gurrumul Yunupingu.

Held last Friday evening, the

NCC's community VIP experience is part of a new initiative, whereby the convention centre donates a portion of ticket proceeds to a nominated charity.

"We've been supporting Yellow Van Food Rescue since 2008 as we believe it's a fantastic organisation which each year provides thousands of people with nutritious and delicious food that would otherwise go to waste," said Cindy Young, manager, National Convention Centre Canberra.

VIP guests consisted of a mix of Yellow Van Food Rescue staff, volunteers, supporters and local students.

"Our five-year partnership with the NCC is invaluable and they are one of our strongest partners in the community," said David Burnet, director, Yellow Van Food Rescue.

The NCC will continue its support of Yellow Van Food Rescue VIP concert showcasing Grammy award-winning artist Carole King next February.

Pictured above at the event from left are: Glenn Keys, Mel Keys, Peter Groves, Judy Mack, and David Burnett.

And inset is Missy Higgins singing one of her popular songs for the attendees.



BORING conference sells out
It seems that beyond having to attending some stultifying conferences, you can actually book in for one.

Last week the official Boring Conference was held in London, at York Hall in Bethnal Green, best known as a boxing venue.

Created in 2010, in response to the cancellation of the Interesting Conference, it is dedicated to all things mundane and perhaps surprisingly, it was a sell out.

It featured talks on humdrum topics such as electricity pylons, yellow lines, toast, shop fronts and self-service checkouts.

With the promise of a mind-numbing day, organisers promised the event featured, "nothing interesting, worthwhile or important."

Lumpy Accor pillows

LUMPY pillows are no joke, but the word is guests won't mind if they are staying at one of



Accor's Novotel and Ibis Brisbane hotels over the forthcoming holiday season.

They might find their share of \$10,000 in cash being given away between 1 December and 31 January as part of the hotels' Checkin and Win promotion.

To be eligible to win, guests must book into either property and 'Like' the hotel on Facebook at check-in with Ipads located at the reception.

The cash will be placed under a pillow by a hotel executive with reception staff unaware which room sports the pillow with the \$1000 lump.

Each hotel will give away five \$1000 cash pillows with the winner's photo being posted on Facebook.

Summer rates start from \$139 at Ibis and from \$199 at Novotel and include breakfast for two.



BESydney's glittering prizes

BUSINESS Events Sydney (BESydney) walked away with top honours for Specialised Tourism Services and the silver prize for Business Tourism at the last weekend's NSW Tourism Awards 2012.

The judges commended BESydney's highly effective role in bringing large economic benefits to Sydney and NSW.

Lyn Lewis-Smith, ceo of BESydney said she was thrilled with the results.

"Business events that our team secures for New South Wales play a vital

role in stimulating and driving demand for our State's vibrant tourism industry.

"We work closely with a vast array of government and private sector stakeholders to achieve the results we do.



"These awards are a great acknowledgment of the valuable contribution this collaboration makes in ensuring that NSW continues to be the business travel capital of Australia," she said.

Pullman to grow FNQ C&I market

THIS week's re-branding of Sea Temple Resort & Spa Port Douglas to the Pullman Sea Temple Resort & Spa Port Douglas, hot on the heels of the re-branding to Pullman of Sea Temple Resort & Spa Palm Cove, now makes Accor's Pullman Australia's largest 5-star hotel brand.

The move continues an exciting time for Pullman in the Asia Pacific region as more properties are slated to take on the branding in the coming months.

The Pullman signature of providing exceptional facilities for

meetings and events is evident at the Pullman Palm Cove which recently unveiled its purpose built Garden Pavilion event centre with capacity for up to 100 delegates.

Simon McGrath, coo of Accor Asia Pacific said growing the Pullman resort collection was an important step in the brand's expansion.

"We will be looking to grow the conference and incentive market into TNQ, as well as growing domestic leisure and international business into the region," he said.

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Brisbane's Hawaiian history

AS Hawaiian Airlines commenced nonstop flights between Brisbane and Honolulu yesterday, it recalled the famed inaugural flight of the Southern Cross, flown by Charles Kingsford Smith and Charles Ulm, which in June 1928 – the year before Hawaiian Airlines was founded – became the first aircraft to fly from Hawai'i to Brisbane.

Capturing international headlines with its successful completion of the world's longest journey by air at the time, the tri-engine Fokker monoplane took approximately 83 hours to journey from Kaua'i to Brisbane's Eagle Farm airfield, stopping en route in Fiji for the pilots to take a one-day rest break.

Today, the flight to Honolulu take nine hours and 15 minutes.

Hawaiian flies from Brisbane three times weekly to Hawaii and beyond to 11 U.S. mainland cities, the only US airline to operate flights to the Queensland capital.

Andrews returns to LCA Communications



FRESH from a campaign that revived Novotel Manly Pacific and Manly as a business events destination, Lindy Andrews who designed the highly-successful Novotel Manly campaign which asked buyers to 'take a fresh look at Sydney's leading business events destination,' has returned to the helm of LCA Communications Group, the all-in-one strategic and creative agency for the business events industry.

"We have the same expert video production team at LCA Communication, so our clients can complement their marketing strategy with a broad range of video solutions, whether they want to record an internal address or huge offshore conference or produce a web sales video such as a venue showcase or viral campaign," she said.

Ben on BEN



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiters perspective to help job hunters find the perfect job.

Ben has over 15 years working in 5 star hotels and the MICE industry and has worked on some of Australia's biggest events.

WORKING

in recruitment - it's like having two clients for every piece of work you do, the employer and the candidate.

Both have expectations of each other.

So often recruitment is seen as a one sided affair where it's only up to the candidate to impress their prospective future employer.

In a market where experienced candidates are in high demand and short supply, employers must promote their business as Number 1 so when they make a job offer, the candidate chooses them over other companies.

So what do candidates really want? The top three things are 1. A clearly defined job description 2. Opportunities for advancement/education 3. A competitive salary in line with current market conditions.

When considering hiring new staff and before you begin interviewing ask yourself: Why would someone want to work for 'this company'? It may make the difference to securing top candidates before your competitors do.

Merry Christmas!



Johannesberg's new Maslow Hotel

SUN International's new business hotel, The Maslow, situated in Johannesburg's Sandton business district, is to open on 7 January following an R250 million refurbishment.

Formally known as The Grayston, the complete internal and external refurbishment includes the reconstruction of the conference centre and the addition of 13 individual meeting rooms.



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From **\$178 NZD** twin share occupancy

Rendezvous Grand Hotel Melbourne

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* Rendezvous Grand Hotel Auckland and Rendezvous Grand Hotel Melbourne bookings must be confirmed between 01/12/12 and 31/07/13 and held by 31/12/13. Rendezvous Hotel Perth bookings must be confirmed between 01/12/12 and 31/03/13 and held by 31/12/13. Offer is only applicable to new bookings with a minimum of 30 Smart Meeting Residential Packages and cannot be combined or used in conjunction with any other special offer or promotion. The discount will be applied on payment of the final invoice. The offer is subject to availability, rates may change and blackout dates may apply. ^ Refer to the website for full competition details.

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