



Accor in overdrive

WORLD of Accor, the largest hotel expo in Asia



Pacific promised last night to be even bigger and better than ever before and certainly lived up to the rhetoric with the ballroom of the Sofitel Wentworth positively heaving with travel industry nabobs, bobets, TV personalities entertainers and extraordinary floral displays.

Not to mention go hard working Accor delegates representing 3500 hotels.

Hosted by TV personalities, Melissa Doyle and Matt White, there was plenty there to draw the crowds beyond the excellent food and wine and the multi-platinum winning band Human Nature, especially flown in from Las Vegas for the event.

The opportunity to win a brand new Peugeot 208, was won by Lisa Warnes, Optus.

The Peugeot, moved from its usual place in the foyer certainly took away moveable space from the expansive ballroom and may warrant a rethink next year - *Jill*.

Vale Bill Bashfield

NEWS to hand yesterday morning is that the well-respected managing director of Associated Global Services, Bill Bashfield died whilst escorting a group to St Petersburg.

His daughter was with him.

Bill is described by his peers as a larger than life character who died doing what he loved.

BECA receives TQUAL grant

A \$110,000 grant from the Federal Government to the Business Events Council of Australia (BECA) will open the way for vital research on the value of the business events industry.

The welcome T-QUAL news announced by the Minister Assisting for Tourism, Senator Don Farrell, is part of a Federal Government program aimed at stimulating sustainable economic growth in the Australian tourism industry.

BECA executive manager Inge Garofani said the granting of such a significant amount of money towards business events research was welcomed by the Council.

"We are thrilled to be awarded such a strong grant to undertake

some vital research on the value of the business events industry.

"This will enable us to take our research agenda to a new level," Garofani said.

Garofani went on to say that business events had an untapped potential to provide Australia with greater worldwide business opportunities.

"By bringing together a global marketplace and by hosting these events in Australia we can showcase our extensive skills in a variety of areas and provide the opportunity to be ahead of our competitors.

"This grant will be used for research to review the current situation for business events and identify the opportunity areas," she said.

So, Sofitel to open in Auckland

THE first Sofitel So 'designer hotel' to open in the Pacific region is planned for Auckland, in 2015.

The Sofitel So Auckland will be the fourth branded hotel to join the expanding Sofitel network in New Zealand, alongside the Sofitel Queenstown Hotel & Spa, Sofitel Auckland Viaduct Harbour, and the Sofitel Wellington, due to open in the nation's capital in 2014.

With an estimated NZ\$50 million cost, it is owned by the Auckland based Pandey family via the CP Group.

The CP Group currently operate 11 Accor and Sofitel branded hotels in New Zealand, and with the two new hotels under construction, it will take the number to 13 by 2015.

The new 133 room Sofitel So Auckland hotel will be located in the heart of Auckland's CBD in the old New Zealand Reserve Bank at 67

Customs Street, one street back from Auckland's harbour foreshore and a five minute walk to the popular Auckland Viaduct entertainment precinct.

Facilities will include a lobby lounge bar and rooftop restaurant, a range of meeting and conference spaces, a swimming pool and a state-of-the-art day Sofitel branded SoSpa with six treatment rooms.

Above is an artist's impression of what the hotel will look like following its completion.



Have your say!

IN order to get the re-development of the 20 hectare area of Darling Harbour right for Sydney, Darling Harbour Live is offering everyone the chance to have their say on this important new development.

Meet the team and share your feedback at 'drop in' information sessions and get an update on the three venues, The Haymarket urban residential & commercial quarter, as well as the preliminary plans for the hotel.

These information sessions will be held in Pyrmont on Wednesday 7 August and Harlequin Inn, Haymarket on Thursday 8 August.

For times, information and to RSVP email: info@darlingharbourlive.com.au by Tuesday 6 August.

DOCKSIDE GROUP
 VENUES AND RESTAURANTS
 WITH A DIFFERENCE

L'Aqua

A harbourside venue for your business events



Learn more about DOCKSIDE GROUP at:

AUSTRALIAN businesses events
 14-15 August expo2013

STAND D12

Buccaneer

ALICE STAMPEDE

APPLY NOW

ALICE SPRINGS FAMIL 12-15 SEP

ALICE13 STAMPEDE

NT

CONVENTION CENTRE



COOK Islands Tourism has always been in the Australian market in one way or another over the last 20 years.

Since May 2011 things have stepped up when CIT hired a full time general manager, Air New Zealand launched a direct flight to Rarotonga from Sydney and the investment in the Aussie market was increased.

Through its marketing strategy it became obvious that the Cooks is not only right for couples and romance but families, boutique groups, conferences and incentives.

As a conference and incentive destination everything is tailor made, nothing is too hard for Cook Islands Tourism to do and there are some spectacular locations to experience something really unique.

There is so much to see and do including being a whale researcher for a day, learning to navigate by the stars, taking part in outrigger races, sailing, fishing, diving, safari tours, hiking, mountain biking, kayaking, stand up paddle boarding, cruises, waterfall walks, pampering, shopping, markets, breweries, cultural nights, open air bars and nightlife and over 50 cafes and restaurants in Rarotonga.

Rarotonga has 14 sister islands - Aitutaki and Atiu being the main ones.

From the first pitch ready proposal you receive, to the support and personalised service every step of the way Cook Islands Tourism takes the worry out of the process.

The suppliers in the Cooks love Australian groups and everyone works together to ensure the event punches above its weight to ensure guests have an awesome time.

Ayers Rock Resort races ahead

RACE organiser and sports tour operator, Travelling Fit, designers of the Australian Outback Marathon, staged their fourth event last Saturday at Ayers Rock Resort.

Set amongst one of the most iconic backdrops in the world, a record number of entrants from over 25 countries pounded the red dust with spectacular views of Uluru and Kata Tjuta.

The Marathon, which is gearing up to become a major event on the Australian running calendar, with participation almost doubling in size since the first event was held in 2010, had the combined support of Voyages Indigenous Tourism Australia and Travelling Fit.

With encouragement and sponsorship, 40 students from the local Pipalyatjara Anangu, Ernabella Anangu and Amata Schools participated in the event.

In addition to the marathon, Voyages supports The Deadly Fun Run Championships, which was held at the Resort on Saturday, 13 July.

The Deadly Fun Run Series is an initiative set up by Rob de Castella's Indigenous Marathon Project, in a bid to promote healthy living.

Adelaide to Kuala Lumpur MEA deal

HERE'S a deal breaker for MEA'S Adelaide members or those of you who may find themselves in Adelaide at the time and are thinking about attending the MEA National Conference in Kuala Lumpur between 14 - 17 May 2014.

With the launch of Air Asia X in Adelaide the Airline is offering the following special: Adelaide - Kuala Lumpur return for \$303*.

There are still seats available online on the AirAsia X website at - www.airasia.com/au.

To find out more about the MEA 2014 Conference in Kuala Lumpur see [click here](#).



Voyages managing director Koos Klein says, "We are thrilled to support initiatives like the Australian Outback Marathon and The Deadly Fun Run Championships as they engage, raise and promote awareness of healthy living in local Indigenous communities."

The next annual Australia Outback Marathon will be held on Saturday, 26 July 2014.

Pelican Waters Golf Resort and Spa deal

PELICAN Waters Golf Resort and Spa, previously a Crowne Plaza, has unveiled a new look and feel, one designed to impress the MICE and weddings markets.

Located in Caloundra on the Sunshine Coast and within easy access to Brisbane and Maroochydore airports, the 4 ½ star resort boasts

state of the art meeting facilities with both indoor/outdoor spaces and spectacular views providing an ideal backdrop for conferences, corporate retreats and golf events.

Catering for up to 350 in the grand ballroom, there are nine function rooms, including the exclusive Penfolds Private Dining Room, which offers degustation dining and wine matching experiences for up to 10 guests.

"As a stand-alone resort, we now have the ability to tailor our packages to suit the individual requirements of our clients.

"We believe this can only enhance our appeal and we look forward to the exciting times that lay ahead" says new owner, Tony Dwyer.

A Residential Conference package is available from \$150pp/ts including accommodation, breakfast, venue hire and full day delegate meeting package.

Available for conferences booked before 30th November.

For more special offers visit www.pelicanwatersgolfresortandspa.com.au.



Visit us at ABEE on stand B42



Go in the draw to win a night at the Sebel Pier One, Sydney including breakfast for two and a bottle of Champagne.



crumbs!

WITH only 18% of the 22,000 flights out of Beijing's Capital airport departing on time, according to the aviation research company FlightStats, delayed flights have resulted in a surge in violent attacks on flight crew in China.

One irate passenger tried to rip off an attendant's name badge before hitting her on the head.

In the subsequent fracas, two airport staff were taken to hospital and three passengers arrested.

Bosses at Hong Kong Airlines say travellers lash out at staff at least three times a week, delaying or cancelling flights.

To counter the attacks, flight attendants will be taught Wing Chun, a form of kung fu which bosses hope will make frustrated flyers think twice about violence, reports *The Telegraph*.



business events news

2nd August 2013

TNQ event hailed a huge success

BUSINESS Events - Cairns & Great Barrier Reef "A Tropical Platter of Events" showcase, held on Wednesday evening was considered a huge success with 18 business event suppliers filling the two Ivy Sunrooms.

Rosie Douglas, director of business events proclaimed it their biggest Sydney event yet.

A nice touch was a tropical produce tasting display, which allowed guests a free-range sampling of goodies - Tropical North Queensland style.

Locally grown macadamia nuts, chutney, chocolate and especially tipples of mango



and marshmallow wine proved immensely popular.

The big winner of a holiday in Cairns & the Great Barrier Reef was Lisa Rayner of MP Travel, whilst other lucky winners walked away with hampers of local produce.

Pictured getting into the TNQ groove are: Joel Duffy and Ian Walsh, GI Group; Lyn Mehara, Conference Deals.com.au; Janette Beedell, Targeted Program Management; Terry Bleyer, Freelance Management and Ben Carneige, inPlace Recruitment.

MEA's member offer

A **FREE** telephone advisory service specialising in workplace relations has been launched by Meetings & Events Australia (MEA).

The move to add further value to the MEA membership, comes after they entered into an arrangement with Employsure that offers employment and human resources advice to financial members.

The telephone advice service enables members to make confident and informed decisions in respect to managing staff.

"Such advice would help minimise the risk of disputes and disruption to the business," said MEA ceo Linda Gaunt.

"This advice service is included in the membership package for company members and is available 24 hours day, 365 days a year," she said.

To use this service: phone 1300 651 415, quote the client account number MEA9232 and your name and business name for advice.

Members are required to respond to ceo@mea.org.au advising the name of the person who would be using the service on behalf of the company and forward this email to them.

World Square award

RYDGES World Square who launched one of the largest conference and event centres in the Sydney CBD earlier this year, have been awarded Tourism Accommodation Australia's (TAA) prestigious Conference Venue of the Year award.

The newly renovated 600sqm venue space boasts facilities twice the size of the hotel's previous conference area and has the ability to cater for up to 500 delegates or seating for 380 guests banquet style.

In attendance at the event, John McIlwain, gm of Rydges World Square thanked the conference and events team team, describing the award as a fantastic reward for the effort they had put in since the conference centre's redevelopment.

The development of the hotel's conference facilities is a result of the Schwartz family company and director Dr Jerry Schwartz, and their ongoing efforts to inject capital into their hotel assets.

Grays' Say

Peter Gray, managing partner of Motivating People, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.



WHEN THE GOING GETS TOUGH

Watching Q & A (ABC, Monday) this week I was heartened to hear Peter Shergold (Secretary to the PM & Cabinet, 2003-2008), referring to funding for Aboriginal development, saying that funding should be provided not only on the basis of need but as a reward to communities who do well.

He further expanded this to say that the rewards should be a flow-on from the original funding.

This is the first person of any political persuasion (and I know that he was a civil servant rather than one of his political masters) I have heard realise that people - anyone - will respond to an incentive if the reward is something they desire and they consider the extra effort to obtain it is worthwhile.

Another example of how incentives can work in the public arena is the way in which Thailand has lowered its birth rate - quickly and substantially - thanks to the creativity of family planning approaches which were largely the work of one man: Mechai Viravaidya, a former government economist and public relations genius.

A 1992 article in the magazine *IN CONTEXT* describes what occurred: "The Population and Community Development Association (PDA) moved from contraceptive distribution to the issue of water, introducing a revolving loan scheme to build, with German funding, thousands of water jars, squat toilets, and rain water catchment jars for drinking water. Then they moved to agriculture-oriented income generation.

"Pig banks, rice banks, buffalo - at the beginning of the season, people would [borrow] three pigs.

"No money, but monetary value - a loan in the form of animals.

"Then they would pay back the loan and have a profit to keep.

"It broke the cycle of the middleman: 80 percent of the population was rice farming,

and the problem was that (as usual with the poor) there were moneylenders in the poor communities who would tide them through, but at 3 percent per month (36 percent per year), continuing the cycle of indebtedness and poverty.

"The PDA rate is 1 percent per month, to be repaid in 3-6 months.

"Many of these programs use revolving loans.

"We link family planning participation to acceptance for the loan.

"We use incentives." Those companies who ditch incentive programmes when the going gets tough should think again.

Incentives are one of the most effective forms of marketing and, as I've described above, do change attitudes and behaviour.

Another bonus is that if properly researched, designed, implemented and appropriately rewarded an effective incentive programme will not only cost the sponsor nothing the incremental bottom-line benefits could be substantial.

Peter Gray is an independent incentive

practitioner and consultant to Motivating People

He can be contacted on:

peter.gray@motivatingpeople.net.



CONTACT US:

Publisher Bruce Piper
Editor Jill Varley
Contributor/Coordinator Chantel Housler
advertising@businessesnews.com.au
P: 1300 799 220

PO Box 1010 Epping, NSW, 1710
Business Events News is part of the Travel Daily group of publications which also include: Travel Daily, Cruise Weekly and Pharmacy Daily.

Disclaimer: While every care has been taken in the preparation of *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.