



Look to the north!

BRISBANE is a city without a focal icon such as a Harbour Bridge or an Opera House on which to centre their marketing efforts - a tough call when promoting itself to the world.



BEN attended the G20 breakfast on Tuesday as a guest of Brisbane Marketing and spoke with a PCO who talked of the challenges this presented when overseas encouraging corporates and businesses to conference in Brisbane.

"I am invariably asked, is Brisbane near Sydney?"

"My answer is 'Yes, north of Sydney!'"

After breakfast and visiting GOMA (Gallery of Modern Art), I do believe the answer may lie right under their noses.

The Gallery is where Cai Guo-Qiang's 'Falling Back to Earth' art installation is on display until 11 May, featuring 99 life-sized replicas of animals, water and sand.

The exhibition also features 99 wolves leaping en masse and colliding with a glass wall; a suspended 31m eucalyptus tree, creating a space for contemplation and a tea pavilion where visitors can drink tea and find out more about the artist and the exhibition.

Such is the impact of this thought-provoking exhibition that it's the first time all 3,000 sqm of GOMA's ground floor has been dedicated to an exhibition of work by a single living artist.

I can't recommend it highly enough - I guarantee whoever sees it will be astounded by this man's incredible talent.

I can think of no greater excuse to hold an event at the gallery in one of GOMA's desirable spaces, such as The Roof Terrace, an open-air venue that boasts panoramic views of the city skyline, Brisbane River and Kurilpa Bridge.

As Arnie says, "I'll be back." *Jill*

G20's Agents for Action

THE benefits for Brisbane and its businesses from hosting the G20 summit were explored by a panel in the Qld capital yesterday.

The summit will take place on 15 and 16 November 2014 at the Brisbane Convention & Exhibition Centre, with up to 4,000 delegates expected to attend including world leaders from across the globe.

Brisbane Marketing, Brisbane Development Association and Business South Bank held a breakfast meeting at the Brisbane Convention & Exhibition Centre to provide the corporate community with an opportunity to hear about the benefits of the G20.

Moderated by ABC News Queensland's Karina Carvalho, the panel included University of Toronto professor of political science, John Kirton, the author of numerous books and publications on G20 events.

Also on the panel was UBS senior adviser and B20 Sherpa Robert Milliner, Jon Grayson, director general department of the Premier and Cabinet Queensland Government, Julieanne Alroe, Brisbane Airport Corporation ceo and managing director, and Councillor Graham Quirk, Lord Mayor of Brisbane.

Professor John Kirton said the G20 Summit benefits included drawing up to 4000 delegates and 3000 media representatives, as well as "world leaders, top and mid-range advisors and top ceos, to invest, to trade with and to move Brisbane into the future."

Kirton believed the G20 would "shape a living legacy" and build business for Brisbane.

Jon Grayson described the summit as the largest security event Australia had ever seen.

"We need to create opportunities for leaders to stay longer, especially business leaders."



The Lord Mayor Graham Quirk pointed out that the G20 was not just a Brisbane show.

"We are a partner, a support act in an Australian Government event."

While the full impact on Brisbane was still being worked out, Quirk said it was a once-in-a-lifetime opportunity to "quantum leap" Brisbane's evolution as a new world city.

"It is a chance to firmly establish our credentials as a leader in the Asia Pacific and an emerging powerhouse of innovation and creative economic thinking."

Quirk went on to describe Brisbane Marketing as their 'Agents for Action'.

"We need to embark on a series of initiatives to ensure that the city fully capitalises on the global spotlight falling on this important event."

"It will be the first time since World Expo88 that Brisbane has the chance to capture a critical mass of global attention."

Other opportunities in the G20 program include the unofficial Brisbane Global Café, to encourage new world thinking, business and economic models, which will also become an online media centre in early 2014.

Another initiative is Choose Brisbane, an international marketing program, launched in Asia and Europe in 2013.

The G20 meeting will be the most important gathering of world leaders ever held in Australia, with members representing around 85% of global GDP and more than 75% of global trade.

'Tis the Seasons

FOR everyone heading back to business in January, the Four Seasons may just have an offer for you.

The Four Seasons Hotel Sydney is offering free meeting rooms in January 2014 under the tagline 'TGIF - Thank God It's Four Seasons'.

The hotel is offering free rooms for meetings or events booked for 10 people or more with any food and beverage package in the first month of the new year.

Various meeting spaces are available to book, including four residential-style rooms, a pillarless grand ballroom and flexible layouts as well as catering from the hotel's kitchen team.

Valid through January 2014 with conditions, contact the catering sales team on 02 9250 3100.

50 timeless years

WHEN the Sheraton Maui Resort & Spa first opened 50 years ago, it marked the onset of tourism to Maui and Ka'anapali.

In the years following it has served as a backdrop for generations of families, romantics, and meetings from around the world.

To mark the occasion, the Sheraton Maui is inviting everyone to celebrate its landmark birthday on Sunday, 29 December in an evening dedicated to its rich history.

Sheraton Maui Resort & Spa general manager Tetsuji Yamazaki explained the evening was about bringing together the elements of the past and looking forward to the next 50 years.

"It is a privilege to share the rich 50 year history of the Sheraton Maui Resort & Spa and preserve it for future generations to discover and enjoy."

With 508 rooms and suites, the resort's 50-year tradition of a nightly cliff diving ceremony will take place.

This will be followed by a resort blessing and a time capsule presentation.



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THE holidays are fast approaching and with it, the prospect of travelling to far away places.

So before joining the Christmas rush, you might want to take in a few travel tips from Skyscanner, a passenger flight search engine that allows users to browse for flights via price and location.

- 1. NEVER** wear flip-flops on a plane- they're not the best protection in the unlikely event of an emergency. A good set of sturdy shoes will protect your feet from heat or sharp objects.
- 2. KEEP** your mouth shut in the shower, especially if you are in a country where it is unsafe to drink the water.
- 3. FOR** those petrified of turbulence during flights, try slightly jiggling your body when you hit some rough air. Your movement will counteract that of the aircraft and you won't feel the turbulence so much.
- 4. TAKE** a money belt and a wallet: if you get mugged you can calmly hand over the wallet and carry on with your holiday with minimum hassle. If you meet new friends, use the wallet; it could be a bit awkward reaching into a money belt to pay for your beers.
- 5. IF** you're flying long haul and you've got the dosh, pre-book into an airport lounge. It provides a quiet environment with complimentary snacks magazines and newspapers, WiFi and more.
- 6. NEVER** exchange money in your hotel. Instead, shop around for the best rate and find a credit/debit card that doesn't charge for purchases abroad.
- 7. AS** much as you may loathe the hoodie as the uniform of the teenager, travelling in one allows you to retreat from the world of noise and light when you want to sleep.
- 8. NEVER** join the immigration queue with kids or other nationals. Go for the one with the 'suits'. It will move much faster.

Glasson's Star-ing role



WITH a 20 year history in the tourism, hospitality and events industry, Diane Glasson has been appointed to the position of director of PR and communications at The Star, Sydney.

A well known travel and tourism industry professional, Glasson brings to the role a wealth of experience from senior communications roles within Destination NSW and Tourism Australia.

Throughout her career, Glasson has been responsible for the development and execution of public relations strategies to leverage many of Australia's largest events including VIVID Sydney, Sydney International Food Festival, World Youth Day, APEC and The Oprah Winfrey Show visit.

The Star general manager sales and marketing Jakki Temple said: "Diane's knowledge of the tourism industry both local and international makes her an invaluable addition to the team particularly in light of the positive impact Sydney has been experiencing with the uplift in Chinese tourism."

Euromic at IT&CM

DESTINATION management company Euromic has confirmed it will be at Incentive Travel & Conventions, Meetings China (IT&CM China) next year.

Euromic executive director Christophe Verstraete said the Chinese market was a strong growth area for the association and IT&CM China had an excellent industry reputation.

Invite to MCEC's Open Space 2014

A free public event in February will welcome three of Australia's most influential leaders in design, advertising and science to the Melbourne Convention and Exhibition Centre (MCEC) Plenary stage.

Open Space 2014 will be held on Thursday 20 February and will coincide with Business Events Week (**BEN** 09 Dec) and the Asia-Pacific Incentives and Meetings Expo (AIME).

Guests will hear inspiring and thought-provoking talks around the event's theme of innovation from speakers including renowned designer and founder of agIdeas International Design Week Dr Ken Cato AO.

Also speaking will be leading scientist and chief of CSIRO's Materials Science and Engineering Division, Dr Cathy Foley.

Other presenters will include ceo of the Leo Burnett advertising agency and panellist on ABC's The Gruen Transfer/Planet, Todd Sampson.

The free event allows visitors to get involved with the discussion by taking part in the Q&A session and join conversations via social media which will be streamed on MCEC's event Twitter feeds.

MCEC chief executive Peter King said in the previous year, guests came expecting the unexpected and left genuinely surprised at what was delivered.

"This year we plan to amaze and inspire our guests again."

Open Space will highlight the creative use of MCEC's spaces, showcasing the venue's ability to transform for any event, as well as its technology, green design and award-winning food using local produce.

Following the plenary session a hawker-style food market and urban-inspired installation in the Convention Centre's foyer will feature recycled milk crates and vertical gardens; also on offer will be complimentary tastes of MCEC's in-house catering.

Connect with MCEC on Twitter, Facebook, Instagram (@MCEC) and LinkedIn for Open Space news and updates and have a look at the highlight video from last year's event by **CLICKING HERE**.

Register for your free ticket at openspace.mcec.com.au.

Upgrade postponed

THE 244-room Park Hyatt Saigon, a central landmark in Ho Chi Minh City, has postponed its closure and renovation, to allow the hotel sufficient preparation for additional areas of focus in the hotel's luxury upgrade.

The Park Hyatt says it will continue to deliver authentic hospitality and provide service excellence with no disruption to guests throughout 2014.

A Nok for Scoot agreement

WHILE regulatory approvals are still to be established, Thai carrier Nok Airlines and Singapore Airlines' low cost offshoot Scoot have signed a memorandum of understanding to establish a new no-frills long haul airline to be based in Bangkok.

Nok Air was first established in February 2004 and listed on the Stock Exchange of Thailand in June this year.

To be named NokScoot, the new budget airline will be based at Don Mueang International Airport and operate wide body aircraft on medium and long-haul international routes.

With an investment by Nok of up to 51% and Scoot with 49%, the initial investment will be THB2 billion (about \$71.5 million).

Nok Air ceo Patee Sarasin said the airline was excited at the prospect of expanding its presence overseas and to be doing so with the assistance of Scoot, which already operates flights to Australia.

"It has always been Nok's goal to offer Thais more choice and more value, of which this venture is yet another example.

"We're also excited at the opportunity to encourage more inbound tourists, to boost the Thai economy."

Scoot ceo Campbell Wilson said that as Thailand is Asia's premier tourist destination, it was a logical hub for Scoot to expand to.

"We at Scoot are very pleased to be working with Nok, an established and respected Thai low-cost airline, on the establishment of NokScoot.

"In supporting Nok with Scoot's experience in medium-haul widebody operations, we look forward to developing a new market segment and offering Thai consumers and travellers to Thailand more travel options."



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C&GBR sees growth

THE latest Queensland Business Events Survey figures showed that the incentive market in Cairns & Great Barrier Reef has increased by 50 percent over the previous year.

The figures recorded 116 incentive groups choosing Cairns & Great Barrier Reef as the destination to reward top-performing employees in 2012-2013, up from 78 groups.

"We experienced an overall increase in international business events delegates up from 10,075 to 11,068 and this growth was largely driven by international incentive groups," Business Events Cairns & Great Barrier Reef director Rosie Douglas said.

"Particularly pleasing was the growth in international delegate days which increased from 47,000 to 53,000.

Douglas said the variety of venues showcasing the dual World Heritage areas of the Great Barrier Reef and the Wet Tropics rainforest meant incentives in Cairns & Great Barrier Reef had a natural wow factor.

Last week the region hosted 12 US and Canadian incentive buyers and media highlighting the regions variety of activities.

Douglas said the group spent three days experiencing the Great Barrier Reef, Wet Tropics rainforest and attending functions such as dinner at Herbie's Beach Shack and Flames of the Forest, a rainforest dining experience.

The education program followed Dreamtime 2013 which took place in Melbourne last week.

The missing link

A NEW path on the Sunshine Coast has been described as the missing link in the Caloundra Coastal Path.

The route hugs the shores of the Pumicestone Passage before arriving at the Bulcock Beach boardwalk on the way to Happy Valley, Kings Beach and around Moffat headland.

The headland section, with its spectacular views, follows a trail of plaques honouring the lives of those lost in war, and passes a memorial that points towards the final resting place of the Centaur, a hospital ship torpedoed during World War II.

Sunshine Coast Destination Limited ceo Simon Ambrose said it was a world class system of pathways that connected visitors of all ages and abilities with the natural scenic beauty of the region.

Take a starring role

AN exclusive Mexican hideaway favoured by stars is also available for whole of resort use.

Right now One&Only Palmilla in Los Cabos is offering five nights in an Ocean Front Superior Room from \$3,149, a deal which includes complimentary dinner for two at Agua, roundtrip airport transfers and more.

Set on the tip of the Baja Peninsula, it is where azure waters greet the mountainous desert and the Pacific Ocean merges with the Sea of Cortez.

Valid for new bookings through 31 Dec and travel 06 Jan-15 Jun.

Grays' Say

Peter Gray, an independent Motivation Consultant, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.



ALMS FOR THE POOR

OVER the past week or so we've seen the unifying process of Qantas holding out the begging bowl for funds stating that competition is unfair because Virgin is financed by oversea interests which Qantas cannot access.

The thought of the Federal Government taking a stake in QF horrifies me. The airline is only now realising that that it is not a government department, has no monopoly and that clients have other choices. To put it back into public ownership, even in part, would be disastrous.

Alan Joyce has so far spent much needed funds trying to establish an Asian Full Service Airline, an Asian Cut Price Airline, supporting JetStar, buying a loyalty company when it already has one of the most identifiable loyalty brands in the region and changing the crew uniforms on a regular basis.

Surely the funds spent on these pointless exercises would have been better spent on improving its main brand and its aircraft.

Emirates, on the other hand has had the same crew uniforms - with only slight changes - since it first flew into Australia. And they're seen everywhere; they're a great promotion for a great airline.

Tim Clark, President of Emirates, has stated that he doesn't want Emirates to

join one of the airline clubs (oneworld, Star Alliance) because they can't deliver the standards of service (or equipment) that Emirates guarantees to its passengers.

A noble thought and one with which I agree but Qantas is still a far cry from offering the standards of Emirates.

Qantas is about to upgrade its A380 fleet which seriously does not match the Emirates specification and will take more money the airline obviously does not have.

I sat next to one of QF's frequent flyer passengers in the Emirates lounge a while ago and she was delighted at the news of the QF/EK tie-up; in her words it means that she can use her Qantas points on Emirates, but, she confided in me, she wouldn't fly Qantas again!

When the joint operation was announced last year I predicted that within ten years Qantas would add the tag line "An Emirates Airline". If Alan Joyce doesn't get to grips with Qantas providing a quality service I still believe that will happen.

Peter Gray can be contacted at peter.gray@motivatingpeople.net



Bungool tees off at Riverside Oaks

RIVERSIDE Oaks in NSW last month completed the latest stage in its resort development.

Renowned as one of NSW's premier golfing destinations, this latest stage of development has introduced 36 new first-class rooms including six luxury suites.

Now Riverside Oaks has also opened Bungool, a stylish new fine dining restaurant ideal for conference groups.

Set in a beautifully restored 1880s stone cottage that accommodates 60 diners, the restaurant complements a range of meeting and conference facilities catering for up to 300

guests at the property.

Located a one-hour drive from Sydney, the resort sits among 231 hectares of pristine Australian bushland overlooking the Hawkesbury River.

At the same time, Riverside Oaks has completed the refurbishment of its existing "Gangurru" course and opened up the first nine holes of a new Bob Harrison-designed golf course.

When the second nine of this new course opens in March 2014, Riverside Oaks will become Sydney's only 36-hole championship golf resort.

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