



Well hung lanyards

OUR new columnist, Andrew Klein's first contribution



(Wednesday 24 July BEN) elicited much comment on his subject of lanyards.

Feedback included with this one from the SCEC's international director of sales Annabel Norris, saying to Andrew, "Enjoyed your column in **BEN** and totally agree on the badge debate – the number of times I have been bailed up at a coffee break by someone I have obviously met before – know the face every time but the name has gone.

"Can't grasp for my glasses in my bag owing to the fact I have a cup of tea in one hand and a lamington in the other – totally trapped.

"Keep making quick desperate glances at the woman's chest area – much worse for a guy.

"Even more disturbing is when the badge is twisted round with nothing on the back," she said.

We can only hope the powers that be in nametag and lanyard land get the message! *Jill*

Navy's biggest event

METRO Hotels are advising interested parties to book early if they want to be part of the Royal Australian Navy's celebrations of 100 years since the first RAN ships sailed into Sydney Harbour to great fanfare in 1913.

The historic event to which 50 nations have been invited to join the party, takes place 3-11 October, with the International Fleet Review seeing 40 warships and 20 tall ships participate in a harbour spectacular not to be missed.

The official ceremony will be staged on the steps of the Opera House, the Royal Australian Navy bands will perform while fixed and rotary wing aircraft fly past in formation overhead.

There will also be a huge fireworks display

BEA says 'talk to us'

BUSINESS Events Australia (BEA) is urging Australian suppliers and operators to communicate any new initiatives or unique activities, so that it can continue to build the overseas profile of Australia's strong MICE offerings.

With eleven key markets and an approach that a one size doesn't fit all their international marketing, BEA head Penny Lion (**pictured**), in conversation with **BEN** said, "We have found that people overseas are always looking for new and effective programs that they can deliver to their clients.

"So, if it was an educational, we looked at our trade program and thought how do we better connect and how can we actually take an event to them or bring them out to Australia on an educational and give them a VIP experience instead of just bringing them out here to a destination.

"What we are doing is encouraging industry to talk to us so we can learn more and share it with our teams in market and sell specific products," she said.

"Hotels, venues, team-building companies, are the people we want to hear from because from there we have something we can actually build on," Lion said.

MEANTIME a major focus for Business Events Australia

Enter Holiday Inn Exp

FIFTEEN Holiday Inn Express hotels are set to be developed across Australia, with a \$150m international investment fund established to target the brand in the Australian market.

The properties will be located in central business, suburban and airport locations in Sydney, Melbourne, Perth and Brisbane, with the first to launch in Sydney's Macquarie Park in 2014.



is their bi-annual Dreamtime business event, which showcases Australia's experience and expertise in business incentives and events to business events buyers from all around the world.

Being held this year in Melbourne from 9-13 December, 125 international business events decision makers will participate in a city showcase, business sessions with Australian industry and networking dinner events.

It is a major event that is helping to further grow the \$12 billion plus business events sector.

After the two-day Melbourne trade program, guests will disperse to various destinations in Cairns, Gold Coast, Sydney, South Australia and Uluru.

Penny Lion once again urged the tourism industry to get involved.

"Pick up the phone, and be one of the 60 sellers to these 100 highly qualified buyers and 25 international media," she said.

Interested participants can contact BEA on 02 9360 1111 or via bea@tourism.australia.com.

Dubai is a winner

DUBAI Tourism's award as "Best Tourist Office – International" at the AFTA National Travel Industry Awards last Saturday was accepted by Julie King director, Dubai Tourism Australia & New Zealand who said, "This has been an exciting year with many positive achievements for Dubai in the Australian & New Zealand market."

She said that Australia is already the twelfth biggest source market for Dubai - and since the commencement of the Emirates and Qantas partnership there has already been significant growth.

In April Australian visitation to Dubai surged 26%, with May up a hefty 38%, with King saying she anticipates Australia moving into Dubai's top ten source markets in the coming years.

"We plan to substantially increase our activity in this market to execute these targets," she said, adding that "Australia has not seen one fifth of what has yet to come for Dubai".

Pictured below at the awards ceremony are Dubai Tourism's Veronica Rainbird, Julie King and Fiona Stewart.



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Central Coast escape

ECO cabins offering all the comforts of home with queen size beds, TVs and kitchenettes, were officially opened at the Australian Walkabout Wildlife Park on Wed by NSW Minister Tourism and Major Events, George Souris.

The Eco cabins at Calga are priced from \$450 to \$590 (depending on how much ranger-led time you want) for two adults for two days and one night.

“Nature based tourism is becoming increasingly popular with visitors,” Souris said.

CEO of Central Coast Tourism, Robyne Abernethy, said that the cabins are another example of regional operators widening the range of experiences available to tourists.

“Visitor tastes and requirements are changing and it is up to the NSW tourism industry to adapt”.

Sea World makes a splash



SEA World Resort & Water Park on the Gold Coast today announced plans to build a multi-million dollar state of the art conference centre, capable of catering to 1000 people.

With 750 sqm of space, dividable into three sections, the new conference centre is due for completion in 2015 and will be a distinctive addition to the existing six conference venues already in operation at the resort.

The new facility will also include the latest audio-visual equipment, a Porte Cochere with vehicle access, as well as a large al fresco style veranda for coffee breaks, lunches and cocktail receptions.

Sea World Resort & Water Park general manager Bikash Randhawa said the new centre will be a game-changer for the

corporate sector.

“This will be a unique conferencing venue in a world class location.

“We have been offering exceptional mid-size conferences for many years and this new centre will allow us to do business on a much larger scale.

“It will reinforce our position as one of the conference leaders on the Gold Coast,” he said.

Australians still top USA visitors

WITH around 12% of Australian arrivals to the US business related and close to 88% leisure, Visit USA report that these figures equate to a record number of 1,122,180 Australian visits to the United States in 2012, an increase of 8.1% year on year.

Building on a steady eight straight record years, Australia is now the 10th largest inbound visitor market for the US, behind Canada, Mexico, the United Kingdom, Japan, Germany, Brazil, China, France and South Korea.

Forecasts show that around 1.212 million Australians will visit the U.S. in 2013, with the figure expected to reach 1.562 million by 2018.

Visit USA Australia president Geoffrey Hutton said, “America is still one of the most popular international destinations for Australian travellers.

“Despite the weakening dollar, all signs point to another record visitation year in 2013.”

Awapuni, NZ offer

A PURPOSE built function centre, located at the Awapuni Racecourse in Palmerston North and north of the capital Wellington, is offering a meeting special of free Wi-Fi for up to 150 people and the offer from on-site caterers - Creative Catering - to pay half the cost of bus transfers from the city and return.

Valid until August 2014, for a minimum of 50 people per bus.

The centre has 13 venues of all sizes, including a main plenary area seating 700.

Contact Matthew Jeanes, MatthewJeanes@coachman.co.nz for more information.



ONCE upon a time, most Balinese would bring a woven bag to carry items home from the market and similarly the same was true in most English speaking countries where the string bag was part of the shopping kit.

Now, with the rise of plastic bags creating an environmental and potential health disaster, an educational program in Bali is being run by anti-plastic campaigner Tas Pasar.

Tas Pasar founders David and Ellie Eagles recently gave a presentation to Bali's AYANA Resort and Spa (below) to encourage its 950 employees to ban plastic bags in their households, explaining to them about the impact plastic bags have on waste levels and the eco-system and distributing 1,000 free reusable shopping bags to encourage their use rather than plastic.

Eagles, a long-term Bali resident said, “Our data shows there are 2.8 billion plastic bags distributed in Bali every year, resulting in 1.5 million tonnes of rubbish which we often see end up in our oceans.

“We are a long way from our goal of making Bali plastic-free, but it's a start!”



Iconic Raffles gm

RAFFLES Hotels & Resorts has announced the appointment of Simon Hirst as general manager of Raffles Singapore.

A well-known UK hotelier, Hirst moves from sister property Raffles Praslin, Seychelles to take up the new role on 1 August.

With an established reputation in the hotel industry, he was the opening general manager of One Aldwych, London.

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Sutera's MICE focus

SUTERA

Harbour Resort Golf and Country Club, constructed on reclaimed land and five minutes from the city centre of



Malaysia's Kota Kinabalu, hosted a lunch in Sydney on Wednesday.

It was held by their Australian representatives, 4Corners Travel, whose focus for the 956-room property is the MICE market.

With one of the largest convention and exhibition facilities in a resort setting in South East Asia, 4Corners director Richard Skewes said, "We are like a city in itself with our own sports centre, 12 lane bowling centre and a cinema/auditorium able to seat 100 people."

Set in 155 hectares, on the

shores of the South China Sea, the resort provides a spectacular array of activities, ideal for business events from its luxurious hotels, championship golf course, marina and recreational facilities.

The Magellan Sutera Resort with an impressive, pillar-less Grand Ballroom, is the largest convention facility in the resort with a capacity for 1200 banquet and 1000 theatre.

On the other hand the 5-star Pacific Sutera Hotel with 500 rooms and suites is the Resort's second largest convention facility.

At the heart of the complex lies Sutera Harbour Marina, Golf & Country Club, incorporating the 27-hole Graham Marsh-designed golf course, a 104-berth marina, internationally renowned Mandara Spa and more.

Nearby, the historic North Borneo Railway can be utilised for an 'era of the steam train' event, with its British Vulcan steam locomotive and five meticulously restored Japanese carriages.

Beyond the resort, at the foot of Mt Kinabalu, the highest mountain in South East Asia, is the Sutera Sanctuary Lodges and the therapeutic waters of Poring Hot Springs, ideal for a pre or post eco experience.

EEAA campaign invite

A BUSINESS breakfast being held next month with NSW Deputy Premier Andrew Stoner, will provide the staging post for the Exhibition and Events Association of Australasia (EEAA) to spread the message about "The Power of Exhibition".

EEAA chief executive Joyce DiMascio said the Association had enlisted the support of a cross-section of exhibitors, buyers, organisers and venues to take its message to Government and the marketing world.

"Our goal is ramp up our advocacy work by delivering more powerful and compelling messages about the effectiveness of trade and consumer exhibitions.

"We'll be taking these messages to Government and also to the business community especially those involved in making decisions about where to invest their sales and marketing efforts," she said.

The Power of Exhibitions Campaign Breakfast at the Sydney Convention and Exhibition Centre on Tuesday 13 August, 7.30am – 9.30am - info on 02 9413 9520.

Adelaide Casino goes for broke

NEW Zealand-based SKYCITY is to invest more than A\$300 million to transform the Adelaide Casino into a world-class integrated entertainment complex which will include the South Australian capital city's first "six star boutique hotel".

The news broke yesterday, following the South Australian Parliament's passing of enabling legislation, providing the changes necessary for SKYCITY and the SA government to execute a new Approved Licensing Agreement (ALA) and Casino Duty Agreement (CDA) on the terms previously agreed and announced on 19 December 2012.

"This enabling legislation will allow SKYCITY to conclude its agreement with the South Australian Government regarding the future regulatory, taxation and exclusivity framework facilitating the transformation of SKYCITY's Adelaide Casino into a truly world-class integrated entertainment complex," SKYCITY ceo Nigel Morrison says.

Included in the terms are: are an extension of 20 years exclusivity for the Adelaide Casino to 2035; introduction of cashless gaming and Ticket-in Ticket-out; lower tax rates for VIP gaming; an increase in the number of gaming machines to 1,500 and an increase in the number of gaming tables to 200.

SKYCITY's transformation also will also feature signature restaurants, world-class VIP gaming experiences with

'Horizon' international suites with adjoining private gaming salons, all as part of the new entertainment precinct on the banks of the River Torrens.

"Our development will help South Australia attract a greater share of this lucrative and growing market," says Morrison.

"SKYCITY's investment will create much needed jobs and economic growth for South Australia and complement the redeveloped Adelaide Oval and the new and expanded Adelaide Convention Centre."

Morrison said integrated entertainment facilities are "vital to attracting high end Asian, particularly Chinese tourists".



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiter's 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.

SOMETHING

has been happening in recruitment with increased frequency over the last 18 months that concerns me.



Job offers are being made with salaries that are lower than the original salary range discussed.

Salary is one of the key things a candidate will search on to ensure they are pursuing the right roles at market rate.

After going through the recruitment process to be offered a lower salary catches the candidate off guard and creates doubt about your company.

They instantly think "what will it be like once I start working for them if they are already low-balling me?"

In my experience if they do accept, it's a 'stop gap' while they look for their next role that meets their original salary expectation.

My advice is to set your salary range and stick to it. This will save you a great deal of time and money in the long run.

Wolgan Valley exec

ANNA Szulerecka has been appointed as marketing executive for Emirates Wolgan Valley Resort.

Sydney-based, she will also handle social media and digital activity for the luxury property.

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