



## It takes two

**TWO** important events are being held this week, and are musts on your events calendar.



The first of these, Business Events Cairns & Great Barrier Reef's regional showcase, "A Tropical Platter of Events" - a cocktail event being held at 5.30pm, Merivale Ivy, Sun Room, 1 Ash Street, Sydney.

Planners attending have the opportunity to meet with 18 key business event suppliers from this tropical region and there's a chance to win a trip to Cairns & Great Barrier Reef.

Following on Thursday evening is Accor's annual extravaganza - the World of Accor, at Sofitel Sydney Wentworth.

The hotel showcase, which returns to Sydney for its 10th year, provides guests with the latest hotel product updates from around the world.

Looking forward to seeing you there - Jill.

## BESydney accredited by DMAI

**DMAI**, an independent international body that protects and advances the success of destination marketing worldwide, has recognised Business Events Sydney (BESydney) as the first Australian organisation in their Destination Marketing Accreditation Program (DMAP).

With a membership that includes more than 600 destination marketing organisations (DMO) worldwide, including convention and visitor bureaux, regional tourism boards and state tourism offices, DMAP accreditation is awarded to those DMOs that meet or exceed industry standards set forth by the professional destination marketing community.

BESydney will join an exclusive group of 172 accredited DMOs worldwide and will be one of just 12 organisations based outside of America.

Ceo BESydney, Lyn Lewis-Smith, comments, "To be accredited by

DMAI after a rigorous assessment process is a huge honour.

"The accreditation acknowledges our bureau's standing as a leading DMO both nationally and internationally.

"We are dedicated to furthering the business events industry as a whole.

"A key example of this is the research we did into the wide-ranging legacies of business events - beyond the tourism dollars they generate.

"The results of this research study has gone a long way towards a broader global understanding and acknowledgement, across government and business, of the far-reaching value of international conferences, congresses, conventions and symposia."

To download the Beyond Tourism Benefits: Measuring the social legacy of business events report, visit - [www.businessesnews.com.au](http://www.businessesnews.com.au).

## Bringing in more sunshine

**A NEW** team has been announced to promote the Sunshine Coast for conferences, meetings and incentive programs.

Lauran Hofman who has worked in the role of business events executive for more than two years has been appointed business events manager.

She replaces Pippa McCreery, during her maternity leave.

Tiffany Beal, who has worked in Australia & NZ in business events, incentive travel, corporate travel and communication, was formerly at Unique Travel Group and joins the team as business events executive.

Also supporting the unit is business events assistant, Cascel Rasmussen.

## Int'l Conference Centre Sydney design Mark2

**SYDNEY'S** new International Conference Centre (ICC) has taken on another new design, following modifications requested by the NSW Department of Planning and Infrastructure and the City of Sydney council, which asked that the height of the Convention Centre should be reduced "where possible."

The ICC is one of the elements forming the Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP).

In its response to the submissions and amendments proposed Darling Harbour Live (DHL) said the new design seeks to "minimise the perceived bulk and scale of the building by breaking down the building facades into three distinct sections, and providing greater building articulation."

Greater articulation has been introduced by DHL to the western and southern facades of the Darling Harbour Theatre to address concerns about the 'blandness' of these faces.

In a further response to the development 104 residential submissions were received, 102 objecting



to the development.

In addition to responses from various independent bodies and the general public concerns, issues generally are summarised as - a lack of creativity and distinctiveness; overcrowding and overdevelopment of the area, the proposed Convention Centre too large in comparison to existing development, and should be limited to the height of the existing centre and Harbourside should be included as part of the project to facilitate a better design outcome.

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## AirAsia X conference boost

**THE** news that AirAsia X will join South Australia's airline market in October, as the only low-cost long-haul carrier with a direct Kuala Lumpur to Adelaide route, will, says SA Premier Jay Weatherill, make Adelaide an affordable destination for people and tourists from South East Asia, China and India.

"We have been working hard to attract a low-cost international carrier and AirAsia X is a very welcome addition," Weatherill said.

The low-cost flights commencing five times a week from the end of November will be, the Minister said, make South Australia a more affordable and

appealing destination to tourists in key Asian markets and help to capitalise on their fastest growing international market.

"With more affordable international links, we also hope to see more conferences in Adelaide and more international students being visited by family and friends.

"SA will now exceed its 2020 target for international airline seats into Adelaide.

"From November, we will welcome more than 12,200 international airline seats each week, well above the 11,500 target," Weatherill added.

AirAsia X ceo Azran Osman-Rani said, "Our goal since launching our first Australian service on the Gold Coast in 2007 was to operate in the five major mainland states, and we are proud to have accomplished this within six years."



## Brisbane pharmacy conference cancelled

**THE** Fourth Global Drug Safety Conference, which was set to take place in Brisbane in October this year, has been "postponed," apparently due to a lack of international delegates booking.

An initiative of the Hong Kong Academy of Pharmacy, and to be hosted by the Pharmaceutical Society of Australia, it was the first time that the conference was set to take place outside of Hong Kong, with a range of international speakers.

"When the decision was made to hold the conference in Brisbane, the Hong Kong Academy of Pharmacy was confident that the international economic situation was favourable to international delegates making the trip to Australia to attend," according to an update issued yesterday.

"Unfortunately that economic situation has changed and given the current climate, a decision has been made to postpone".



## crumbs!



A disgruntled businessman fed up with TripAdvisor allowing people to write unsubstantiated reviews, had his revenge by posting countless bogus restaurant reviews to expose the failings of the website.

Using the name Oscar Parrot, he described a floating restaurant built in the hull of an old fishing boat amid reefs and shipwrecks in Brixham, Devon as one of the best places to eat in Britain.

Sounding too good to be true, dozens of foodies headed to Oscar's to sample the 'mind-blowing' food after reading its glowing reviews - described as serving Michelin-starred food.

"Divers on hand to catch any fish on the menu and the cooking - simply divine."

All they found was an alleyway full of bins.

The restaurant had never existed.

# THE ULURU MEETING PLACE



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**CONVENTIONS** and Incentives New Zealand (CINZ) is teaming up with other key players in New Zealand's tourism industry to make a debut appearance at the Australian Business Events Expo (ABEE) next month and is promising to give the event a distinct Kiwi flavour.



Rotorua Events & Venues and Scenic Hotel Group.

**Pictured** above at MEETINGS 2013 at the CINZ stand from left are: Sharon Auld and Auckland Convention Bureau's Anna Hayward.

Showcasing the impressive and unique destinations and services on offer across the Tasman, the New Zealand delegation will be exhibiting under the 100% Pure New Zealand brand.

CINZ chief executive Alan Trotter expressed his excitement about having a new platform from which to market the country's destinations, products & services.

"This two-day trade show is the ultimate market place for us because it is a must-attend event for everyone in Australia who is involved in organising business events," Trotter said.

CINZ Australia manager Sharon Auld wants buyers attending ABEE to have a taste of New Zealand's legendary hospitality so on the first day of the expo all buyers are being invited to join the team in sampling some fabulous New Zealand wines.

"It will be a great chance to network informally and an opportunity for us to prove that not only do we have spectacular scenery, destinations & venues, but also world class wine," she said.

CINZ will be working at ABEE alongside a contingency of suppliers, including international carrier Air New Zealand, Millennium Hotels & Resorts, Queenstown Convention Bureau, Rotorua Convention Bureau,

## Sail away with birds

**WITH** meeting facilities able to accommodate fully catered business sessions of up to 250 people and a wide variety of indoor and outdoor spaces, Southport Yacht Club is offering a fresh approach to teambuilding, networking and conferences with their Corporate Sailing Days.

Delegates can get hands-on to sail and race a fleet of one-design "Blazer 23" sports boats on the protected waterways of the Broadwater.

Yachts come with a motivated, experienced instructor to guide and assist each team through the activity, ensuring a memorable experience in a controlled environment.

Throughout the day delegates will take in the Gold Coast's iconic waterways, mangrove habitats and wildlife including dolphins and Pied Oyster catchers.

Drinks are provided on board and delegates also receive an Introduction to Sailing certificate and trophy for the winning boat.

## Gaining the Edge in films

**GAININGEDGE** who made their name in the international meetings industry as an international business events consultancy with a global network and blue ribbon clientele has added a new service – Film Commission Consultancy – through a new partnership inked

Other recent international films shot in Serbia include Coriolanus directed by Ralph Fiennes, The Raven with John Cusack and Therese with Jessica Lange.

**Pictured** below are Milica Božanić and Ana Ilić who will front GainingEdge Film Commission Consultancy.

with Ana Ilić and Milica Božanić, both from Belgrade, Serbia.

In the past five years, Ilić has been running the Serbia Film Commission which was established

under her leadership as the first and still the only film commission in the South East European region.

Ilić will be supported by Božanić who joins GainingEdge as Associate – Film Commission Consulting.

Earlier this year, Serbia hosted its first Korean film production. "The Tenor Lirico Spinto" that traces the career of Bae Jae Chul who is one of Korea's most famous opera singers.

Locations in Serbia were used to depict Saarbrücken, Germany.

The music for the movie was also 'made in Serbia.'



## Gold Class meetings

**FANCY** receiving a year's worth of Gold Class movie tickets?

QT Gold Coast, in conjunction with Event Cinemas, has launched its newest incentive offer for conference organisers titled 'Turn Your Meetings Gold Class'.

Simply book and hold your next residential meeting or event at QT Gold Coast before 20 December to take up the offer.

For bookings and enquiries, contact Caroline Schmidt on 07 5584 1248 or [caroline\\_schmidt@qthotels.com.au](mailto:caroline_schmidt@qthotels.com.au) and quote GOLD CLASS.

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