



Ships ahoy!

AS timing would have it, I will be away next week, attending IT&CMA in Bangkok, but hopefully back in Sydney to get involved in the International Fleet Review and Tall Ship Festival taking place on Sydney Harbour.

Starting 3 October, the historic occasion celebrates the centenary of the first entry of the Royal Australian Navy Fleet into Sydney Harbour in 1913.

Taking part in the event, Sydney Tall Ships will join the fleet of 58 warships and in conjunction with **BEN** are offering tickets to experience this once in a lifetime opportunity.

Tall Ship prizes include double passes to lunch, dinner, or champagne cruises, all of which can include a mast climb.

David Warne, ceo of Sydney Tall Ships has been working closely with the Navy and the international Tall Ships to co-ordinate events.

He is extremely passionate about the Tall Ships and has a wealth of knowledge on each of the international ships sailing into Sydney Harbour this October.

"Some ships have sailed over 37,000 miles to be here," he enthused.

More information on how to enter the competition will be in next week's issues of **Business**

Events News - so keep a watch out!
- Jill.



NT 'Frames the Future'

NORTHERN Territory Business Events has established an Ambassador program made up of 16 of Australia's leading business and community leaders.

Announced by the Chief Minister Adam Giles, the inaugural patron of the program, the Ambassadors, he said represented a broad cross section of experiences and expertise with a single goal to promote the Northern Territory both nationally and on the international stage.

"These ambassadors will play an important part in helping to build a prosperous economy, one of the key objectives of our 'Framing the Future' blueprint.

"As the capital of North Australia, this Government wants to build an economy that uses our place in the region to grow international trade, culture and tourism links and to leverage new investment.

"Engaging these leaders as our ambassadors will help realise that vision.

"Their contacts, knowledge and advice will be crucial to our success," Giles said.

The list of ambassadors include diverse talents such as Simon McKeon, executive chairman of Macquarie Group's Melbourne office and a former Australian of the Year; Chen Min, chief representative of the China Council for Promotion of International Trade; and entrepreneur Sarina Bratton, the first woman to found a shipping

line - Orion Expedition Cruises.

The Ambassador Program, a joint initiative between Tourism NT, and the Darwin and Alice Springs Convention Centres, will deliver the goods from a tourism perspective, to attract investment, provide increased engagement with Asia, showcase Northern Territory innovation and expertise, and increase the local knowledge base.

The Business Events sector produces the highest daily yield in tourism and is estimated to generate \$89 million in expenditure for the Territory economy annually.

Fulfil a dream

THIS is truly one for the "bucket list" - a one-day flight over the sublime beauty of Antarctica, and it's one **BEN** experienced earlier this year.

Over the upcoming summer Antarctica Sightseeing Flights will commence five flights to this ordinarily hard to access land.

According to Phil Asker, founder and director of Antarctica Flights, "the full majesty of the landscape is seen from the aircraft and expert Antarctic expeditioners are on board to talk about the polar environment and life on the ground."

The flights take approximately four hours to reach the South Magnetic Pole, descending over spectacular sea ice and icebergs - see **page 4** for more information.

Sign up for EIBTM

EIBTM 2013, which will take place from 19 - 21 November, is inviting all meetings industry professionals to register at www.eibtm.com/visit.

In addition, the Barcelona based trade show has also collaborated with a number of travel and accommodation providers, to secure reduced room, rail, flight and ferry rates for all registered Trade Visitors.

Lufthansa Airlines are offering special prices and conditions to all EIBTM attendees.

To make a reservation, registered Trade Visitors should click on www.lufthansa.com/event-booking_en and enter the access code GBZAMBJ in the "Access to Event Booking" area.

This will open an online booking platform that will automatically calculate the discount offered or provide you with an even better offer if another promotional fare is available.

Iberia Airlines will also offer discounts of up to 50% off Domestic, European and Intercontinental flights.

High speed rail operator Renfe will also offer 30% off specified routes in Barcelona and Acciona Trasmediterránea will offer 50% off selected ferry journeys.

In addition special discounts can be had when the booking is made with EIBTM's official DMC, Pacific World.

For further information visit www.eibtm.com/en/Visit/Travel-Accommodation/Travel-Discounts.

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THEY'RE known for creating life-sized race cars using chocolate, bread and macarons - now Singapore's Royal Plaza on Scotts' award-winning buffet restaurant Carousel is at it again.

This time it's a life-sized pasta car using eight different types of pasta and it's all in celebration of Singapore's sixth night motor racing season and charity outreach initiatives in support of Community Chest.

Measuring over 4.4 metres long, 1.9m wide and 1.3m tall, the spectacular structure was constructed by a dedicated team of 18 chefs who took 1130 hours to complete the car.



ACB sells event success

THE Adelaide Convention Bureau, following their admission into the South Australian Tourism Awards hall of fame this year, has announced another outstanding return on investment to South Australia, for the financial year 2012/13.

The \$1.9m investment made by stakeholders will see over \$103m (against a target of \$90m), injected into the state.

All this is a result of the Bureau's effort toward bidding for and winning the right to have Adelaide host 139 conventions of which 11 (target was eight) are international and will see delegates from across the globe converge on Adelaide.

The number of bids the Bureau was invited to submit also increased in the past financial year - up 3% year on year and 14.6% ahead of target.

"This result presents a fantastic opportunity to showcase our city and state to interstate and

international delegates.

"They will also offer employment for around 1000 people within the events and tourism sector", said Adelaide Convention Bureau ceo Damien Kitto.

"Events such as the Bureau's Destination SA have highlighted the increasing level of interest our state holds for event organisers who are seeking somewhere new and different in which to hold their conferences.

"We are finding that as people have 'done' Sydney and Melbourne, Adelaide, South Australia is an attractive option for them and to this end we are reaping the rewards", Kitto said.

Also assisting greatly in increasing their profile and level of attractiveness to event organisers is the massive investment in infrastructure by the state government in the likes of the Convention Centre, the Adelaide Oval and SAHMRI.

Looking ridiculous!



AMERICAN-BASED singer Redfoo (latest single 'Let's Get Ridiculous'), dancer, DJ and rapper, with hair strikingly similar to Sideshow Bob of The Simpsons, has style to burn.

What's more he's available for a limited time for select events.

Currently in Australia, judging talent on Channel 7's X-Factor - he's the son of Motown record label founder Berry Gordian Jr and one half of Grammy-nominated duo LMFAO whose first song is one of the most downloaded songs of all time (1.5 billion YouTube views).

Call 1300 884 485 for bookings and availability and a ridiculously good time.

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business events news

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Macarthur on hooves and skates

THE opening, in the NSW Macarthur region, of the Sydney Trail Riding Centre at Denham Court will allow visitors to take supervised trail rides on well-trained 'showbiz' horses through open woodlands and grasslands.

Aimed at conference delegates, employees, sports teams and social groups, the fun team building experiences are designed to facilitate communication, group rapport and creativity.

For instance, Graham Ware Jnr of the Sydney Trail Riding Centre has developed an Equine Assisted Team Development program which helps groups overcome fears, tackle challenges calmly and develop intuition. See www.sydneytrailriding.com.au.

Also new to the area is an indoor rollerblading and rollerskating centre, Maximum Skating, and more recently Australia's largest indoor go-karting centre, Ultimate Karting Sydney, which has given the region a host of action and adventure experiences.

Maximum Skating, the largest rollerblading facility in Australia, with seating for 200 people, offers facilities such as meeting rooms, to corporate groups seeking to mix business with some stress-relieving skating and team building - see www.maximumskating.com.au.

Ultimate Karting Sydney offers catering facilities for functions, boasting a 450m long by 6m wide concrete track with 14 G-force-inducing corners, and a fleet of 30 European, state-of-the-art karts and four motion simulators featuring V8 Supercar adventures.

New Tourism NZ team for Jakarta

TOURISM New Zealand has announced the appointment of Christian Sidharta as country manager, Aristo Kristandyo as marketing communications manager and Mardiana Budi as PR manager for its new office in Jakarta, Indonesia.

"The full team will be in place by early November, and will provide a significant level of expertise to lead our activity to target potential travellers to New Zealand from this priority emerging market," says gm Australia/Indonesia, Tim Burgess.



WIN A 1888 HOTEL PACKAGE



This week, **Business Events News** and **1888 Hotel** is giving you the chance to win a 1888 Hotel Picture Perfect Package valued at \$239.

The prize includes one night in a King Room, an 1888 antipasto plate and two glasses of wine, internet connection and use of an iPad plus breakfast for two people.

1888 Hotel is Sydney's newest hotel and the world's first Instagram hotel.

Situated in Pymont, the boutique lodging offers Instagram-friendly walking maps, a 'selfie-space', plus plenty of photo-worthy design features.

For your chance to win, email your answer to the question below by Friday 27 Sept to: comp@businesseventsnews.com.au.

In 25 words or less what kind of themed event would you host at Hotel 1888 in Sydney?

Hint: www.1888hotel.com.au

*Voucher will be valid for 6 months and bookings are subject to availability.

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.



WHERE DO WE GO FROM HERE?

With Apple's announcement of the new iPhone 5C, a cheaper version of the iPhone 5, it brings even more people to the masses already using smartphones.

According to recent statistics Australia is currently sixth in the top fifteen countries in terms of smartphone penetration; behind the UAE, South Korea, Saudi Arabia, Singapore and Norway.

Google research recently revealed that Australians are now using them more than ever, with 68% using their phones to research products and services some even while they are watching television or while on a desktop computer.

Not only does this reinforce why businesses need to create unified branding strategies across all devices, it also represents key opportunities for incentive campaigns which play off that multiple device usage trend.

It's predicted that this will reach 93% by 2018, when it is likely that virtually all mobile phones will have built-in smartphone functionality.

According to Frost & Sullivan (www.frost.com) nearly half of all smartphone users say that regularly engaging with mobile media is the main way they utilise their smartphone.

In 2013 app-based incentive programmes have made their mark, particularly in the USA, with the proviso that individuals signing up to one or other of these are trading their personal information for the ability to

earn rewards.

Tesco Clubcard - the loyalty programme of the leading UK supermarket brand - had over 15 million active users in the UK alone and has recently launched smartphone applications so points can be collected by presenting a barcode on the handset instead of a key-fob or card.

Both Woolworths and Coles use smartphone apps to enable users to locate stores and products and to provide additional information but they have not yet gone as far as Tesco in using the proximity sensing RFID (Radio Frequency Identification) chips.

Some incentive programmes now use social media to promote target achievement and advise participants' progress.

Many web sites are now designed so they automatically resize according to the reader: laptop, tablet or smartphone.

The Incentive Association is exploring the use of smartphone apps in its education programme for newcomers to the industry and for continuing development.

Where do we go from here?

Peter Gray is an independent incentive practitioner, founder of and consultant to Motivating People.

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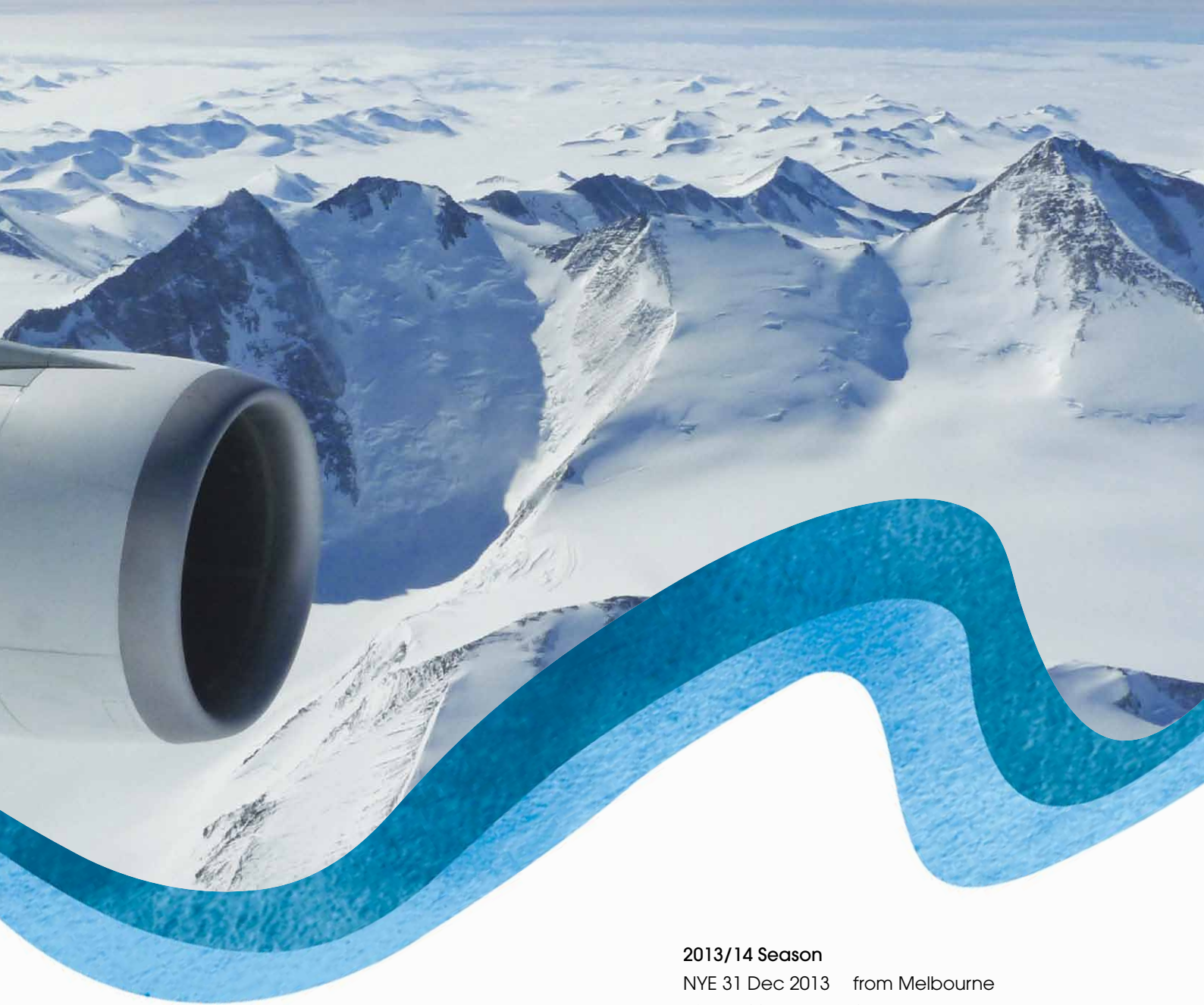
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