

DISCOVER THE EXPERIENCES THAT WILL MAKE YOUR EVENT SPARKLE.



**3 DAYS
TO GO**

NEWS FLASH

Truly unique events start with you!

The inspire EX seminar program has been designed to help you deliver memorable events. Learn to use the latest approaches from integrated marketing and communications, to social media, advertising, public relations, digital resources and even gamification!

Learn how to integrate them all in our seminar program.



18 & 19 August 2014

Sydney Exhibition Centre @ Glebe Island

For registration and more info visit www.inspireex.com.au



A balancing act

I'M BACK in the **BEN** box after a remarkable 12 day India famil that took in Ladakh, Agra, Ajabgarh, Jaipur and New Delhi.



Now we are girding our loins for Inspire EX on 18 to 19 Aug, an event that, through its various incarnations, has now become a must-visit event on the exhibition calendar - come and say hello to the **BEN** team at Stand 4112.

Prior to my India trip, a number of event organisers were keen to hear of my experiences, admitting there was hesitancy from clients to consider it as an incentive option.

My first experience of India 10 years ago to attend a trade show and to tour afterwards was challenging to say the least. Much of this could have been solved by the use of a good ground operator and not the local tourism body.

The use of a ground operator is vital, whether it's for a group or individual travel. Some of the better companies have representatives in Australia which deliver India in an innovative, safe and comfortable way, such as Cox & Kings, represented here by Destination Marketing Services and MHF Marketing, which specialises in groups for Incent India.

I also advise you to do your homework and get to know this fascinating country.

Some great books include those by William Dalrymple, Mark Tully and my favourite by writer Rohinton Mistry, 'A Fine Balance', which first helped me understand India.

Want to know more? See you at Inspire EX. *Jill*



Auckland's big biz ev boost

THE Auckland Convention Bureau has released a 10 year plan to boost business events to a \$430m industry by 2023.

The city's first Business Events Plan looked to grow the value of the sector from \$236m last year, and grow the number of delegate days from 1.98m to 2.55m annually by 2023, Auckland Tourism, Events and Economic



Development (ATEED) said.

Mayor Len Brown said business events would play an important part in the growth of the city's visitor economy.

One suggested action to grow delegate day numbers was to develop an Auckland-based international business event, held on a regular basis, with the Bureau set to investigate a suitable prospect.

Other key outcomes included to reduce seasonality by growing demand in the tourism shoulder season and to use business events to support growth and investment in key sectors.

Value growth would be strongest in the multi-day conference segment, which would see an increase of 9% per year, and in international demand, at 8.5%, the plan said.

Actions to grow value included establishing an Auckland Advocate Program, with tools, support and activities to help advocates attract conventions to Auckland.

The city would focus on North America and South East Asian incentive activity, working with destination management companies and inbound tour operators to strengthen Auckland's incentive offerings, the plan said.

To increase delegate numbers, the city would partner with tertiary institutions and Crown Research Institutes for these academic links and to increase activity such as congresses, as well as with Tourism New Zealand to ensure bids were "co-ordinated and city led".

To read the plan, [CLICK HERE](#).

Bow to Bowie



A MAJOR exhibition is set to open in Melbourne next year, dedicated to the life and times of David Bowie.

It was expected to see 150,000 visitors during its run in Australia, with tickets \$25 and under for general admission, and the Victorian Government had estimated the economic benefit would be between \$4m to \$6.8m, said a spokesperson for the event venue, the Australian Centre for the Moving Image (ACMI).

The exhibition, created by the Victoria & Albert Museum, comes to Melbourne as part of the Victorian Government's 2015 Melbourne Winter Masterpieces series and features costumes, handwritten lyrics, sketches by Bowie and more, Victorian Minister for Tourism and Major Events Louise Asher said.

ACMI negotiated with V&A directly to bring the exhibition exclusively to Australasia and could not have secured it without the support of the Victorian Major Events Company, the spokesperson said.

The exhibition will open on 16 Jul 2015 with tickets on sale in November.

Three pages today

BEN has two pages of editorial plus a full page from ([click](#)):

- Inspire EX
- Tourism Fiji

BEN at Inspire EX

BUSINESS Events News has a full front page from Inspire EX today, the event for the business events industry.

Held from 18 to 19 Aug at the Sydney Exhibition Centre @ Glebe Island, the event features the Guru of Special Events Design, John Daly, as a headliner for the seminar program.

Swing by stand 4112 to come and meet the team and be in the draw to win a prize - best **BEN** pun wins a high five.

This Monday we will be releasing a special edition of **Business Events News**, which will be printed and distributed to industry staff attending the premier NSW-based Business Events Exhibition, Inspire EX 2014.

If you would like the opportunity to showcase in this edition, we have limited availabilities on offer at special rates. For booking enquiries [CLICK HERE](#).





business events news

15th August 2014



IF YOU'RE a paranormally inclined events organiser or organisation, you could organise the next Australian Ghost Conference.

You'd be competing with Paracon Australia 2014, held in Maitland Gaol in May at \$100 for general admission and featuring speakers on topics such as ghost hunting, parapsychology and Yowies.

You could take notes from the 2014 Oregon Ghost Conference, held in April at the Pioneer Community Centre, which included speakers, a vendor area and networking events, as well as a cemetery tour of the local grave yard.

Somewhat anti-climatically, guests stayed at the Best Western Rivershore Hotel, rather than the House on the Hill or Old Mr Johnson-Who-Died-Last-Summer-And-Nobody-Goes-There-Anymore's Place, but admission was free which isn't (para)normal procedure for a conference.

Then there was the International Paranormal Reporting Group Second Annual Ghost Conference which was due to be held from today until Sunday in Idaho, but "due to unforeseen circumstances", was cancelled, which is either a fantastic marketing stunt, the result of bad planning or some irritated spirits taking revenge.

MHF takes Sunshine

MELBOURNE based sales and marketing company MHF Marketing has been appointed by Business Events Sunshine Coast in the support and promotion of its services to meeting planners in Victoria and New South Wales.

Md Mary-Helen Farrell said the company was delighted to work with the team at Business Events Sunshine Coast on the project as the region offered a variety of accommodation options and offsite venues.

"The renovations at the Sheraton Noosa Resort and Spa and venues such as Yandina Station certainly provide added interest for southern states looking to escape the cold winter."

Fiji invitation

AFTER a major expansion and refurbishment program at key Fiji resorts, including technical and AV support, a new hotel infrastructure is now in place, so time then to take a new look at Australia's favourite overseas conference and incentive destination.

To learn more, readers are invited to attend Tourism Fiji's 'Product Updates' which will be held in Sydney on 25 Aug at the Menzies Hotel; in Melbourne on 26 Aug at the Park Hyatt and in Brisbane on 27 Aug at the Hilton Brisbane; the events start from 6pm with dinner provided.

RSVP to Luisa Finiasi by 20 Aug by emailing lfiniasi@tourismfiji.com.fj.

\$967m Gold Coast hotel

CHINESE development firm Wanda Group has purchased the Jewel Project on the Gold Coast and has said it will invest US\$900m (A\$967m) in building a five star luxury hotel, the Wanda Vista, and serviced apartments.

The project would be developed with the original owners, Ridong Gold Coast Development Pty Ltd (RDG), and will feature three towers; the 160 room hotel in one and serviced apartments in the others, Wanda Group said.

RDG said the \$1b project would include a ballroom and meeting facilities with views to the ocean in the hotel tower, and it was "delighted" with the joint venture agreement.

Wanda Group reiterated that construction was set for 2015,



with opening slated for 2018.

Federal Minister for Trade and Investment Andrew Robb welcomed the announcement, saying it would have benefits across Australia's tourism industry.

The Group had identified the country as a priority market for investment after an investment round table during Australia Week (**BEN** 11 Apr), he said.



SHEER INSPIRATION

Oliver Sheer, managing director of BeChallenged Team Building, gives insight into the team building industry in a regular feature in **BEN**.

Is Team Building Passé?

TO SAY team building is passé is like saying TV is on its way out. Now, more than ever, we have a new generation of workforce which isn't driven solely by the corporate dollar. This generation wants to enjoy life, they want to build positive relationships, they want to belong to and be a part of a team. With work being such a huge part of employees' lives, the more a company can do to make an employee's time at work enjoyable and rewarding, the more likely they are to achieve long term success.

For this very reason, team building is vital in every organisational culture. Every team should have their own culture and every team member needs to find a culture that meets their values. For many companies, the major problem is that they are actually suffering from an identity crisis. We work with hundreds of teams every year and you can tell within the first five minutes of meeting them what type of culture they have or if they have one at all. When you ask the team members from the companies with strong distinct cultures how long they have been working there you receive responses of 10, 15, 20 years. You can feel, hear and see the success.

We have been working directly with one particular client over the last 12 months to initiate a culture adjustment within their team. During the pulse checks with the employees, the number one response was that the company provided variety at work and also gave employees the opportunity to interact with those in the business that were not directly in their team. Having a structured, long term vision when building a team's culture such as this has created a more positive environment and thus a more productive and enjoyable workplace. These team members have increased their enjoyment, the team managers now have a clear focus on the culture they are creating, and the company has a longer lasting, more productive workforce.

Team building is far from passé. It is being used in more ways than you can imagine improving organisational cultures around the world. Why? Because it works!

For more information about Oliver and BeChallenged's team building offerings, see www.bechallenged.com.au.



CONTACT US:

Publisher	Editor	Deputy editor
Bruce Piper	Jill Varley	Alex Walls

For advertising enquiries email Sean Harrigan & Katrina Ford: advertising@businesseventsnews.com.au

P: 1300 799 220 F: 1300 799 221

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 & Pharmacy Daily.

Disclaimer: While every care has been taken in the preparation of *Business Events News* no liability can be accepted for errors or omissions. **BEN** takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed.

Tourism **fiji**

BULA! Fiji has changed. It still gives you the warmest welcome in the world, from the friendliest people on earth – but it has now entered a new era in conferences and incentives experiences. After a major expansion and refurbishment program at key resorts, a completely new hotel infrastructure is now in place, offering world-class meeting facilities and technical audiovisual support. Add this to one of the world's most popular and traveler-friendly places, and Fiji is now hard to surpass. It continues to be a reasonably-priced yet exotic offshore destination. It's easy to reach, and accessible from all points in Australia. It's safe, and its reputation for friendly, relaxed service is famous worldwide.

When you considering venues for your next conference or incentive program, take a new look at a familiar face. Just attend one of our "Product Update" either in Sydney, Melbourne or Brisbane and we will take you right to *"Fiji where happiness finds you"*.

WHEN: Monday 25 Aug, The Menzies Hotel – Sydney, 14 Carrington Street, Sydney
Tuesday 26 Aug, The Park Hyatt Melbourne, 1 Parliament Square, Melbourne

WHERE: Wednesday 27 Aug, Hilton Brisbane, 190 Elizabeth Street, Brisbane

TIME: 6pm to 9pm (5.30-6.00pm registration – dinner is provided)

RSVP: To Luisa Finiasi by Wednesday 20 August 2014 – lfiniasi@tourismfiji.com.fj

We hope you can join us and we look forward to your company – **limited space available**

Vinaka Vakalevu

