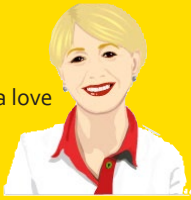




## Lovely jubbly

**YOU'VE** gotta love Jamie Oliver, he speaks a whole different



language when it comes to food.

So, it appears, do the staff at the hugely popular 'Jamie's Italian Sydney' restaurant.

At lunch yesterday with VisitLondon head of business visits and events Simon Gidman and Matt Littlechild from made Tourism Marketing, we were so distracted by our waitperson's Jamie-esque descriptions of the dishes, we didn't quite get what they were.

Examples included "You rip into it with your hands," "It's all yummy and crunchy" and "music bread," while meal sizes were described as one handful for small, two for large.

Like the US, the UK is here with all guns blazing to capture the business events market.

Remarkably, there is almost no exception to holding an event in a public building in the UK, except residential royal palaces, "and even they could be available," said Simon.

An example is the magnificent Anglican Cathedral in Liverpool, where dinners can be held for up to 1,000 guests.

But forget Highclere Castle where Downton Abbey was filmed; it's booked out for ages!

Check out the VisitEngland stand #3832 at AIME to find out more. *Jill*

## Up pops Birrarung Marr



**THE** news of where AIME 2014's Welcome Reception on 17 Feb is to be held has been revealed by Melbourne Convention Bureau (MCB) ceo Karen Bolinger - it's Birrarung Marr.

"Named by Australia's indigenous Wurundjeri people, Birrarung translates to 'river of mists' while Marr refers to the side of the river," Bolinger explained.

The site, located on the banks of the Yarra River and with sweeping views of the city skyline, will be recognisable to many as the one that previously hosted Ellen DeGeneres and her 5000 fans during their once-in-a-lifetime trip to Australia, and Melbourne's ArtPlay, an event attended by Crown Princess Mary and Crown Prince Frederik of Denmark.

AIME delegates would be immersed in the vibrancy and quirkiness that made Melbourne, Melbourne, she said.

"Positioned between

Melbourne's sporting precinct and the city centre, the inner-city park is only a five minute walk from Flinders Street Station and features captivating urban art, including Melbourne local Deborah Halpern's two-headed Angel sculpture and the Federation Bells, which ring three times daily with different compositions."

More than 2000 AIME delegates will get a taste of local life through dining from mobile food trucks, which have popped-up all over the city recently, and watching performances by street entertainers.

"The AIME Welcome Reception is another example of how Melbourne can turn non-traditional event spaces into unique venues."

The dress code is smart casual, however ditch the stilettos as the event is in a park and flat shoes are recommended.

## Incentive surprise

**THE** Singapore Tourism Board will be offering an incentive purely for the Australian market.

The board said the special incentive was for its largest Western market, from the start of the new financial year, in April; with Australia the fourth largest source of tourism for Singapore, and the largest Western source.

The Board was keeping mum when it came to further details so stay tuned to **BEN** to find out more!

## Centre @GI to open

NSW Deputy Premier Andrew Stoner will open the Sydney Exhibition Centre @ Glebe Island tomorrow morning.

The Centre will be open to the public for the first time, with the Deputy Premier taking a ferry from the Convention Jetty at Darling Harbour to the new facilities to officially open the Centre.

The Centre will house the \$100m per annum Sydney exhibition industry for the next three years, offering 25,000 sqm of space.

Its first event is set for 15 Feb.

## Today's BEN issue

**BEN** has three pages of editorial plus a full page from **BEN** at AIME on stand #1118 - come and say hi!

### INTERNATIONAL CONVENTION CENTRE ICC SYDNEY

When completed in December 2016, the ICC Sydney will be one of the world's leading convention, exhibition and event facilities and will firmly establish Sydney as Australia's global city.

Venue Operator, AEG Ogden, is now seeking applications for the following key positions on the pre-opening team.

**DIRECTOR OF SALES** The successful applicant will need experience and a proven track record in a similar facility or facilities and will have an excellent understanding of the business events industry.

**INTERNATIONAL SALES MANAGER** The successful applicant will need strong experience in, and an excellent understanding of, the international business events industry.

**COMMUNICATIONS MANAGER** The successful applicant will have high level communication and media experience as well as creative marketing skills but not necessarily in convention or exhibition venues.

To apply e-mail your application including most recent CV to [hr@iccsydney.com](mailto:hr@iccsydney.com) by COB Friday, 14 March 2014

The ICC Sydney is proudly managed by leading venue management company AEG Ogden, and forms part of its network of venues in the Asia Pacific and Middle East.

It is a central element of the Darling Harbour Live precinct which is being developed in partnership with the NSW Government.



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# business events news

14th February 2014

## Accor Central Coast famil



**AN** eye-opening Accor Central Coast weekend that put the area and the properties firmly on the must use list, was held last weekend.

It was one that started at Sydney Airport with the arrival of a group of conference and event planners from Melbourne and continued with coach transfers by Coastal Liner Coaches.

The famil included two Accor resorts - Quay West Resort Magenta Shores and Mercure Kooindah Waters Golf Club and Resort - and also some entertaining off-site diversions.

It started at Glenworth Valley Outdoor Adventures, a property set on 3,000 acres of unspoilt natural beauty where there are some 200 horses available for riding.

Here the group hopped onto quad bikes for an exhilarating tour of the extensive property.

It was then on to Magenta Shores for a site inspection of the five star resort and a memorable gourmet lunch, cooked on a river fronting lawn.

After this it was time for some competitive rounds of laser clay shooting with Pinnacle Team Events before setting off for Kooindah Waters.

It was at this resort with its sweeping views across an 18 hole championship golf course that the group spent the night.

Prior to dining alfresco under a canvas canopy while being serenaded by a guitarist, there was a putting green challenge, with cocktails, then pre-dinner drinks and canapés in one of the resort's premium apartments.

After breakfast on Kooindah's deck, the group made their way back to the airport via a behind-the-scenes tour of the Australian Reptile Park which included getting up close and personal with an assortment of snakes, Tassie Devils and koalas.

**Pictured** are famil hosts Emma Read, Quay West Resort Magenta Shore (left, top row) and Mark Wilson, Kooindah Waters Golf Club & Resort (centre, front row) with laser clay shooters and their partners at Magenta Shores.

Visit inPlace Recruitment at AIME & WIN a trip for 2 to Mauritius!

LUX\* RESORTS



## Celebrating the horse

**THERE** wasn't a horse in sight but the sound of two drummers left guests in no doubt, when they entered Hong Kong House on Tuesday night, that celebrations would proceed in fine style for Hong Kong Chinese New Year.

Guests enjoyed an array of canapés, the camaraderie of their fellow colleagues and a lively band and singer.



HKTB regional director Andrew Clark acknowledged Virgin Atlantic's suspension of its daily service between Hong Kong and Sydney from 05 May, but went on to say that leisure business out of Australia to Hong Kong had increased, while MICE business was on an even keel and corporate travel was down 10%.

"However, we come into this year with optimism, especially when it comes to the China market.

"Hong Kong" he said with gusto, "receives 800,000 Chinese visitors in one weekend, the same number that Australia gets in a year!"

**Pictured** from left to right are Marriott International director of global sales Hardy Kilimann, WorldHotels director of sales Gan Suppiah, Egencia groups and incentives senior executive Robin Mould and Inspired Luxury founder Lynne Ireland.



**AN** ambitious project by an organisation called the Media Development Investment Fund (MDIF) and known as the Outernet, plans to beam free WiFi from space to billions of people across the globe.

Using a technique known as User Datagram Protocol (UDP) multitasking, which is the sharing of data between users on a network, the aim is to launch hundreds of miniature satellites into low orbit by June 2015.

Before this happens the project lead of Outernet Syed Karim said they will make a request to NASA in September to test their technology on the International Space Station.

By early 2015 they intend to begin manufacturing and launching their satellites.

"We have a very solid understanding of the costs involved, as well as experience working on numerous spacecraft," Karim said to questions from Reddit Technology.

The project could provide unrestricted internet access to countries where it's censored, including China and North Korea.

Believe it or not!

## Malaysia's Grand Hyatt

**THE** first Grand Hyatt in Malaysia, Grand Hyatt Kuala Lumpur, has opened.

This luxury hotel with 370 guestrooms and 42 suites, has the largest rooms in the city, fitted with sensors to detect the guests' presence.

Situated next to the KL Convention Centre, the business meetings hotel offers a range of meeting spaces including six function rooms spanning over 3,300 sqm and the 1,045 sqm, pillarless Grand Ballroom with a seating capacity for 700.

The hotel is the first in KL to introduce the Passkey, which enables event planners to manage their group room list in real time.

## Going to the 2014 MEA conference?

Sabah's premier resort and MICE venue, Suterah Harbour, is offering fantastic pre and post conference packages. 3 free tours for first 30 guests!



Visit us at the Sabah stand at AIME or see our packages on the MEA Conference site.

For more information call (03) 9818 1858 or visit [suteraharbour.com](http://suteraharbour.com)

## Moreton's additions

**MORETON** Hire is to unveil new additions to their 2014 furniture collection.

An official supply partner to AIME, Moreton Hire have also designed and built the International Food Market and the Hosted Buyer's Lounge at the show, among others.

Grab a coffee with the Moreton Hire team on stand #1314, to preview their latest products.



## Six Senses in Sydney

**SYDNEY'S** funky Q1 hotel was the setting for a cocktail function to give the travel industry an update on Six Senses nine properties in Thailand, Vietnam, Oman, Jordan and the Maldives.

Director of sales and marketing Australia and NZ Kristen Bashir announced a new website, [www.sixsenses.com](http://www.sixsenses.com), and said that the past 12 to 18 months had seen a lot of changes, including the breaking away of the Soneva properties.

Plans are in hand for a number of new resorts, with openings in Taiwan in 2015 and Butan in 2016, while more are expected to open in China and Tunisia, among others.

"Six Senses is committed to preserving the environment through sustainable operations," said Six Senses Asia Pacific director of sales and marketing Ryosuke Yakuwa.



**Pictured** from left to right are Six Senses Samui and Yao Noi director of sales and marketing Harry Tangalos, Six Senses Laamu director of sales and marketing Alan Ball, Six Senses Vietnam director of sales and marketing Do Thi Thu, Kristen Bashir, Evason Hua Hin director of sales Khun Thanate and Ryosuke Yakuwa.

## Say howdy at AIME

**BRAND** USA, with a commitment to growing the Australian MICE market, is bringing a strong contingent to AIME this year - hosting a highly branded USA Pavilion in partnership with a sizeable contingent of US tourism boards and tourism suppliers, half of which are new to AIME.

Brand USA will be on stand #3032.

## Biz week expands



**WITH** the return of Business Events Week just days away, the Melbourne Convention Bureau (MCB) has announced that the program of activities has expanded.

Starting on 17 Feb, the week-long program will showcase a range of more than 60 events covering topics from medicine to technology and innovation.

New additions to the calendar include the Convergence 2014: The Promise of Precision Medicine, taking place for the first time in Australia on 19 Feb.

MCB ceo Karen Bolinger said that the goal of Business Events Week was to put the spotlight on the industry and educate the wider community about its significance.

"The inaugural Business Events Week in 2013 laid the

foundations for this message, which we plan to build on through a number of new initiatives in 2014, including the appointment of Australia's Chief Scientist, Professor Ian Chubb, as the official Ambassador.

"The value of the business events industry to the nation's economy will rise to \$31 billion by 2020, but the benefits go far beyond the dollar value."

Other events throughout the week include Melbourne Convention and Exhibition Centre's (MCEC) Open Space.

You can see the full Business Events Week calendar by visiting the MCB's website at [www.melbournecb.com.au](http://www.melbournecb.com.au).

## PCB wins RACS ASC

**PERTH** Convention Bureau's (PCB) successful win of the Royal Australasian College of Surgeons Annual Scientific Congress for 2015 will make it the largest, highest yielding medical congress staged in Perth to date.

The Congress has the potential to expand delegate numbers to 4500 international surgeons; through an invitation this week.

## Townsville famil offer

**EXPRESSIONS** of interest are open for a Townsville North Queensland famil and trade show event, being held 26 Mar to 30 Mar.

In addition, the Townsville North Queensland Meeting and Event Planner, a "must have" resource for event organisers planning a conference incentive trip or social function in Townsville North Queensland, is now available.

Featuring a number of new additions, including the recently launched Corporate Social Responsibility Programs and a range of new incentive experiences.

Contact Lisa Budd at [lisa.b@tel.com.au](mailto:lisa.b@tel.com.au) to register your interest as a hosted buyer for the famil and/or for a copy of the planner.

## Speakeasy Singapore

**THE** Singapore Tourism Board (STB), Marina Bay Sands and Singapore Airlines pulled out the stops when sharing what Singapore has to offer to the MICE industry.

Onboard the MV A.Q.A Sydney, the STB gave a short presentation about the attractions of the five star Marina Bay Sands, including the Sands Expo and Convention Centre with more than 120,000 sqm of space and its MasterCard Theatres, which have hosted the likes of Wicked and the Lion King.

Of particular interest was the idea of introducing clients to a recent movement in Singapore, that of the speakeasy bar.

For instance, The Library on Keong Saik Road requires a password to enter. You can either dine at Esquina and ask for the password, or you can enter The Library (whose false front was recently refurbished from a nondescript bookshop to a suit shop) and ask them what you need to do to enter; **BEN** was told this could involve having to tell a joke or perform some other task.

Another offering is 28 Hong Kong Street, where no photos are allowed - so no late night selfies!

## Murray Tourism

**THE** Murray Regional Tourism Board has appointed two new directors; strategic communications consultant Hannah McPherson and Philip Smith of B&C Capital Group.

The members will serve for three years effective 01 Jan.

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