



## Green is gold

**BEING** green isn't only for Kermit, for according to Sunshine Wong, general manager of the Crowne Plaza Changi Airport Singapore, eco-friendly is increasingly becoming the deal breaker when choosing a hotel or venue for a conference or event.

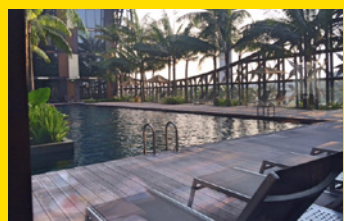
The hotel, together with the Mandarin Oriental Singapore, was one of the two winners out of a field of 25 at the inaugural 3R (reduce, reuse, recycle) Awards for Hotels, co-organised by Singapore's National Environment Agency and the Singapore Hotel Association, in October.

The Crowne Plaza was lauded for its diverse range of innovative initiatives and eco-friendly features such as the floral clad, metal fretwork exterior made from GFRC to insulate it from heat, and the use of a cool building skylight with water to minimise heat transfer.

"To encourage recycling efforts, it's important for our staff and external guests to have easy access to recycling," Wong explained, so recycling bins are in lift lobbies and in offices while ink cartridge recycling bins are also found in guest rooms.

When dealing with food waste, EcoWiz Food Waste Digester technology is used with its capacity to convert one tonne of food waste per day.

In a Soap for Hope program, soap is collected, sanitised and processed before being made into new bars of soap for poverty stricken areas by Sealed Air, and in a similar program, linen is donated and re-purposed to make uniforms and other essential items. *Jill*



## Port Stephens' conf win

**PORT** Stephens will host the 2015/16 convention for Rotary District 9675, an event expected to see more than 500 delegates attend.

Destination Port Stephens won the bid for the event, which was expected to pump about \$377,000 into the area's economy, it said, based on an Association of Australian Convention Bureaux benchmark.

The three day conference will be held from 04 to 06 Mar at the Wests Diggers Nelson Bay Club.

Rotary District 9675 governor for 2015/16 Graham Wilson said the region was chosen because



of its scenery, attractions and convention infrastructure and support network.

Destination Port Stephens MICE manager Rebecca Morley said the lead came from last year's Australian Business Events Expo.

A number of pre and post touring itineraries under the Altogether Perfect brand had been suggested, she said.

## BE Oz in Barcelona

**BUSINESS** Events Australia, with five vendors, will attend EIBTM Barcelona from 18 to 20 Nov.

The organisation said confidence from European markets was returning and larger incentive group bookings had "steadily returned" this year.

Accompanying vendors include the International Convention Centre Sydney and Melbourne representation, including the Melbourne Convention and Exhibition Centre.

EIBTM provided a platform to showcase Australia's business events offerings, Business Events Australia gm Penny Lion said.

## GC integrated resort's four hotels

**THE** revised master plan for the Gold Coast integrated resort has detailed plans for four hotels.

The integrated resort on Wave Break Island would have four hotels providing six, five and "Gen Y" hotel accommodation, would be linked by a retail promenade of more than 500m, Gold Coast Evolution said.

The resort was expected to be operational from 2019, with the full precinct completed by 2021.

The plan also features a luxury hotel resort at the northeast of the Island.

**CLICK HERE** for the plan.



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## Tourism Oz dinner

**THE** finale of the Restaurant Australia campaign was held on Friday, a feast for more than 80 international food and wine writers at the MONA in Hobart.

Attendees included Heston Blumenthal and Matt Moran, and the spread was a real gastronomic journey served in chapters, including an oyster and sparkling wine first chapter by the Elizabeth Street Pier, after which guests were ushered into boats for Chapter Two.

**CLICK HERE** to watch a video.

## ben Events Calendar

**BEN's** calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email [info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au).

### 17-19 NOV

IUCN World Parks Congress 2014; Sydney Olympic Park; [www.worldparkscongress.org](http://www.worldparkscongress.org)

### 7-12 DEC

Royal Australian Chemical Institute National Congress; Adelaide Convention Centre; [www.racicongress.com](http://www.racicongress.com)

### 8-9 DEC

ACTE Global Corporate Travel & Meeting/Events Education Conference - Sydney; Sheraton on the Park; [www.acte.org](http://www.acte.org)

### 6 FEB

Perth Convention Bureau's (PCB) 2015 Aspire Awards workshop luncheon; Perth Convention and Exhibition Centre; enquiries email [aspire@pcb.com.au](mailto:aspire@pcb.com.au)

### 16 MAR

Ni hao WA 2015; Aravina Estate, Yallingup; [www.tourism.wa.gov.au](http://www.tourism.wa.gov.au)

### 4 MAR

NT Muster; Ivy Ballroom, Sydney; enquiries email [trade.tourismnt@nt.gov.au](mailto:trade.tourismnt@nt.gov.au)

### 5 MAR

NT Muster; Park Hyatt Melbourne Ballroom; enquiries email [trade.tourismnt@nt.gov.au](mailto:trade.tourismnt@nt.gov.au)



# business events news

17th November 2014



**WITH** the launch of the ICC Cricket World Cup's sports business program, Match Australia, which will see the country host international delegates and a series of business events next year, we can only hope the play doesn't end up hitting the delegates' modes of transport, as it did for one commentator during a New Zealand game.

The Twenty20 match between the Wellington Firebirds and Otago Volts saw Volts batsman Jesse Ryder smash the ball for a six, called by commentator Ian Smith, who watched the hit sail over the boundaries - right onto his car, *stuff.co.nz* reported.

"That's gone, it's downtown, it's on my car!

"Ah, the downside of getting a park so close!"

The look of resignation on Smith's face, and his chortling commentary partner, says it all really - with any luck, Match Australia will have fewer vehicular casualties, but as much excitement.

**CLICK HERE** to listen.

## The future is nigh

**AFTER** months of global research, closed-door conversations and peeking behind prototype curtains, business futurist Morris Miselowski's annual trend report, a sneak peak at 2015, might be beneficial to look at when it comes out.

Next year, he says, will be a watershed year in business and life.

For a copy, email [2015@BusinessFuturist.com](mailto:2015@BusinessFuturist.com).

## More of Moore reef



**FIFTEEN** Australian conference and event managers spent a day at Moore Reef, thanks to Sunlover Reef Cruises and Nautilus Aviation.

Arranged as part of the Business and Events Cairns and Great Barrier Reef's trade show, Sell TNQ, the trip featured sea-walker helmet diving and seeing green sea turtles from a semi-submarine.

Sunlover Reef Cruises group gm Julie Duncan said the company had the capacity to provide events organisers and delegates many options and charter cruise opportunities.

## ICCA 7 new members

**THE** International Congress and Convention Association (ICCA) has welcomed seven new members.

The Flanders Meeting and Convention Centre Antwerp, the Bangalore International Exhibition Centre and TAV Tourism, Turkey, include those which have joined the organisation.

## Viator API live

**THE** Viator Supplier API, a real time booking and distribution platform for tours and activities, is now live with more than 100 suppliers in more than 30 countries.

**CLICK HERE** for more.

# FACE : FACE

## Lee Siefken

### Travel business development director Disney Destinations International



*Business Events News* recently caught up with Lee Siefken, Disney Destinations International travel business development director. Siefken has been with the Walt Disney Company for almost 15 years, working across many aspects of the business and has found her sales and marketing skills invaluable in her current role.

What's the first thing you do when you get into the office?

I say 'Hi' to my team, turn on my office lamp and music and then quickly check [disneyparksblog.com](http://disneyparksblog.com) for any interesting updates - I love this blog, makes me feel connected to the park despite the distance.

What analogy best describes being travel business development director of Disney Destinations International and why?

Orchestra conductor. My job is to orchestrate our team, all of our vast resources and our important partners in market to create magical Disney experiences of all kinds, whether it's a meeting or congress, an incentive program or a family holiday.

How much of a focus is the business events market for Disney?

While it is a niche part of our business, it's an important one for us. Each destination has dedicated facilities for meetings and there's an entire infrastructure that helps planners execute their events; it's like having your own fairy godmother to help with all the details. In saying that, we do appreciate it's difficult for companies to take their event off-shore.

What's a little known but wildly interesting Disney fact you can share?

Disneyland was Walt's attempt to bring movies to life and immerse

guests in the experience. When walking down Main Street, USA at Disneyland or other Disney parks, you'll find windows advertising different shops. The shops may be imaginary but the proprietors are real people who were instrumental in the creation of the parks. So the windows are like the credits to the movie.

What would the industry see if it peered into Disney's crystal ball? What's the outlook for business events and Disney next year?

We continue to unveil new products and services that have great appeal for planners and attendees.

Next year Disneyland Resort will celebrate its 60th anniversary with a Diamond Celebration and Walt Disney World Resort will open new restaurants, entertainment and shopping options as part of the new Disney Springs.

What's the most interesting or out there business event you've attended during your time with Disney?

One was a local event, the official premier of the new film "Planes Fire & Rescue". Walt Disney Studios partnered with Qantas to host the Australian movie premier 10,000 feet in the air on a special VIP Qantas flight.

It was incredible, and to me a great example of how businesses can leverage the power of Disney to create unforgettable events.

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