



A whale of a time

WHEN it comes to conservation, Mercure Kingfisher Bay Resort World on Queensland's heritage-listed Fraser Island was conceived of at a time when ecotourism wasn't even a word and certainly not something that was on the hotel industry's radar.

It is here that **BEN** is a guest. We arrived in Hervey Bay yesterday on a direct flight from Sydney after a 50 minute car ferry ride from the mainland and have been tucking into the chef's specialty bush tucker creations and some of the local seafood.

Today it's an early morning departure for a spot of whale watching - I'm being circumspect about whales as this is my fifth attempt to see one close up.

They seem to avoid me, however I am reliably informed there are plenty out there in the wide blue yonder, so fingers crossed.

I'll let you know. *Jill*



Fairfax in events talks

THE event arm of Fairfax is in initial discussions with several international media companies about working with them on their event strategies.

Marketing services managing director Andrew McEvoy told **BEN** it was early days.

Some media firms did not have event arms, and Fairfax was discussing the possibility of working with them to build their events capabilities, he said.

Fairfax already had content relationships with several of the companies and, as a media company itself, understood the space, having "lived in their

world", McEvoy said.

"We'd be working on specific concepts we have expertise in."

Details about the potential partnerships would not be released in the short term, he said, as events took 12 months from inception to manifest.

McEvoy told *Mumbrella* the initiatives could provide commercial opportunities.

The *AFR* reported in June that Fairfax Media ceo Greg Hywood had set a goal for the events division to hit \$100m in revenue within four years.

AACB staff scholar



NT Convention Bureau PR and media executive Becky Hargrove has been awarded the Australian Association of Convention Bureaux (AACB) 2014-15 Staff Scholarship.

Co-sponsored by Business Events Australia and Qantas, Hargrove would travel in March to Liverpool to study what it did to attract conferences and events, including working with the Liverpool Convention Bureau, the AACB said.

AACB executive director Andrew Hiebl said the scholarship was designed to give middle to senior level bureau staff the chance to show their commitment to the industry and deliver a project highlighting innovation and excellence in the sector.

Pictured from left to right is Lyn Lewis-Smith, AACB President; Kelly Maynard, Business Events Australia; Suzanne Morgan, Northern Territory Convention Bureau (on behalf of Hargrove); Andree Baxter, Qantas Airways.

PCO exhibition full

THE PCO Association conference exhibition has sold out.

All 60 booths had been allocated to industry supporters, the PCO Association said.

The conference will be held at the National Convention Centre Canberra from 30 Nov to 02 Dec.

Four pages today

BEN has two pages of editorial plus full pages from (**click**):

- NT Convention Bureau
- Christmas Venue Guide



The Christmas Venue Guide

BUSINESS Events News has launched a Christmas Events guide - check out **page four** for the best end of year function venues out.

The Guide is booking out fast, so get in while you can to highlight your venue's unique features, like the ability to host a karaoke battle of 'We Three Kings - The Reggae Remix', to the business events industry and **BEN's** readers and social media channels, by emailing advertising@businessesnews.com.au.

Labour Day Monday

BEN will return on 08 Oct after the long weekend, to bring you the latest business events news.

We hope you all have a great break!

Aspire program open

THE Perth Convention Bureau has said its 2015 Aspire Awards are now open.

The scholarships aimed to help academics attend a relevant international conference to aid in personal and professional development, and were funded by the Bureau, it said.

Applications close 31 Mar. **CLICK HERE** for more.

Starwood in India

STARWOOD Hotels and Resorts will re-locate its global HQ to India, for a month long period, with executives splitting their time between Mumbai and Delhi, following previous relocations to China and Dubai.

WIN WITH O'REILLY'S

This week, **BEN** and O'Reilly's are giving away one night's accommodation in a Mountain View room with private balcony in the Rainforest Retreat, including morning and afternoon tea, complimentary wine tasting at Canungra Valley Vineyard and an early morning bird walk.

O'Reilly's can tailor a corporate Christmas function to your needs, from sunset drinks at a breath-taking cliff top lookout to Christmas-themed dinners or a BBQ by the bonfire in the rainforest. The location of O'Reilly's within the World Heritage Lamington National Park coupled with its legendary hospitality, means it creates events to remember. Ideal for groups of up to 200 guests, O'Reilly's offers flexible accommodation options including the Retreat and luxury Mountain Villas.

The most creative response to the question will win. Send your answers by COB 10th Oct to: comp@businessesnews.com.au



Tell us in 25 words or less how your team would celebrate your corporate Christmas party at O'Reilly's Rainforest Retreat.

Hint: www.oreillys.com.au/conferences-functions



business events news

3rd October 2014

GENERating Change

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in *BEN*.

Topics will include new generation events and making events effective and valuable.



What your CEO & CFO really think about your events

ATTENTION all event planners. Hands up if you're being asked to do more with less? Are you being asked to deliver the same event as last year on a reduced budget and this has been a recurring trend for a few years now? Okay, you can all put your hands down.

Have you ever asked yourself why this is happening and, regardless of how well your organisation is performing, why is it that your event budgets are always being scrutinised and under attack? I'll tell you why: it's because your CEO doesn't consider your events valuable, or at least not valuable enough to invest in them. And your CFO sees them as a pure cost. The problem: you're not demonstrating the effectiveness, value and ROI of your events.

When faced with a reduced event budget, the first thought and ongoing focus of most event planners is to think of ways to save costs and reduce spend. This could be looking for cheaper venues, cheaper accommodation, cheaper day packages, cheaper meals, cheaper speakers, cheaper entertainment, etc., and negotiating with every supplier. The problem with this approach is that you're not addressing the core problem: designing and engineering to have value and ROI. And without addressing this, your event budgets will continue to come under scrutiny and you will continually be asked to 'do more with less'.

The solution: instead of looking purely at saving costs, look for ways to increase the effectiveness and value of your events. This is much, much better than seeking out cheaper event components

and squeezing all your suppliers. Not only does it address the core problem and the reason why you continually have to deal with a "tight budget", but it has a much better and longer-lasting effect.

Effective events = better event outcomes = increased productivity and profits = events become seen as valuable.

Next year, instead of having to deal with another budget freeze or reduced event budget, your CEO might consider your events are worth investing in.

I recently read the summary of a [survey conducted in the UK](#) of corporate event delegates which, amongst other things, revealed that 21% of respondents considered their events to be nothing more than an excuse to escape the office and that a whopping 82% failed to fully engage with the content delivered at their events. More on the findings of this survey next month. But given this insight, is it any wonder why events and event budgets are constantly under attack from senior management? Anything and everything regarded as being valuable is cherished and held on to. That's worth remembering the next time you plan your next event.

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact Max Turpin at Conference Focus on 02 9700 7740 or visit the website at conferencefocus.com.au.



Sunglasses on



A **NEW** lifestyle-meeting concept of signature events has been introduced by Shangri-La's Rasa Sentosa Resort & Spa, Singapore.

Known as Sunglasses at Work, it has three settings - Engage with Nature, Explore and Excite.

These activities range from attempting acrobatic stunts on The Flying Trapeze and beach volleyball to enjoying a beach barbecue and harvesting herbs to create personalised salads.

It's a concept that is also available at all Shangri-La resorts in South East Asia and Fiji.

Darwin's Cruise conf

DARWIN has won the bid to host the Cruise Down Under conference from 02 to 04 Sep 2015 at the Elan Soho Suites.

The conference is expected to see 120 delegates attend, Tourism Minister Matt Conlan said.

In the bid document, Cruise Down Under said host destinations could derive further benefits by offering pre and post touring activities, and details about these should be provided in the bid proposal.

The conference is jointly supported by Tourism NT, Tourism Top End and the Darwin Port Corporation.

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What is

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POSSIBLY this conference should be renamed the 'Irony Summit', after 216 of the 1,300 delegates at the Food Safety Summit's annual conference fell ill following lunch.

Apparently, the attendees at the Baltimore conference held in April were the victims of food poisoning via the chicken Marsala, with two thirds who fell ill with traditional food poisoning symptoms (we leave them to your imagination) having partaken in the Dish of Doom, the *Telegraph* reported.

The Maryland Office of Infectious Disease Epidemiology and Outbreak Response provided the caterer, Centerplate, with a list of recommendations including to report suspected outbreaks immediately.

India Biz Week registration

REGISTRATION for Australia Business Week in India (*BEN* 08 Sep) is now open.

Held from 12 to 15 Jan, the Week aimed to boost commercial ties between the two countries and would highlight key sectors including tourism, with business events representatives among the 300 delegates attending, Austrade said.

The program is now available online, with Tourism Australia's Restaurant Australia 'Longest BBQ' event set for 14 Jan.

CLICK HERE to register.

INVITATION

We are excited to bring the NT to your backyard and share the wide range of options for Business Events in the Territory.

DISCOVER why the NT should be the destination for your next event.

CONNECT with the local expert to professionally plan your event.

INSPIRE yourself with unique possibilities and connections the NT can provide you and your next business event.

VENUES

Monday 13 Oct, 12:00-2:00pm - BRISBANE:

Sofitel Brisbane - Odeon Room - 249 Turbot St | Brisbane QLD 4000

Tuesday 14 Oct, 7:30-9:30am - CANBERRA:

Sage Restaurant - Gorman House Arts Centre/ Batman St | Braddon ACT 2612

Tuesday 14 Oct, 5:30-7:30pm - SYDNEY:

The Slip Inn Sydney - Sand & Garden Bars - 111 Sussex St | Sydney NSW 2000

Wednesday 15 Oct, 5:30-7:30pm - MELBOURNE:

MCG - Premiership Dining Room - enter via Gate 6, use elevators 14 and 15 and go to level 2 | Brunton Ave | Richmond VIC 3002

Thursday 16 Oct, 12:30-2:30pm - ADELAIDE:

Chianti Classico - Gallo Nero Private Dining Room - 160 Hutt Street | Adelaide SA 5000

Friday 17 Oct, 12:00-2:00pm - PERTH:

The George - London Room - 216 St Georges Terrace | Perth WA 6000

KEY NT BUSINESS EVENT SUPPLIERS

Alice Springs Convention Centre

Darwin Convention Centre

Darwin Turf Club (BNE,SYD, MEL ONLY)

Fusion Exhibition and Hire Services

Great Southern Rail (BNE,SYD, MEL ONLY)

Hilton group ((BNE,SYD, MEL ONLY)

Kakadu Tourism (BNE,SYD, MEL ONLY)

Toga Hotels

SKYCITY Darwin

Voyages

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Christmas Venue Guide

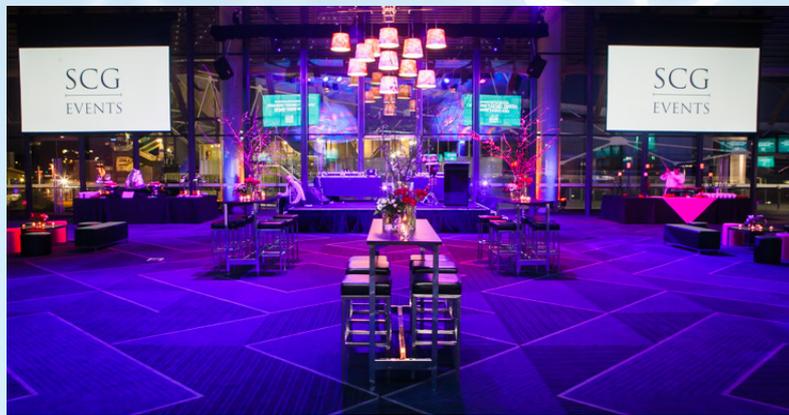
Looking for a Christmas venue or staff celebration?
Business Events News guide to 2014/15 Christmas venues is the place to showcase!
To feature here email advertising@businesseventsnews.com.au.

The Menzies Sydney Sydney, NSW

The historical and grand Menzies Hotel in the heart of the CBD has just completed a full refurbishment of its Grand Ballroom, and the results are spectacular!

With stunning chandeliers the grand ballroom has real personality that is simply stylish, and seats up to 400 guests. Or for something smaller, book an intimate but atmospheric lunch in One Four Kitchen that won't blow the budget. Christmas Party Packages from just \$30 per person.

Call 8235 1751 or email h2977-SB04@accor.com.
www.menzies.com.au



Sydney Cricket Ground Sydney, NSW

Host an end-of-year celebration at the Sydney Cricket Ground and go in the draw to win a Corporate Suite Experience during the SCG's Summer of Cricket. Book before 31st October for an event before 28 December 2014; and you and your guests could wine and dine in the luxury of your own corporate suite at the Cricket.

The SCG celebrates the opening of the following brand new event spaces: Noble Dining Room for up to 600 banquet-style, Skyline Terrace with views to the CBD and the Brewers Pavilion.

CLICK HERE for details and conditions
www.scgevents.com.au

Royal South Yarra Lawn Tennis Club Toorak, Victoria

Founded in 1884 and recently redeveloped and refurbished throughout, the extensive clubhouse offers striking contemporary décor and modern facilities, with flexible function spaces ready to accommodate your next event.

Perfect for corporate events, cocktail parties, weddings, anniversaries, engagements and all types of celebrations.

Book your event now and ensure a memorable experience for all your guests.
www.rsyltc.org.au



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*Conditions apply. Subject to availability.
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