



Life's a beach

IT'S never dull in the **BEN** world; one minute it's a



lot of physical stuff in Manly with a Health and Wellbeing family that included team building on the beach – certainly a lot of running, jumping and finally learning to stay still as we meditated on the sand.

Hosted by the Sebel Manly Beach, the Novotel Sydney Manly Beach and Manly Beach Health Club, the highlight among many was to see Manly waking up on a picture perfect morning during a 6.30 am yoga class on the beach.

People swimming in the rolling surf, a group of women strolling by in pink bathing hats, known as 'The Bold and the Beautiful' who swim every morning from nearby Shelley Beach, and others out for a morning jog; it's easy to see why it's an ideal setting to rejuvenate a jaded team - and just a ferry ride from the CBD.

On then to the Grand Designs Live Home Show at Sydney Exhibition Centre, Glebe Island on the weekend, where gm Malu Barrios is celebrating her first year with the Centre, describing it as 'Survivor Glebe Island.'

Malu said when working with Diversified Exhibitions at the show, "Everything from the look of the exhibition to the food, they do it all with style."

You too, Malu, happy first year!
 Jill

MCEC expansion hailed

THE Victorian government's decision to expand the Melbourne Convention and Exhibition Centre (MCEC) has been hailed by the business events and tourism sectors.

The state government confirmed last week that it would expand the Centre's South Wharf precinct (**BEN** breaking news 24 Oct) to include a multi-purpose convention and exhibition facility, a new hotel and retail outlets.

The government had started negotiations with the Plenary Group, with which it had a public private partnership to develop the MCEC, to decide how an expansion could be integrated into the existing development, Premier Denis Naphine said.

This would give the Group an opportunity to put forward an expansion proposal, with the first step involving developing a master plan, Minister for Tourism Louise Asher said.

Both the Group and government would contribute to funding but exact figures had not yet been determined, a spokesperson for the Minister said.

The Exhibition and Event Association of Australasia (EEAA) welcomed the news, with ceo Joyce DiMascio saying it was good news for the industry with many EEAA member events at capacity with no room to expand.

"This decision will enable the continued growth of the exhibition and event industry in Victoria," DiMascio said.

The Melbourne Convention Bureau also applauded the announcement, with ceo Karen Bolinger saying the Bureau was working on a "significant" pipeline of opportunities for the next few years and therefore, the expansion was welcome news, enabling both organisations to continue delivering high yield, large scale business events for many years to come.



The Tourism and Transport Forum hailed the decision, saying it would further unlock the "enormous value" of business events for the state.

Ceo Margy Osmond said the MCEC was "arguably the most critical piece of visitor economy infrastructure in Victoria", and called on the Opposition to match the commitment so industry had certainty.

Other groups welcoming the expansion included the Victoria Tourism Industry Council.

ICC Cricket program generates biz events

THE launch of a sports business program for the ICC Cricket World Cup 2015 will see Australia host international delegations and a series of business events to promote international business links.

The Match Australia program aims to promote trade, investment, tourism and international education, and was launched last week by Trade and Investment Minister Andrew Robb, who said it would show Australia was open for business.

Austrade would manage the program in conjunction with states and territories, the Minister's office said.

CLICK HERE for more.

Inspire EX seminars

INSPIRE Ex's seminar program for 2015 (**BEN** Fri) will be free for all attendees.

\$17m Chancellor conferencing

THE Hotel Grand Chancellor Brisbane has started construction on what it says is the largest purpose built hotel-based conference facility in Brisbane, to the tune of \$17 million.

The conference centre would have more than 1,000 square metres of floor space and 11 function rooms over two levels, the hotel said.

Due for completion in April 2015, the venue would have capacity for 500 people sitting down in the ball room, the company's Queensland area gm Peter Yared said.

The hotel would be looking to offer a "five star function facility at four star prices," with its key market being clients wanting to host large scale events but not at exorbitant prices.



MOVEMBER will see multitudes of males growing mo's to raise funds for the Movember Foundation's programs and to encourage community awareness and support around men's health.

Amadeus IT Pacific men are putting out the challenge to the travel industry to raise funds for the cause. The person who raises the most money will win a **Shaving Brush Travel Kit**.

If you are game, **register at au.movember.com** (add your company name after your name and choose to join the **Amadeus IT Pacific team**) by the end of October.

Email your before and after pics and progress updates to mocomp@traveldaily.com.au and we will showcase them on **Facebook** and in **BEN**.

Get involved as an Amadeus Mo Bro! Click **HERE** to learn more about the program.

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The Christmas Venue Guide

BUSINESS Events News has launched a Christmas Events guide.

The last few issues of the Guide are coming up so get in while you can to highlight your venue's unique features by emailing the team at:

advertising@
businesseventsnews.com.au



business events news

27th October 2014

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Publisher to manage events

THE Gold Coast Central Chamber of Commerce (GCCCC) has partnered with publishers Business News Australia to manage its events and administration.

GCCCC president Peter Yared said the publisher had a strong presence in the business community and would bring experience in event management, sales and marketing, *Gold Coast Business News*, owned by Business News Australia, reported.

Yared told *BEN* Business News Australia would assist with the management of the GCCCC's breakfasts, networking events, social days and annual business showcase.

The partnership took effect as of 20 Oct, and it would



provide benefits in terms of event management, media relations and memberships to the organisation, he said.

"This move is a significant step for the Chamber that will further grow our offering to members."

Publisher Fairfax has also been in talks with international media organisations about working on event strategies (*BEN* 03 Oct).

ACTE aims high



BREAKING a predicted record for an ACTE AUS/NZ networking reception, the event held last Wednesday in the Parkroyal Darling Harbour's new Abode bar clocked up 200 attendees.

Corporate travel and meeting/event guests met and mingled in the super chic space with its white on cream palate and plantation shuttered windows that link to a lounge, sports bar and deck area.

With walls hung in signature Florence Broadhurst wallpaper and rugs created by Mrs Baz Luhrmann, Catherine Martin, it makes for an exciting new function and dining space.

In welcoming the guests, ACTE regional director Andrew Kelly reminded attendees that the ACTE Global Corporate Travel Conference is being held in Sydney from 08 to 09 Dec.

Pictured from left is Anthony Jepson, CBVS, Lisa Maroun, travelBulletin & Mark Carter, MC.

Oz meetings slow

THE American Express Meetings and Events 2015 Global Meetings Forecast has said some meeting cancellations are contributing to a "slowdown" in Australia, according to one of the Forecast's authors.

The forecast is based on a number of sources, including a survey distributed to industry professionals in July, August and September 2014; however American Express wasn't able to provide a total number of responses received.

Those surveyed in Asia Pacific predicted an average increase of 2.1% for the number of meetings in the region, with a 1.3% increase in the number of attendees, according to survey highlights.

Overall meeting spend in Australia was forecast to increase by just 0.2%, compared with a similar drop for Asia, while individual budgets were expected to decline by 1.3% in Australia and 1.5% in Asia.

CLICK HERE for more.

ACB wins conference

ADELAIDE has won two further bids for conferences.

The National Institute of Patent and Trademark Attorneys conference would see 160 attorneys attend at the Stamford Grand Adelaide Hotel in April next year, with more than \$560,000 from the three day event expected to be added to the state's visitor economy, the Adelaide Convention Bureau said.

The event lead was picked up via the Bureau's attendance at AIME earlier this year, Bureau ceo Damien Kitto said.

Feedback indicated that Adelaide's presentation "ticked all the boxes" for delegates attending, Kitto said.

The hotel would also host the 2015 Australian Psychological Society's College of Clinical Psychologists, bringing about 300 delegates over three days, adding \$2m to the state's visitor economy, the Bureau said.

The wins took the Bureau's 2014 tally for future business won to \$75 million, it added.



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.

30-31 OCT

Ovum 2020 Telecoms Summit; Sydney Harbour Marriott; www.ovum2020.com.au

2-9 NOV

7th ISCA Congress; Jenolan Caves; www.i-s-c-a.com/event/39-isca-7th-congress

9-13 NOV

Asia-Pacific Rainforest Summit; Sheraton on the Park, Sydney; www.environment.gov.au/rain-forest-summit

12-13 NOV

3rd Annual NHMRC Symposium on Research Translation; Sofitel Melbourne on Collins; www.nhmrc2014.com

12-19 NOV

IUCN World Parks Congress 2014; Sydney Olympic Park; www.worldparkscongress.org

Spot the changes

NOT about to rest on their laurels after being named one of the three top communications and marketing companies in Australia, the team at Zadro Communications launched their new brand, Zadro, on Tuesday evening at the 1920s styled speakeasy Palmer & Co.

They say a leopard can't change its spots, nor can a zebra change its stripes, yet md Felicity Zadro said that organisational beasts must change to maintain competitiveness and operational effectiveness.

"It's why Zadro has just completed a brand refresh – seven and a half years after the agency was launched (as Zadro Communications).

"Event organisers need to get extra creative to draw in their audiences from multiple channels, who no longer expect only traditional means of



communication.

"We've taken our own advice and our 95 years of combined experience, and used all the services, strategies and tools that have been so effective and delivered results for our clients.

"First we took a good hard look at ourselves – where we came from, how far we've come, and where we want to go."

Pictured from left, Leona Watson, Cheeky Food Group, gives a congratulatory hug to Zadro.



business events news

27th October 2014



WHILE WiFi access for invited media should really be one of those no-brainer event boxes to tick, sometimes organisers just haven't quite got there, and having to fall back on patchy 3G can lead to problems.

At some recent awards, **BEN** was stuck in a reception dead spot, necessitating a sprint (in formal dress while clutching a phone and frantically typing) out the venue's double doors every time an award was announced, in order to tweet it.

While **BEN** managed not to fall flat on our faces, we did end up with some interesting typos.

In that spirit, let us introduce you to **Damn You Autocorrect**, a collection of the best corrections of typos modern predictive text can provide.

Our particular favourites include the one where a mother repeatedly (accidentally) asks for acid from her daughter (**CLICK HERE**) and this beauty:

Lard ashcan!

What did I type???

Lard ashcan would be a great band name!!!!!!
Lolololo!

I tried to type kardashian!

PCO speakers

ACT Deputy Chief Minister Andrew Barr is set to open the second day of the PCO Association annual conference and Federal Minister for Trade and Investment Andrew Robb has been invited to address delegates that evening.

It runs 30 Nov to 02 Dec.

CLICK HERE for more.

ARTN14 sees it all

MORE than 60 delegates attended the ARTN 2014

Convention last week, where about a dozen Central Coast tourism businesses showed their stuff.

Central Coast Tourism ceo Robyne Abernethy said the convention, hosted collaboratively with ARTN and Port Stephens, provided an opportunity for regional tourism industry people to meet and discuss how regions were addressing the common challenge of visitor dispersal.

Abernethy is **pictured** above right with Lyn Wingrave from Mackay Tourism.



Cvent's top 100

EVENT management platform Cvent has revealed its top 100 most popular meeting resorts in North America and the Caribbean, with ARIA Resort and Casino in Las Vegas coming in at number one.

The list was based on meeting and event booking activity through its Supplier Network, which evaluated more than 3,500 properties, the company said.

Las Vegas properties took out nine of the top 10 places, with the Venetian and Palazzo Resort in at second and the Bellagio Hotel and Casino, with its beloved-by-movies fountains, in at third place.

CLICK HERE for the full list of venues.

FACE : FACE

Rebecca Morley MICE manager Destination Port Stephens



Business Events News recently caught up with Rebecca Morley, meetings, incentive, conference and events manager for Destination Port Stephens and one of the heads of Altogether Perfect.

What does your role entail?

I look after development and facilitation of business tourism for Destination Port Stephens. I also work collaboratively with our regional partners of the Hunter Valley and Newcastle under our Altogether Perfect campaign.

What analogy best describes being part of the team behind the new Altogether Perfect campaign and why?

Best described as a "squeaky wheel" - I am noisy but roll along, weather the bumps in the road, and realise that I am one of four 'wheels' in the team that equally work together to make the vehicle go.

How much has the new campaign taken over your life?

As with anything in life that is new, there is a certain level of passion that becomes addictive - it becomes less about the hours you get paid for and more about sharing the vision with all and sundry. I suppose a good indicator is that my children joke about their dinner being 'Altogether Perfect!'

There's been a bit of unrest in the industry about the acronym 'MICE' - what's your take on it?

Other than people initially thinking I am a pest inspector!

I wouldn't say we experience "unrest" in our local industry, however I think we do ourselves a disservice by limiting ourselves to this title - Business Events Tourism just says so much more.

What can Port Stephens business events operators do to better appeal to the industry?

We have set ourselves a high benchmark - we are the Altogether Perfect group.

On the ground this means that means that service standards and product delivery across the region needs to be nothing short of exceptional - or perfect.

The challenge for some of our operators in Port Stephens is that their backgrounds are in the traditional leisure markets - they know how to deal with leisure clientele because they have been doing it for such a long time. It is about understanding the customer, their expectations in a business capacity and staying true to your experience but delivering in a way that enhances the event.

What one change in the industry would make your job easier?

An acknowledgement of the value that regional business events can offer - we are not the poor cousin! In fact, just the reverse.

How much time do you spend at the beach each week?

At least one evening a week is spent with a BBQ on the beach with the kids - there is something kind of therapeutic about fresh air, it gives you a fresh perspective.

What is your strangest experience as MICE manager?

Can't tell you - what goes on tour, stays on tour!

Business Events News is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

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