



## Damn wonderful

**BEN** Alcott  
 of media  
 production  
 agency  
 Damn Good



Productions was so impressed by his experience at Olare Mara Kempinski resort in Kenya's Masai Mara, he wanted to share it with **BEN's** readers.

The conservancy, which is home to many animals, spans more than 35,000 acres of prime grassland, riverine forests and acacia woodlands.

Ben's company, which worked on more than 1,400 projects around the world last year including doing video production for Jamie Oliver and Mariah Carey and working with a slew of corporate clients, has pretty much been there and seen it all.

In Kenya on a filming project, the elegant camp with just 12 high-end safari tents tucked away in a grove on the banks of the Ntiakitiak River, surprised Ben by the huge amount of wildlife found there.

"It's ideal for an intimate client or staff incentive trip, and with no fences to be seen, the animals may join you in bed.

"Even on the way between the airstrip and the camp we saw giraffes, lions, hyenas, gazelles, zebras, wildebeest, even a leopard.

"Another exciting part of the trip was a visit to the local Maasi village, where the kids were delighted to see their very first camera drone flying.

"Even so, it didn't take them long to work out the controls."

Well, I tell you Ben, not too many people in Australia have seen a camera drone flying either!

Jill



## MEA launches trade show

**MEETINGS** and Events Australia (MEA) has confirmed it will launch a new events trade show in August.

Called 'The Event Show - Sydney', the show would be dedicated to business events and feature Sydney venues and suppliers, an education program and a 'Fresh Talent Zone', MEA said.

The latter would feature new meeting suppliers to expose attendees to new product, it said.

The venue in Sydney, and an event prospectus, would be "revealed soon", the organisation said.

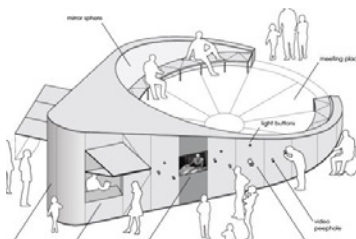
Booth prices would be "very reasonable" for exhibitors due to support from industry suppliers



already received, ceo Linda Gaunt said (**pictured** left with Barbara Addison-Weiss of SEC@GI).

The announcement follows the cancellation of Inspire EX in February, which was set to be held from 17 to 18 Aug (**BEN** 27 Feb) and Luxperience's decision to add an events division called 'Events by Luxperience' to the luxury travel trade show, set to be held from 06 to 09 Sep at Australian Technology Park (**BEN** 27 Mar).

## Opera House info centre proposed



**THE** Sydney Opera House could see a Visitor and Interpretation Centre thanks to a proposal currently on public exhibition.

The Sydney Opera House Trust has proposed to build the Centre at the southern entrance from Circular Quay, near the Macquarie St roundabout, as a "sculptural instalment" to serve as a meeting place and information provider.

A preliminary assessment for the Centre said there visitors could possibly feel overawed when entering the Opera House and alienated by a lack of direction or information.

The total area of the Centre would be just under 53 sqm.

The proposal will be exhibited until 15 May.

**CLICK HERE** to view.

## Easter break

**DUE** to the Easter break, the next issue of **Business Events News** will be published on 08 Apr.

In the meantime, we wish all our readers a happy and safe Easter break!

## Pullman's meetings rewards

**PULLMAN** Hotels is offering rewards for meeting planners this year.

New corporate events booked at Pullman Hotels from 01 Apr to 31 Jul, for events held from 01 Apr to 30 Sep, would see bookers receive a free pop-up bar, double Le Club Accorhotels Meeting Planner Points and the chance to enter the draw for a trip to Paris, Pullman said.

**CLICK HERE** for more.

## Tipis at Twin Waters



**NOVOTEL** Twin Waters Resort is offering a new venue option in the form of tipis set up in various outdoor locations.

In partnership with Tipi Luxe, the Resort said each tipi could accommodate 72 people seated or 100 standing, with the option to link multiple tipis to a maximum of four at this point in time, the Resort said; however, it had the ability to accommodate for a 500 person function.

Locations for the tipis included the Resort's events lawn, Eucalypt clearing and on Lagoon Beach, it said, available all year around, with options such as open fire places in winter.

Two packages, of seated and

standing options, were available, the Resort said, starting from \$175 per person.

The hire charges were about 30 to 40% higher than regular function rooms around the site but had additional theming, the Resort said.

Bookings are subject to availability.

Sales and marketing director Rachel Smith said the Resort was looking for an additional outdoor venue option that would provide a new experience

Initially set up for weddings, the Resort decided it would be a good outdoor dining option for conference groups staying on the Sunshine Coast, she said.



# business events news

1st April 2015



## Follow us on social media

Just one click away from keeping up to date with all the *Business Events News* as it comes to hand



### ICMI Showcase

**COMING** off the back of its Women in Leadership speakers' event held at the Crown Palladium in February, ICMI has a Sydney Speaker Showcase happening on 07 May at The Star. The event, with a complimentary breakfast, features speakers such as Myer ceo Bernie Brookes, Pauline Nguyen and Michael Crossland. Register by **CLICKING HERE**.

### HK food trade mission

**NSW** Trade and Investment is inviting businesses to join it on a trade mission to the Food Expo, held from 11 to 16 Aug at the Hong Kong Convention and Exhibition Centre. More than 20,000 trade buyers were expected to attend the event, which would allow NSW businesses to showcase produce and enter the South East Asia and mainland China markets, it said. **CLICK HERE** for more.

## Outrigger's Global Showcase

**OUTRIGGER** Resorts' Global Showcase blew into Sydney last Thursday on a journey to become the premier beachfront resort brand in the world.

Held at L'Aqua, Cockle Bay, it was attended by senior sales and marketing and PR executives representing all Outrigger Resort regions including Hawaii and Fiji. Naming Australia number three in Outrigger's source destinations and a commitment that fits the Aussie market, corporate communications vice president Bitsy Kelley said the company was not a "cookie-cutter brand" that took Hawaii-style hotels and placed them in destinations. Instead, it was a company where local culture met world class hospitality, she said.



While Outrigger is primarily in the family and value-for-money market, when it comes to the incentive and groups market, Kelley said in Waikiki, the company specialised in groups of up to 50. Outrigger Laguna Phuket Beach Resort sported brand new function facilities including a 716 sqm ballroom. **Pictured** from left is Kelley, Mark Simmons and Juliet Hudson of Outrigger.

### BESC first SE Asia famil



**BUSINESS** Events Sunshine Coast (BESC), in partnership with Business Events Australia, hosted its first South East Asia famil from 23 Mar with nine PCOs from Singapore, Malaysia and Indonesia. The four day trip included dining on the sands of Noosa and driving on Fraser Island's beaches, BESC executive Tiffany Beal said. Indonesia was considered to have great potential as an emerging market for leisure travel to the Coast, she said.

# THE ULURU MEETING PLACE

## EVENTS SPECIAL OFFER

FROM \$599\* PER PERSON TWIN SHARE

EVENTS until 30 JUNE 2015\*

- 2 nights' accommodation and full buffet breakfast daily
- Full Day Conference Delegate Package
- Sounds of Silence dinner under the stars
- Welcome Poolside BBQ dinner and a 3 hour beverage package
- Indigenous activities, return airport transfers and portorage

ulurumeetingplace.com.au  
61 2 8296 8067  
conferences@voyages.com.au  
\*conditions apply



# business events news

1st April 2015



## crumbs!

**WHAT** do you do if an unknown disease has occurred and survival is only certain for those who can find the vaccine?

Sounds like it's a story for one of our sister publications, **Pharmacy Daily** but **BEN** readers will find it worth pursuing.

It's a team building survival race called 'Outbreak' and those participating in it will find themselves quarantined on the very grounds of Australia's first and oldest Quarantine Station, Sydney's Q Station.

The idea is, teams need to find survival equipment, solve puzzles to identify the virus, and then strategise to be the first team to collect the vaccine, which will ultimately save them.

The two-hour team building activity happens in the beautiful setting of the Sydney Harbour National Park and includes a team bandana and a standard beverage at the conclusion of activity for each participant.



'Outbreak' is available on weekdays and weekends for a minimum of 10 people and a maximum of 70, at a cost from \$1,000 per group and is aimed to promote team building, build leadership skills and improve team communication.

To find out more, email [H8773-cr5@accor.com](mailto:H8773-cr5@accor.com).

## Perth major developments map

A **MAP** showing major precinct, hotel and other projects in Perth and Fremantle has been put together by Tourism West Australia.

It includes the Elizabeth Quay development, which will have the capacity to host events for up to 15,000 people, slated to open in spring (**BEN** 28 Jan).

Also featured are committed hotel developments, including the Ritz-Carlton Hotel (**BEN** 28 Mar).

**CLICK HERE** for the map.

## Expo diversity

**THE** line up of events this month shows the diversity of exhibitions in the country, the Exhibition and Event Association of Australasia has said.

Events include the Sydney Royal Easter Show, the Fitness and Health Expo in Melbourne and Oz Comic Con in Perth and Adelaide.

**CLICK HERE** to view.

## \$5m martial arts event for Adelaide

**ADELAIDE** has won the bid to host the 2017 World Hapkido Federation Championships and Seminar, expected to be worth about \$5m to South Australia.

The Adelaide Convention Bureau said with Events South Australia and with help from Australian Hapkido Federation president David White, it had discussions with the Federation about hosting the event, and a SA delegation visit in 2014 led to a formal invitation to tender.

About 2,500 delegates were expected to attend the event, slated to be held in May, the Bureau said.

## 5.5m visitors bushwalking in NSW

**MORE** than 5.5m visitors chose NSW as their bushwalking destination in the year to September 2014, Destination NSW has said.

This was a 34% share of all bush or rainforest walking visitors in the country, with 2.7m of these domestic overnight visitors and 16% international visitors, the organisation said.

Sixteen per cent of all holiday trips in NSW involved bushwalking, with more than half (58%) involving a nature-based activity, it said.

Overall, 18% of domestic overnight holiday trips in the country included bushwalking or rainforest walking, it said.

**CLICK HERE** to read more.

## \$3m for SA RDAs to continue

**SEVEN** Regional Development Australia (RDA) associations in South Australia will continue to receive \$3m in annual funding over the next three years, following an agreement with the state government.

New jobs and investment were "priority outcomes", Minister for Regional Development Geoff Brock said, with an aim of turning RDAs into hubs of planning, advice and support for driving local economies.

This included RDA Barossa and RDA Far North, receiving \$400,000 over three years.

Collaboration and resource sharing between RDAs and all governments meant SA could play to its strengths, Brock said.



### How much definition do I actually need?

Standard Definition (SD), High Definition (HD), Full High Definition (FHD) and Ultra High definition (UHD) refer to the clarity or resolution of a moving image via a television, display device or monitor. Definition is measured as width by height in pixels.

When holding an event, definition is an important consideration to ensure a good quality viewer experience. But how much definition do you need? Let's look at the options.

#### SD

Standard Definition refers to the image resolution of most older televisions and DVDs which are usually 720 by 576 or 720 by 480.

#### HD or FHD

High Definition refers to the image resolution of newer televisions, HDTV and Blu-Ray. There are three major formats of HD – 720p (1280 by 720), 1080i (1920 by 1080) and 1080p (1920 by 1080). 1080i and 1080p are often marketed as FHD to highlight the improved clarity over 720p.

#### UHD

Ultra high definition refers to the

image resolution of the very latest higher definition screens and is usually 4K (3840x by 2160) and 8K (7680 by 4320).

So which should you choose? One consideration is the quality of the input which can limit your options. If, for example, you are transmitting SD video, using a FHD television or screen isn't going to improve upon the clarity.

Other things to keep in mind include how many screens you'll have at your event and how far away from the screens your audiences will be. Speak to your AV provider to get expert advice on what will work best for your event.

*Jarum Rolfe is the partner at RACV Royal Pines Resort with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology,*

*unrivalled expertise and a highly tailored approach. For more visit [www.avpartners.com](http://www.avpartners.com).*



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

Sign up for a free subscription at [www.businesseventsnews.com.au](http://www.businesseventsnews.com.au).

**Postal address:** PO Box 1010, Epping, NSW 1710 Australia

**Street address:** 4/41 Rawson St, Epping NSW 2121 Australia

**P:** 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

Part of the **Travel Daily** group of publications.

**Business Events News** is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter 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. Responsibility for editorial comment is taken by Bruce Piper.

**Publisher:** Bruce Piper

**Editor:** Jill Varley [info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au)

**Deputy Editor:** Alex Walls

**Advertising and Marketing:** Sean Harrigan and Magda Herdzik [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au)

**Business Manager:** Jenny Piper [accounts@businesseventsnews.com.au](mailto:accounts@businesseventsnews.com.au)

