



A grey matter

THE question of mature age employment and that of Mr Hockey wanting us to work a little longer before we can claim our super and head off on that around the world cruise, was posed to Accor chief Simon McGrath during a presentation at the AccorHotels Showcase 2015 this week.



"We've got some terrific mature age employees and a program in place to this effect," McGrath said.

"By investing in mature age workers, the application of their life experiences and professional skills will add substantial value to our business.

"While traditionally we have had younger staff on reception, I'm not sure that the best way is to have three 21 year olds with very little experience of life tackling some of the big issues that come up from our customers.

"A little bit of grey hair, maturity and confidence does help our service," he said.

MEANWHILE for those looking for somewhere smart to entertain their guests, the TUI Marine group drew quite a crowd to inspect their new Leopard catamarans being exhibited at the Sydney International Boat Show in Cockle Bay – the pride of the Sunsail and Moorings fleets.

They can cater from 10 to 100 clients - and where better to sail them than in the stunning Whitsundays?

Jill

10,000 delegates for ICC

A MASSIVE 10,000-strong contingent from Amway China will be one of the first major events to be held at Sydney's new International Convention Centre.

Revealed by Business Events Sydney ceo Lyn Lewis-Smith, the Amway China Leadership Seminar in 2017 will see visitors staying five days in the NSW capital "supporting thousands of local jobs in our hotels, restaurants and shops".

She said BESydney had beaten "fierce international competition" to win the event, which continues a strong trend of Asian tourism benefiting the local MICE sector.

"By 2020 up to 200 million Chinese visitors will take an international holiday," she said -

double the figure in 2014.

Sydney is a popular choice for Amway China, which held similar large events in the city in 2005 and 2011.

Amway China associate director of special events, Mr Charming Chao, said "we aim to motivate our Amway China team to reach and exceed their sales targets, knowing that their reward will be an exciting trip to the always beautiful and thrilling city of China".

Destination NSW ceo Sandra Chipchase confirmed that China was the number one visitor market for the state.

"ICC Sydney will be Australia's largest and most impressive events space, and securing the coveted Amway China Leadership Seminar for this state-of-the-art facility reinforces Sydney's international reputation for hosting major events," she said.

Hilton appointment

MORAG Ritchie has been appointed as Director, International Sales for Hilton Worldwide in Australasia.



She joins Hilton from her previous role as director of sales and marketing for Emirates Wolgan Valley Resorts, now being managed by One&Only.

Ritchie's extensive career has also included roles with Hayman Island and Banyan Tree.

Chateau Yering special

VICTORIA'S Chateau Yering Hotel is offering a complimentary suite upgrade as part of a winter special priced from \$445 per couple including a three course a la carte dinner at Eleonore's Restaurant and cooked breakfast.

The Yarra Valley property can also cater for 150 conference delegates - chateauyering.com.au.

Today's issue of BEN

Business Events News today has two pages of news, the latest **BEN** Christmas Venue Guide on **page three** and a full page from: (**click**)

- Club Med Incentives

Love all for Accor & Tennis Australia

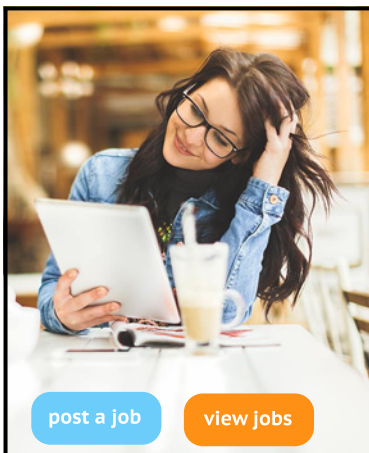
A **THREE-YEAR** partnership with Tennis Australia was announced on Tuesday evening at the AccorHotels annual showcase by chief operating officer Pacific Simon McGrath.

The joint venture will see the hotel group provide a dedicated concierge service to Australian Open fans, customer service training to staff in the media and player information hubs, hosting for key events in both Australia and Asia, and exclusive benefits to members of its Le Club AccorHotels loyalty program.

"If we wish to make Accor the symbol of hospitality in Australia the best way to speak to Australia is through sport," McGrath said.

"This year the Australian Open attracted more than 700,000 people to Melbourne Park and reached a global viewing audience of 370 million worldwide."

The partnership will also extend to China for the Australian Open Wildcard event.



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To win, be the first person to answer the question correctly. Send your answers to comp@businesseventsnews.com.au

As featured on the HOYTS Corporate Solutions movie planner, name the movie being released in cinemas on 01 Jan 2015?

Congratulations to Monday's winner, Michelle Droguett from cievents.

HOYTS X CORPORATE SOLUTIONS



business events news

6th August 2015

BEA China award

BUSINESS Events Australia has accepted the Overseas Meeting & Incentive Destination of the Year (long haul) award at the 2015 China Travel & Meetings Industry Awards - the second year running that Australia has won.

Is your event Vivid?

THE organiser's of next year's Vivid Festival in Sydney are inviting submissions for events to be part of Vivid Ideas in 2016.

This year Vivid Ideas included over 150 events at 53 venues, focusing on "professional and market development" for the creative industries.

For 2016 events must take place 27 May-13 Jun and help support the creative sector and draw visitation to Sydney, with submissions open until 23 Sep.

Expressions of interest can be made online at vivid Sydney.com.



THERE'S no accounting for taste.

New York's landmark Plaza Hotel has failed miserably in a bid to have a large bicycle rack removed from a space across from its entrance.

The iconic hotel and apartment building near Central Park in Manhattan took the city to court over the rack, which it says is an "advertising-laden traffic-clogging eyestore".

However the state Supreme Court did not agree, saying that the city had undertaken the correct procedures in selecting the location.

City officials said the spot in Grand Army Plaza is "ideal".

AIPC to Singapore

THE International Association of Convention Centres (AIPC) will host its second regional summit in Singapore on 22 Oct, in partnership with the Singapore Association of Convention & Exhibition Organisers (SACEOS).

It will take place at the Marina Bay Sands Expo and Convention Centre, during the TravelRave trade show, with a one day format covering a range of topics including Asia's context in the global meetings industry, sales and marketing tactics for a challenging marketplace and international centre standards and expectations.

Event stars come out



BOOKINGS are still open for next week's Exhibition and Event Association of Australia third anniversary dinner which will be held at Sydney's Luna Park next Tuesday 11 Aug.

Special guests at the event will include John Trevillian and Melissa Eustace, who will share their experiences with the EEAA Young Stars in the industry.

Trevillian is the former executive director of Protocol and Special Events for the NSW Department of Premier and Cabinet, and the ceo of the Australia Day Council of NSW.

And Eustace, a founding member of the Special Olympics Dance Performance Group, is also an ambassador for the *Don't Dis my Ability* campaign which celebrates the diversity and ability of people with disability.

For more information contact events@eeaa.com.au.



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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.



It's a Paradigm Thing

"**PARADIGM** shift". I'm sure you've heard this phrase many times. It's often misused or used as a cliché. It was coined by American physicist and philosopher Thomas Kuhn and first appeared in his book *The Structure of Scientific Revolutions* in 1962.

Your paradigm is the way you see the world – the big picture that forms the model that supposedly corresponds to reality.

For almost 1,500 years, from the first century A.D. to the 16th century, all the smartest people in the world believed that the sun revolved around the earth. All the world's leading scientists believed this and created models of how the earth was the centre of the universe and that the sun, planets, moon and stars revolved around the earth. Experts modelled it and wrote equations explaining it.

It wasn't until the time of Galileo and telescopes that people started to notice that the planets weren't where they were supposed to be. The data was at odds with the model. A "paradigm shift" was needed for people to believe the new reality....that the sun was the centre of the universe and everything, including our own planet, revolved it.

So what's all this got to do with our game – meetings, conferences, events?

Most meeting planners today are being asked to do more with less. This has been the case for many years – ongoing budget scrutiny and demand for cost reductions. Why? Because most events are not seen as being all that valuable. And so the mainstream current

thinking is this: If we have to hold it, how can we spend less on this meeting? How can we reduce costs? Well, a decision could be made to use a 4-star hotel or venue instead of a 5-star but that may cause brand damage.

Numbers attending could be reduced or limited but that means leaving people out and you not engaging with all those you should. And, of course, every supplier will be pressured and squeezed on their prices to the detriment of the industry.

But at the end of the day, cost cutting does nothing to improve the quality and value of events. If an event only costs \$5,000 but is not valuable, it's \$5,000 wasted. This is why a paradigm shift needs to occur in our industry.

Instead of the thinking going straight to, and only to, cost reduction, it should go instead to this: How can we make our event more effective and valuable?

A 10% increase in effectiveness and impact delivers a far better and longer-lasting benefit than a 10% reduction in cost.

Who's out there talking to meeting owners and senior management to create this shift in thinking?

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.



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