



New discoveries

DAMIEN Wolff, Great Southern Railway's (GSR) business



development manager-WA, groups and niche, points out that with AIME coming up fast, it's worth taking a peek at GSR's new IP and Ghan television commercial.

It provides inspiration for those seeking ideas on this Adelaide to Darwin run that includes Alice Springs and Katherine.

It's "pretty impressive", he said. "It runs along our new slogan, 'Journey Beyond' ie that our train journeys are more than just a train trip.

"The ad is particularly relevant to prospective incentive buyers as it showcases just how much there is to see and do during your train expedition holiday."

The video can be viewed by [CLICKING HERE](#).

MEANWHILE one night gazing at the sails of the Sydney Opera House from the deck of Quay Restaurant, watching a performance of Viennese music by the Sydney Symphony Orchestra, the next inside the Opera Theatre thrilling to Puccini's Madame Butterfly, of which Puccini said, "it is the most heartfelt and evocative opera I have ever conceived".

With its memorable arias and mesmerising 'Humming Chorus', it has great appeal as an introduction to the opera.

Jill

ACB: \$144.2m in future biz

THE Adelaide Convention Bureau (ACB) has said it secured \$144.2m worth of future events in 2014.

This was equivalent to 137 events, up from \$126.1m, or 133 events, secured in 2013 and \$87.15m, or 149 events, in 2012, it said.

Events held last year had an estimated economic impact of \$210m, with events booked for this year set to bring in about \$166m, the ACB said.

The second half of 2014 saw bid wins valued at \$94.7m, including significant wins in the last quarter, boosting the on par first half to achieve the most successful year to date, the ACB said.

These wins included the International Astronautical

Oaks Embassy's new events spaces

OAKS Embassy, Adelaide has two new meeting and event spaces.

The venues signalled Oaks Hotels and Resorts' conferencing debut in South Australia, the company said.

The rooms catered for up to 20 delegates and were available in four configurations, including theatre and boardroom.

The Embassy has a special on full day delegate packages, from \$58 per person including room hire and lunch.

[CLICK HERE](#) for more.

Congress 2017 (**BEN** 08 Oct 14), which would see 3,000 delegates and \$18.7m in economic benefit.

The Bureau said as the \$350m redevelopment of the Adelaide Convention Centre neared completion of stage one, securing the events was welcome news for the city, as in the past, Adelaide had not been able to compete due to venue capacity and bid funding constraints.

ACB ceo Damien Kitto said the events secured in 2014 created about 1,400 jobs in Adelaide in a range of industries.

[CLICK HERE](#) to read more.

Today's issue of BEN

Business Events News today has two pages of news plus a full page from: ([click](#))

- Crowne Plaza Hunter Valley Conference & Events Centre

Six star resort for AKL

PARAREKAU Island near Papakura in New Zealand could see a six star NZ\$130m resort including business facilities, as the NZ Overseas Investment Office has approved sale of the island, and another, to Chinese interests, [stuff.co.nz](#) reported.

[CLICK HERE](#) to read more.

Vundabar Vienna

THE celebrated music of the Waltz Kings Strauss and Franz von Suppé spun and lifted through The Rocks, Circular Quay and the Sydney Opera House foreshores on Wednesday evening when the Sydney Symphony Orchestra

in partnership with the Vienna Tourist Board presented 'Greatest hits from Vienna.'

Beamed from the Opera House's Concert Hall, the music was accompanied by projection and webstream live images of the orchestra and of Austrian soprano Elisabeth Flechl onto the sails of the Opera House.

Tourism and business events industry guests were invited by



the Vienna Tourist Board, with md Norbert Kettner acknowledging the foresight of the Austrian National Tourist Office's Astrid Mulholland-Licht in bringing the event into fruition.

Held at Quay Restaurant, guests had a front row position of this Sydney first while quaffing Austrian wines and dining on Peter Gilmore's superb cuisine.

[CLICK HERE](#) for more photos.



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Pei Modern
 Collins Place, 45 Collins St, Melbourne
 Tuesday 24 February 2015
 6:30pm- 8:30pm
 (transfers from AIME provided)

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business events news

6th February 2015



crumbs!



BRISBANE and Adelaide are set to host matches against Liverpool FC this year, with Tourism and Transport Forum ceo Margy Osmond saying last time Australia hosted the football team in 2013, an estimated \$35m in economic benefit was generated for the host state, Victoria.

Major events like the exhibition matches were "enormously important" to the domestic tourism industry, Osmond said.

If you're planning some events to complement the matches, and need to bone up on your football terms, the notoriously confusing offside rule is admirably explained, using condiments, in 'Bend It Like Beckham'.

Just remember, the offside rule is when the French mustard has to be between the teriyaki sauce and the sea salt.

[CLICK HERE](#) for instructional viewing.



MEA sees record entry numbers

MEETINGS and Events Australia (MEA) has seen a record number of entries for its 2014 awards.

MEA ceo Linda Gaunt said entries were up about 40% from the 2013 awards, but said she could not give the total number.

Winners will be announced later in the year.

Billion pound Poms

THE latest figures from the UK Office of National Statistics reveal that Australia is a billion pound market for Britain.

Speaking at the first-ever GREAT Britain Tourism Week, held on Wednesday at The Langham Sydney, VisitBritain marketing director Joss Croft said figures showed Australians spent \$1.89b in the UK from January to September last year and stayed for more than 12.48m nights during the same period, smashing visitor records for the first nine months of the year.

The statistics also demonstrated that Australian visits to Wales in the first nine months of 2014 increased by 9%, a period during which Australians delivered 14.5% growth on visits and record spending of \$209m in Scotland, which hosted the Commonwealth



New convention venue in Japan

SENDAI in Japan's Tohoku region will see a new convention facility in the Northern Hemisphere spring of 2015.

Connected to the existing Sendai International Centre, the new venue would add 3,000 sqm of exhibition space and four meeting rooms, in preparation for the United Nations World Conference on Disaster Risk Reduction, with about 40,000 delegates in attendance in March, the Japan National Tourism Organization (JNTO) said.

JNTO is representing Japan at AIME with six co-exhibitors on stand A600.

Games and the Ryder Cup in August and September last year.

GREAT Britain Tourism Week provided VisitBritain with the platform to create new conversations with the travel industry, Croft said.

"Tourism is an essential part of our wider success as a modern global economy, generating jobs and growth across Britain – and visitors from Australia are highly valuable to that growth."

Pictured from left is VisitBritain ANZ marketing manager Mark Haynes and Croft.

[CLICK HERE](#) for more photos.

Ben on BEN



Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiter's perspective to help job hunters find the perfect job.

Ben has over 15 years working in five star hotels and the MICE industry and has worked on some of Australia's biggest events.

The art of job creation

In recent times many businesses have had to undergo changes to ensure their continued survival. In some cases this has



meant changes to work processes or brand new positions being created which can be a significant risk for any business. It's not always easy to identify the need as often these additional tasks have been absorbed by other employees. So the need for strong and regular communication with your employees is imperative.

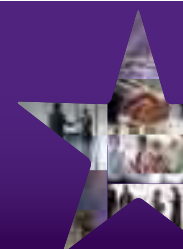
Compile a list of these additional duties and weigh up how much time they are taking away from what the employee was hired to achieve. You'll soon know if you've got a job description to put on an additional employee. Then it's a matter of juggling the cost of the additional salary being a revenue generating role or a support position to increase the productivity level of the existing team. A business coach or niche recruiter could assist by giving independent advice and perhaps suggest solutions tailored to your business that you may not have considered.

So keep an open mind in 2015, you never know what the future holds for your business.

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Melbourne, Australia



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Crowne-ing glory

CROWNE Plaza Hunter Valley unveiled its state-of-the-art Conference and Events Centre on Friday with a red carpet event; treating guests from across the travel and events industry to a progressive journey of discovery through all of its new conference, events and exhibition spaces.

The final destination - a stunning outdoor festival aptly

named Harvest Hunter - the Resort's new signature events package. Guests were wowed by local entertainers 'Kristi Bennet' and band 'Master Blaster', interactive live cooking stations, the region's finest wineries showcasing award winning wines and local producers sharing fresh breads, cheeses, chocolates and much more.



ABOVE: Red Carpet arrivals - from left, Robert Coates (General Manager Crowne Plaza Hunter Valley), Paul Briggs, Jenny Farrell, David French from Schwartz Family Company.

BELOW: Crowne Plaza Hunter Valley General Manager Robert Coates delivers his speech to guests as the crowd watches on from inside the Conference centre.



ABOVE: Crowne Plaza Hunter Valley's state of the art Conference and Events Centre interior is revealed.

LEFT: Guests enjoyed the gourmet food and wine from local Hunter Valley at the Harvest Hunter festival village.

BELOW: Guests enjoy the live cooking stations at the Harvest Hunter village.



LEFT: Live cooking stations served up tasty local cuisine at the Harvest Hunter festival village.

RIGHT: From left, Bev Petterson, BDM for Crowne Plaza Hunter Valley and Crowne Plaza Newcastle and Dianna Crebbin, DC Conferences founder and director.

