



Air-rated

NOW for something out of the ordinary for the event organiser seeking a unique corporate retreat or a place to entertain a small group of corporate clients - the Boyd Baker House in Bacchus Marsh.



Widely regarded as one of the finest examples of post war modernism in Australia, it has come to our attention via, of all things, Airbnb.

Conceived and designed by esteemed Australian architect Robin Boyd in 1965, this architectural masterpiece is listed from \$900 per night and comes with three master bedrooms, three bathrooms and the capacity to sleep up to 12 people in the main house.



There's a large entertaining room approximately 13.4 metres in length and four metres in width referred to as "the schoolroom", as it was once used by the previous owner's home schooled children.

Unlike now, when Dr Michael Baker, who commissioned the Boyd Baker House, first moved in, no public services were available and rainwater had to be caught and stored.

Set on 10 hectares of native Australian bush land and built with locally quarried Bacchus Marsh stone, the interior features mid century furnishings.

A 45 minute drive from Melbourne's CBD, it is situated within the gourmet and spa district of Daylesford and Bacchus Marsh.

If you're not on Airbnb to enquire, you can also email: mail@bakerboydhouse.com.au.
 Jill

New CCC now a step closer

THE ACT government has announced the selection of architects who will "create a reference design for a new and significantly expanded"



Canberra Convention Centre (CCC), set to cost an estimated \$700m to build.

The appointment of local firm Guida Mosely Brown (GMB) and Rome-based architect Massimiliano Fuksas follows a competition in which seven teams were shortlisted by a judging panel that included Canberra Convention Bureau ceo Robyn Hendry.

ACT chief minister Andrew Barr said the government had committed to making the CCC "investment ready", with a tripartite funding scheme, including associated infrastructure works, such as a light rail system, envisioned.

The government was committed to a national and international-level convention centre, Barr said.

"If we just want a regional level one, which the ACT government could undertake of ourselves, we would just simply improve the existing Centre.

"But the Business Chamber and many others in the community have said we should have higher ambitions."

The judges unanimously chose the "poetic and sculptural treatment of architectural form" of the Fuksas + GMB initial design (**pictured**), which was an important milestone in preparing the structure for private investment, Barr said.

A site had been selected for the Centre on City Hill in the parliamentary triangle, and the government would ensure an iconic building, Barr said.

"We're not going to put an ugly tin shed on City Hill."

However the initial design was not necessarily how the completed Centre would look, Barr said.

The architects will now work with government, industry and stakeholders to finalise a reference design and business case for the centre.

CCB: \$3b from CCC in first 20 years

THE Canberra Convention Bureau (CCB) has said expenditure of delegates attending events at the new Centre was estimated to be \$3b in the first 20 years of operation, \$1.6b above that which would have already occurred in the National Convention Centre Canberra (NCCC).

Ceo Robyn Hendry said while the NCCC had provided "significant economic benefits", there was not enough surrounding land to expand it and it was not projected in the longer term to meet meetings and conference needs, such as hosting multiple conferences while still providing breakout rooms.

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crumbs!

FANCY a game of Monopoly to build your team?

Purchase a copy of the timeless game in France this month and you could end up with much more than you bargained for.

The maker, Hasbro, is celebrating the French version of Monopoly's 80th year by putting real money into 80 Monopoly sets.

One lucky random purchaser will end up with more than €20,000, with the full complement of Monopoly money replaced by cold hard cash.

Another 79 boxes will contain smaller amounts, Hasbro has said.

The Parisian version of Monopoly allows players to purchase properties such as the Champs Elysee and Gare Montparnasse.

G20 put Brisbane on map



BUSINESS Events Australia has released a case study of the recent G20 Leaders' Summit, saying it strengthened Australia's international reputation as a leading event destination.

More than 4,000 delegates and 3,000 media visited the Qld capital during November, and in the lead-up to the event, other Australian destinations were also highlighted, with preparatory meetings in Hobart, Melbourne, Sydney, Cairns and Uluru.

Business Events Australia said Brisbane "truly grasped the opportunity to maximise global and national interest in the

event," with the G20 success due "in no small part to the capacity and capability of its dynamic business events industry".

Brisbane Marketing ceo John Aitken said it took two years of planning and preparation to deliver the event, while Brisbane Convention and Exhibition Centre gm Bob O'Keeffe said "every square inch" of the Centre was utilised for the G20.

NYC & Co heads to Oz



NYC & Company are in Australia as part of the Visit USA program to build on the success of the East Coast USA Mission last year.

The company, which recently launched the Delegate Discount Pass for all exhibitors, meeting planners and event staff in New York City (**BEN** 14 Jan), said there was increasing interest in the USA from Australians and New Zealanders.

The city saw 56.4m visitors last year, who generated US\$61.3b in overall economic impact.

NYC & Company will be in Brisbane on 16 Feb, Melbourne on 17 Feb, Sydney from 18 to 20 Feb, and in Auckland on 24 Feb.

Free reg for Inspire EX 2015

FREE registration is now open for Inspire EX 2015.

To be held from 17 to 18 Aug, the show would give attendees the opportunity to experience and compare some of Australia's best hotels, venues, event theming and technology service providers in a 'one-stop shop', organisers said.

This year the educational program, known as 'Inspire Sessions' is free for all show visitors (**BEN** 27 Oct 14).

Additionally, all visitors and exhibitors are invited to the networking events, while back by popular demand is the VIP Buyer Program.

CLICK HERE to register.

DMS Workshop

THE DMS pre-AIME Workshop is fast approaching with opportunities for delegates to win quality travel prizes, including a return trip to South Africa and a 10 day package to Fiji.

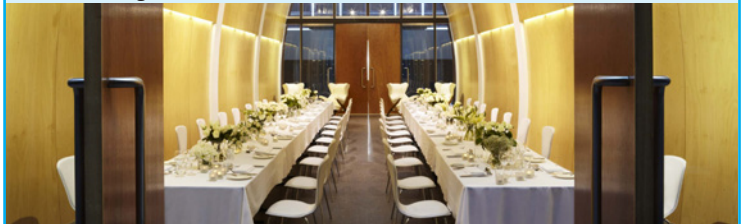
DMS md Marissa Fernandez said the workshop would involve one-on-one interaction with senior partners, giving event organisers an opportunity to learn about global industry developments.

The workshop will be held on 20 Feb at Doltone House Hyde Park in Sydney.

CLICK HERE to register.

WIN WITH HOTEL REALM & THE CONFERENCE SHOP

This week **BEN**, The Conference Shop and the 5-star Hotel Realm Canberra are offering one night's accommodation for two in a suite, a two-course dinner with a bottle of wine, a full buffet breakfast, a late check-out and parking at the award-winning Hotel Realm.



The Hotel Realm offers understated elegance, impeccable service and world-class and sophisticated function rooms. Canberra is one of the many regions embraced by the new, free website service, The Conference Shop – www.theconferenceshop.com.au – which is dedicated to helping companies organise regional business events.

For your chance to win, answer all three questions featured in **BEN** this week and send your answers to: hotelrealmcomp@businessesnews.com.au

3. In 25 words or less how can The Conference Shop help you plan a regional business event?

Need a hint? [Click here.](#)

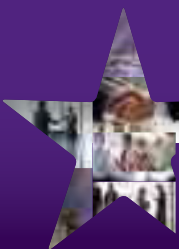
For more information visit www.hotelrealm.com.au and www.theconferenceshop.com.au. Prize courtesy of Hotel Realm Canberra and The Conference Shop – a new, free website service designed to assist companies to plan business events in regional areas. Prize is a Kingdom Getaway Package and valid for one year, subject to availability. Contest open to all **BEN** readers.



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CCB board changes

THE Canberra Convention Bureau (CCB) has seen changes to its board including a new chairman.

Hellenic Club gm Patrick McKenna has been elected chairman while National Convention Centre manager Stephen Wood will be the new treasurer.

The changes strengthened the Bureau's influence in the ACT region economy, CCB ceo Robyn Hendry said.

CLICK HERE to read more.

Smart Work Hub in Penrith

THE newest Smart Work Hub, with meeting spaces and video conferencing, has opened in Penrith.

The fourth to be established under the NSW government's \$1.5m pilot program, the Hubs cater to workers who would otherwise need to commute to the city, the Department of Trade and Industry said.

The Hubs will operate for a minimum of 12 months.

CLICK HERE to read more.

Bid Now Upgrades

THE launch this week of a new online 'Bid Now Upgrades' by Qantas allows Frequent Flyers booked in Economy and Premium Economy to make an offer for a Business upgrade using a combination of money and Qantas Points.

Qantas Loyalty ceo Lesley Grant said the invitation-only bidding system was designed for Frequent Flyers who did not have a balance high enough to request an upgrade using points alone.

CLICK HERE for more details.

Port Stephens marketing

DESTINATION Port Stephens is hosting a marketing workshop on 24 Feb at Newcastle Airport for tourism businesses looking to attract more international visitors.

The workshop costs \$129 for non-members and would look at international visitor statistics and trends, relationship building and how to make products 'export ready', the organisation said.

The event was the first in a series Destination Port Stephens had planned for this year, ceo Janelle Gardner said.

CLICK HERE to read more.

AIME for Outrigger

A NEW conference deal is being offered by the 409-room Outrigger Surfers Paradise of 10% commission on all conference accommodation booked and 5% commission for each day delegate package.

The offer is for conferences booked this year with a minimum of 50 delegates and starts from just \$185 per person, including overnight accommodation in a city view room and complimentary WiFi.

CLICK HERE for more details.

Luxperience expands

LUXPERIENCE has appointed two new staff, with David Paterson appointed as senior sales and sponsorships manager and Rachele del Rosario as new business development manager.

Paterson had more than 10 years' experience in the exhibition and event industry in London, while del Rosario previously worked in media sales, Luxperience said.

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.



Leveraging the Opportunities of Meetings and Conferences

FIRSTLY, in its pure essence, what is a corporate meeting or conference? Second, what properties does a meeting or conference have that makes them unique?

Once you've asked yourself these questions and have answers that are true, it would surely then be wise to leverage and optimise the unique opportunities that meetings and conferences offer.

So let's take a look at the first question: What is a meeting or conference? It's an interesting question to ask.

The answers you get are just as interesting and diverse. The definition I'm happy with is that they are a forum or group gathering for live communication. They are a forum for discussion, information sharing, problem solving, strategy making and learning. They also create or strengthen bonds within communities.

So what makes a meeting or conference unique?

For me, it's the fact that the host organisation is investing time, money and resources to bring together a group of like-minded people with shared interests.

Meetings and conferences offer a shared communication experience.

They create a shared, live learning opportunity. Unlike other forms of communication such as email, phone calls, texts, webinars, conference calls, it is the fact that meetings and conferences are live and shared experiences that make them unique.

And so if you agree with this thinking, wouldn't it then be wise to harness the unique properties

offered by M&Cs? And yet many event planners or event owners don't.

They follow 'old-school' event design by not only deciding on all topics of discussion and learning themselves without input from those attending but then have just one person stand up in front of everyone and present it in 30 to 50 minute blocks of time.

In such cases, delegates are given 'forced learning' and treated as a passive audience rather than willing participants.

What's often not utilised is their shared knowledge, their insights, their experience and their collective brainpower to collaborate, solve problems, to tackle challenges, to innovate.

It's a huge missed opportunity if you believe and understand what meetings and conferences are and what makes them unique.

Over two centuries ago, a very famous gentleman already knew the answer. I'll leave you with his thought-leading and insightful quote:

"Tell me and I forget, teach me and I may remember, involve me and I learn." - Benjamin Franklin

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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