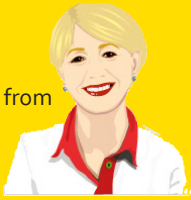




The year ahead

WE'VE heard from those in the know what the business events sector can expect from this year (*BEN* 09 and 12 Jan), but what do you see in the road ahead for the industry?



Write in and tell us what curveballs or rewards you foresee in 2015 at

info@businesseventsnews.com.au

BEN will be reporting it all, of course, and we're particularly interested, as only the nerdiest of journalists can be, about the release of the Business Events Council of Australia's (BECA) National Business Events Research Project, slated for release at AIME this year.

BECA chairman Matt Hingerty said that alas, he couldn't give us a sneak peek, much to our journalistic chagrin, but it will be interesting to see the results of the partially government-funded research project.

Speaking of AIME, *BEN* will be there from dusk to dawn, as it were, tweeting up a storm and generally trying to be everywhere at once.

You can prepare by following us on Twitter

[@busevnews](https://twitter.com/busevnews)

check out our Facebook page for more photos like the below www.facebook.com/BusEvNews



or just come and say hi; we'll be the ones rushing around like chickens without heads - dignified chickens, obviously.

Alex on behalf of Jill who is away

Industry challenges for 2015

THE business events sector will face challenges when it comes to aviation capacity, government funding and more, industry leaders have said.

Business Events Council of Australia (BECA) chairman Matt Hingerty said aviation capacity to Australia was the most topical challenge for the industry.

This was "incredibly tight" out of China and BECA would like to see the Federal government ensure Australian supply met demand, Hingerty said.

Another issue to keep an eye on was Badgerys Creek Airport, which had the potential for additional infrastructure and possible meetings facilities around the site, he said.

Association of Australian Convention Bureaux executive director Andrew Hiebl said challenges for this year would continue from last, including securing government funding in tighter fiscal circumstances, and securing increases in funding over time rather than matching previous levels.

Mantra Group director of MICE Paul Wilson said challenges for the year included cost, AV advancements, handling social media correctly while at a conference and losing business off shore.

"We have good holdings, a healthy pipeline and some great new initiatives in market that we are seeing real value here at the Mantra Group."

Exhibition and Event Association of Australasia ceo Joyce DiMascio said opportunities were determined by business generated by organisers of events and their appetite for taking on new shows and growing existing ones.

"Late last year, several major



organisers announced changes to their show line-up and staffing and this could have a trickle-down effect on suppliers and also venues.

"The expo sector is very commercial and nimble and acts quickly to respond to market conditions so we expect to see quite a lot of change in 2015."

Australia on show in India



AUSTRALIA is on show at a trade and investment event in India expected to see up to 50,000 delegates attend from 11 to 13 Jan.

Minister for Trade and Investment Andrew Robb launched the Australia Pavilion at Vibrant Gujarat 2015 yesterday, coinciding with the start of the Australian Business Week in India, with the largest ever trade mission of 400 delegates attending (*BEN* 09 Jan).

Robb said the event would showcase Australian tourism and education to a potential audience of more than one million people, showing the country was open for business.

[CLICK HERE](#) to read more.

ben 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.

6 FEB

Perth Convention Bureau's (PCB) 2015 Aspire Awards workshop luncheon; Perth Convention and Exhibition Centre; enquiries email aspire@pcb.com.au

12-13 FEB

CEO & Chair Symposium; Hotel Grand Chancellor, Hobart; for any enquiries please email kristine@associations.net.au

18-20 FEB

Fundraising Institute Australia Conference 2015; Brisbane Convention & Exhibition Centre; visit www.fiaconference.org.au

20 FEB

DMS Workshop; Doltone House Hyde Park, Sydney; enquiries email sydneysvp@destinationmarketing.com.au

23 FEB

DMS Workshop; Crown Towers, Melbourne; enquiries email melbournersvp@destinationmarketing.com.au

24 - 25 FEB

AIME 2015 Melbourne Convention and Exhibition Centre; for more visit www.aime.com.au

16 MAR

Ni hao WA 2015; Aravina Estate, Yallingup; for more visit www.tourism.wa.gov.au

4 MAR

NT Muster; Ivy Ballroom, Sydney; enquiries email trade.tourismnt@nt.gov.au

5 MAR

NT Muster; Park Hyatt Melbourne Ballroom; enquiries email trade.tourismnt@nt.gov.au



NSW targets India

AHEAD of NSW Premier Mike Baird's first official visit to India this week, the NSW government has released its India strategy, which looks to boost trade with the country in the future through



initiatives including programs of events and exhibitions.

Two-way trade was valued at \$1.8b in the last financial year, Baird said, and the strategy looked to position NSW businesses to be ready to take advantage of opportunities coming out of Indian Prime Minister Narendra Modi's trillion dollar investment plan.

Part of the strategy includes working through Destination NSW, which had an office in India and worked closely with business event organisers, to increase travel trade support and education programs in targeted areas.

NSW would showcase itself as an investment destination by holding a program of Ministerial missions and events to India, the strategy said.

Actions to increase the tourism from India included securing additional partners to promote NSW and expanding commercial and government partnerships, the strategy said.

The NSW government would target the Indian ICT sector with market visits to Sydney including visits coinciding with the city's major ICT trade show, CeBIT, and by encouraging NSW-based ICT

businesses to attend major trade exhibitions in India, the strategy said.

CLICK HERE to read more.

Pictured from the strategy is the Opera House lit up for Deepavali.

Chinese med conference to AKL

AUCKLAND is set to welcome more than 700 Chinese medicine practitioners and academics in 2016, generating NZ\$760,000 in GDP.

The three day conference would see 1,700 visitor nights and was secured by the Auckland Convention Bureau (ACB), along with the XIII World Congress of Chinese Medicine Steering Committee and Tourism New Zealand, ACB manager Anna Hayward said.

New Zealand Chinese Medicine and Acupuncture Society Inc life honorary president Stephen Xu said Auckland had a "fantastic" bid submission describing Auckland's sophistication and natural characteristics.

Tourism NZ international business events manager Bjoern Spreitzer said the business events industry in the country was experiencing "huge growth".

Sofitel Fiji Resort offers

THE Sofitel Fiji Resort and Spa has a number of offers for conference and event planners.

Commission for accommodation when booking an event with the resort had been increased from 15% to 20%, for events booked and to take place by 30 Jun, the resort said.

A competition is also available for organisers booking a conference or incentive group between now and the end of Mar, to be held from now until 31 Dec, with a prize including return flights from Australia for two.

CLICK HERE for more.

Pullman Melbourne On The Park gm

THE newly rebranded Pullman Melbourne On The Park has a new general manager in Erkin Aytekin.

The hotel was rebranded from the Hilton on the Park as of 01 Jan (**BEN** 12 Nov 14) and is set to undergo a lobby, restaurant and bar area refurbishment this year.

Aytekin had been with Accor since 1997 and was most recently gm at the Sofitel Sydney Wentworth.

Prior to this, he was gm at Novotel Melbourne St Kilda.

Accor has previously confirmed the brand is set to expand further.

WIN WITH CROWNE PLAZA HUNTER VALLEY



To celebrate the opening of Crowne Plaza Hunter Valley later this month, **BEN**, Crowne Plaza Hunter Valley and the Altogether Perfect campaign are offering you the chance to win one night's accommodation in a Deluxe Room with breakfast for two at Crowne Plaza Hunter Valley.

Crowne Plaza Hunter Valley Conference and Events Centre will provide the largest and most comprehensive conference and exhibition facility in the Hunter Valley. Nestled amongst the Semillon vineyards and majestic Brokenback ranges, Crowne Plaza Hunter Valley gives you easy access to 150 world-class wineries, indulgent restaurants, boutique breweries and a remarkable blend of experiences brought to life by the friendly local communities in the region. Experience Australia's only full scale, gourmet food and wine event experience within a setting of contemporary design, state of the art technology and adaptable spaces that can be perfectly tailored for your next event at Crowne Plaza Hunter Valley.

To enter, send your answer to the following question to comp@businesseventsnews.com.au.

1. What is the physical address of the Crowne Plaza Hunter Valley?

Hint: www.crownplazahuntervalley.com.au

For more information visit www.crownplazahuntervalley.com.au and www.altogetherperfect.com.au. Courtesy of Crowne Plaza Hunter Valley and the Altogether Perfect campaign, promoting business events in the Hunter Valley, Newcastle and Port Stephens. Prize is valid for 12 months subject to availability. Contest open to all **BEN** readers.

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business events news

12th January 2014



HOLD onto your social media hats - Australia is apparently the most followed country on Instagram, with more than one million people viewing the @Australia profile, according to Tourism WA.

The social media milestone has prompted the tourism body to host a free webinar for businesses to find out what makes the Instagram account so popular worldwide.

Tourism Australia's social media team will run attendees through what makes a great photo and how Tourism Australia features these on its profile.

The 30 minute presentation is to be held on 03 Feb from 1pm AEDT.

To register, **CLICK HERE**.

No matter your event business, we're willing to bet your Instagram account will fit right in, given there are accounts dedicated to skeletons going about their daily business:

@omgliterallydead

and men who are miserable while shopping

@miserable_men.

IT&CM Events app

IT&CM Events and CTW Events have released an event app on for Apple and Android devices.

Developed in partnership with Guidebook, the app would house event guides for the group's four MICE and corporate travel trade shows: IT&CMA and CTW Asia Pacific, IT&CM China, CTW China and IT&CM India.

The app would allow the industry to keep up to date with event developments, TTG Events gm Ooi Peng Ee said.

Aussies take advantage of events

ONE in three Australians intend to travel to take advantage of a major event this year, according to new research from the Tourism and Transport Forum (TTF).

A total of 1,006 people were surveyed in December and January by Pure Profile on behalf of the TTF, with 34% saying they intended to travel overnight to attend a major event in the next 12 months; of these, 21.8% said this would be for a sporting event, 20.1% said for a music, concert or festival and 16.8% said for a food and wine event.

The average spend per family on day trips this summer was \$322.84, with Victoria nabbing the highest spending state at \$399.08 and South Australia the lowest at an average of \$277, the TTF said.

Serra joins Pacific World

PACIFIC World has appointed Ruby Serra as global sales north america director, with more than 25 years' experience in the business events industry.

The company said Serra had worked for the Singapore Exhibition and Convention Bureau as well as Destination Asia.

Pacific World global managing director Herve Joseph-Antoine said Serra would team up with Pacific World's alliance partner ACCESS Destination Services' global sales team to deploy a global offer for destination and management clients.

To this end, the company had decided to end its commercial cooperation with World Marketing Group as of 01 Jan, he said.



FACE : FACE

Consuelo Jones ANZ tourism attaché Philippine Department of Tourism



Business Events News recently caught up with Consuelo Jones, Australia and New Zealand tourism attaché at the Philippine Department of Tourism, a position she has held for more than 20 years.

What is the first thing you do when you get to the office?

On most days, armed with a steamy cup of green tea, I head straight to the computer to check any communications that may have come in overnight.

What analogy best describes being ANZ tourism attaché for the Philippine Department of Tourism?

A collaborator. In my role, I am blessed with firm industry friendships and strong staff support. My passion for my country and my long term affinity with the Australian/New Zealand market means I have been able to achieve through effective collaboration in a broad network.

How important is the Australian business events sector to the Philippines?

With significant increases in trade between Australia/NZ and the Philippines triggering growth in travel, one of the key target groups for us in this market is business and MICE travellers.

An alliance or partnership arrangements between both sectors specifically for the purpose of providing enhanced services to international business clients would help both sectors mutually capitalise on the opportunities.

What is the look-out for the sector for next year?

A lot of research has been published about the emerging "bleisure traveller" market. The

Philippines is exploring ways to encourage business travellers to stay longer and do more.

What secret tourist attraction would blow tourists' minds?

We boast UNESCO World Heritage Sites, underground rivers and incredible biodiversity of plants, birds and animals.

What one thing makes the Philippines stand out as a business events destination? What could the sector do better?

There has been significant investment channelled into infrastructure development in the Philippines with regional and international conference and exhibition markets in mind. The natural friendliness of our people makes us a very hospitable destination for the world-weary conference delegate. Our transport systems and traffic could be better but we are working on it.

What one Filipino phrase should Australian visitors learn for their trip?

"Walang problema" which means "No worries".

Will robots ever take over the tourism industry?

Not in my lifetime. The industry is all about people to people interaction – there are too many interesting and fun people in the industry for robots to challenge their relevance. That does not mean I wouldn't mind a robot to do the housework.

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

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