



## Name of the rose

**BACK** in the box and fighting fit after a brief medical sojourn, thanks go to Alex who held the fort with cool assurance over the past few issues.



However, I refute the inference she made that I think she is a nerd (**BEN** 14 Jan).

A word first defined by Dr Seuss in the 1950s as "a small humanoid creature looking comically angry," she is neither of these things, especially when teetering on her nose-bleed height high heels, but rather one who enthusiastically embraces new technology and pop culture.

**MEANWHILE** a New York City man tweeted on Monday his delight that he was practically alone as a passenger on a New York bound Delta flight.

The situation arose when inclement weather conditions delayed his flight for six hours and he somehow missed getting rebooked to another flight.

So he did what most of us might do faced with such a choice of seating - he chose an aisle seat near the front of the plane and stretched out.

Delta Airlines says the reason it didn't cancel the near-empty flight was because it needed to get the plane to New York's La Guardia Airport for flights later in the day.

Well may you say, only in America.  
*Jill*

## QLD Labor to fund events

**QUEENSLAND** Labor has said if elected, it will provide a four year funding guarantee for proposed new major events supported by a strong business case for a co-funding partnership.

Leader of the Opposition Anastacia Palaszczuk said a Labor government would provide \$40m over four years to Tourism and Events Queensland, with a focus on attracting new events to regional Queensland and working these into a revamped destination marketing strategy for regional areas of the state.

The guarantee would take funding out of the election cycle and allow for the time needed to develop new major events, Labor's proposed tourism strategy said.

Labor would also support an annual forum for the tourism industry to ensure stability in the state's tourism sector, the strategy said.

A senior Cabinet Minister would



Credit: Tourism & Events Queensland

be appointed Tourism Minister to show Labor saw the tourism sector was a significant industry, it said.

The Tourism and Transport Forum welcomed Labor's plans, with ceo Margy Osmond saying they were sensible policy changes.

**CLICK HERE** to read more.

## Tourism Oz seeks PR firms for biz evs

**TOURISM** Australia has released a request for tender (RFT) for a series of panels to provide public relation services covering several markets including business events services in international markets.

The panels would be made of between one and three agencies per market who would provide services for business events in international markets as well as for Tourism Australia in markets such as China, the UK and the USA, the RFT said.

Agencies would also need to deliver event management support to Tourism Australia as required, the RFT said.

Submissions close on 20 Feb. **CLICK HERE** to read more.

## WIN WITH CROWNE PLAZA HUNTER VALLEY



**BEN**, Crowne Plaza Hunter Valley & the Altogether Perfect campaign are offering one night's accommodation in a Deluxe Room with breakfast for two at Crowne Plaza Hunter Valley to celebrate the opening of the Crowne Plaza Hunter Valley Conference and Events Centre later this month. Experience adaptable spaces that can be perfectly tailored for your next event at Crowne Plaza Hunter Valley, which offers the largest conference centre in the region, nestled amongst the Semillon vineyards and majestic Brokenback Ranges.

To enter, send your answer to the following question to [comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au).

**4. What are the three regions which are represented by the Altogether Perfect campaign?**

Hint: [www.altogetherperfect.com.au](http://www.altogetherperfect.com.au)

For more information visit [www.crowneplazahuntervalley.com.au](http://www.crowneplazahuntervalley.com.au) and [www.altogetherperfect.com.au](http://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.

## AIME registrations open

**ORGANISERS** of AIME are reminding visitors and hosted buyers that registration is now open.

Hosted buyers can **CLICK HERE** while visitors can register **HERE**.



**YOU'RE INVITED**  
**TO SPEND AN EVENING**  
**WITH THE NT@AIME**

Join the NT exhibitors for an evening of cocktails, canapés and casual conversation.

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

**REGISTER NOW**





# business events news

19th January 2015

## EVERYONE'S A WINNER AT MERCURE SYDNEY

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### Mentone bought for \$9m

**MENTONE** Hotel has been purchased by Momentum Melbourne Developments for about \$9m.

Momentum Developments director Paul Huggins said development plans included a bar and café, and would incorporate the existing hotel building.

Work was due to begin in February, Huggins said.

### Tender for expo panel

**QUESTACON** has released a request for tender (RFT) for organisations to comprise a panel providing temporary personnel for exhibition design and manufacture.

The RFT said the panel would provide candidates that met Questacon's intermittent staffing requirements for exhibit concepts, management and design, including people with experience as a technical exhibition coordinator, exhibition design and project management.

Submissions close on 10 Feb.

**CLICK HERE** for more.

**MEANWHILE** the organisation has also released an RFT for the reproduction of the Science on the Move and Fascinating Science Exhibitions, due to depreciation and general wear and tear.

**CLICK HERE** for more information.

## CHC wins \$3m conferences

**CHRISTCHURCH** has won the bid for two international conferences, estimated to be worth more than NZ\$3m for the economy.

The city is set to see the 2017 International Conference on Computers in Education, estimated to bring in more than 400 delegates over five days, and the 2018 Asia-Oceania Conference of Physical and Rehabilitation Medicine, estimated to see 800 delegates attend, the Christchurch and Canterbury Convention Bureau (CCCB) said.

The events would be held in the Christchurch Convention Centre (artist's impression pictured), slated for completion in 2017, the Bureau said.

It had partnered with Tourism NZ in the bids, the success of which put the city "back on the



world stage as an international conference destination", CCCB manager Caroline Blanchfield said.

### The Basement rocks on

**LANDMARK** Sydney live music venue and restaurant The Basement is to hold an official launch party on 25 Feb after a refurbishment.

Originally launched in the 1970s and known for its solid reputation for featuring major artists and performers, the venue offers guests and artists an incredible space for performances, events, dining or simply as the after work drink spot.

With a brand new stage, green room and décor, new updates to lighting and sound, as well as a rebirth of exclusive events, it will be back to the future with everything from jazz, burlesque, rock and acoustics to dance music, rap and Indie acts.

### Leading Women

**THE ICMI** speakers and entertainers 'Women in Leadership' event will this year feature Crown corporate and public relations gm Ann Peacock.

To be held on 23 Feb, the event, which provides an opportunity for organisers to find the right speakers for an audience, has limited seats.

**CLICK HERE** to reserve a seat.



### crumbs!

**ARE** you a fan of bodybuilding, Terminator or the vagaries of American politics?

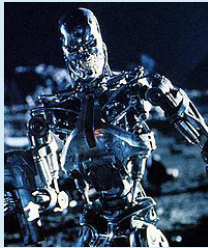
Because if so, you'll need to get down to the Melbourne Convention and Exhibition Centre (MCEC) from 13 to 15 Mar to meet Sarah Connor-hunting Arnold Schwarzenegger.

The former Californian governor is attending the Arnold Classic EXPO, a sports festival which has reportedly sold out all the exhibition space in the MCEC.

The expo will feature a super gym, as well as arm wrestling, kung fu festivals and...golf.

Schwarzenegger will be presenting a seminar at said super gym, but no word as to whether it's acceptable to dress as John Connor and quote Terminator catchphrases at him, although we do note the Arnold Classic Facebook page is promoting the event with bloodied figurines of the T-800 Model standing next to posters of the event.

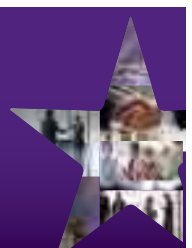
Hats off to whoever asks Schwarzenegger whether 'he'll be back' for the Arnold Classic 2016.



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