



Living the dream

SPENDING

time on the Sunshine Coast last week I met



some lucky people who are very passionate about their work.

I'm talking about the enthusiastic staff at Australia Zoo who truly are 'living their dream'.

The iconic zoo itself, Steve Irwin's global television fame as *The Crocodile Hunter* and now 17 year-old Bindi's debut as a toddler on the *Crocodile Hunter Diaries* has spawned a lot of wannabe Wildlife Warriors - and a lot of wannabe employees.

This means jobs at the Zoo are highly prized. Whether they're hands on with the animals or working in the many Zoo departments, you've never seen so many broad smiles and caring faces nursing sick and injured wildlife in the Zoo's Wildlife Animal Hospital.

Behind the scenes tours can be arranged, while small meetings can be held and talks given by animal or wildlife experts in a conference room attached to the hospital.

All monies raised from the use of the conference room and the tour goes directly back to the Australia Zoo Wildlife Hospital and wildlife animal rescue work they do.

Jobwise, there's an endless range that include accounts and admissions to vets and animal carers, not to mention cleaning and building services, graphic design, hospitality, landscaping, human resources and marketing.

Lynn Marchant, one of the team from sales & marketing who has been at Australia Zoo for just a short time, told me: "I've wanted to work here for so long and have applied five times.

"Finally, I think they must have said, 'Oh, for goodness sake, let's give her a go!'"

"We believe we have the dream job and aren't we lucky to be able to say that?" she said.

Half your luck! Jill

Tassie DMAI prize winner

LIZ Hafner from Business Events Tasmania (pictured) has just experienced the Destination Marketing Association International (DMAI) Annual Convention in Austin, Texas.

She was named the winner of the 2015 DMAI Prize, awarded in partnership with Qantas and the Association of Australian Convention Bureaux.

The competition, aimed at junior level convention bureau staff, required entrants to submit a video showcasing what excites them about their work, what is unique about their destination and what they think is needed to be successful in the marketplace.

AACB Executive Director,



Andrew Heibl, said developing future leaders is central to member value.

"The DMAI prize allows junior level staff to network, learn and develop with industry leaders from around the world".

Hafner will share insights with fellow

bureaux colleagues at the 26th AACB Staff Conference taking place in Newcastle 09-11 Sep.

To view her application see businesseventsnews.com.au/videos.

Reed AIME contract extended to 2018

MELBOURNE Convention Bureau has continued its longstanding relationship with Reed Travel Exhibitions, signing a contract for the continued management of AIME through to 2018 (*BEN* breaking news Fri).

Reed divisional director Nick Pilbeam said "we know this show inside out and we are thrilled to continue to work with one of Australia's leading bureaux; one that is so deeply committed to the business events industry".

MCB ceo Karen Bolinger said AIME is entering a new era, with Reed's "established insider knowledge [to] ensure a seamless event experience for everyone involved".

BESydney partnership

BUSINESS Events Sydney last week hosted the city's Lord Mayor plus other key industry leaders for a roundtable discussion about Sydney's future.

It was the latest in a series of "boardroom conversations" to promote information sharing, discussion and collaboration.

BESydney ceo Lyn Lewis-Smith said the organisation had worked closely with the City of Sydney to win business events for the city, with the partnership extended for a further five years to 2021.



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Today's issue of BEN

Business Events News today has two pages of news plus a full page from online jobs portal jito.co.

Events ben 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.

24 - 26 AUG

IAPCO EDGE Auckland, Pullman Auckland Hotel; more info at: iapcoeducation.org/event/edge-auckland

26 AUG

Gold Coast Connect Melbourne, Crown Promenade Melbourne; details: www.visitgoldcoast.com

31 AUG - 3 SEP

PCMA Global Professionals Conference; Melbourne; see: www.pcma.org

1-2 SEP

The Event Show; Sydney; for more details email: info@eventsshowsydney.com.au

3-6 SEP

Alice Stampede '15; Alice Springs; for more info go to: ntconventions.com.au

6-9 SEP

Luxperience; Australian Technology Park, Sydney; see: www.luxperience.com.au

10-11 SEP

MICE Asia Pacific Exhibition 2015; Suntec Singapore Convention & Exhibition Centre, Singapore; more info at: www.miceasiaexhibition.com

21 - 23 OCT

ITB Asia; Marina Bay Sands, Singapore; details at: www.itb-asia.com

17-19 NOV

ibtm world; Barcelona, Spain; see: www.ibtmworld.com

18 NOV

Pacific Area Incentives & Conferences Expo (PAICE); SKYCITY Auckland Convention Centre; Auckland; more info at: www.paiceexpo.co.nz



business events news

27th July 2015

Luna Park events dazzle



LUNA Park Sydney has rapidly emerged as the city's hot spot for corporate lunches and business events.

Speaking at a VIP Tasting event last week in celebration of the precinct's 80 year anniversary, gm of sales, James Granter told **BEN**: "We've reinvented ourselves as a dining precinct, with 50% of our revenue coming from non-amusement park services".

Also celebrating 10 years since establishing a catering team, today Luna Park offers a choice of 13 multipurpose venues ranging from dining on the Ferris Wheel to the Big Top auditorium that can accommodate for over 1,100 guests banquet style.

The Luna Park culinary team is led by Executive Chef, Mark Taylor who previously worked on-board Cunard's flagship *QEII* and Disney Cruise Lines.

"I think we strike the perfect blend of ingredients by ensuring terrific food, really interesting and versatile venue options and additional spaces for pre and post lunch gatherings that boast

the best views in Sydney", said Granter.

Luna Park Venues caters to over 1,600 events each year, including the Australia Day lunch, the Lansdowne and The Big Sports lunches - as well as the Travel Industry Exhibition.

The venue is easily accessible via a range of transport services including trains, buses, ferries and water taxis, and also features a large onsite car park.

Pictured above enjoying the Harbour views on the balcony of their newest venue, Palais, is Gary Manuel, Luna Park account manager; James Granter and Mark Taylor.

Manager of the Year

THE Australian Event Awards is inviting applications for the Event Manager of the Year, a new category introduced to the program for 2015.

Entries for the awards close on 10 Aug, with the ceremony set to take place on 17 Nov 2015.

See www.eventawards.com.au.

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Industry moves

HAMILTON Island's Sydney sales team has a new business events coordinator, in the person of **Emily Elkington**.

Previously a three-year resident of the island working in learning and development, she replaces **Adam Rose** who is now looking after direct corporate accounts.

Meanwhile, Hamilton's former business events corporate account manager, **Carla Teixeira** has a new role in business development - international with the new ICC Sydney.

And **Georgina Williams**, formerly with Stamford Hotels & Resorts, has taken a role as director of marketing & communications ANZ with SilverNeedle Hospitality Group.

New US flight option

AMERICAN Airlines has opened reservations for its new daily non-stop flights between Sydney and Los Angeles, which kick off on 19 December this year.

AA will use its flagship Boeing 777-300ER aircraft for the flights offering first, business and economy class cabins.

YMEA NSW gets social with a selfie

YOUNG MEA NSW launched its new Facebook page at a Christmas in July event at L'Aqua in Sydney last week.

The first post saw chair Alyssia Radburn organising a group selfie on a stick, with the entire guest list participating (above).

Other activities on the night included the Sista Acapella group,



THE upmarket Peninsula Hotels group is continuing its tradition of surprising and delighting guests by offering them an "epic listening experience" via a first-of-its-kind partnership with music technology manufacturer Beats By Dr. Dre.

Under the unique arrangement guests are given free access to signature Beats products including Powerbeats Wireless earphones and Studio Wireless headphones during their stay.

They simply order from a special Beats menu card in their room, and the concierge will arrange a hand-delivery (below) along with a quick tutorial.



a Pictionary game and delicious Christmas fare from the Dockside Group.

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

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