



Events links up with AVMIN air charters

FLIGHT Centre has acquired a majority stake in Brisbane-based aircraft charter business AVMIN, with the deal set to offer new options for clients of the company's niche brands including *cienvts* and *Stage & Screen*.

AVMIN's owners will continue to hold onto 49% of the firm and keep running the business which has a "strong track record in delivering cost effective passenger and business jet charter solutions to high profile sports teams, VIPs, bands and groups throughout the world".

Flight Centre md Graham Turner said the purchase would give the company a "complete and end to end travel service" including for group travel.

Sydney's ATP sold to Mirvac

SYDNEY'S exhibition and conference venue offerings are set for a further shake-up, with the NSW government announcing the sale of the Australian Technology Park (ATP) to Mirvac.

Described as the city's "most unique and flexible venue," the site offers a "world-class conference & event centre" which can handle groups from ten to 5,000 delegates.

Popular for a range of conferences and exhibitions, the ATP was once the location of Australia's largest industrial complex, the Eveleigh Railway Workshops - but is now set

to become part of a major redevelopment, with Mirvac confirming it plans to create a massive new office complex for the Commonwealth Bank there.

NSW planning minister Rob Stokes said the sale will help secure the ATP's future as a "vibrant, creative and tech precinct".

It's understood the Mirvac consortium plans to redevelop the site by 2020.

P&O events ships in

P&O Cruises is expected to ramp up the promotion of its new onboard meeting options (**BEN** 25 Feb) with the arrival this week of its much-anticipated *Pacific Aria* and *Pacific Eden*.

The new ships, which boost the local fleet to five vessels, will take part in a spectacular event on Sydney Harbour on Wed.

Pop star Jessica Mauboy and actress Kate Ritchie will formally name the new ships in a ceremony broadcast live on Channel 9's *TODAY* show.

Indonesian visas

THE federal government has announced significant changes to visa arrangements for travellers from Indonesia, including the introduction of a new three year multiple entry visa.

And by 2017 Indonesian citizens will be able to apply for visas to enter Australia online, according to an announcement by Minister for Immigration and Border Protection, Peter Dutton.

"This change reflects Australia's close relationship with Indonesia and is part of the Government's agenda to boost our tourism sector and reduce red tape," he said, with online visa lodgement currently under trial through approved agents in Indonesia.

Dutton said the move was part of supporting Australia's position as an "attractive business and tourism destination".

Luxperience regos

"**HOSTED** buyer" applications for next year's Luxperience show are now being accepted, with options for delegates starting at \$55 for a half day attendance through to \$399 for three days at the show including domestic flights and accommodation.

Regardless of duration, all registered buyers will take part in daily networking events and information sessions, the gala awards dinner, inclusion in business presentations through the Thought Leaders Program and up to 55 pre-selected and diarised appointments.

Luxperience will be in its fifth year of operation in 2016, with the event taking place 18-21 Sep 2016 - **CLICK HERE** for details.

New Ritz-Carltons

YTL Hotels has announced the signing of two management contracts with Marriott Int'l, which will see the development of two new Ritz-Carlton Hotels in Koh Samui, Thailand and the "all-season resort" Niseko Village in Hokkaido, Japan.

The YTL portfolio also includes three Marriott hotels in Sydney, Melbourne and Brisbane as well as the Ritz-Carlton and JW Marriott hotels in Kuala Lumpur.

Today's issue of BEN

Business Events News today has two pages of news, plus a full page from AIME.

Radisson Blu freebies

MEETING and conference bookings at Sydney's newly updated Radisson Blu hotel confirmed before 22 Jan 2016 will include a range of bonuses including free wifi throughout the hotel, free arrival tea & coffee, free cocktails and canapes and a bottle of Moët & Chandon Champagne for the organiser.

More details on 02 8215 0144.

ibtm world stays put

REED Exhibitions has extended its longstanding partnership with the Spanish city of Barcelona, with the agreement to see ibtm world (formerly EIBTM) remain there for the foreseeable future.



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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.

29 NOV-1 DEC

PCO Association Conference and Exhibition 2015; Adelaide Convention Centre; more info at: conference.pco.asn.au

1-2 DEC

EEAA 2015 Conference; Sydney; for more details go to: www.eeaa.com.au.

6-9 DEC

Dreamtime 2015; Adelaide; see: www.tradeevents.australia.com.

17-20 JAN

IACC-Australia Asia Pacific Conference; Sydney; visit: www.iacconline.org

23-24 FEB

AIME 2016 Melbourne Convention and Exhibition Centre; for more visit www.aime.com.au



business events news

23rd November 2015

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EEAA forum details released

THE Exhibition and Event Association of Australia says it's attracted an "illustrious line-up" of talent for its upcoming 2015 Leaders Forum and Conference.

The event takes place next week in Sydney, with high profile presenters including "big names from economics, advocacy, digital marketing, media, issues management, education, Austrade and from key organisers

who drive the Australian events calendar," according to EEAA ceo Joyce DiMascio.

"We'll be taking our delegates outside their day-to-day tasks for two days of high level and practical learning," she said.

The two day event kicks off at Sydney's Royal Randwick on 01 Dec, including ICC Sydney ceo Geoff Donaghy, who's also president of the International Association of Congress Centres presenting on key trends in the design of venues globally and how Australia performs.

There will be an Austrade briefing on various recently concluded Free Trade Agreements and their implications, along with a "deep dive" into current changes being considered in higher education and training with Professor Simon Darcy from UTS Sydney, Service Skills Australia's Melinda Brown, Kathy Herd from Sydney TAFE Ultimo and Boris Kelly from the College of Event Management.

Sessions the following day at Doltone House Darling Island Wharf include a presentation from Kate Carnell AO, ceo of the Australian Chamber of Commerce and Industry; Qantas Group Executive of brand, marketing & corporate affairs, Olivia Wirth; and Nathan Burman, head of PR and communications at Twitter Australia.

DiMascio said the high profile speakers reflected the growing stature of the EEAA.

"This is a testament to...the importance of the exhibition and events sector," she said.

The Leaders Forum and Conference are open to both members and non-members of the EEAA - **CLICK HERE** to register.



crumbs!

STOP it or you'll go blind - venetian blind, that is, in the case of a new art exhibition which has opened in Brisbane.

The 8th Asia Pacific Triennial of Contemporary Art has debuted at the Queensland Art Gallery's Gallery of Modern Art (QAGOMA), and among other features it showcases a "major new work by South Korean artist Haegue Yang consisting of 1,000 venetian blinds suspended elegantly in the iconic Watermall" (pictured below).



According to the exhibition's website, the piece is a transformation of space through light, colour, object and movement, using everyday domestic materials to create a "formal, immersive structure".

The fascinating display prompts many questions about existence, space and abstraction - as well as who will be required to keep the dust off them.

Gray's Say

Peter Gray, an independent Motivation Consultant, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.



DO YOUR CLIENTS REALLY UNDERSTAND?

AS a designer of incentive programs, one of the most difficult conversations I have is with clients who really do not understand what incentives are all about.

This doesn't only apply to new incentive users but sometimes to seasoned users who really should know better, if only because of the results they are achieving. A lot of clients still make the mistake of regarding incentives as an expense and many find it difficult to believe that a well-designed incentive program will be cost-negative. Here the words 'a well designed incentive program' are important. It's relatively easy to design a simple achieve-this-get-that type of program, or is it? Choose the wrong reward or perhaps forget to include all the elements of your distribution channel and even the simplest program can run into difficulties. But still people totally unqualified to design such programs feel they can do it and then I get called in to sort out the mess.

Red Adair, the American oil-well firefighter is credited with saying "If you think hiring a professional is expensive, try hiring an amateur" and how true that is.

A well designed incentive program with realistic and flexible targets for the participants will cover the costs of its design, launch, promotion, administration, communication, analysis and rewards as well as contributing additional profits to the sponsor's bottom line.

The incentive industry isn't one that normally worships buzzwords but 'gamification' is one that several of my clients ask about. The buzzword may be new but the principles are not. I've been designing incentive programs using

gamification techniques for many years.

There are a number of situations where a reseller will sell products from a variety of different manufacturers and often the reseller's prime consideration (the manufacturers too) is who is offering the best rewards, because that's the one they will support. This could mean that even if one brand is requested by a customer the reseller will try to swing the sale over to the competitor's brand simply because they could be in line for a better reward. But that's how incentives work. They're about changing attitudes and if that means purchasing habits all well and good.

In such circumstances incentives don't always work in the best interests of the customer: the end-user. The manufacturer offering the dealer the chance to win the best reward may actually produce an inferior product and so the end-user may not be well-served. Some industries have now effectively banned the use of incentives; one of these is the financial services industry in Australia particularly for sales of investment and insurance products where a high degree of professional advice is often asked of the seller.

To some degree the fact that incentives have been banned in certain situations where they may affect the judgement of the seller is proof that they work.

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at peter.gray@motivatingpeople.net



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

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