



## Events key for future

**THE** Exhibition & Event Association Australia's annual Gold & Platinum Partners Round-table last week heard from an "illustrious line-up of political advisers and advocacy specialists," who said Australia's events industry is perfectly placed to drive growth, jobs and opportunities for the future.

The insiders said the new Turnbull government was energetic and motivated, with the new prime minister's office seen as less combative.

"Understanding the early signals of the new government in Canberra and the current political environment will put us on the front foot when it comes to harnessing the opportunities for our industry in the future," said EEAA ceo Joyce DiMascio.

## New gulf partner for DMS

**DMS** Destination Management Services has announced a new partnership with Pacific World Abu Dhabi, Dubai and Oman.

DMS has promoted the Middle East region for more than 20 years, working with Gulf Dunes (**BEN** 22 Oct) which over that time has managed more than 1,000 events for groups from 10 to over 4,000 participants.

Under the new arrangement DMS will expand its longstanding partnership with Pacific World into the new destinations.

Highlights of incentive program sample itineraries include F1 driving experiences in Abu Dhabi, camel polo in Dubai, self-drive tours of the Wahiba Sands in Oman and "exploring historical



fortresses and opulent palaces".

As well as the UAE and Oman, DMS and Pacific World are tipping

that Qatar is a destination on the rise - particularly with the imminent launch of daily non-stop flights from both Sydney and Adelaide to Doha and the planned FIFA World Cup to take place there in 2022.

## Fourth Crown hotel

**A MASSIVE** 90-storey hotel tower has been proposed as an expansion of Melbourne's Crown Casino complex, with the planned fourth Crown Melbourne property to be designed by British architects Wilkinson Eyre.

Still subject to planning approval, the proposed six-star Queensbridge Hotel Tower would offer 388 rooms and 680 apartments.

"The hotel will feature a truly unique special event space and a publicly accessible restaurant, lounge and garden terrace at the top of the tower," Crown said, adding that the development, coupled with the recently announced expansion of the Melbourne Convention and Exhibition Centre "will reinforce the Southbank precinct's position as Victoria's leading tourism, meetings, exhibitions and event destination."

Crown said its existing three Southbank hotels are already running at more than 90% occupancy, and once complete the fourth property will mean it can offer over 2,000 rooms.

The Melbourne Convention Bureau backed the plan, with ceo Karen Bolinger saying the addition of new hotel stock so close to the MCEC is a "real advantage for Melbourne when it comes to attracting large international conventions and incentive groups to the city".

## Thailand campaign

**THE** Thailand Convention & Exhibition Bureau has launched a new "Thailand CONNECT... Our Heart Your World" brand communication campaign.

The TCEB says the move aims to "reassert Thailand as a destination at the heart of ASEAN among the international business community."

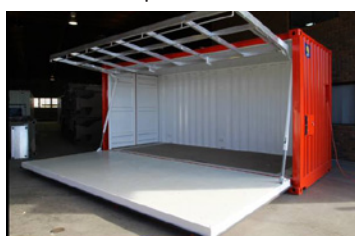
## Container pop-up

**EVENT** organisers looking for an easy way to create pop-up outlets are being offered a new option from Australia's largest shipping container provider, Royal Wolf.

The new "AutoWolf" is a 20-foot fully automated container with a concealed power system under the base which activates a fold-down side and awning.

The innovation means there is no heavy lifting required to open the unit (**pictured**) for business.

Royal Wolf spokesman Brendon Greatrex said AutoWolf is "pop-up perfect" and had been developed in response to a need for an attractive, secure and weatherproof solution that can be easily managed by staff and safely left locked up full of stock or equipment on site overnight or for extended periods.



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## 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](mailto:info@businesseventsnews.com.au).

### 27-28 OCT

Complimentary hosted Networking Functions for PCOA members; for details email: [jillian@pco.asn.au](mailto:jillian@pco.asn.au)

### 17-18 NOV

Australian Event Symposium 2015; Novotel Sydney on Darling Harbour; details at: [www.eventsymposium.com.au](http://www.eventsymposium.com.au)

### 17-19 NOV

ibtm world; Barcelona, Spain; see: [www.ibtmworld.com](http://www.ibtmworld.com)

### 18 NOV

Pacific Area Incentives & Conferences Expo (PAICE); SKYCITY Auckland Convention Centre; Auckland; more info at: [www.paicexpo.co.nz](http://www.paicexpo.co.nz)

### 29 NOV-1 DEC

PCO Association Conference and Exhibition 2015; Adelaide Convention Centre; more info at: [conference.pco.asn.au](http://conference.pco.asn.au)

### 1-2 DEC

EEAA 2015 Conference; Sydney; info at: [www.eeaa.com.au](http://www.eeaa.com.au)

### 6-9 DEC

Dreamtime 2015; Adelaide; for more details go to: [www.tradeeventsaustralia.com](http://www.tradeeventsaustralia.com)

### 17-20 JAN

IACC-Australia Asia Pacific Conference; Sydney; visit: [www.iacconline.org](http://www.iacconline.org)

### 23-24 FEB

AIME 2016 Melbourne Convention and Exhibition Centre; for more visit [www.aime.com.au](http://www.aime.com.au)



# business events news

26th October 2015



## crumbs!



A CONFERENCE with a difference took place in western New York state in the USA last weekend, with about 100 died-in-the-wool "Bigfoot Believers" gathering to swap stories about the mythical Sasquatch.

Reportedly sporting buttons saying "I Believe," attendees at the fourth annual Chautauqua Lake Bigfoot Expo are convinced that the mythical creature has left his massive footprints all across the region.

The event was organised by Peter Wiemer, who initially started the yearly festival to help boost visitation to his family-owned holiday cottages.

However it has since taken on a life of its own, with Wiemer becoming a devotee so convinced that he's trying to get New York state to put the Sasquatch on a list of endangered species.

As well as a series of presentations from noted cryptozoologists, the event included a showcase of plastercasts and (presumably grainy) photographs claiming to prove that the wily creature actually exists.

## Royal ICC masterclass

**BRISBANE'S** Royal International Convention Centre today hosted a special masterclass for the rising stars of the Queensland hospitality industry.

The new International Hospitality Program aims to give students hands-on experience, with the program kicking off today with a beer, wine and cellaring masterclass, to equip participants with frontline service skills for work in luxury venues.

## Aussie firm takes \$50k prize



**MEET** Taiwan has today announced that the Australian entrant in its 2015 Asia Super Team competition has taken out the US\$50,000 incentive prize.

Melbourne-based AFTR competed against five other firms from across the region in the final stage of the competition held in Taiwan (**BEN** 01 Oct).

The participants embarked on a Corporate Social Responsibility adventure across Taipei, Taichung, Tainan and Chiayi, with a range of challenges including performing Taiwanese opera, making eco-friendly soap out of waste oil, and working like traditional farmers and salt workers in bamboo hats and bare feet.

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The aim was to showcase Taiwan's MICE offering, with a final press conference seeing the groups present their experience with a video showcase, instrumental performances and a short play to "convey their knowledge and passion for Taiwan's CSR-themed incentive travel and demonstrate the reason why they deserved to be the 'Asia Super Team'".

China Airlines also supported the initiative with twelve return tickets won by online voters.

A representative from the AFTR team is pictured above waving the Aussie flag accepting the prize in the form of a giant novelty cheque.

## PCOA webinar Thu

**THE** PCO Association will feature Lynne Schinella in a webinar this Thu, with the session titled "Pitch to Win" - giving insights on "getting people to go from one point to another, from their way of thinking to yours".

To register for the online event which will be hosted from 1.30pm AEDST on Thu 29 Oct **CLICK HERE**.

## Supper club chief

**JOHN** Toubia has been appointed as Bars Manager at InterContinental Sydney, which will see him in charge of the new InterContinental Supper Club.

Toubia's experience of cocktail engineering, pop-up events and activities will see the property "explore new avenues and grow in further areas," IHG said.

## Beers welcomed by Rock and Roll

**ROCK** and Roll Team Building has announced the addition of Garry Beers to its line up as a guest performer in 2016.

Beers, one of the original founding member of INXS, will join Ciaran Gribbin and the Rock and Roll Team Building band on-stage for corporate events where clients want some additional "wow factor".

The interactive experience takes the audience on a journey through the world of Rock and Role, via modules including 'Rock Gods', 'Air Guitar Boxing', 'The Human Drum Kit' and 'The Choir on Fire' - for details see [rockandrollteambuilding.com](http://rockandrollteambuilding.com).

## Action Stations for Maritime Museum

**SYDNEY'S** Australian National Maritime Museum has announced its new \$12m *Action Stations* experience will officially debut on 08 Nov, with the project being "the biggest public initiative the museum has undertaken since it was founded in 1991".

Featuring three separate venue spaces, *Action Stations* is located between star attractions, the *HMAS Vampire* destroyer and the submarine *HMAS Onslow*.

It aims to give visitors a new insight into the inner workings of navy life at sea, with an immersive cinematic experience, a new "discovery and exploration space" and a range of audio-visual encounters.

Museum ceo Kevin Sumption said "we are working hard to ensure that the museum continues to be relevant to an increasingly digital generation". See [actionstations.sydney](http://actionstations.sydney).

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

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