



Qantas boosting Tasmania, Bali

QANTAS has announced increased services from both Sydney and Melbourne to Hobart, with Business Events Tasmania ceo Stuart Nettlefold hailing the move as a major boost.

QantasLink will increase services from the current 35 per week to a total of 46, with the expansion timed to suit business travellers and conference delegates, said QantasLink ceo John Gissing.

Nettlefold said the expansion "helps to increase Tasmania's momentum to attract mid to large sized conferences, up to 1100 delegates, to the state".

Qantas also today announced it was returning to Bali for the first time since its services were replaced by Jetstar in 2008.

A total of 33 return flights from Sydney to Bali will operate in Dec and Jan, utilising Boeing 737 aircraft to offer a "full service premium travel option".

PCO webinar

THIS month's PCO Association Webinar will be presented by Frank Meany at 1.30pm on Thu 24 Sep 2015, titled "Do you find your audio visual quotes confusing, technical and a little scary?"

It's free for PCOA members and \$25 for non-members - to register to participate in this intriguing topic [CLICK HERE](#).

PCOA seals Malaysian pact

THE PCO Association today announced a "reciprocity agreement" with the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), allowing members of both organisations to "promote, share and strengthen their personal and business interests in today's globalised environment".

PCO Association president Barry Neame said both groups share the same principles of providing professional services to their members and business partners.

He said the association had been working to develop South East Asian relationships for the last 18 months, with

"Meet by CWT M&E"

CARLSON Wagonlit Travel Meetings & Events has announced the launch of a new smartphone app which aims to support every aspect of meeting planning.

"Meet by CWT M&E" features all details of an event including the full agenda, the ability for organisers to email all attendees and QR code functionality to add an open meeting.

"Event apps have been around for a while, but mostly for big events," said CWT M&E senior director Pernilla Andren.

"We're now leading the trend towards using them for small and mid-sized meetings," Andren said.

the Malaysian Convention & Exhibition Bureau a strategic partner of MACEOS which has 87 member companies representing exhibition, conference and event organisers and industry suppliers.

Symposium earlybird

SPECIAL early bird rates for the Australian Event Symposium and Event Awards ceremony expire on 28 Sep, with additional discounts for attendees who book both.

The Symposium is themed *Events, Tourism and Destination Branding* and as well as keynote presenters including Lyn Lewis-Smith from Business Events Sydney will feature focus sessions on destination marketing, project design and case studies.

The Symposium takes place in Sydney on 17 and 18 Nov - see eventsymposium.com.au.

Today's issue of BEN

Business Events News today has three pages of news and the latest **BEN** Christmas Venue Guide on **page four**.

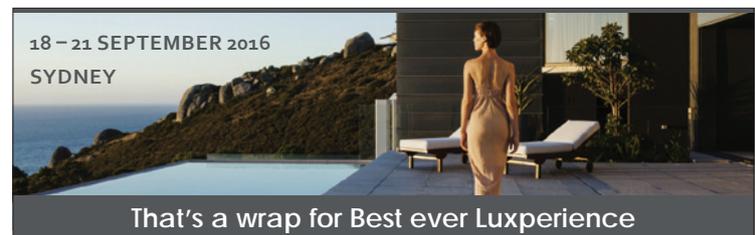
South new TA chair

TONY South has been named as the new chairman of Tourism Australia, taking the place of Geoff Dixon whose term expired at the end of June.

South's extensive career has included senior roles with IHG, Tourism Asset Holdings and the former Sydney Visitors and Convention Bureau.

He's also a former Tourism NSW board member and deputy chair of TTF Australia.

Andrew Robb, Minister for Trade and Investment, said he would shortly announce the appointment of three new Tourism Australia directors.



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That's a wrap for Best ever Luxperience

After more than 30,000 meetings between buyers and exhibitors from all over the world, Luxperience 2015 is now over. The event was the biggest and best ever held, with more than 400 elite luxury and experiential travel buyers and 284 high end hand picked exhibitors in attendance, an increase of 25 per cent from 2014.

David Rubin of David Travel in Southern California said of the event "Wow... Luxperience was ideal! I really wanted and got quality time with the top luxury suppliers, especially from Australia, New Zealand, Fiji and several other destinations, such as Bhutan and Papua New Guinea." South America and India proved to be a highlight for many Australian luxury specialists in attendance this year as well as the numerous boutique suppliers from around the world who launched to the local market during the show

This year also welcomed the inaugural Luxperience Awards, recognising luxury travel leaders from around the world. Congratulations must go to our esteemed winners: Tourism New Zealand, Chad Clark Travel Ventures, A Travel Duet, Lightfoot Travel, Saffire Freycinet, Time Unlimited Tours and The Tailor. New Zealand's Split Apple Retreat also received the Judge's Choice Award, chosen by our panel of industry leaders and experts. Held at The Star and hosted by Tom Williams, the event was a highlight of the 3.5 days

Dates have been announced for Luxperience 2016, which will again be held at Australian Technology Park from September 18 to 21. You can register your interest now at luxperience.com.au

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business events news

17th September 2015

MCEC key for Vic

THE Melbourne Convention and Exhibition Centre contributed \$911 million to the Vic state economy in 2014/15, with the full year results recording a total operating revenue of \$76.3m.

The MCEC also for the first time measured the economic and social value of its business events in 2014/15, with 918 events and 724,000 business event visitors.

MCEC chairman, Bob Annells, said with the encouraging financial results and further expansion on the horizon, the business has never looked better. "We are committed to continually providing a strong return on the investment made by the state government, which sees us play a key role in supporting the local economy while remaining Australia's venue of choice for business events."

New SMA 'Swoon' feature show

SMA Productions wowed Sydney event planners earlier this week with the exclusive launch of its brand new show, 'Swoon'.

Swoon is influenced by the hit TV show *Mad Men* and the "sophistication of the 1950s with a twist," and features hits such as *Moon Dance*, *Minnie the Moocher* and *Fever* - alongside contemporary hits from Pharrell Williams, Michael Buble and even AC/DC.

Swoon is a "fast-paced, slick and audience interactive show," according to SMA Productions Dale Burrigide.

It's the ninth show to be released by SMA Productions, which also offers the versatile party band *The Players* for both concert and corporate stages.

See smaproductions.com.au.

Visiting a town called Alice



TWENTY event planners from a diverse collection of associations, institutions, corporations and PCO groups explored Alice Springs as part of the 2015 *Alice Stampede* mega familiarisation earlier this month.

The itinerary showcased the Red Centre city's infrastructure, attractions and experiences, as well as providing interaction with the unique community of Central Australia.

Highlights included early morning hot air ballooning over the desert, a visit to Alice Springs Desert Park and three fabulous evening functions held under the stars at Alice Springs Telegraph Station (**above**), the spectacular Old Quarry and the Ooramina Homestead.

The catering team from the Alice Springs Convention Centre were a key part of the program, providing meals at the various off-site locations.

Central Australia's Indigenous culture was also showcased, with the program including a visit to the annual Desert Mob art exhibition and marketplace at the Araluen Cultural Centre as well as a basket weaving workshop.

NT Chief Minister Adam Giles provided a warm welcome for the group during a business form held at the Alice Springs Convention Centre, while guests stayed at Lasseters Hotel and also inspected various properties including the Chifley, DoubleTree by Hilton and Quest Apartments.

See www.ntconventions.com.

Do you have the **BEN** app?

ANDROID APP ON Google play

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Seoul enlightenment with DMS



NO, they didn't get the acronym wrong - it's the DMZ not the DMS.

This group of lucky Australian conference and incentive organisers were recently escorted by DMS Destination Marketing Services on a tour of South Korea in partnership with Pacific World, Asiana Airlines and InterContinental Hotels Group.

They took on the Demilitarised Zone (DMZ) tour (**above**) looking at the buffer zone which separates North and South Korea, and then in a change of pace took in Gyeongbokgung Palace where they witnessed the colourful changing of the guard ceremony.

A visit to the 1200-year-old Bongwonsa Temple saw them privileged to meet the head monk who intriguingly expressed the thanks that the people of South Korea still feel towards Australia as a nation for our support and assistance during the war. And in a contrast of delights

they walked through Gwangjang Market tasting local treats, before strolling through the Dongdaemun Design Plaza and finishing with a city-lit dinner from the 59th floor at "Walking in the Cloud".

A special treat was gaining access to the largest Johnny Walker House in the world.

Pictured at the DMZ are, from left: Dee Prendergast, IHG; Michael Son, Asiana Airlines; Marie Jackson, Solterbeck Travel Incentives; Michelle Muscat, Destination Marketing Services; Vanessa McGinley, Directions CIM; Diane Morel, Medical Tours Australia; and Jessica Dowell, Destination Group of Companies.

ACT property opens

THE Little National Hotel in Barton, ACT opened earlier this month, conceived for the "business, conference and leisure guest who demand smart luxury and high amenity in a super-prime location".

The 120-room property has a range of public areas including a library and lounge, and is positioned within the Realm Precinct with free wi-fi.

Mantra GC deal

MANTRA has bought the management rights for Towers of Chevron on the Gold Coast, comprising 711 apartments across three towers, which will be rebranded as Mantra Towers of Chevron Surfers Paradise.

Sydney Sandstones

SINGAPORE'S Pontiac Land Group will develop two heritage buildings in Sydney's Bridge Street into a \$300 million 240-room luxury hotel.

Pontiac already owns the Regent and the Ritz-Carlton hotels in Singapore, with md Kwee Liong Keng saying the Sydney Sandstones were a "rare opportunity to build one of the finest luxury hotels in the world".

The massive conversion project isn't expected to open until 2021.



Peppers arrives in Noosa



TOURISM industry identities, meeting and event planners, wholesalers, OTAs and corporate clients were treated to a gourmet lunch at View Restaurant to welcome Peppers to Noosa.

When Peppers took over management of the resort in Jul - formerly part of the Outrigger group - gm Steve McPharlin set his sights on upgrading the food and beverage offering.

View Restaurant will be redecorated in coming months and in late Sep, will launch a new menu that combines modern Australian with Japanese and Asian influences.

The restaurant is a multipurpose space accommodating around 100 guests and used for special occasions or weddings.

The resort's conference facilities can hold a capacity of 350 delegates or 500 cocktail style – the largest in Noosa.

Pictured are: Karen Jepson, CVBS; Ilana Den, CC - Conferences & Corporate Events; Oliver James Thomson, EWM; Deb Vaughan, Corporate Leisure Events; Deb Haddock, Purely Creative events; Susan Greystone, Simply Great Ideas; Lindsay Bennett, LB Marketing & Events; Bryce Williams, LB Marketing & Events; Jacinta Young, Solterbeck; Steve Jervis, SJ Venues; Anne-Maree Grady and Kimberley Furnell from Mantra Group.



THE Greater Palm Springs Convention & Visitors Bureau in California is very appropriately inviting travel professionals to become official "Agents of Chill".

It's part of the bureau's third annual "Travel Professionals Appreciation Month," with special offers available to anyone from the industry who visits during October 2015.

The title is earned by learning and practicing the "Chillosophy" shared by participating suppliers in the desert oasis, which is a couple of hours inland from LA.

Spokesperson Ashlee Ciara said "fully chilled, fully aware and fully impressed, the travel professional becomes an AGENT OF CHILL".

To obtain an official VIP Chill card see greaterpalmsprings.com/agentsofchill.

AACB hails a strong 12 months

THE Association of Australian Convention Bureaux has highlighted key achievements delivered in 2014/15, saying it had been an "extremely productive year".



Association of Australian Convention Bureaux

benefits of business events (**BEN** 21 Nov 2014), implementation of the new AACB *Business Events:*

Delivering Economic Prosperity for Australia advocacy platform and formal submissions to a number of reviews and inquiries.

Lewis-Smith, who was re-elected as AACB president at the agm, said the business events sector "offers high and strong yielding results for the Australian economy.

"The AACB will continue to lead and offer a strong voice to help raise the profile of business events, influence government and remain relevant to its members and key stakeholders," she said.

Speaking after the AACB annual general meeting last week, Business Events Sydney ceo Lyn Lewis-Smith said the association had seen some "great wins and progress on a number of fronts," as well as being a unified and powerful voice for its 16 members on key issues for the business events industry.

Initiatives delivered over the last year include the Deloitte Access Economics report into the



Partner Up

The low down on tech in the events world

What is a gobo?

DO you want to add that something special to your next event? Gobos are one of the most striking, versatile yet affordable lighting options.

A gobo is essentially a stencil cut out of glass or metal, that is then positioned between a spotlight and the area you want lit, creating a unique projected shape. The gobo can be made to project patterns, text, logos, and other special effects, which makes them a great option for promoting brands and products.

The projected imagery can be projected onto almost any surface, such as the dance floor, the stage or a prepared backdrop - instantly decorating and lighting the surface, transforming the space and promoting your event's message.

Using gobos can help draw attention to an area of your event, highlight your brand, for sponsor recognition or to share a specific message. For example, gobos can be used at weddings to project bride and groom's names or alternatively just their initials onto the dance floor or behind a bridal table.

However, they are more than just



a decoration or improvement to the event setting. Because of the flexibility in design and impressive visual elements, they really help to set a mood and atmosphere at your event, which gives guests an even better experience and leaves them with a lasting impression of your message.

Matthew Taylor is the partner at Crown Perth with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored approach.



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Christmas Venue Guide

Looking for a Christmas venue or staff celebration?

Business Events News guide to 2015/16 Christmas venues is the place to showcase!

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