

LIGHT UP YOUR NEXT EVENT

AYERS ROCK RESORT WILL HOST ITS MOST AMBITIOUS EVENT YET, A MONUMENTAL SOLAR POWERED ART INSTALLATION FROM 1 APRIL 2016 TO 31 MARCH 2017, ADDING EXTRA SPARKLE TO ANY EVENT.



The Field of Light art installation by international artist Bruce Munro, is coming to Uluru. The largest Field of Light to date, more than 50,000 stems crowned with frosted-glass spheres, will bloom as darkness falls over Australia's spiritual heartland. Delegates can immerse themselves into the experiential artwork in a number of different ways; from a special dinner under the night sky at Field of Light; to a sunrise Field of Light breakfast experience. The 12-month solar-powered installation opens 1 April 2016.

Don't miss this once-in-a-lifetime event | ulurumeetingplace.com.au | +61 2 8296 8067

Bruce Munro
FIELD OF LIGHT
ULURU

VOYAGES
**AYERS
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RESORT**
TOUCH THE SILENCE



New Perth video

THE Perth Convention Bureau has released a new product video which showcases the various hotel and infrastructure developments in the WA capital.

Over the last few years Perth has rapidly expanded and is currently in the middle of several major projects.

The public areas of the Elizabeth Quay development are due for completion by the end of the year, with the project featuring a 2.8 hectare inlet surrounded by landscaped terraces, boardwalks and promenades fringed by shops, cafes and restaurants - just a few minutes from the Perth Convention & Exhibition Centre.

There's also the transformation of Crown Perth, the new luxury COMO The Treasury hotel and more - to view the video see businesseventsnews.com.au/videos.



AACB hails ministry

THE Association of Australian Convention Bureaux has congratulated Richard Colbeck on his appointment to the newly created portfolio of Tourism and International Education (**BEN** Mon).

AACB president Lyn Lewis-Smith said the organisation also looks forward to working with other members of the new ministry to highlight the "beyond tourism" benefits of business events, including Assistant Minister for Innovation Wyatt Roy, Assistant Minister for Science Karen Andrews, Peter Hendy, Assistant Minister for Productivity and Christopher Pyne as Minister for Industry, Innovation and Science.

AACB also applauded the appointment of Tony South as the new chair of Tourism Australia.

South's background as a former md of the Sydney Convention & Visitors Bureau will bring an "immediate understanding of the central role that convention bureaux play in identifying and procuring high yield business events opportunities," Lewis-Smith said.

Voyages can see the light

TENS of thousand multi-coloured stems of light will form the basis of a new semi-permanent art installation in the heart of Australia.

Having made its way through parts of the UK, United States and Mexico over the past ten years, the Bruce Munro 'Field of Light' exhibition is destined to make its debut down under in six months, in sight of Uluru.

Announced by Voyages Indigenous Tourism Australia in Sydney this week, *Field of Light* will operate nightly for 12 months alongside the Red Centre's other well known evening spectacular, the *Sounds of Silence*.

Voyages executive gm sales, marketing and distribution Ray Stone (**pictured**) said the display involved a behemoth 50,000 solar-powered light stems, that will run from 01 Apr 2016 to 31 Mar 2017.

Stone was unable to go into specifics of the design, but said it was the biggest art installation Munro has ever embarked upon.

"[The Field of Light] allows guests to walk through and interact very personally with it.

"It's a very spiritual experience in what we like to believe is the spiritual heart of Australia," Stone remarked at the launch event.

Close to four years in the works, Stone told **BEN** what makes the Uluru display so unique is its location in the outback - the precise place Munro originally conceived the original lighting display in his mind in 1992.

"The difference here is Bruce's other light projects have been in metropolitan areas, within 2-3hrs drive of a major city.

"Uluru will also be twice the size of anything he's done before."

Stone explained to **BEN** Munro



prefers to steer away from artist impressions of what the display is envisioned, preferring to show the final work once complete in late Mar through photos & film.

For guests of Ayers Rock Resort there will be three packages to experience the lighting display: the entry-level Field of Light Pass (at \$35pp), the Star Pass (at \$75) which includes sparkling wine and canapes, and the 4.5 hour Night at Field of Light (\$235) that includes extended time at the installation, a three-course dinner and a hosted intro to the project.

For the event market, Voyages will reserve dedicated evenings for MICE events, Stone told **BEN**.

Hesitant to reveal the specific cost of the project, Stone said Voyages has made a "significant investment" in the *Field of Light*.

The Voyages exec was excited by the potential visitor growth for Uluru, saying tourist numbers at host cities of Munro's displays in the US achieved 50%+ growth.

See the **cover** wrap for more.

Today's issue of BEN

Business Events News today has two pages of news, a cover wrap from **Voyages**, a full page ad from **Novotel Wollongong Northbeach** and the latest **BEN Christmas Venue Guide** on the last page.

SA nominations

THE South Australian Tourism Industry Council is calling for nominations for the 'Outstanding Contribution by an Individual' category in the upcoming 2015 South Australian Tourism Awards.

MEANWHILE the state's tourism minister, Leon Bignell, has highlighted a huge range of events in the next few months which are expected to inject over \$50 million into the economy.

The Adelaide Fashion Festival, an AC/DC concert, international sporting events and the OzAsia arts festival are expected to attract over 800,000 attendees.

Blu unveiling tonight

SYDNEY'S Radisson Blu Hotel will tonight reveal the transformation of its event spaces which have been revamped in line with Carlson Rezidor Hotel Group's Asia-Pacific "Experience Meetings" initiative (**BEN** 31 Aug).

With capacity for up to 200, a launch incentive is offering dinner for two at the two-hatted Bentley Restaurant & Bar with any event booking worth over \$5,000 made before 30 Sep - 02 8214 0169.



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business events news

24th September 2015

Sydney's Luna Park celebrates



LUNA Park Venues won the Best Function/Convention Centre Caterer (Sydney Metropolitan) award at the NSW Restaurant and Catering Awards earlier this week. Beating out competition from nine major venue finalists in

Sydney, gm James Granter said the team was delighted at the achievement which was "very much a team effort".

The award was based on eight criteria: Customer Arrival, The Service, Functions Set-Up Area, Presented Food, The Function, Food Service, Staff Service and The Outcomes.

Luna Park Venues offers 14 different settings and spaces for functions and events, ranging from 30 to 1,300 participants.

The culinary team is led by internationally trained executive chef Mark Taylor, with Luna Park Venues now progressing to the national finals held in Brisbane late next month.

MEA careers forum

MEETINGS & Events Australia will present a one-day Career Insights Forum next month, packed with sessions at which event students preparing for a career in the industry can explore all of the options.

Taking place in Sydney on 20 Oct, the event will also highlight the role of MEA, successful resumes, managing your online presence and more - register at meetingsevents.com.au.



NEW Zealand has yet another massive business events drawcard, in the form of a gigantic sausage which has just been erected in the south island town of Tuatapere.

The 3m-long sausage was shipped from Auckland after the town was named winner of a radio competition which asked listeners which place across the country should get a monument.

Tuatapere has long claimed to be New Zealand's "sausage capital" and the new monument is sure to make it an appealing spot for a butcher's convention.



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

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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.



A CLASSIC CASE OF SHOOTING YOURSELF IN THE FOOT

YOU may have read in *BEN* earlier this week that the New Zealand Tax Office, the IRD, has determined that foreign 'intermediate agencies' - Incentive Practitioners, PCOs and companies that manage tourism groups - cannot recover New Zealand GST even though they may pay all their New Zealand suppliers' invoices for groups to that country. Refunds can only be paid to eligible 'end-users'.

This flies in the face of advice, given a year or so ago, by Tourism NZ at a media conference to announce this breakthrough, that reclaiming New Zealand GST would, from 1st April last year (2014), be much easier.

A number of Incentive Practitioners and PCOs have indeed tried to reclaim the GST, having netted down their prices to their clients, only to find that their claims have been refused for the reasons I've stated above. Instead they must persuade their clients to register for NZ GST and, having done so, reclaim the GST and repay it to the agency!

What's worse is that, having announced it, Tourism New Zealand seems to have washed its hands of the whole matter! Others are now valiantly trying to sort out the mess and prevent the loss of potential business to New Zealand. However, the speed (or more notably the lack thereof) of officialdom is hampering progress and because confidentiality is being conferred on dealings with individual companies.

But something more concerning has emerged from this whole business. As is common practice amongst business events companies and FIT group travel companies, if a member of staff accompanies a group across the Tasman to ensure that all services are as arranged and to generally be around to handle any queries, problems or the like, this is deemed by the NZ IRD as providing a taxable supply and renders the organiser liable for tax. Even though this service has been bought and paid for in another country and will be appropriately taxed in that country.

This raises the question: does this same liability occur if a foreign business sends a staff member to New Zealand to promote business, set up an event, attend meetings or locate suppliers? They are, after all, ultimately creating a taxable supply even if it will benefit New Zealand in the long run.

Tourism is important to New Zealand; this is reflected by the fact that John Key, NZ's Prime Minister has assumed responsibility for the Tourism Portfolio. I have to wonder whether he is aware that the tax laws are actively dissuading organisers from sending groups there.

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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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