



EDITOR: BONNIE TAI



## NEW INTERCONTINENTAL SYD BALLROOM

A MASSIVE renovation project planned for the InterContinental Sydney will see the Macquarie Street five-star property create a new pillar-less ballroom with enviable views of the harbour.

Stage one of the \$200 million project includes the addition of a new, predominantly glazed ballroom, dubbed the 'Crystal Ballroom', located on Level 10 on the northern side of the site, extending out over the adjacent Transport House.

"The ballroom addition will provide 900m<sup>2</sup> of column-free space with spectacular views over Sydney Harbour," papers filed with the NSW Govt state.

Applicants said the ballroom "will provide a unique new premier event space...which will be therefore likely to appeal to major conference and event organisers", highlighting that the existing ballroom was "of an inferior size relative to contemporary requirement".

The proposed Crystal Ballroom



Pictured is an artist impression of the hotel upgrade including the new Crystal Ballroom.

would have its own dedicated lifts from the Level 5 lobby and a pre-function area as well as new meeting spaces.

InterContinental Sydney's Hotel Master Plan also includes a comprehensive upgrade of the property's rooms, entries, tower facade, reception, bars, pool, roof-top lounge and more.

The Treasury Restaurant and Heritage Function Space would be expanded, while the roof

lounge - "a major attraction for hotel guests" - would have its pool relocated and a new floor of hotel rooms, Level 31A, added.

Spa suites would also be created on Level 11 and 12.

Other aspects of the refurb include an improved group arrival and lobby experience.

"The proposal represents a \$200m commitment by the applicant to the tourist market

which will result in significant employment generation (and spin-off effects) during construction and operation".

City of Sydney (COS) has raised multiple concerns regarding the redevelopment, saying "the proposal has the potential to adversely impact upon a number of individually listed heritage items of local, state, and potentially national and international significance".

COS also said the design of the project required a competitive design process under provisions of the Sydney Local Environment Plan 2012.

Proponents of the InterContinental Sydney say the revamp will create 100 new jobs once complete, should it receive the go ahead.

### Today's issue of BEN

Business Events News today has two pages of news plus a full page from Crowne Plaza Terrigal.

### PCOs explore new ANMM space



THE Australian National Maritime Museum's Deanna Varga (pictured) officially launched the venue's brand-new Conference Centre in Sydney this morning at an exclusive breakfast attended by event planners and PCOs.

Located at Sydney's Darling Harbour, the Conference Centre offers sprawling views over Pyrmont Bay towards Barangaroo and features its own separate entrance and a mezzanine level with three executive meeting and breakout rooms.

Attendees also explored the Museum's varied event spaces which included the Terrace Room, Waterfront Pavilion and the deck of Daring Class destroyer the HMAS Vampire.

See [facebook.com/BusEvNews](https://facebook.com/BusEvNews) for more coverage.

### Sunshine Coast event wins

THE Sunshine Coast has experienced its best year so far for events, according to Sunshine Coast Council's Tourism, Sport and Major Events Portfolio Councillor Jason O'Pray.

This year has seen the Queensland region hold a record 60 major and regional events, welcoming more than 150,000 guests from around 70 different countries.

Cr O'Pray estimated these events had injected a whopping \$100 million in economic contribution to the region.

### GBTA China spending report

CHINA remains one of the fastest growing business travel markets in the world, according to the latest business travel forecast from GBTA Foundation.

Total business spending in the country this year is predicted to grow 9.2% this year reaching US\$317.9 billion while in 2017, another 8.4% spike is expected bringing total Chinese business travel spend to US\$344.6 billion.

China accounts for nearly 25% of global business travel spending, up dramatically from a 5% share in 2000.



## CWT TREND FORECAST

**WITH** analysts predicting a slight lull in GDP growth in 2017, now is the time for planners to get the very best value for money and reduce the cost per attendee, according to Carlson Wagonlit's 2017 Meetings & Events forecast.

A 25% increase in costs per attendee, group size and number of meetings is expected in the Asia Pacific region, with food and beverage prices set to skyrocket globally due to changes in imports and exports and growth of special dietary requests from attendees.

Technology will also become more prominent in the MICE space, with CWT predicting

increasing use of tech solutions to enable remote attendees to engage and participate with two-way interaction capabilities.

"Heading into 2017, our forecast predicts significant growth in meetings and events for regions around the world," commented Cindy Fisher, vice president and global head, CWT Meetings & Events.

"By being flexible with timing and destinations, planners can take full advantage of the current market to optimise their meetings and events and produce better results," she said.

Access the full meetings and events trend forecast by **CLICKING HERE**.

### EEAA Award finalists

**FINALISTS** for the Exhibition and Event Association of Australasia's 2016 Awards for Excellence have been unveiled.

In the Best Association Events category, Arinex, Reed Exhibitions Australia and the Australian Dental Industry Association have all been named finalists.

Recognised under the Best Show Team category was Exhibition and Trade Fairs for their work across the Fishing & Boating Expo, the 2017 Australian Energy Storage Conference and Exhibition, the Irrigation Australia International Conference and LNG18.

Winners will be announced at the EEAA conference on 30 Nov at the ICC Sydney.



**FINANCIAL** pressures have forced the Russian mayor of the small coastal town of Yantarny to list its Town Hall for sale.

Mayor Alexei Zalivatsky wrote in a lengthy Facebook post this week, "I cannot and don't want to cut back on social services, there is nothing to cut there and I have already promised the refurbishment of kindergartens and schools".

The Town Hall spans 941m<sup>2</sup> and has a generous outdoor area, with mayor Zalivatsky saying it would be ideal as a hotel.

The sizeable building will likely go to auction.

## GENerating Change

conference  
**FOCUS**  
bringing events into focus

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in *BEN*. Topics include new generation events and making events effective and valuable.

### Event owners it's not about you

**WHAT** are the things that make an event (meeting or conference) successful? Ask any group of people that question and there's no doubt you'll receive many different answers. Answers from attendees will most likely differ significantly from those on the organising committee. Here's something to ponder...

Who designs feedback forms? It's those in charge of organising events of course. Typical feedback forms are stacked with questions about logistical and hospitality components – eg. the registration process, the meeting venue, accommodation, food, gala dinner, entertainment, motivational speaker, overall organisation, etc. As such, organisers seek feedback and satisfaction ratings (only) on their efficiency to "organise" things. Whilst smooth logistical management, good food and accommodation, etc. is important to the overall success of an event, it's not what's most important to attendees. Whether they've paid to attend or not, participants want to be engaged, inspired, motivated and transformed by their attendance at an event. Those feelings and emotions are not generated by logistical or hospitality event components. They arise from the content and from the experience of attending. In other words, they are produced by the event design.

This is insightful since most events would have several

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact **Max Turpin** at Conference Focus on 02 9700 7740 or visit the website at [conferencefocus.com.au](http://conferencefocus.com.au)

people involved in "organising"

The bulk of their time and focus is spent on logistics and hospitality components. Is this because they think that in order for an event to be deemed a success, only the logistics have to go right?

Is this why too their feedback forms often merely seek to gain positive feedback on their work and their efficiency to organise?

I think this often funnels into the bigger flaw of many event owners who organise events from the inside out. They either don't, or find it difficult to, put themselves into the shoes of an attendee. Note to all event owners: The events you host aren't about you (and your organisation) They're about your attendees.

Think about them – their needs, challenges, desires, feelings and reasons for attending – and design your event around them.

This will improve your events out of sight. Then overhaul your feedback forms so you gain reaction and comment on what's most important to them.

This will ensure the criteria you use to determine success aligns with that of the people that matter most – your attendees.

It will also end any delusion of decent ratings gained from logistical and hospitality-stacked feedback forms having true relevance to what event success means.



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**CROWNE PLAZA**  
TERRIGAL



# MEET BY THE BEACH.

## GET YOUR TOES WET WITH A READYMADE CONFERENCE PACKAGE AT CROWNE PLAZA TERRIGAL.

Rely on the expertise of Crowne Plaza Terrigal to provide what you need for your Spring conference. Our readymade 2-day conference packages ensure all you need to worry about is selecting which activity you'd like to enjoy. Of course, we can always tailor a package to suit your needs but here are some ideas to get you started.

### **ESSENTIAL ELEMENTS PACKAGE** FROM \$215 PER DELEGATE, PER DAY

**INCLUDES:**

- 2 x full day delegate package
- 25% discount on data projector and screen hire
- 2 course dinner
- 1 night's accommodation including free Wi-Fi
- Full buffet breakfast
- Delegate gift

**PLUS:**

- ½ hour pre-dinner drinks

**YOUR CHOICE OF 1 ACTIVITY:**

- Guided Morning Walk
- Beach Sports
- Pub Games

### **REFRESH AND RECONNECT PACKAGE** FROM \$225 PER DELEGATE, PER DAY

**INCLUDES:**

- 2 x full day delegate package
- 25% discount on data projector and screen hire
- 2 course dinner
- 1 night's accommodation including free Wi-Fi
- Full buffet breakfast
- Delegate gift

**PLUS:**

- Upgrade to Healthy Break Options

**YOUR CHOICE OF 1 ACTIVITY:**

- Morning Stretch Session
- Stand-up Paddle Boarding
- Barefoot Bowls

### **TERRIGAL TEAM BUILDING PACKAGE** FROM \$245 PER DELEGATE, PER DAY

**INCLUDES:**

- 2 x full day delegate package
- 25% discount on data projector and screen hire
- 2 course dinner
- 1 night's accommodation including free Wi-Fi
- Full buffet breakfast
- Delegate gift

**PLUS:**

- ½ hour pre-dinner drinks

**YOUR CHOICE OF 1 ACTIVITY:**

- Escape the Room Problem Solving Activity
- Amazing Race Around Terrigal
- Beach Olympics

This exclusive offer must be booked before 30 November 2016. To book your next meeting please contact our events team on +61 2 4384 9111 or email [meetings.terrigal@ihg.com](mailto:meetings.terrigal@ihg.com)