



EDITOR: BONNIE TAI



# APPLICATIONS FOR WA RES FUNDING OPEN

**THE** Western Australia Government is investing up to \$850,000 via Tourism WA and Royalties for Regions into events that will bring more visitors to the state.

WA Premier and Tourism Minister Colin Barnett said events were a key component of the State Government's investment in regional tourism initiatives.

"Events encourage people to explore the regions, bringing huge economic, social and cultural benefits to the communities," he said.

Event organisers are being invited to apply for a slice of the funding pool, which could deliver financing of between \$5,000 and \$50,000 towards



Picture supplied by Tourism WA.

eligible regional events to be held between 04 Jul 2017 and 30 Jun 2018.

"The Regional Events Scheme strengthens Western Australia's exciting year-round events calendar by helping smaller-scale and developing events to flourish," remarked Barnett on

the initiative.

Events that will be considered for funding must: bring additional tourism income to regional communities by increasing visitor numbers; attract media coverage that will help raise the profile of the region; extend the length

of traditional tourist seasons and improve the vibrancy and vitality of the state.

Applications will then be reviewed and assessed against criteria before being compared to each other.

Submissions for the Regional Events Scheme are open from now until 13 Dec for events held between 01 Jul next year and 30 Jun 2018.

**CLICK HERE** for more information or to download an application pack.

## Today's issue of BEN

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

## Venue spotlight: Bunker Bay



**THE** Pullman Bunker Bay Resort, located in the Margaret River region, has completed a renovation of its event spaces.

The Sugarloaf Rock space - previously two separate rooms - has been opened up to create a larger area capable of accommodating up to 80 people cocktail style, or 30 guests in u-shape or boardroom set up.

Rooms have also been equipped with new AV technology such as a ceiling mounted projector and new speaker system.

In celebration of the launch of the new meeting spaces, Pullman Bunker Bay Resort is offering PCOs & event planners who hold their next event at the venue a free add-on plus double Le Club AccorHotels Meeting Planner Points.

Phone (08) 9756 9100 for more information on the deal.

## Christchurch twin MICE win

**CHRISTCHURCH** has won the bid to host both the Scientific Committee on Antarctic Research International Biology Symposium in 2021 and the International Association of Bridge and Structural Engineering Congress in 2020.

The twin wins, which will be held at the new Christchurch Convention Centre, are projected to bring \$1.9 million in economic benefit to New Zealand.

## NEW APPOINTMENT

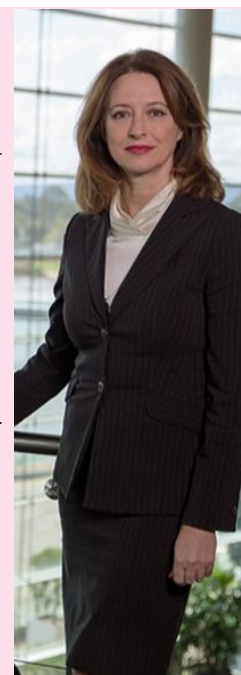
**CORALIE** Cheney has been named Adelaide Convention Centre's new general manager - functions & business events.

Cheney brings to the table 15-years experience in event management and venue marketing.

Commenting on her new role, Cheney said: "The Adelaide Convention Centre is a landmark venue for South Australia, and I'm excited about the opportunity to work with new and existing clients to make their event a success."

"The centre also has a great team and I'm looking forward to working with them in the future."

She joins the convention centre ahead of its exciting \$400 million expansion which is due to be completed next year.





## ICC SYD LAUNCHES MENU

**THE** International Convention Centre Sydney has unveiled its inaugural menu ahead of its Dec launch.

Divided into a collection of fourteen, the dishes will comprise of ingredients sourced from both local and regional providers such as Sydney-based Southern Fresh Seafood and Blue Mountains herbal and botanical group, Herbs of Life.

Executive chef Tony Panetta (formerly the executive chef of Melbourne Convention and Exhibition Centre) worked alongside nutritionist Joanna McMillan and director of culinary services Lynell Peck to create the menu which



is "expertly combined to drive physical and mental performance".

The menu includes Australian king prawns with verbena and kohlrabi, chicken with seasonal berries and ricotta and kingfish, corn and kombucha.

Panetta said "We've focused on creating new combinations of food that work across health and enjoyment, mixing flavours, textures and influences to take visitors on a culinary journey".

### Mantra Legends launches L.I.M.E

**CONFERENCE** delegates heading to the Gold Coast's Mantra Legends Hotel for a conference will be able to take advantage of the venue's new Legends Interactive Meeting Experience package (L.I.M.E).

The new offering ensures each delegate receives a welcome letter & comp tickets to indoor skydiving experiences on arrival; access to interactive activity zones; live cooking demonstrations and interactive kick-start activities such as zumba, yoga or pilates.

L.I.M.E day delegate packages start from \$69 per person, - call (07) 5588 7878 for more information.



■ **A JAPANESE** restaurant is being accused of "wasabi terrorism" after the paste was generously heaped onto a tourist's food.

Osaka based Ichibazushi denied discrimination claims but issued an apology to the customer on its website over the weekend.

The eatery insisted the spicy condiment was popular among foreign patrons, who often ordered extra portions.



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## 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.

### Start at the end

**HERE'S** what I would consider to be the typical planning process behind many of the events hosted by corporate enterprise....

We need to hold event "X". The reason for the event? Most likely because it's held every year.

Numbers attending will be roughly the same as last year. Requirements will be roughly the same as last year.

The program will be the same as last year – using last year's program as a template.

We'll build the agenda copying last year's event, so it will likely then include the customary motivational speaker, team building component and, of course, a 'knees up' gala dinner with live performer and DJ.

We can work on the theme and decide on that later.

First things first....where shall we hold the event and what venues would be appropriate? And so, the initial action becomes venue sourcing.

The venue costs are likely plugged into a spreadsheet to build an overall budget – an estimated total spend.

And that, in my experience, is how most events get started. But this event planning practice (habit) is fundamentally flawed for many reasons.

Firstly, no event should be held just because it's held every year and no event should be copied.

There should be a reason – at least one but better still, several reasons – to hold any event.

The reasons should be objective-

based and clear goals should be established and how the objectives will be measured should be determined in advance in order to demonstrate ROI.

The event program should be designed in a way to support the objectives.

Certain tactics can be employed to help support objectives and measure success.

The event theme should be decided before a destination or venue is selected. Why? Because you might end up in a venue completely at odds with your theme.

How would "Be Extraordinary" go down in an old 4-star CBD hotel? What about "Facing the Future" in a heritage-listed venue built in the early 1900's?

However, before any event planning kicks into gear, one key question should be asked as standard, but it rarely is (if ever) and that is: What do we want people to do when they leave the event? What (new) actions do we want them to take? I would agree that there is benefit and some ROI if an event increases positive feelings or stronger emotional bonds to a company or brand.

However, an event should seek to influence behaviour for major outcomes to occur.

Without behavioural change (new action), there are no tangible outcomes. Without outcomes, there's no value or ROI. The answer(s) to this question influences all other decisions. Start at the end.

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)



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# CHRISTMAS VENUE GUIDE



**business events news**  
presents

Looking for a Christmas venue or staff celebration?  
**Business Events News** guide to 2016/17 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## **Radisson Hotel Sydney** Sydney, NSW

Celebrate Christmas with colleagues, family or friends at Radisson Hotel & Suites Sydney. With 5 private function rooms to choose from and a selection of food and beverage options to suit all budgets, it's the perfect way to celebrate the festive season! Get spoiled with an endless Christmas buffet, try our impressive variety of canapes or enjoy an intimate plated soiree.

For detailed menus or more information regarding our Christmas packages email [events@radisson-sydney.com.au](mailto:events@radisson-sydney.com.au)  
[www.radisson.com/sydney](http://www.radisson.com/sydney)



## **The Westin Melbourne** Melbourne, VIC

Celebrate the festive season at The Westin Melbourne. Our sophisticated event spaces offering an abundance of natural light and city views combine with specially designed menus and festive theming to create a memorable end of year celebration. With ten versatile function rooms, you are sure to find the perfect location to host a High Tea, Christmas cocktail event or dinner party. Christmas packages start from just \$75 per person, contact our event specialists on

03 9635 2222 or email [events@westinmelb@westin.com](mailto:events@westinmelb@westin.com)  
[www.westinmelbourne.com](http://www.westinmelbourne.com)



## **SkyPoint** Gold Coast, QLD

Looking for a Christmas Party with a difference? Celebrate Christmas in style at SkyPoint at the top of the Q1 Building with amazing 360' views from the coast to the hinterland. With so many options to choose from it's the premier destination for a truly unique, exciting and memorable night on the Gold Coast.

- Christmas cocktail packages start from \$105 per person
- Christmas buffet packages start from \$145 per person
- Christmas in the Clouds event on Friday 9th December 2016, tickets only \$155 per person

CONTACT US: [events@skypoint.com.au](mailto:events@skypoint.com.au) | 07 5582 2707  
[www.skypoint.com.au](http://www.skypoint.com.au)



## **Rydges Parramatta** Rosehill, NSW

Rydges Parramatta is the perfect venue to host a Lunch, Dinner, High Tea or Cocktail event for your End of Year Christmas Party. Complimentary car parking is also available for your guests! Book your Christmas Party at Rydges Parramatta and receive a complimentary photo booth! A perfect way to share, remember and celebrate Christmas with your colleagues!  
Packages start from \$49\* pp.

Contact our team on 02 8863 7600 or email  
[functions\\_parramatta@rydges.com](mailto:functions_parramatta@rydges.com)  
[www.rydges.com](http://www.rydges.com)

\*T&C's apply

