



EDITOR: BONNIE TAI



# ICESAP ACCREDITATION PROGRAM

A **NEW** agency accreditation program aimed at Asia Pacific-based MICE organisations is set to debut in Singapore at the forthcoming Incentive, Conference & Event Society Asia Pacific conference held 30 Nov to 02 Dec.

Established in direct response to requests from members, ICESAP president Nigel Gaunt said "it was an immensely encouraging sign that ICESAP members recognised the need for such a designation".

Prior to the initiative, Gaunt said "there was a lack of self-governance by the intermediary agencies in the industry, with no barrier to entry, no code of conduct, no probity checks or capability checks on agency owners, managers or staff".

The development of the



program was overseen by Singapore-based Tom Monahan, ICESAP chairman - compliance, who consulted extensively with members, stakeholders, IC&E companies as well as legal, accounting and insurance professionals to ensure the initiative would meet the group's high level objectives and expectations.

"We are all aware that the service and professionalism of

IC&E practitioners can vary significantly and often the best are lumped in with the mediocre," said Monahan.

"ICESAP Agency Accreditation is being launched to provide a means by which we can raise standards, lift the profile and appreciation of

the sector, improve agency performance and provide reassurance to clients."

"Accreditation will undoubtedly give ICESAP member agencies and practitioners a positive image and advantage - and in doing so, ranking them with the best in the ICE&E industry," he said.

To register or learn more about ICESAP membership, **CLICK HERE**.

## Today's issue of BEN

*Business Events News* today has three pages of news.

## NSW SPARK funding

The NSW Government has revealed a three-year deal to support SPARK Festival.

By providing funding through Jobs for NSW, the government aims to help start-ups scale and grow their business.

The festival, to be held from now until 30 Oct in Sydney, will consist of dozens of events dedicated to Australia's start-up scene.

It has evolved from last year's StartupWeek Sydney, which saw more than 8,000 people gather together across 63 events to network, share & develop their ideas.

## The value of biz events study

**INNOVATION**, collaboration, sector development and attraction of global talent are the four main dimensions of business events which contribute "the real value" to communities, a new study has found.

Presented by BESydney ceo Lyn Lewis-Smith at the 2016 International Speaker Series function, *Conferences: catalysts for thriving economies* concluded some of the most significant outcomes from int'l conferences arise years or decades later.

Of those surveyed, 91% agreed conferences put forth new and innovative ideas. For more from the report, **CLICK HERE**.

## Adelaide's record result

**THE** Adelaide Convention Bureau lured business worth \$210 million in economic benefit over the past 12 months, a 39% increase in 2015/16 on the previous year.

During the period, 120 events were secured for Adelaide, which will see some 51,000 delegates head to the city, who spend \$632 per day, three times that of a leisure tourist.

Damien Kitto, ceo, Adelaide Convention Bureau, credit the result to the team's strategy towards marketing the state to business events organisers.

"It is an incredible effort by the small but highly effective Adelaide Convention Bureau team," he said.

## Buyers kick up heels in UAE



**MELBOURNE** and Sydney incentive buyers were shown around Dubai and Abu Dhabi by MHF Marketing and its portfolio partner in Dubai, Cox and Kings UAE, on a famil recently.

**Pictured** in the Sir Winston Churchill Suite at the St Regis Dubai in the back row are: Rajiv Sharma, Cox and Kings UAE; Simon Foster, Starwood Hotels/Resorts and Grant Rigby, Royal Brunei Airlines.

In the front row are: Mary-Helen Farrell, MHF Marketing; Paige Clarke, Destination Event Management; Rachel Ryley, Corporate Traveller; Lisa Murphy, ASN Events; Laura Richards, The Conference Business and Fi Styles, Broad Event Management.



24th October 2016

## ICC Sydney open day



**THE** International Convention Centre Sydney opened its doors to the public over the weekend, inviting thousands of people to explore the city's newest entertainment precinct.

Visitors were formally welcomed by NSW Minister for Transport and Infrastructure Andrew Constance.

**Pictured** at the open day is Minister Constance with ICC Sydney chief executive officer Geoff Donaghy.

## TOP BIZ EVENT CEOS DISCUSS STATE OF PLAY

**A CONGREGATION** of top events ceos gathered at Exhibition and Event Association of Australasia's (EEAA) sixth annual Political Insiders Briefing last week to discuss national and state policy changes that may impact the way the events industry conducts business.

"So much of the business environment in which our sector works is directly impacted by the mood of the nation and this is directly influenced by what's going on in Australian politics," commented EEAA chief executive Joyce DiMascio.

Among guests were Barton Deakin ceo Matt Hingerty, WPP AUNZ director Justin Di Lollo and Royale Limousines'

managing director John Bartolotta.

Topics discussed at the Gold and Platinum partner event included the current mood in Canberra and the state-of-play under the leadership of Prime Minister Malcon Turnbull and Opposition leader Bill Shorten.

"Since the recent Federal election, which the Coalition won by the slimmest majority, we have seen major shifts in the tactics around policy reforms," said DiMascio, "This needs to be watched closely and our Political Insiders lunch provided our industry with insightful analysis on how to interpret what they hear about in the news."

## TNZ celebrates \$31m MICE win



**A GROUP** of 22 Kiwi events specialists were acknowledged last week for their contribution in bringing more than 15,000 international business delegates to the country, which injected an estimated \$31 million to the New Zealand economy.

"These are a diverse range of people from university academics to health sector professionals who have worked with us to champion their field of expertise on the global stage and attract major conferences to New Zealand, said Lisa Gardiner, business events and premium manager of Tourism New Zealand.

"It's great to be able to recognise their efforts and encourage others to take up the mantle and help us attract even more international conferences to our shores," she said.

The celebrated experts are **pictured** above.

## Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email [info@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au)

### 25 OCT

ConveNTions Walkabout '16 Road Show; Stokehouse Restaurant; Brisbane; register here: [www.ntconventions.com.au](http://www.ntconventions.com.au)

### 26 OCT

ConveNTions Walkabout '16 Road Show; Ivy Sunroom; Sydney; register here: [www.ntconventions.com.au](http://www.ntconventions.com.au)

### 27 OCT

ConveNTions Walkabout '16 Road Show; Luminare; Melbourne; register here: [www.ntconventions.com.au](http://www.ntconventions.com.au)

### 27-29 NOV

PCOA Conference and Exhibition; Brisbane Convention and Exhibition Centre; register here: [www.pco.asn.au](http://www.pco.asn.au)

### 21-22 FEB

AIME 2017; Melbourne Convention and Exhibition Centre; for more info visit [www.aime.com.au](http://www.aime.com.au)

### 8-12 MAR

ITB 2017; Messe Berlin ExpoCenter City; for more info visit: [www.itb-berlin.de](http://www.itb-berlin.de)

### 14-18 MAY

ATE 2017; International Convention Centre Sydney (ICC); details at: [www.tradeevents.australia.com](http://www.tradeevents.australia.com)

## WCCS 2018 to NSW

**SYDNEY** will play host to the Skin Cancer Foundation's World Congress on Cancers of the Skin in 2018, which will bring 1,500 delegates to the city.

Spread over four days, the conference will give international researchers and local experts a platform to discuss new drugs and therapies for curing skin cancers.



■ **A NONSENSICAL** paper on nuclear physics created by a Kiwi academic using iOS autocomplete has gained him a spot in the International Conference on Atomic and Nuclear Physics in the US in Nov.

"Since I have practically no knowledge of nuclear physics I resorted to the iOS auto-complete function to help me write the paper," said University of Canterbury Human Interface Technology laboratory associate professor Christoph Bartneck to *Stuff*.

Bartneck said he completed the paper by typing words like 'nuclear' and 'atomic,' before hitting autocomplete for the phone to do the rest.

When asked if he'd attend, Bartneck said no, "my impression is this is not a particularly good conference".





## TETSUYA'S FINE FUNCTION SPACE

### Venue review

**IF YOU'RE** looking for a function space to wow even the most discerning guests, it's hard to look past Tetsuya's.

Tetsuya Wakuda's two-hatted restaurant is located in a heritage-listed building in the heart of the Sydney CBD.

Part of the creme-de-la-creme of the city's dining scene, the restaurant is a bucket list item for many food lovers.

Delegates will be able to indulge in an incredible degustation menu starring the renowned chef's French and Japanese inspired culinary masterpieces.

Delicacies on offer include the restaurant's famous melt in your mouth confit of Ocean Trout with a fresh, texturally delightful salad of celery, apple and pops of Ocean Trout roe, (pictured to the right), a miso cured duck breast with garlic cream and Tetsuya's glossy chocolate cake filled with a rich mousse.

Fine quality wines can be matched to each course by the talented team of



sommeliers on hand.

Tetsuya's private dining rooms can accommodate small and large groups.

The largest private room, which looks

out over the exquisite Japanese garden, can comfortably seat up to sixty guests.

The main function room can cater to a wide variety of events including product launches, wine tasting sessions and special business dinners.

The room is fully equipped with an AV system, microphones and a large screen.

Smaller private rooms are also available for more intimate gatherings.

To book phone Tetsuya's reservation office on (02) 9267 2900.



## Oaks Cypress Lakes refurbishment



**OAKS** Cypress Lakes Resort is set to undergo a \$4 million upgrade to "further enhance the guest experience".

The property's dedicated conference and events facilities will be substantially transformed, with its convention centre to receive new soundproof walls, state-of-the-art lighting systems and upgrades to its fixtures and fittings to create a more ambient space for meetings and events.

## Opera House have your say

**OPINIONS** from the public are now being sought on the planned new function centre at Sydney Opera House. As flagged in *BEN* recently (*BEN* 11 Aug), the Sydney Opera House Trust intends to do away with its eyesore marquee on the Northern Boardwalk in favour of a new internal function space (artist impression below) - part of a \$202 million renewal project.

"Community consultation is an integral part of the planning process and the applicant will have to respond to the feedback we receive," a spokesperson for the NSW Dept of Planning & Environment said.

Project details indicate new removable bollards and umbrellas will be available to be used on the Northern Boardwalk for "function-related events".

Submissions close on Mon 21 Nov and can be lodged with the government at [majorprojects.planning.nsw.gov.au](http://majorprojects.planning.nsw.gov.au).



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