



EDITOR: BONNIE TAI



## BESYDNEY'S \$360M MICE PIPELINE

**A WHOPPING** \$360 million worth of meetings, conventions and incentives are in the pipeline for Sydney between 2017 and 2023, according to figures released by Business Events Sydney following its recent AGM.

BESydney was also responsible for 88 business events secured during the 2015/16 financial year, which are expected to attract 60,226 delegates who will contribute an estimated \$212.2m in direct expenditure for Sydney and greater NSW.

Speaking from the meeting, which was held as a test event at the International Convention Centre Sydney last week, BESydney chairman Col Hughes said the organisation's various



partnerships were a key driving factor in achieving the results.

"This success is credit to the team's determination and the support of our stakeholders including the NSW Government, City of Sydney, our partners and members, and of course our broad network of passionate Sydney supporters who work with us to build strategic business cases to take to global

clients," said Hughes.

Group chief executive officer Lyn Lewis-Smith added that it was "always rewarding to see our city's best come together to bid and win events that will contribute to a brighter future."

**MEANWHILE**, BESydney members have elected Emirates One&Only Wolgan Valley's Andrea

Werner to serve as the newest member director on the board. AccorHotels vice president of operations for NSW/ACT Scott Boyes was also welcomed back to serve a second term.

### Today's issue of BEN

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

### Sabi Sabi MICE biz

**SOUTH** Africa's Sabi Sabi game reserve continues to see strong interest from MICE groups out of Australia.

Comprised of four lodges (the six suite Little Bush Camp, 25 suite Bush Lodge, eight suite Selati Camp and 13 suite Earth Lodge), Sabi Sabi Private Game Reserve marketing manager Jacques Smit told **BEN** last week "about 20% of our MICE groups are from Australia."

"Having four lodges, enables us to combine properties for groups of between 12 and up to 100 delegates," Smit said.

Located adjacent to Kruger National Park, Sabi Sabi has a popular three-night fly-in package from Johannesburg available via wholesalers.

See [www.sabisabi.com](http://www.sabisabi.com).

## WA China mission a success

**A DELEGATION** of 38 operators from Western Australia travelled to Shanghai last week to meet and connect with 50 Chinese buyers to discuss the state's tourism offerings and establish new business opportunities.

The mission was deemed a success by Tourism Western Australia, who confirmed it was the largest China awareness campaign to date for the state.

**MEANWHILE**, Chinese trade partners are being invited to attend the annual Ni Hao WA event in Perth on 13 Mar.

The event will give select delegates a chance to tour the state on a famil before participating in one-on-one appointments with the WA tourism industry.

More info on Ni Hao WA can be found by **CLICKING HERE**.

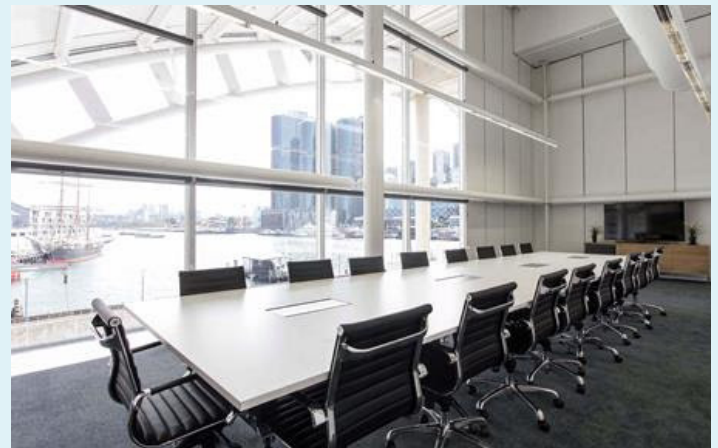
## Fusion for Relais & Châteaux

**FUSION** Marketing has been named the Australian Representative for Relais & Chateaux - Australia, New Zealand & South Pacific.

In celebration of the new appointment, Relais & Chateaux is offering 12% commission plus a complimentary welcome cocktail function including drinks for all new bookings made and deposited by 31 Dec.

**CLICK HERE** for more information on the deal.

## ANMM presents new meeting spaces



**THE** Australian Maritime Museum has unveiled its all-new conference centre, which was launched as part of a recent upgrade and refurbishment of the premises.

Situated in Darling Harbour, Sydney the waterfront venue will open next month and offers a main conference space which has capacity for up to 120 delegates for day conferences, or up to 200 guests for standing cocktail functions.

The new venue also features three separate breakout areas, a mezzanine level and an outdoor entertaining terrace which overlooks Pyrmont Bay toward Barangaroo.



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)

### P&O AV gear revamp

**P&O Cruises** has teamed up with Sony to fit-out conference centre facilities on its ships, Simon Cheng, vice president sales and marketing unveiled at the World's Leading Cruise Lines Summit last weekend.

While details of the Memorandum of Understanding are yet to be unveiled, a host of AV upgrades are expected, which include presentation screens, sound and media centres along with upgraded soft furnishings.

Ryan Taibel, director of sales, P&O Cruises said the changes would invest in elements "that maybe we didn't do as much when say we got *Pacific Aria* and *Pacific Eden*".

The cruise line has been "blown away" by the interest in its conference product on three- and four-night cruises, with around 90% of short cruises out of Sydney hosting at least one conference.

Taibel earmarked plans to develop the product out of Brisbane when *Aria* is there next year, doing some corporate prospecting, inspections "and just trying to get some new eyeballs on the product".

P&O Cruises is also looking into working more in the incentive space for the longer itineraries.

Despite *Pacific Aria* and *Pacific Eden* offering facilities tailor-made for conferencing, Taibel said conferences could be held on any of the ships.

"If you don't have the dedicated space then there would need to be flexibility and it becomes a discussion between our sales guys and the conference area and the customer," he said.

## EEAA CONFERENCE REGOS OPEN

**REGISTRATIONS** are now open to attend the Exhibition and Event Association of Australasia's 2016 Conference and Awards for Excellence.

Held at the new International Convention Centre Sydney on 30 Nov, the conference will kick-off with leading international speaker Steve Monnington of Mayfield Media Strategies who will provide delegates with a global perspective on growth and trends during mergers and acquisitions.

Other speakers in attendance include HSBC Bank Australia's chief economist Paul Bloxham and Google's head of business marketing Richard Flanagan.

Commenting on the program, EEAA chief executive Joyce



DiMascio said the conference would "tackle some of the big issues facing our sector".

"It is important that our industry responds to the trends and changes that are occurring in the national and international landscape in order to stay agile and relevant," she remarked.

**CLICK HERE** to view the full conference schedule.

### PCOs experience South Africa



**DESTINATION** Management Services recently partnered with South African DMC Dragonfly to send a group of leading Aussie PCOs on a famil to explore and learn more about South Africa.

The group spent time in Cape Town, staying at the Taj Cape Town and Table Bay Hotel on the Waterfront, before embarking on a private concession safari through Kruger National Park where they spent time searching for the Big 5.

Other highlights included wine tasting at Waterford during their Stollenbosch and Cape Peninsula tour and viewing offsite restaurants such as The Venue, which overlooked the waterfront and historical Rhodes House.

The PCOs are **pictured** above on their winery tour.

#### 27-29 NOV

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

#### 30 NOV-2 DEC

ICESAP Conference and Awards; The St. Regis Singapore; for details see: [www.confERENCE.icesap.org](http://www.confERENCE.icesap.org)

#### 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)

#### 28 JUL

Get Global - Where the World Meets; International Convention Centre Sydney (ICC); read more: [www.getglobal.com.au](http://www.getglobal.com.au)

### AVPartners wins Sofitel contract

**AVPARTNERS** has been named the in-house audiovisual provider for the Sofitel Noosa Pacific Resort, following a competitive tender process.

"We're thrilled by the opportunity to make our mark on events at this great venue," said AVPartners' Andrew Delangen.





Why should you host your next event in Thailand? Find out in the November issue of *travelBulletin*.

**CLICK HERE** to read **travelBulletin**

## TCEB host delegates to Chiang Mai



**THAILAND'S** 'Rose of the North' was showcased as a premier meeting destination earlier this month to Japanese association delegates who were on a famil trip organised by the Thailand Convention and Exhibition Bureau.

The delegates explored the Chiang Mai Exhibition and Convention Centre as well as other developments such as the Khum Kham International Convention Complex.

Attendees are **pictured** above in front of an ancient temple.

## Ask a sommelier



Fraser Townshend, Melbourne Convention and Exhibition Centre's Beverage Coordinator presents a feature on the best drinks to pair with the season's freshest produce.

### Beverages blooming for Spring

**SPRING** has sprung and the party season has begun.

With an abundance of new produce now on the menu and a range of refreshing beverages to choose from, it's hard to know where to start.

Here's some of my favourite pairings for the Spring season ahead, to provide you with a little bit of inspiration for your next event.

**Marinated watermelon with pomegranate, labne, rose and candied pistachios paired with Deloraine Sparkling Brut NV (Yarra Valley)**

The toasty brioche notes and balanced acidity of the Deloraine sparkling compliments the flavours of the marinated watermelon and pomegranate, and helps cut through the richness of the labne and sweetness of the candied pistachios.

**Dry-rubbed beef brisket with sticky BBQ sauce, with tangy coleslaw and mashed potato paired with Mountain Goat Organic Steam Ale (Melbourne)**

I'm a big fan of 'dude food' – which is always perfectly accompanied by a craft beer. The Mountain Goat Organic Steam Ale has a great balance of wheat malt, and the Cascade and Citra hops blast through the palate for a lively mouth experience.

**Spring lamb cutlets and breast croquettes, creamed onion, pommes dauphine, with goat's curd and olive sauce paired with Austins & Co 6-Foot-6 Pinot Noir (Geelong)**

I'm a good Kiwi boy (and the son of a sheep and beef farmer), which means I love my lamb and am well versed in matching it with pinot noir. The thing I love about Victorian Pinot is the fruit that drives the palate. The juiciness and ripeness of some of the pinots across the state meld incredible well with Spring lamb – it never disappoints.

**Compressed green apple, Four Pillars gin, vanilla mascarpone and apple foam paired with South Melbourne Sling cocktail**

Gin in this day and age is more than Tanqueray or Bombay with a slice of lemon or lime. The growing trend of local boutique distilleries has evolved this product into a complex, well-structured drink. The juniper plant exists on every continent except Antarctica, and Australia puts its own touch on the drink with native botanicals such as pepperberry or lemon myrtle, which work incredibly well in cocktail:



## Earlybird MICE deals at Byron at Byron

**BYRON** at Byron Resort has launched a 2017 earlybird conference special, with rates starting from \$279 in a standard suite per night.

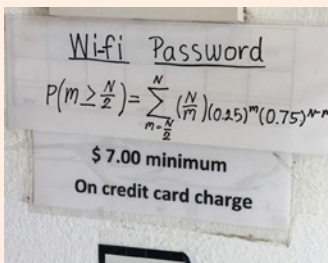
The deal includes full buffet breakfast for two and is valid from May - Sep 2017

Terms and conditions apply To take advantage of the special, **CLICK HERE**.



■ **IN A** bid to stop diners from camping out at their eatery for free wi-fi, YaYa's Thai Restaurant in San Antonia, Texas, has come up with a novel way to protect their network.

To gain access, patrons must complete a complicated-looking math equation (**pictured** below).



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