



EDITOR: BONNIE TAI



## BESYDNEY PARTNERS WITH MERLIN

**BUSINESS** Events Sydney (BESydney) has struck a partnership with Merlin Entertainments to promote the company's venues and attractions.

The strategic pact will see SEA LIFE Sydney Aquarium and WILD LIFE Sydney Zoo promoted to conference and meeting delegates heading to the NSW capital.

As well as providing an engaging visitor experience, both SEA LIFE Aquarium and WILD LIFE Sydney Zoo's flexible function spaces will also be promoted to PCOs and planners as premium spots to host gala dinners and networking events.

Commenting on the new collaboration, BESydney's



gm of external relations, Hannah Jamieson said, "we are delighted to welcome Merlin Entertainments to our community of strategic partners."

"Merlin Entertainments' offering provide delegates and organisers alike a variety of exciting experiences right on the doorstep of the new International Convention Centre Sydney," she added.

Merlin Entertainments'

divisional director Rob Smith said the decision to increase their involvement with BESydney was really a "no brainer".

"The not-for-profit company has secured a pipeline of business events

that will deliver some AU\$440 million in direct expenditure for the city in the coming years," he remarked.

"Merlin Entertainments will benefit from this and we are pleased to be a part of Sydney's global promotion."

To find out more about hosting an event at SEA LIFE Aquarium **CLICK HERE**, and for details on function packages at WILD LIFE Sydney Zoo, **CLICK HERE**.

### Lux success

**LUXPERIENCE** recorded its largest attendance this year, with over 1,100 visitors gracing the showfloor over the three-day event.

The expo also welcomed an uptick of 19% in floor space; whilst new exhibitor registrations also climbed a whopping 52% on the prior corresponding period.

Due to the closure of Australian Technology Park, Luxperience will be held at Carriageworks from 17-20 Sep next year.

### Today's issue of BEN

*Business Events News* today has three pages of news and the latest **BEN** Christmas Venue Guide on **page four**, plus a full page from: **(click)**  
■ *Tangalooma Island Resort*

## Emerging chefs takeover NYC



**CHEFS** Club by Food & Wine in New York City is set to host a trio of Australian 'young gun' chefs for a series of dinners held between 26-28 Sep.

Clayton Wells from Sydney's Automata; David Moyle from Franklin and Victor Liong of Lee Ho Fook (pictured above) will collaborate on a menu which features signature dishes from their respective restaurants back home.

"Chefs Club provides a fantastic opportunity for three of Australia's most talented young chefs to further extend our Restaurant Australia story by demonstrating what they do best to some of the most influential food and wine media in the world," commented Tourism Australia md John O'Sullivan.

"We're thrilled to be supporting the chefs and the event in the lead up to Australia hosting The World's 50 Best Restaurants in April in Melbourne next year."

For more information on the event visit [chefsclub.com](http://chefsclub.com).

## Australia Events Centre offer

**MEETING** and conference planners who book their next event at the soon-to-open Australian Events Centre in Melbourne will go into the draw to win several prizes.

Those who secure an event and hold it before 30 Jun could take home either an overnight hunt & gather gourmet experience; dinner for six guests at PRC's Chef's Table; tickets to the Priceline Kooyong Classic in Eastern Terrace, or a nights accommodation at Hyatt Place for two plus dinner at Essendon Field's McCracken Restaurant. Call (03) 9027 9000 for info.



Day delegate package \$55\*pp

## Every \$\$ Counts

at ether conference centre



## DREAMTIME WINS BIG

**TOURISM** Australia's Dreamtime 2015 Business Session and Dinner has been awarded Best Corporate Event at the 2016 Australian Event Awards.

The incentive showcase, run by Belle Laide Events, provides international buyers with a platform to meet and do business with the Australian MICE industry.

Commenting on Dreamtime's accolade, Tourism Australia managing director John O'Sullivan said "not only did Belle Laide Events successfully bring to life Tourism Australia's theme for Dreamtime 2015, 'Adelaide - Welcome to our home', but they also

demonstrated first-hand Australia's exceptional business events capabilities through their event delivery of the Business Session and Dinner".

He said because the Dreamtime event is held just once every two years, it was "vital that we leave a lasting impression that will translate to future business for Australia.

"Dreamtime continues to deliver wins for the Australian business events industry...along with this award, the showcase has generated over 80 leads and 18 confirmed pieces of business for sellers, as well as over 150 pieces of media coverage," O'Sullivan said.

### ATE '17 rego

**REGISTRATIONS** to attend next year's Australian Tourism Exchange (ATE) as a seller are now open.

For new sellers, Tourism Australia is offering a 25% discount on total participation costs; welcome and pre-event briefing and the promotion of new sellers to ATE buyers.

ATE17 will take place at the new International Convention Centre (ICC) Sydney from 14-18 May.

Grab a registration form by **CLICKING HERE**.

### PCOA webinar

**PCOA** is hosting a webinar on what bureaux can do to help win conferences.

Hosted by Shannon Thwaites, the webinar will be held on 29 Sep from 1:30pm to 2:00pm AEST.

PCOA members can register for the session for free by **CLICKING HERE**.



#### AUSTRALIAN

entrepreneur Mark Murray has successfully patented the hamdog - a cross between a hotdog and burger in one.

Having first appeared on *Shark Tank* a year ago, where he first pitched the idea to potential investors to no avail, Murray has since started selling the hamdogs at fairs and markets in WA.

"We launched our marquee two months ago and we had people come from everywhere just to experience the Hamdog," he told *News.com.au*.

"At one stage the crew were knocking out about one every 15 seconds. It was amazing."

The hamdog is made from a Bunbury beef patty cut in half, with a Hunsna frankfurt inserted in the middle.



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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.

### What price safety?

**THESE** days security and personal safety are at the top of most clients' lists of requirements for an event, a conference or an incentive travel reward. How times have changed. Quite apart from airport security with which we all have to cope, hotels, convention centres and other venues are now very conscious of the safety of their clients and guests.

The Australian Government's Travel Advisories - for those that don't know about them go to [www.smartraveller.gov.au](http://www.smartraveller.gov.au) - are now essential reading for Meeting and Event Managers and Incentive Practitioners organising events and travel rewards overseas. If the country to which their clients wish to travel is one of those with a 'do not travel' warning they will find it almost impossible to obtain insurance, personal or otherwise. Lesser warnings, but still those suggesting travel is inadvisable, may also make it difficult to obtain insurance cover.

Australians have always been an adventurous bunch, but quite apart from terrorism in all its forms, kidnapping and violent crime are rife in some countries and these, too should be avoided.

How we deal with terrorism threats is something we all have to account for and be aware of. The Web, the Internet and publications such as this are all good sources of information and should be referred to prior to proposing venues and destinations to clients.

Flying is by far the safest means of travel. According to

the International Air Transport Association your odds of dying on a commercial flight are roughly one in 7.6 million. Contrast those odds to vehicular fatalities. The National Safety Council reported that the odds of dying in a car accident in the US over a lifetime was about one in 83. While the number of global vehicle passengers and drivers may not be known, the World Health Organisation estimates that 1.2 million people die each year in road traffic accidents (roughly half of which are pedestrians, cyclists and motorcyclists).

The press are often to blame for over-zealous reporting of such incidents as the loss of Malaysian Airlines flight MH370 or the shooting down of Malaysian Airlines flight MH17. It's true that flying is not without risk: flying several hundred people tens of thousands of feet above the earth at close to the speed of sound in an environment subject to turbulence and low temperatures (-55°C) in a pressurised aluminium tube packed with fuel and potential ignition sources simply cannot be without risk. Fortunately, thanks to the superhuman efforts of those working in commercial aviation, flying is remarkably safe.

To a large extent our clients rely upon our knowledge, skills and experience to recommend safe destinations. Just another reason to ensure that Incentive Practitioners, Meeting and Event Managers are well qualified to do the job they're asked to do.

**Peter Gray** is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net)







# VANUATU - AN ADRENALINE RUSH

destination feature



**IF YOUR** group of delegates are willing to get their blood pumping during a conference on Vanuatu's Efate island, head straight to the Vanuatu Jungle Zipline writes NATHALIE CRAIG.

Upon arrival at the zipline site in Mele you're greeted with expansive views of the dense, lush rainforest and the azure waters of Mele Bay.

After drinking in the vista, it's time to mentally prepare yourself to take on the six ziplines and two suspension bridges.

First up the group is professionally fit with safety harnesses, carabiners, gloves and helmets.

While the staff are reassuring, it's clear they love their job and are just as enthusiastic as their guests to get flying.

After a slightly nervous climb up a four storey metal staircase you'll reach the

first launch platform where you will take your first brave leap onto a short and relatively slow zipline to get you feeling comfortable right away.

The ropes build in length to the longest where you can enjoy a speedy 200m ride.



Those most at ease with heights are invited to go first to prevent holding up the rest of the group in case they need time to fight their nerves before takeoff.

Few things compare to the sense of

exuberance and freedom felt whilst soaring through the jungle canopy 80m above a dipping canyon.

Let go of the ropes and spread your arms wide, taking in the sensation of being suspended mid air by nothing more than your harness.

For those beaming from the thrill, the guide will suggest more challenges, like trying one of the ziplines whilst flipped upside down, a move sure to get the adrenaline pulsing through even the most seasoned thrill-seeker.

Guides can hold onto your camera to photograph the entire experience, or cases are available to house your phone if you want to take snaps yourself.

To get zipping, you'll need to have reasonable mobility & strength and weigh less than 130 kilograms.

For more see [vanuatujiunglezipline.com](http://vanuatujiunglezipline.com).

**Business Events News** is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector. Sign up for a free subscription at [www.businessesnews.com.au](http://www.businessesnews.com.au). Postal address: PO Box 1010, Epping, NSW 1710 Australia Street address: Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia P: 1300 799 220 (+61 2 8007 6760) F: 1300 799 221 (+61 2 8007 6769)

Part of the Business Publishing Group.

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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).

## Holiday Inn Old Sydney The Rocks, Sydney, NSW

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Please contact our events team on 02 9255 1853 or email [events.holidayinoldsydney@ihg.com](mailto:events.holidayinoldsydney@ihg.com) or visit our website [holidaysydney.com](http://holidaysydney.com)



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Contact by calling 07 5588 1126, email [events@dreamworld.com.au](mailto:events@dreamworld.com.au), or visit [www.dreamworld.com.au/en/events/christmas](http://www.dreamworld.com.au/en/events/christmas)



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[www.parkroyalhotels.com/darlingharbour](http://www.parkroyalhotels.com/darlingharbour)

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