



## REGIONAL NSW EVENT FUNDING

**THE** New South Wales Government has put forward \$6 million in rural and regional event funding as part of its new regional conferencing plan.

The NSW Regional Conferencing Strategy & Action Plan (**BEN** 24 Jul) will aim to drive more conferences and visitors to rural & regional NSW.

Funding will go towards securing more conventions, meetings and business events.

As part of the plan, \$500,000 has been set aside for a pilot grants program which will invest on a matched-dollar-for-dollar basis to attract business events to regional NSW.

NSW Minister for Tourism and Major Events Adam Marshall said the sector presented a big opportunity to grow outside of Sydney destinations across NSW.

“We want every conference planner to know that regional NSW can offer delegates both an opportunity to do business and the chance to explore our fantastic tourism offerings.”

The State’s regional



conferencing industry is worth \$145 million every year according to NSW Deputy Premier John Barilaro.

“Through this strategy, we want to increase that contribution by bringing more conferences and visitors to regional NSW, and in turn boost local economies and create

more jobs in our regional communities,” he said.

The plan also includes 11 strategic imperatives and 64 actions, which are now in place.

These include establishing a regional conferencing unit, a ‘Meet in Regional NSW’ website portal, developing a business events toolkit and more.

Today’s issue of **BEN**

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

## New health hire for BESydney

**BUSINESS** Events Sydney (BESydney) will aim to grow its position in the health sector with Tegan Cox to head the bureau’s health bid team.

Cox will be tasked with securing key international health events for Sydney.

She has 15 years’ experience in the health sector, both public and private, and joins from the Cancer Institute of NSW.



**THE** party island of Ibiza will put its skill set on the table in Oct when it hosts this year’s Int’l Nightlife Congress.

Held in Las Vegas last year, the 2017 event will cover topics including nightlife quality, protocols and nightlife success stories.

As well as seeing the sights of the Spanish isle and attending award ceremonies, delegates will hear from speakers including Berlin Night Mayor Lutz Leichsenring and the president of European Nightlife and the Italian Nightlife Association Maurizio Pasca.

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## New UK biz role for BEA

**BUSINESS** Events Australia has appointed Simon Gidman as its new business events manager for the UK and Europe.

He joins from VisitEngland and his new role will have a strong focus on associations.

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## ADELAIDE WINS BIG

**ADELAIDE** has been named as host for the 2020 World Indigenous Peoples Conference on Education (WIPCE) at this year's event in Toronto.

The gathering was won by the Adelaide Convention Bureau and its partners who expect 3,000 delegates to attend the multi-day conference.

It is expected to contribute \$13.2m to the state's visitor economy and provide 17,872 bed nights for Adelaide hotels.

Adelaide Convention Bureau ceo Damien Kitto said the Adelaide Convention Centre

allowed the city to bid for events previously beyond reach.

"That we are a new but successful player in this arena is testament to the Bureau's strategy for promoting and selling Adelaide as a highly desirable destination for such lucrative events," Kitto said.

WIPCE will bring Indigenous representatives from across the globe to share strategies for Indigenous education.

The conference will also attract respected Indigenous education experts, practitioners, and scholars.

## Events Calendar

WELCOME to the **BEN** events calendar.

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

### 17 - 20 SEP

Luxperience; Australian Technology Park, Sydney; registrations now open: [www.luxperience.com.au](http://www.luxperience.com.au)

### 25 - 27 OCT

ITB Asia; Marina Bay Sands, Singapore; for details and to register visit: [www.itb-asia.com](http://www.itb-asia.com)

### 26 - 28 NOV

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

### 20 - 21 FEB

AIME 2018; Melbourne Convention and Exhibition Centre; visit: [www.aime.com.au](http://www.aime.com.au)

## PCOA annual conference

**THE** PCOA Conference & Exhibition has unveiled its program for this year's event on the Gold Coast.

Its theme will be 'MEETING Beyond Tomorrow', with sub-themes of Innovation and Engagement.

The conference begins on Sun 26 Nov at the Gold Coast Convention & Exhibition Centre and features workshop sessions, presentations and networking events over three-days.

Delegates will also have the chance to discuss ways to take the industry forward.

This year will be the 10th anniversary of the event.

**CLICK HERE** to view the PCOA schedule.

## Christchurch thinks smart

**CHRISTCHURCH** is thinking creatively as the city continues to recover from the 2011 earthquake that wrecked havoc through the Canterbury region of NZ.

Speaking to **BEN** at Get Global, ChristchurchNZ said its national business events market share had been 24% before 2011 but dropped to 2% after the quake.

But through its creativity, the city had been able to grow its share to 9%.

ChristchurchNZ Convention Bureau mgr Caroline Blanchfield said until the Town Hall opened in 2019 and the Christchurch Centre was finished in 2020, the city was unlikely to grow its market share much further.

Instead, the city was being innovative by using multiple options, as with the Social Enterprise World Forum which will host its 1,200 delegates at several smaller venues next month.

## Keyless entry at the Hunter

**CROWNE** Plaza Hunter Valley will now allow guests to use smartphones to gain access to their hotel rooms.

Digital keys will be generated by staff, with a guest simply needing to open the app and wave their phone at the front door to unlock it.

## INPLACE Insights



Each month Senior Account Manager **Peter Jackson** of inPlace Recruitment, shares his observations from a recruiter's perspective to help job seekers and employers find the perfect fit.

Peter has over 12 years' recruitment experience in the event and hospitality industry.

## Looking outside the box

**STAFFING** in 2017 has become a frustration for many employers. Placing an ad only to find few (if any) qualified & experienced candidates apply. This is when we need to look outside the box. Businesses tend to focus on traditional skill sets as they yield predictable results.

Non-traditional hires on the other hand can add new energy & creativity to your business. Don't get hung up on 'years of experience' or 'reservation systems' such as EventsPro - focus instead on aptitude, initiative & level of motivation. A candidate who really wants the job will often outperform someone more qualified. A fast learner with six months' experience may in fact have more knowledge than an applicant with two years' experience. A fast learner without EventsPro, could be up and running before you even interview a candidate with the software you desire. Try looking instead at individual's merits & reference feedback & consider a candidate that still has room to grow in the position.