



### Today's issue of BEN

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

## Pullman into Adelaide

**CROWNE** Plaza Adelaide will rebrand as Pullman Adelaide from 01 Oct, after AccorHotels announced it will take over management of the property.

The hotel has 308 rooms and several different event spaces including the Hindmarsh Ballroom, which can seat 380 people and 240 banquet style.

Accor will upgrade elements of the hotel including an Executive Club Lounge.

## MASSIVE INCENTIVE FOR CAIRNS

**CAIRNS** will welcome 8,000 delegates in 2019 for the Amway China Leadership Seminar.

The event is predicted to inject \$50m into the local economy and will be the largest group incentive to come to the Cairns & Great Barrier Reef region.

Federal Minister for Trade, Tourism and Investment Steven Ciobo said the event would boost the local economy, with delegates spending on average three times more than a tourist.

Tourism Tropical North Qld director of Business and Tourism Events Rosie Douglas said the delegates would travel in waves of 1,000 people for five days and four nights each in Apr 2019.

"Hosting events such as Amway China not only raise the profile of the region, but send a clear message globally that Cairns & Great Barrier Reef is a credible world-class business



Credit: Tourism Australia

events destination," she said.

Qld Tourism and Major Events Minister Kate Jones said the trip would show the state's focus on growing visitor numbers from China and capitalising on the Asian traveller boom.

The direct selling company's leadership seminar will include business meetings, sight-seeing

and team-building activities.

Douglas said delegates would have the chance to explore the Reef, the Daintree, and the region's relaxed lifestyle.

It will be the sixth time in 15 years Amway China has selected Australia to host the event, but it is the first time it has chosen a regional destination.

## Take part in the industry's biggest Salary and Employment Survey

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business events news





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31st August 2017

## ADEL OPEN FOR BIZ

**LAST** night the wraps came off of the \$397 million East Building at the Adelaide Convention Centre after a nine year journey.

The centre was opened by South Australian Premier Jay Weatherill who said the expansion provided another venue for events and conferences in SA.

"Our investment in the expansion and renewal of the Adelaide Convention Centre is expected to bring an extra \$1.92 billion into the State's economy over the next 25 years," he said. The opening came

almost thirty years to the day since Australia's oldest convention centre first opened.

Attendees at the opening were also treated to a pyrotechnics, lighting and 'Floating Flames' show and entertainment by Tkay Maidza.

The 20,000m<sup>2</sup> space can be sub-divided into 15 different layouts for events.



## Sydney Sculpture Conference

**THE** Sydney Sculpture Conference will return to Sydney this year, following the success of the inaugural event in 2016.

It will take place during the annual Sculpture by the Sea at Bondi Beach.

Organised by Sculpture by the Sea, the conference will be held at the Sydney Opera House and will feature top international and Australian speakers who will discuss the importance, impact, challenges and opportunities of 'Sculpture: in public space'.

The event will be held on 02 Nov and organisers are expecting 200 delegates from artist, curator, collector, academic and art professional backgrounds to attend.

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

## EEAA State of the Industry

**THE** Global Exhibition Industry (UFI) md & ceo Kai Hattendorf will present a State of the Industry address at the ICC Sydney on 19 Sep.

Hosted by the EEAA, Hattendorf will speak about opportunities and trends in the industry.

Tickets start from \$100pp for members and \$120pp for non-members.

The address is part of UFI's visit to Sydney for a series of talks in Sep (**BEN** 21 Aug).

Attendees must RSVP by 11 Sep - **CLICK HERE** to register.

## Victoria event planners guide

**BUSINESS** Events Victoria has released the 2017/18 Regional Victoria Planner's Guide for meeting and event planners.

The redesigned guide will highlight what is available for events from board room retreats to conferences of 1,000 people.

New venues such as Jackalope Hotel and the redeveloped RACV Cape Schanck are featured.

**CLICK HERE** to receive a copy.

Get up to date with Tassie's MICE scene in the September issue of *travelBulletin*.

**CLICK** to read *travelBulletin*

## Ransom to speak at CINZ

**CINZ** has named Australian global strategist Holly Ransom as a panel member for the annual conference in Dunedin.

Ransom will share her insights into motivating millennials.

She will join Deborah Sexton from PCMA on the panel (**BEN** 21 Aug).

The event runs 24 to 26 Oct.



**FORGET** lockers for gym clothes or to store your items at an event, the latest locker trend is whisky.

A whisky lounge in New Zealand is renting lockers for whisky club members, which are used to store their bottles in between visits.

While there is only one locker left, there is room for 13 more if there is demand.

To get a locker, you need to purchase a bottle from the bar and sign up for a one-year NZ\$250 membership.

Members get the privilege of a seat in the lounge and someone to pour their drink.

## AFTA TRAVEL PAGES HAS A NEW HOME IN 2018

**CLICK HERE** to request a media kit or call 1300 799 220.



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# CHRISTMAS VENUE GUIDE



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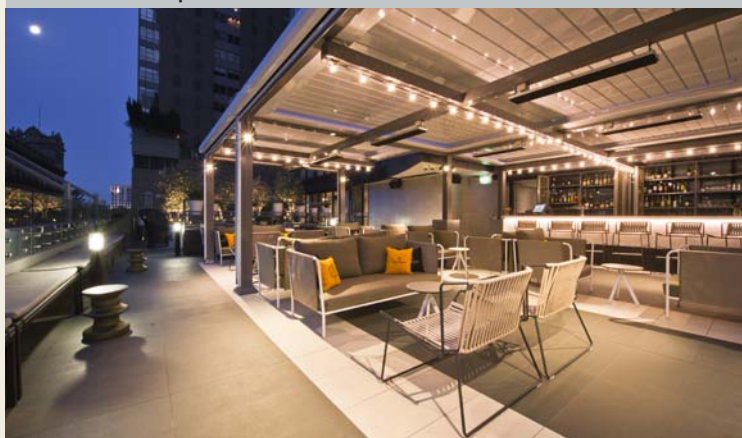
Looking for a Christmas venue or staff celebration?  
**Business Events News** guide to 2017/18 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## Sheraton Melbourne Melbourne, VIC

**Book your Christmas party at Sheraton Melbourne Hotel before 30 September and make the most of our Early Bird Offer!**

Impress your colleagues with a champagne and canapé package under the stars at the award winning Terrace Bar, voted 'Hotel Bar of the Year' at the 2016 TAA (VIC) Accommodation Awards for Excellence. Visit our website or contact us to learn more.

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## Pop-Up Christmas Carnival at Sydney Showground | Sydney, NSW

For the first two weeks in December, Sydney Showground will be transformed into a unique venue ready to host your Corporate Christmas party. The Pop-Up Christmas carnival will feature rides, pantomimes, roving entertainment, pop-up eateries and gourmet food trucks. Just imagine how much fun your team could have at this year's Christmas party! Packages can be tailored to suit your company's requirements and start from \$80 per person.

For more information please call 02 9704 1111 or  
Email: [sales@sydneyshowground.com.au](mailto:sales@sydneyshowground.com.au)



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## Novotel Melbourne on Collins Melbourne CBD, VIC

Celebrate in style at Novotel Melbourne on Collins with a variety of merry meals and dashing drinks that everyone is sure to enjoy at your end of year function.

Book your festive function before 30 September 2017 to receive a **complimentary upgrade** from the Classic to Silver beverage package when quoting 'Christmas Joy'.

To enquire or book, please call 03 9669 8635 or email  
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