



ICC SYD CELEBRATES ONE YEAR

ICC Sydney will mark its first 12 months of operation on Wed, with the centre's ceo Geoff Donaghy saying the period has exceeded all expectations.

Speaking to **BEN** ahead of the milestone, Donaghy said ICC Sydney couldn't be happier with the way the first year went.

"We set ourselves a lot of ambitious targets with a great deal of expectations," he said.

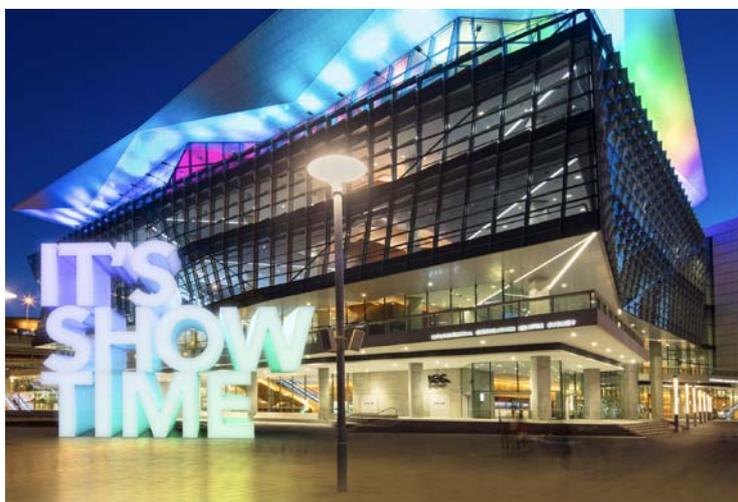
"We've ticked every box of our expectations. A big part of it was to get Sydney back on the national and int'l map after not having a centre for three years."

Donaghy added that establishing a culture was at the forefront of the first year.

"It's really been our people and our culture that have helped create extraordinary experiences for our clients. That has probably been the most leading aspect of the first year for me," he said.

Donaghy said the reputation and brand ICC Sydney built had lifted Sydney's ability to secure and target major events since opening last year.

"We were able to do that even



in the construction period by securing events for the first few years before we opened."

Before ICC Sydney opened its doors last year, Donaghy said many people considered the centre to be too ambitious in aiming to have 300 events on the books before opening.

"We ended up with 500 events booked before the centre opened, which was fantastic," Donaghy said.

Key events for ICC Sydney in 2017 included the Int'l Bar Association Conference which

had 4,500 delegates from 120 countries in Oct.

The centre also hosted 8,000 delegates for an Amway China incentive event.

Looking to 2018, Donaghy said the centre was ready to host 8,000 delegates for Sibos - the largest financial services conference in the world.

"This is the first time that Sibos has ever booked a venue while it was still under construction. That was a major vote of confidence for us during the construction phase."

Sydney wins key cultural event

SYDNEY will host 1,200 global heritage experts in 2020, at the next Triennial General Assembly of ICOMOS, the International Council of Monuments and Sites.

This will be the first time this event has been held in Australia, and it will generate an estimated \$4 million for the visitor economy.

BESydney ceo Lyn Lewis-Smith said the event would leave a powerful legacy by raising awareness of NSW's cultural heritage.

The 2020 opening ceremony will be held at the Sydney Opera House, while delegates will also visit heritage sites including the Hyde Park Barracks and the Blue Mountains.

The event will also highlight stories and techniques for conserving important cultural sites.

ICOMOS has over 10,000 members globally including architects, historians, planners and archaeologists.



Credit: Tourism Australia.

Today's issue of BEN

Business Events News today has two pages of news plus a full page from **One&Only Resorts**.

Melbourne nod for AIME

MELBOURNE Convention Bureau (MCB) and Solution Entertainment will partner again to deliver the Asia-Pacific Incentives & Meetings Expo's (AIME) welcome event.

The event will take place at the heritage-listed Ormond Collective by The Big Group and will act as a platform to launch the venue after undergoing refurbishments to the building and gardens.

Ticketing for the event is now limited to official exhibitors, hosted buyers, registered trade buyers and hosted media, with trade suppliers no longer having access to the event.

MCB ceo Karen Bolinger said changes were designed to ensure exhibitors had the best chance to connect with buyers in response to attendee feedback.

Tickets are available to purchase through the exhibitor portal, or once registered as a trade buyer at aime.com.au.

Luke Pearl gets Royal ICC role

THE Brisbane Showgrounds is pleased to welcome Luke Pearl as its new gm of operations.

Pearl will lead a team focused on F&B, event planning and venue service at the Royal International Convention Centre.



WELL it turns out that Santa Claus doesn't just impress the world with his generosity once a year - it's twice!

The Sunday River Ski Resort's 18th annual Santa event recently took place in western Maine and saw multiple Kris Kringles hitting the slopes on skis and snowboards to raise money for the local community.





Discover why the NT is ready for your next convention in the December issue of travelBulletin.

CLICK to read
travelBulletin

SUN COAST TROUBLE

VIST Sunshine Coast is calling for a new five-star accommodation development after experiencing a drop in int'l visitor expenditure of 11.9%.

The organisation's ceo Simon Latchford said the lack of five-star accom meant the region was missing out on attracting high-level leisure and conference business.

"That premium sector of the market is now being courted by destinations up and down

the east coast because they can offer outstanding new accommodation and conference venues," he said.

"Brisbane recorded an 11.2% increase in visitor expenditure on the back of its new hotel inventory, because it allows the city to attract additional events and conferences."

The last five-star hotel to be developed was the Hyatt Coolum, over 30 years ago.

The property has since closed under the ownership of Qld businessman Clive Palmer.

Visit Sunshine Coast chair David Ryan said the time was right for a new five-star hotel with the redeveloped airport to open in 2020.

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

09 FEB

Gold Coast Connect Brisbane; The Customs House Brisbane; RSVP here: www.goldcoast.com

20 -21 FEB

AIME 2018; Melbourne Convention and Exhibition Centre; visit: www.aime.com.au

7 - 11 MAR

ITB Berlin; Messe Berlin ExpoCenter City; for details see: www.itb-berlin.de

15 - 19 APR

ATE 2018; Adelaide Convention Centre; register here: www.events.tourism.australia.com

6 - 8 MAY

MEA 2018; Adelaide Convention Centre; register to attend: www.mea2018.com.au

DMS Connect roadshow 2018

DMS Destination Marketing Services will hold its interactive roadshow again next year in Sydney, Melbourne and Auckland.

DMS Connect is billed as the market's only event with a high volume of DMC experts under one roof.

The roadshow allows delegates to discuss partnership with major airlines, hotel chains and tourism boards.

The Sydney event will be held on 22 Mar at Doltone House, while the Melbourne event is on 21 Mar at the Maritime Room.

PCO

Update

PCO Association announces an individual winner of the PCO ASSOCIATION PRESIDENT'S AWARD

ALEC Gilbert the retiring chief executive of the Adelaide Convention Centre has been awarded the PCO Association Presidents Award for his services to Adelaide Convention Centre and the business events sector in South Australia and Australia.

Barry Neame, president of the PCO Association, announced the Award at a luncheon of business events professionals in Canberra last week.

The award is given at the discretion of the PCO Association management team to an individual, member or someone who has demonstrated excellence in business events that has value added to professional development and the economy.

Mr Neame said one of Mr Gilbert's greatest accomplishments was the \$397M redevelopment of the Adelaide Convention Centre.

"He has a widely acknowledged reputation for being an innovator and strong proponent of the value of business events.



"His contribution to South Australia's business events via the Convention Centre, along with his involvement with SA Tourism, the Convention Bureau, and Business Events Council Australia has been outstanding."

Mr Gilbert, after 12 years of outstanding achievement, has said the time is right to implement a succession plan to transition management of the Adelaide Convention Centre.

He is remaining chief executive at the centre until the end of this month to facilitate a management transition to Simon Burgess, who has held the position of director of convention and exhibition sales at the centre for more than five years.



EDITORIAL

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