

EDITOR: BONNIE TAI



PORT STEPHENS LAUNCHES BIZ EVENT GUIDES

DESTINATION Port Stephens (DPS) will launch two new business events guides and a brand slogan 'Unconventional Port Stephens' at AIME, in a bid to attract more high-yielding corporate visitors to the region.

The Meeting and Incentive Planners Guide and Venue and Suppliers Reference Guide showcase locations that can accommodate up to 500 delegates and year-round experiences such as dolphin watching, sandboarding, parasailing, golf and seafood sunset cruises.

Local suppliers including caterers, AV professionals and event managers are also highlighted.

DPS bdm Rebecca Morley said the new brand slogan aimed to highlight how Port Stephens was "easy on the eye, easy on the budget, easy to get to and easy to work with".



"We want companies to see that you can successfully mix business with pleasure in Port Stephens," Morley explained.

A key focus of the push is to zone in on more incentive business from Asian markets like China, India and Taiwan.

"The arrival of 3,000 Chinese

Amway incentive delegates to Port Stephens last month showed we have prized scenery and experiences that can draw more of this high-yielding business here, with the region enjoying the economic benefits," she said.

DPS will also use its two new

guides at other business events shows throughout the year and has forwarded them to 500 corporate event planners across Australia, New Zealand and Asia.

Tourism operators in Port Stephens backing the campaign and featuring in the guides include Newcastle Airport, Fly Pelican, Moonshadow TQC Cruises, Sand Dune Adventures, The Anchorage, Imagine Cruises, Quad Bike King, Fighter World, Port Stephens Paddlesports and Port Stephens Beachside Holiday Parks.

Destination Port Stephens will be representing these partners at the AIME event in Melbourne from 20-22 Feb.

For more information, visit www.portstephens.org.au.

Today's issue of BEN

Business Events News today has two pages of news.

CINZ expands stand ahead of AIME

IT WILL be easy to spot Conventions and Incentives New Zealand (CINZ) at AIME this year, with the organisation exhibiting on a new, larger stand with Tourism New Zealand and 14 partners.

The stand will be highlighting the newest venues, wide range of destinations, attractions, and experiences on offer in NZ.

CINZ's 2017 New Zealand Event Planners' Guide will be available on the stand, and hosted buyers will be invited to apply for CINZ Meetings 2017.

ACB scores two major events

TWO significant events within the beverage category have been secured by the Adelaide Convention Bureau for 2017.

The Australian Craft Beer Industry Association's national conference, expo and awards will beckon some 500 craft beer brewers and industry personnel to the city in Jul.

In addition, the world Whiskies and Spirits Conference will hold the first of three functions in Adelaide in 2017 (plus 2019 and 2021), marking the first time the event has been held outside the UK and USA.

Platinum to build on 2016 success

PLATINUM Travel Corporation's director Andy Buerckner revealed growth aspirations following a "very successful 2016".

"2017 is a year of fresh and exciting opportunities for business/leisure travellers and event managers with the expansion of Platinum's network of offices a key focus," Buerckner said.

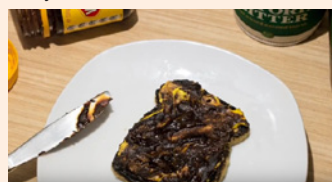
"Network expansion together with development of new products, services and capabilities will meet the evolving needs of our current clients and also attract new customers and alliance opportunities, all aimed at providing superior services and benefits for clients".



■ **PLEXOR** Lane Cakes has reinterpreted one of Australia's most iconic breakfast foods: Vegemite on toast.

The Victoria-based baker has improved the savoury treat by turning it into a sugar cookie by first moulding the biscuit into the shape of bread, before slathering on lashings of dark chocolate icing to resemble the yeast spread.

CLICK HERE to view how they did it.





Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au

9 FEB

Gold Coast Connect Brisbane; Grand Ballroom, Hotel Grand Chancellor Brisbane; to RSVP see goldcoast.simpleviewinc.com

21-22 FEB

AIME 2017; Melbourne Convention and Exhibition Centre; for more info visit www.aime.com.au

6 MAR

DMS Connect; Ivy Ballroom, Sydney; for details see www.destinationmarketing.com.au

7 MAR

DMS Connect; Park Hyatt Melbourne; for details see www.destinationmarketing.com.au

8-12 MAR

ITB 2017; Messe Berlin ExpoCenter City; for more info visit: www.itb-berlin.de

9 MAR

DMS Connect; The Maritime Room, Auckland; for details see www.destinationmarketing.com.au

30 APR - 2 MAY

MEA Conference; International Convention Centre Sydney (ICC); for more info see: www.meetingevents.com.au

14-18 MAY

ATE 2017; International Convention Centre Sydney (ICC); details at: www.tradeevents.australia.com

AIME SAXTON LINEUP

A **PANEL** of industry experts will take the stage at the upcoming Asia-Pacific Incentives and Meetings Expo (AIME).

The Saxton Up Close and Personal sessions, which feature panel guests Chris Riddell, Marita Cheng, Dr Catherine Ball and Brad Howarth, are filling up fast, says AIME event director Ian Wainwright.

"We are excited to offer such a diverse range of speakers for our 25th anniversary to truly

make this year a spectacular event," said Wainwright.

Other sessions include Global Success in Media and Music (21 Feb 1:15pm), Mindfulness... why all the hype? (21 Feb 3pm), The Cutting Edge Workplace (22 Feb 11am), and From Little Things Big Things Grow (22 Feb 1:15pm).

To see the full schedule of speakers and topics available, visit aime.com.au/KnowledgeSessions.

MEA kicks off year with a bang



MEETINGS & Events Australia's (MEA) first event this year was deemed a success by the group's ceo Robyn Johnson.

Johnson outlined some of the organisation's big plans for this year, as guests enjoyed delectable canapes, refreshing cocktails and freshly shucked oysters.

The next set of MEA events will be held in SA and Vic.

Eventhouse launches in Cronulla

THE Rydges Cronulla has transformed into Eventhouse Cronulla, Sydney's newest boutique hotel brand.

It comprises 84-rooms and suites and offers complimentary wi-fi and coffee pod machines in each room.

The hotel also offers a flexible conference level overlooking the outdoor pool and can accommodate up to 175 guests.

Visit www.eventhouse.com for more information.

BEN ON

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Each month Business Manager for inPlace Recruitment, **Ben Carnegie**, writes his observations from the recruiter's perspective to help job hunters find the perfect job. Ben has over 15 years working in five-star hotels and the MICE industry and has worked on some of Australia's biggest events.

Are you ready?

2017 is looking likely to be a year of change across the industry. The past two years have seen many people with their heads down, working away on their strategic plans, getting runs on the board and due to this, never allowing for the time to see what potential opportunities may be out there. If things continue as they are, that is all about to change. But before that happens you do need to be ready. Dust off the CV, update it with all the achievements you've had recently so that when the right role comes, you are ready to pounce. The best jobs disappear very quickly and in the time it takes to update your CV, your dream job may already be gone. This year so far has been unique in that there is movement from frontline to senior executive roles. Your dream job may be here sooner than you think!

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.businesseventsnews.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)

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Publisher/Editor in Chief: Bruce Piper
Editor: Bonnie Tai
Contributors: Bruce Piper, Guy Dundas, Nathalie Craig, Jasmine O'Donoghue
Advertising: Sean Harrigan and Melanie Tchakmadjian
Business Manager: Jenny Piper

Managing Editor: Jon Murrie
info@businesseventsnews.com.au
Jasmine O'Donoghue
advertising@businesseventsnews.com.au
accounts@businesseventsnews.com.au

