



## IHG EXPANDS IN REGIONAL NSW

**THE** InterContinental Hotels Group (IHG) has expanded its portfolio in NSW with the addition of two high-profile properties outside Sydney.

The former Sebel Resort & Spa Hawkesbury Valley (pictured), one of the most popular conference properties at the foot of the Blue Mountains, will from this week operate as the Crowne Plaza Hawkesbury Valley.

It has been joined in the IHG stable by the Kirkton Park Hunter Valley, an upmarket estate suited to corporate retreats which has also worn the Sebel brand until now.

Both properties have long targeted the Sydney corporate markets for out-of-town events, as well as interstate and overseas guests able to travel within 1-2 hours of the city.

"We are delighted to welcome these two stunning hotels to



the growing IHG family," said the group's chief operating officer Australasia Karin Sheppard.

"Just a short drive from Sydney, both properties offer world-class facilities and an oasis of calm sophistication," she said.

The 105-room Crowne Plaza Hawkesbury Valley is set among 8ha of gardens outside Windsor, with eight formal and five

informal meeting rooms, two restaurants and leisure facilities including tennis courts, adjacent golf courses and the Villa Thalgo Day Spa.

The 70-room Kirkton Park Hunter Valley has five meeting rooms and four breakout rooms, situated on 28ha of rolling countryside with mountain views near Cessnock.

### Today's issue of BEN

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

## GCBE appoints BD executive

**GOLD** Coast Business Events has appointed Melissa Beazley as business development executive.

Beazley was previously business development executive at Crowne Plaza Surfers Paradise.

She has a background in business events on both the operations and business development side.

In her new position, Beazley will be responsible for the association and corporate market, as well as Victorian PCOs.

## Captain Cook to run ICC ferry

**CAPTAIN** Cook Cruises will commence a ferry service to the International Convention Centre Sydney (ICC Sydney) from Circular Quay after being awarded a NSW Govt contract.

The ferry will commence in four weeks, operating daily from early morning to early evening between the ICC Sydney, Barangaroo and Circular Quay.

General manager of Captain Cook Cruises Anthony Haworth, said further route options were also under active consideration.

"It will provide a simple transport solution that will cut travelling time for delegates and visitors to and from Circular Quay and the Barangaroo/King Street Wharf to the ICC," he said.

Services will be operated by catamaran ferries that can hold up to 60 passengers.



## Mumbrella & EEAA partner

**EXHIBITION** and Event Association of Australasia (EEAA) joined forces with Mumbrella to recognise the best use of face to face/ interaction marketing at last week's Mumbrella Awards.

The inaugural award went to health fund HCF's Hands On campaign involving events with the National Breast Cancer Foundation around the country.

EEAA chief executive Joyce DiMascio said the sponsorship of the award was designed to get exhibitions and events on the radar of those who influence marketing spend.

The awards were held at The Star Sydney on Thu.



**ARE** you a Taco lover, or looking for a unique wedding venue?

From 07 Aug, couples will be able to tie the knot at Taco Bell's flagship Las Vegas Cantina restaurant.

Ring in at US\$600, the wedding package is complete with a ceremony and a private reception area for 15 guests.

If that is not enough to entice you, the bride and groom will even get customised Taco Bell merchandise including branded champagne flutes, a Taco 12 Pack, a Cinnabon Delights cake and, last but certainly not least, a sauce packet bouquet.



Catch up on the latest NZ MICE news in the July issue of *travelBulletin*.

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## 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)

### 20 - 21 JUL

The Travel Industry Exhibition & Conference; Luna Park Sydney; register here: [travelindustryexpo.com.au](http://travelindustryexpo.com.au)

### 25 - 26 JUL

The Travel Industry Exhibition & Conference; MCEC Melbourne; register here: [travelindustryexpo.com.au](http://travelindustryexpo.com.au)

### 28 JUL

Get Global – Where the World Meets; International Convention Centre Sydney (ICC); read more: [www.getglobal.com.au](http://www.getglobal.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)

## PERFECT IN ADELAIDE

**SOUTH** Australia welcomed 3,000 Perfect China delegates over 10 days last month in the state's first large scale incentive tour to date.

Broken into groups of 500, each party spent four days in Adelaide experiencing its food, wildlife and lifestyle.

The delegates added more than \$11.2m to the state's visitor economy during their trip.

Initially Perfect China wanted to send 200 VIP's to Adelaide, but had a change of mind after a site inspection and decided to send the entire group.

Damien Kitto, ceo of Adelaide Convention Bureau, said there were plans in place to grow the large tour market after launching the state's offerings

at Dreamtime 2015.

"We are already working with a number of other operators from China and South East Asian countries and look forward to making further announcements in due course," Kitto revealed.

During their stay, the delegates had a chance to visit sites including the Art Gallery of SA, the SA Museum, Cleland Wildlife Park and Adelaide Botanic Gardens, and made cider at Glen Ewin Estate.

Kitto said a key to producing the itinerary was meeting cultural sensitivities, and that it had been a challenge to avoid SA's most famous produce - its wines - in order to avoid conflict with Perfect China products.

## Rosso to MC Luxperience

**LUXPERIENCE** has announced that comedian and TV and radio presenter Tim 'Rosso' Ross will once again be the event's master of ceremonies.

Rosso will entertain delegates at a welcome reception to be held this year at Hilton Sydney.

He will also introduce attendees to the Thought Leaders Forum, whose presenters will be named at a later date.

Luxperience will be held at Australian Technology Park from 17 to 20 Sep.

## ICC wins best venue award

**INTERNATIONAL** Convention Centre Sydney (ICC Sydney) has been named Australia's best conference venue at the recent Qantas Business Travel Awards.

Geoff Donaghy, ceo of ICC Sydney, said the venue was delighted to receive industry awards after only six months of operation.

In the same awards, Elements of Bryon Bay won best large-scale corporate retreat and Inchcolm Hotel & Suites in Brisbane won best meeting room with its Foxtrot Room.

## 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.

## Job Descriptions

**A NECESSARY** evil and task that often gets put on the back burner. Employers, you may well be doing yourself an injustice if you don't action this task BEFORE looking to hire staff. Firstly the most apparent benefit of having an up-to-date job description is for potential applicants to enhance their understanding of the job they are applying for - inadvertently filtering out unsuitable candidates. Secondly, by having a job description you increase the professionalism of your brand. Finally, having a job spec will give you a clear picture of the skills needed to perform the job thus allowing you to tailor your interview questions around the outcomes specific to the job. Ideally a job description should be written by someone currently doing the role and not a third party or HR division who are often removed from the daily tasks. A job description is also a great tool for performance measuring, staff reviews, goal setting, promotion and salary scaling.