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21-24 SEPTEMBER 2017

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ALICE 17
STAMPEDE





REGIONAL EVENT PUSH FOR NSW

THE NSW Government is preparing to release a Regional Conferencing Strategy aimed at driving events beyond Sydney and into the state's other cities and rural centres.

The plan follows the appointment of Stephen Mahoney as the new general manager regional at Destination NSW and will seek to boost the \$145 million annual spend of delegates at regional events.

NSW Minister for Tourism and Major Events Adam Marshall said the regional conferencing market represented a significant opportunity for the state.

"Increasing conferencing and business events in rural and regional NSW is one of our top priorities," Marshall said.

"We are developing a Regional Conferencing Strategy to drive and assist rural and regional operators in securing more conventions, meetings and other business events.

"The Regional Conferencing



Strategy will involve working closely with industry and the six Destination Networks to build capacity in rural and regional areas and harness our unique tourism offerings to ensure every corner of our state reaps the benefits of national and international business events.

In the year ended Mar 2017, there were 247,200 international and domestic overnight and day trip conferencing visitors to rural

and regional NSW, who stayed 356,000 nights.

"Business events have the capacity to deliver high-yield, concentrated bursts of activity which as a result, encourages repeat tourism, creates more jobs and helps profile towns or regions to new audiences," Marshall said.

"We look forward to growing the conferencing industry and opportunities for rural and regional NSW."

Today's issue of BEN

Business Events News today has two pages of news plus a front cover page from Northern Territory Convention Bureau.

NT mega famil

THE Northern Territory Convention Bureau (NCTB) and the Alice Springs Convention Centre are jointly staging the Alice Stampede mega-familiarisation event from 21 to 24 Sep.

The famil will be held in Alice Springs and qualified conference and event planners are encouraged to register their interest.

A highlight of the famil is the Parrtjima – a Festival in Light, which is being staged just out of the city in the MacDonnell Ranges from 22 Sep to 01 Oct.

See **Cover Page** for more.

Great Ocean hotel funding

THE Wye Beach Hotel project will receive \$450,000 from the Australian Government as part of its plans to improve offerings on the Great Ocean Road.

Federal funding will go into expanding the existing hotel and to enable weddings, conferences and other events.

Private investment of \$450,000 will bring the total investment into the improved Wye Beach Hotel facilities to \$900,000.

Funding was also given for the construction of a working winery and cellar door at Fyansford Paper Mill.

MCG new a la carte event menu

EPICURE has launched a new gala dinner experience as part of its service at the Melbourne Cricket Ground.

The catering and event specialist has made its a la carte menu available for functions held in the Jim Stynes Grill.

This is the first time an a la carte option has been on offer for group events at the MCG, and is aimed at conferences and events of between 50 and 150 people.



SERVED with a sword to keep the gigantic burger in one piece, this piece of art is the perfect meal for your next conference event.

The burger contains a massive 10 meat patties and has several layers of cheese and bacon.

To make it event more healthy, they've put a piece of lettuce and tomato on it.

The US\$40 beast is served at Stari Pisker, in the Slovenian town of Celje.

If you can eat the burger in 30 minutes it is free.



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EVENTS AUTHORITY WINS

THE Events Authority has taken out the Best Business Events Travel Agency title at the National Travel Industry Awards in Sydney on Sat night.

Sharon Levingston, head of events at The Events Authority, said it was a great honour to have won the event in the group's first year of being nominated in the category. "It's a real privilege especially

when we were up against a line-up of strong contenders... we feel very fortunate to have won that tonight," she said.

Levingston said over the past year, the firm had focused more on business events, which she believed set the division apart from its competition.

The Events Authority is part of travel management company The Travel Authority.

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

28 JUL

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

17 - 20 SEP

Luxperience; Australian Technology Park, Sydney; registrations now open: www.luxperience.com.au

25 - 27 OCT

ITB Asia; Marina Bay Sands, Singapore; for details and to register visit: www.itb-asia.com

26 - 28 NOV

PCOA Conference; Gold Coast Convention and Exhibition Centre; details here: www.pco.asn.au

20 - 21 FEB

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

Christchurch wins Animals

CHRISTCHURCH has won an international bid to host the Australasian Animal Studies Association (AASA) Conference in Jul 2019.

Over 250 animal experts from Australia and other international locations are expected to attend the conference, which will be held in New Zealand for the first time.

The event will be held at the University of Canterbury.

New Melb resort

A NEW \$35 million four-star resort under development in Melbourne's northern region will open its doors in 2018.

The Marnong Estate will offer homestead accommodation and a conference space with a capacity for up to 250 people.

A restaurant with a similar capacity is also planned.

The hotel will be 35 minutes from the Melbourne CBD.

ICESAP launches in China

THE Incentive Conference & Event Society Asia Pacific (ICESAP) has signed a deal with the China Council for the Promotion of International Trade (CCPIT) to launch the ICESAP developed Agency Accreditation Scheme across China.

CCPIT will take the lead in the implementation of the scheme and has already completed translation & modification steps in preparation for government approved commencement in Sep.

Secretary general of CCPIT, Jack Yao said there were over 30,000 intermediary agencies in the China MICE market and he expected 6,000 of these groups to be members in two years.

"Our scheme comes at a time when China is strongly supporting industry self-governance and compliance programs."



Destination NSW

Business Development Officer – Regional Conferencing

- Ongoing, Full Time
- Sydney CBD – The Rocks
- Total Remuneration Package (\$112,608 - \$124,090)

About the Organisation

Destination NSW is a Public Service Executive Agency with responsibility for developing and implementing strategies to grow the visitor economy. Our particular focus is on driving tourism and acquiring and developing major sporting and cultural events for Sydney and Regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim to secure more international conventions, incentive travel reward programs, corporate events and exhibitions for Sydney and Regional NSW.

For more information about Destination NSW please visit our website at www.destinationnsw.com.au

About The Role

Assist in delivering Destination NSW's Regional Conferencing Strategy and Action Plan and work with industry on business development programs for Regional Conferencing to achieve targets and objectives to drive growth of the visitor economy in Regional NSW.

Applying for the Role:

Applicants should respond to the following two targeted questions in a covering letter [maximum two pages] as well as supplying an updated copy of their resume [maximum five pages] with relevant skills and experience and identifying how these relate to the capabilities of the role.

1. Describe your approach to conferencing sales lead generation detailing your experience in building and maintaining relevant stakeholder databases of corporate meeting planners, professional conference organisers and association executives across multiple sectors and/or geographic locations.
2. Could you provide an example of a time you have led, developed or worked on a business events bid that focused on promoting a particular geographical region, sector or unique geographic experience?

Closing date: 6th August 2017 at 11:59pm

Enquiries: Helen Parker – 02 9931 1145 or helen.parker@dnsw.com.au

Applications must be lodged electronically via the I Work For NSW website. Applications submitted via email will not be accepted.