



HYATT PLACE MELBOURNE OPEN

AUSTRALIA'S first Hyatt Place hotel opened with fanfare last Thu night, in an all-star event which featured Victorian Premier Daniel Andrews and Aussie pop celebrity Guy Sebastian.

After welcome drinks in the hotel foyer the Melbourne glitterati guests proceeded to the adjacent Australian Events Centre, which joins the hotel as part of the Essendon Fields development backed by tycoons Lindsay Fox and Max Beck.

The \$60 million, 166-room Hyatt Place is located just 6.5km from Melbourne airport and 10km from the CBD, meaning it is ideally located for meetings and events avoiding the congestion of the city.

"Not only is it strategically located at the entrance to Essendon Fields, but will make it possible for business or busy travellers to meet, organise conferences or just stay in Melbourne's north-west



- a region that supports more people than the Gold Coast," said Essendon Fields chief executive officer Chris Cowan.

He said Hyatt had been selected to operate the hotel after a global search, and the group's proposal to create Australia's first Hyatt Place branded property "perfectly fitted our need for a point of difference in the hotel and hospitality sector".

Hyatt area vice president, Pacific, Robert Dawson said the Hyatt Place brand has been designed for the multi-tasking, 24/7 lifestyle of modern travellers.

The "select service" offering includes high-speed wi-fi, a free hot breakfast, a gym and 24/7 "gallery menu and market".

Owner Max Beck is **pictured** with his team and dignitaries as they cut the official cake.

Today's issue of BEN

Business Events News today has three pages of news plus a full page from **Novotel Brighton**.

Events Centre on show

THE opening of Melbourne's new Hyatt Place hotel (see main story) also showcased the Australian Events Centre (**BEN** 22 Sep 2016), with attendees enjoying a fabulous array of food stations, intriguing artworks and displays and a Guy Sebastian performance.

The centre floor featured artefacts from the career of co-owner Lindsay Fox - including his first delivery vehicle which has been fully restored (**below**).



Artworks commissioned for the centre feature Australian themes, with a stunning fresco painting in the foyer created by Eolo Paul Bottaro, who was at the event to interpret the piece for guests.

More photos from the Hyatt Place launch at facebook.com/BusEvNews.

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Novotel deal

NOVOTEL Sydney Brighton is offering a discount delegate meeting package for events held by 30 Sep.

The deal starts at \$299pp and includes a full buffet breakfast, a full day meeting package and one night's stay at the hotel.

Read more on **page 4**.

Looking for a convenient location on the Northern Beaches for your next meeting or corporate event?

Take a look at Balgowlah RSL's newly renovated function areas including The Wine Room and the Seaforth Function Centre.

The Wine Room offers:

- Separate bar, terrace & restaurant area
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Visit our website balgowlahrsL.com.au or contact our Functions Manager on **9949 5477** / functions@balgowlahrsL.com.au to receive a copy of our latest functions and groups packages.





See what outside the square incentive ideas Asia has to offer in the June issue of *travelBulletin*.

CLICK HERE to read **travelBulletin**

MCG KICKING GOALS FOR EVENTS

venue spotlight

IT'S been the site of many of Australia's greatest sporting moments, from the 1956 Olympics and 2006 Commonwealth Games, to the annual AFL Grand Final and cricket's Boxing Day Test.

But the Melbourne Cricket Ground (MCG) has also become one of the city's top business events venues, last year attracting more than 150,000 people for functions outside match days.

With 29 event spaces across the arena, the MCG can cater to functions for between 10 and 1,000 people at a time.

Many of its function spaces have sweeping views around the ground and its 100,000-seat stands, offering an impressive backdrop through floor-to-ceiling windows.

The stadium's giant



scoreboard and other signage can also be incorporated with event branding, providing a high-impact welcome for conference delegates and corporate sponsors.

Aspects of the ground's fame and history can be used to flavour an event, with many conferences beginning with

guided MCG tours or visits to the National Sports Museum.

Highlights include visiting the members' Long Room, player change rooms and a walk on the arena boundary, while the museum houses more than 2,500 objects from Australian sporting history.

Among major spaces at the

MCG are the 900m² Members Dining Room with capacity for up to 1,000 people for cocktails, the 779m² Olympic Room for up to 800 people, and the 606m² Betty Cuthbert Lounge with an adjoining 365m² Olympic Atrium.

Other spaces range from 150m² to more than 700m², in addition to a series of different bar and restaurant options.

Catering at the MCG is provided by Epicure, which recently introduced a new menu offering with a la carte dinner options for 50 to 150 people in the freshly refurbished Jim Stynes Grill.

The MCG is also home to Epicure's Culinary Centre which hosts food and beverage training, menu planning and tasting sessions.

For more info **CLICK HERE**.



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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@businesseventsnews.com.au

20 - 21 JUL

The Travel Industry Exhibition & Conference; Luna Park Sydney; register here: travelindustryexpo.com.au

25 - 26 JUL

The Travel Industry Exhibition & Conference; MCEC Melbourne; register here: travelindustryexpo.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

ASEAN GOVT TENDER

THE Federal Government has opened tenders for an events management service to deliver aspects of next year's Association of Southeast Asian Nations (ASEAN)-Australia Special Summit.

The event will be held in Sydney, 16 to 18 Mar.

Its centrepiece will be a leader's summit and retreat, to be attended by the heads of state of 10 ASEAN countries as well as the organisation's secretary general and up to 500 delegates and 300 media.

Other aspects will include a counter-terrorism conference,

a business summit and a youth round table.

"The summit is an historic and unprecedented opportunity to strengthen Australia's strategic partnership with ASEAN and deliver tangible economic and security benefits to Australia," Prime Minister Malcolm Turnbull said in Feb when announcing Sydney as the host city for the event.

The Dept of Prime Minister & Cabinet has now requested tenders from companies able to manage various sized events associated with the summit.

CLICK HERE for full details.

EEAA Board members

THE Exhibition and Event Association of Australasia (EEAA) has welcomed two new board members, following its AGM.

Felicity Zadro, md of Zadro and Ross Ferrar, ceo of Gaming Technologies Association will join president Spiro Anemogiannis on the board.

Brian Thomas of Reed Exhibitions Australia is back as vice president.

Super Bowl agency

MELBOURNE-BASED DMC Insider Experience has been named as the local agent for the Super Bowl 52 hospitality program operated by NFL partner On Location Experiences.

Insider Experience ceo Karine Bulger said the agreement was a "game changer" for the local market with interest in NFL surging and a range of VIP activities on offer - **CLICK** for more.



with Karen Sainsbury

PCO Association conference & exhibition update 2017

THE sell-out sign has gone up early for exhibition booths at the 2017 annual conference of the Professional Conference Organisers' Association.

The sell-out is the fifth in a row for the event and has come five months ahead of the conference, to be held at the Gold Coast Convention and Exhibition Centre between 26 and 28 November 2017.

Barry Neame, the PCO association president, said the clamour for the 60 booths illustrated the value suppliers placed on being able to build a rapport with those working in the conference and events industry.

"The suppliers are aware of the quality of the delegates at the conference and the role they have in making decisions.

"There can be enormous benefits, both in time saved and product choices, in having a wide range of new products and offerings displayed in one place at one time."

For more information on the Conference Program, Sponsorship and Registration opportunities log onto www.pco.asn.au/conference/.



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