



## DIGITAL EVENT FOR BRISBANE

ASIA's largest computer graphics conference has chosen Brisbane as the host city for its next event, expected to bring 6,000 people to the Sunshine State.

To be held in late 2019, the SIGGRAPH Asia conference and exhibition will attract some of the world's top technical and creative talents for four days of discussions and demonstrations.

It will include a Computer Animation Festival which will showcase some of the latest visual effects and digital animation techniques.

The event was secured for Australia by a bid led by Brisbane Marketing, Tourism Events Queensland, the Brisbane SIGGRAPH chapter and the Brisbane Convention and Exhibition Centre (BCEC).

Brisbane Lord Mayor Graham Quirk said securing SIGGRAPH Asia demonstrated the city's growing influence in the Asia-Pacific region.

"The conference component of SIGGRAPH Asia will deliver an impressive \$3.6 million in economic impact alone," he said.



"I'm delighted that SIGGRAPH Asia organisers also recognised the opportunity to hold the event during Brisbane's annual Asia Pacific Screen Awards, making it the ideal complement to our city's celebration of culture and the arts."

The managing director of event's organiser Koelnmesse, Mathias Kuepper, said the Queensland event would be promoted at this year's conference in Bangkok and next year's in Tokyo.

### Today's issue of BEN

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



■ A HOTEL in Mexico has taken its catering creativity to new heights with a taco that sells for \$32,000.

The Grand Velas Los Cabos has introduced the taco for anyone happy to pay an eye-watering price for a snack stuffed with Kobe beef, caviar, lobster, truffle-infused brie and gold leaf.

The taco also includes a salsa infused with tequila and rare civet coffee - the brew made from beans that have been eaten and passed by the wild civet cat.

## Global Health leaders to Melb

**MORE** than 2,000 delegates from over 70 countries will attend the World Congress on Public Health 2017 (WCPH) in Melbourne from 03-07 Apr.

The event was secured by the Public Health Association of Australia with support from Melbourne Convention Bureau, and will bring \$11.2m in economic contribution to the city.

Victorian Minister for Tourism and Major Events John Eren said Melbourne's medical community was delivering significant value to the visitor economy.

"Events of this calibre put Melbourne and Victoria on a world stage and boost our economy. Business events are the highest yielding sector of the visitor economy - delivering \$9.98 billion and 65,000 jobs," he said.

It is the first time the event has been held in Melbourne.



**mehk** Meetings & Exhibitions Hong Kong

**HONG KONG REWARDS!**  
2017/18 VALID THRU 03/18  
FOR MICE EVENT PLANNERS **NEW**

**FREE Cocktail Reception @ Your Hotel**  
**FREE Dinner @ Hong Kong Disneyland**  
**FREE Party @ Happy Wednesday (Horse Racing)**

[Learn more](#)



Business Events  
**Sunshine Coast**  
Queensland Naturally refreshing

Sunshine Coast 2017/18 Meeting Planners' Guide out now  
To order your free copy visit: [businesseventssunshinecoast.com](http://businesseventssunshinecoast.com)



## SA WINS CHINA VISIT

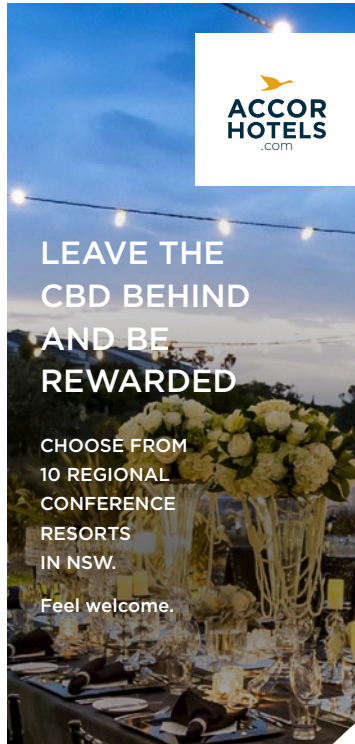
**THE** Adelaide Convention Bureau has announced the first large-scale incentive tourist group to visit South Australia.

Scheduled to be held in Jun, 3,000 top sales representatives from Chinese company Perfect China Co. Ltd will bring two groups in succession on 17-20 Jun and 24-27 Jun.

It is the third time Perfect China has had an incentive event in Australia.

The Perfect China incentive tour will add \$11.2m to the state's visitor economy and create and support 110 jobs within the tourism sector.

Adelaide Convention Bureau ceo Damien Kitto said, "To win the opportunity to host this group, we had to demonstrate that Adelaide has a world-class offering, with the capability to host a program that will inspire Perfect China delegates."



ACCORHOTELS.com

LEAVE THE CBD BEHIND AND BE REWARDED

CHOOSE FROM 10 REGIONAL CONFERENCE RESORTS IN NSW.

Feel welcome.

BOOK YOUR RESIDENTIAL CONFERENCE AT A PARTICIPATING ACCORHOTELS PROPERTY IN NSW AND RECEIVE A GIFT FOR EACH DELEGATE UNIQUE TO THE REGION AND FREE WIFI IN THE CONFERENCE ROOM.

ENQUIRE NOW

Terms & conditions apply. See website for details.

## ICC uncorks wine events

**THE** International Convention Centre Sydney (ICC Sydney) will host two wine events on Mon.

Sommeliers Australia will hold talks under the theme NSW Wines: Overlooked or Undiscovered?

Wine Communicators Australia will take a similar focus with Taste the State: NSW by Wine.

Both events involve talks and tastings with experts including ICC Sydney's Beverage Operations and Cellar Manager William Wilson who said NSW was now producing wines of unprecedented quality.

## WBF dates

**Dates** for the upcoming World Business Forum were incorrectly listed in **BEN** on Mon.

The event will be held in Sydney on 31 May and 01 Jun.

## Gray's Say



Peter Gray, an independent Motivation Consultant, presents a regular **Business Events News** feature on current issues in the Conference and Incentive industries.

## ARE YOU A TRUE PROFESSIONAL?

**A PROFESSIONAL** is "any person who earns their living from a specified professional activity. It is inherent in the definition of a profession that a code of ethics governs the activities of each profession. These are beyond the moral obligations of an individual".

Do you regard yourself as a 'professional' and what safeguards do you offer your clients if you fail to deliver what is expected?

Meeting managers are referred to as 'Professional Conference Organisers' (PCOs) whether the word 'professional' is deserved or not. Individuals (and companies) engaged in the design and implementation of incentive programs are known as 'Incentive Practitioners'; someone who is qualified or registered to practice a particular occupation.

Both titles infer a high level of competence, service and commitment which is often not the case.

Various bodies like TAFE offer training in meeting management but none offers training for incentive practitioners. Individual companies are often involved in the meetings and incentives industries to train their employees; but the standard is dependent upon the skills and experience of the trainer.

There are a number of organisations that offer recognition of those with the necessary skills to provide the relevant services required by their discipline.

In Australia these include the PCO Association and Meetings and Events Australia (MEA) - both focused on the meetings industry. The Incentive Association (IA) which represents the incentive industry in Australia and New Zealand plans to launch an accreditation scheme jointly with one of Australia's major providers of mainstream and tertiary education.

While individual schemes may be excellent, the main failing is that the end-user knows little or nothing about them! None of these accreditation schemes is mandated by law and there is little or no publicity surrounding them; nor are the implications of not using anyone so qualified, explained.

We entrust our lives and life savings to airline pilots, doctors, nurses, accountants and we rely on the fact that if something goes wrong they will be held accountable by a higher authority. The cost of staging a major event, meeting or conference or designing, managing and rewarding a corporate incentive program can run into many thousands if not hundreds of thousands of dollars and yet these are frequently entrusted to operators that have no formal qualifications, or no recourse to a professional body or insurance to protect against losses they cause.

It's time the meetings and incentives industries got their act together to better protect their clients.

**Peter Gray** is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net)



**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.businessesnews.com.au](http://www.businessesnews.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)

Part of the Business Publishing Group.

**Business Events News** is a publication of Business Events News Pty Ltd ABN 80 153 775 449. All content is fully protected by copyright. Please obtain written permission to reproduce any material. While every care has been taken in preparation of the newsletter no liability can be accepted for errors or omissions. **BEN** takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed. Responsibility for editorial comment is taken by Bruce Piper.

**Publisher/Editor in Chief:** Bruce Piper  
**Managing Editor:** Jon Murrie  
**Contributors:** Bruce Piper, Guy Dundas, Matt Bell, Rebecca Le Bas, Jasmine O'Donoghue  
**Advertising:** Sean Harrigan and Melanie Tchakmadjian  
**Business Manager:** Jenny Piper

[info@businessesnews.com.au](mailto:info@businessesnews.com.au)  
[advertising@businessesnews.com.au](mailto:advertising@businessesnews.com.au)  
[accounts@businessesnews.com.au](mailto:accounts@businessesnews.com.au)

