



## ICESAP ACCREDITATION SCHEME

**THE** Incentive, Conference & Event Society Asia-Pacific (ICESAP) has formally debuted its long-awaited agency accreditation scheme, with president Nigel Gaunt saying it is a vital part of the evolution of the business events sector.

Speaking to **BEN** at the launch event in Sydney last Thu,



Gaunt said the Asia-Pacific initiative would deliver benefits to agencies, suppliers and clients - allowing corporate end users to confidently identify and contract event agencies that meet the stringent accreditation standards.

"The fundamental barrier to long term growth for the sector is a lack of self-governance by the intermediary agencies in the industry. There are no barriers to entry, codes of conduct, or probity and capability checks on agency owners, managers or staff," he said.

Gaunt stressed that ICESAP was not trying to replace existing programs run by organisations such as Meetings and Events Australia, which particularly focus on individuals.

Rather ICESAP strongly believes agencies must be accredited to ensure long-term industry sustainability, he said.

"The ICESAP accreditation provides the industry with a consistent set of standards to

follow and provides a strong foundation for raising the quality and professionalism of organisations in the industry.

"It also enables end users to more confidently navigate through the process of researching, appointing and managing event agencies."

ICESAP has developed the accreditation scheme to involve a number of partners, such as Dun & Bradstreet Singapore which will independently and confidentially assess financial data about participants.

William Angliss College will also provide professional development elements of the scheme, Gaunt said.

Also at the launch was Directions CIM ceo Joanna Hancock, who is now regional vice president of ICESAP.

She said it was important that corporate customers in Australia and New Zealand "can access trusted and proven event agencies to assist in

mitigating the risk associated with their meeting and event investment.

"By focusing on the event agency, we'll see an uplift in the baseline quality of the industry which we'll then continuously build on," she said.

ICESAP has appointed an executive director - Compliance who will oversee the scheme in

partnership with Gaunt, while Bradbury Consulting has been engaged to manage the application processing.

Applications will formally open early next month; however Gaunt confirmed there had already been very strong interest from across the sector in being part of the scheme, with at least one company already having paid its application fee.

ICESAP is targeting 500 agency participants in the scheme by Q1 2018, but Gaunt said based on overseas interest - particularly from China - this may be surpassed.

He urged the industry to get behind the program and "sell your professionalism".

Full details of the scheme are now live at [www.icesap.org](http://www.icesap.org).

Gaunt is **pictured** above with some of the other attendees at the launch; more pictures from the event are available online at [facebook.com/BusEvNews](https://facebook.com/BusEvNews).

Today's issue of **BEN**

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

### BEN Xmas Guide

**BUSINESS** Events News will run its popular Christmas Venue Guide soon, with special opportunities available to highlight your property to the meetings industry now available.

**CLICK HERE** to book a spot.



■ **LAST** month saw the delegates of the future and their chaperones converge on the Adelaide Convention Centre for a Brick-a-laide Lego festival

Overseas, interstate and local visitors flocked to see the fan-built LEGO exhibits.

It was a sight to behold with 100 individual displays including replica miniature towns, underwater cities and sporting arenas and even life-sized installations like vintage cars, pinball machines and space rockets.

It was also South Australia's first public family event to offer four separate sensory sessions for children overwhelmed by bright lights and loud noises.

Next year's event will be held 30-31 Mar, 2018.

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See what's new in Melbourne conference and meeting venues in the April issue of *travelBulletin*.

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## BLUE MOUNTAINS 'SCULPTURE' GROWTH CURVE

**THERE'S** nothing like a decent exhibition to lure audiences to the Blue Mountains, and now in its sixth consecutive year, Sculpture at Scenic World continues to lure huge crowds.

Similar to past seasons, the 2017 outdoor exhibition of art is set amongst the rainforest and atop, alongside, below and in the canopy surrounding the 2.4km elevated Scenic Walkway in the Jamison Valley to 07 May.

This year, there's 35 artworks from 41 artists on display, produced by local, national and international artists that explore the boundaries of art and nature in the region's natural Jurassic rainforest.

The show has been expanded to span five weekends in 2017, including the school holidays to attract more families.

Justin Morrissey is heading the installation and is previously affiliated with Sculptures by the Sea which spans the scenic coastal walk between Bondi and Tamarama beaches in Sydney.



Morrissey said the mountain display is unique, incorporating riding the world's steepest railway and the longest raised boardwalk and largest cableway in the southern hemisphere.

Entrenched at Scenic World for the past three years, Morrissey (pictured) told **BEN** this year's Sculpture at Scenic World features "a marked difference in the calibre of works and artists". "It's starting to become

something that artists recognise as a significant event."

Over 160 applicants pitched projects at organisers, some of which are specific to the site in the Blue Mountains.

Over the years, artists from Germany, the US, New Zealand, Indonesia and Finland have had their work on show, most of which are also up for sale.

Fueled by a healthy interest from VFR traffic, audiences have

grown year-on-year for the show, with Morrissey forecasting 2017 will be a record season.

Morrissey said the now month-long exhibition was extended to capitalise on school holiday 'word of mouth' feedback, enabling other potential visitors to head to the mountains and catch a glimpse of the artworks on the following weekends.

For event organisers, Scenic World can coordinate guided tours of the exhibition, passes and accommodation packages at Carrington Hotel, Fairmont Resort, Hydro Majestic & others.

Guided tours operate daily at 1:30pm, private tours can be arranged and Morrissey said he was "open" to night touring.

An indoor exhibition entitled Sculpture Otherwise is on show at the Blue Mountains Cultural Centre, up the road in Katoomba.

Next year's Sculpture at Scenic World has been scheduled for 13 Apr to 13 May.

For more information, go to [sculptureatscenicworld.com.au](http://sculptureatscenicworld.com.au).

## MEA conference opens in Sydney

**THE** Meetings & Events Australia (MEA) national conference kicked off over the weekend, with Opposition Tourism Spokesperson Anthony Albanese on deck to open the event at the International Convention Centre Sydney.

More than 500 delegates are on hand at the MEAreboot conference to discuss a wide variety of topics such as new technology, industry trends and the future of events.

An exhibition is also being held in association with the conference, which will showcase the latest products and services designed to improve the experience for delegates.

The gathering also includes the MEA National Awards, expected to attract more than 650 guests in the largest event industry award evening in Australia.

MEA chairperson Anne Jamieson said the conference would challenge delegates to open their minds to new ideas and push the boundaries when it came to event delivery.

"With our solid strategic foundation in place, we are now ready - more than ever before - to develop and promote growth and excellence in the meetings and events industry," she said.

Tomorrow will involve the first part of MEA's leadership series, featuring host Ray Martin.

The conference runs until tomorrow night.

## Report to tackle shortcomings

**DELEGATES** at this week's MEAreboot conference will consider the findings of a survey showing the meetings industry is not yet filling the needs of corporate event organisers.

Meetings & Events Australia (MEA) partnered with the Association of Australian Convention Bureau (AACB) and Executive PA Media to produce the survey, which examines the role of executive level assistants in organising events.

MEA ceo Robyn Johnson said the survey, to be released in full today, showed "there's clearly a gap in our understanding" when it comes to the needs of executive and personal assistants.

## Tasmania wins energy conference

**TASMANIA** has won a bid to host the Asian Wave and Tidal Energy Conference Series (AWTEC) in 2020.

The conference is expected to bring over 350 delegates to Hobart and will generate \$1m for the Tasmanian economy.

Business Events Tasmania partnered with Tasmanian Business Event Ambassador Professor Neil Bose, Principal of the Australian Maritime College (AMC), and his colleague Associate Professor Irene Penesis, National Centre for Maritime Engineering and Hydrodynamics, to bid for the event.



## 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](mailto:info@businesseventsnews.com.au)

### 14 - 18 MAY

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

### 24-25 MAY

This is Gold Coast PCO Famil; Gold Coast; for more info visit: [www.visitgoldcoast.com](http://www.visitgoldcoast.com)

### 25 - 27 MAY

This is Gold Coast Business Exchange; Gold Coast; apply here: [www.visitgoldcoast.com](http://www.visitgoldcoast.com)

### 31 MAY - 1 JUN

CINZ Meetings 2017; ASB Showgrounds, Auckland NZ; for more info visit: [www.meetings.co.nz](http://www.meetings.co.nz)

### 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; Carriageworks, Sydney; registration now open: [www.luxperience.com.au](http://www.luxperience.com.au)

## Peter Sugg retires from PCOA exec

**PETER** Sugg, who co-founded the Professional Conference Organisers Association (PCOA) in 2016 is retiring from the executive.

Sugg will be spending more time in his own Conference Management Business, which launched in 1990.

PCOA president Barry Neame said Sugg could retire knowing his vision for creating an industry body had been realised with a thriving and dynamic association.

The outgoing Sugg said, "I'm proud of what the Association has achieved and the way cost-effective services have been set up and delivered for members".

Sugg, **pictured**, said he was proud the PCOA had developed an education and communication model that took advantage of emerging technologies such as social media, in which it had launched a weekly blog and webinars.



## Kerry Hotel, HK opens its doors



**KERRY** Hotel has opened its doors in Hong Kong, with impressive events facilities including a 1,756m<sup>2</sup> Grand Ballroom that can accommodate over 1,000 guests.

The venue is equipped with Hong Kong's largest LED wall measuring 15.4m by 4.3m.

There is also a second venue, the Hung Hom Ballroom, measuring 1,125m<sup>2</sup>.

Kerry Hotel has 546 rooms, 60% of which overlook Victoria Harbour and the Hong Kong skyline.

It is Shangri-La Hotels and Resorts' fourth hotel in the city.

## BEN ON BEN



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.

## Market update

**FIRST** week of May and the job market is looking better than it has in years. After many years across both events & travel industries, many companies are emerging from times of consolidation and growing their teams. Gone are the times of resignations taking place without companies seeking to fill the gap created. We have seen quite a bit of this in recent years however with business flowing in and a fatigued workforce, staffing levels are increasing across the board to cope with the increased demand. We have also seen the candidates searching for roles on the increase as well so overall the market is looking very buoyant. In fact it is the first time I have seen such a broad range of roles at all levels of seniority too. From front line right through to senior executive positions, it's all out there right now! From both job seekers and employers, it's looking like 2017 is the year for change.

**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](http://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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