



THE GAMES A FOCUS FOR GCBE

THE Gold Coast is already reaping the benefits of next year's Commonwealth Games, having secured \$38 million worth of business events in the periods either side of the sports landmark.

So far the coast has secured 38 events to be held around the Games, bringing in more than 14,000 delegates.

At the 'This is Gold Coast' Business Exchange which wrapped up on the weekend, director of Gold Coast Business Events (GCBE) Anna Case said the organisation had been using the Commonwealth Games as a marketing tool to promote the city as a destination for business events.

"Our role is really more pre-and post," Case said.

"One of the things we've done is target sporting and corporate groups to hold events with the Games," she said.

GCBE is also in planning with the Games organising committee to see how it can tie any business event within the Commonwealth Games, to be held in Apr 2018.

Case said GCBE had been leveraging the event by highlighting the upgraded



roads, investment, improved infrastructure and facilities.

"We were chosen as a host destination for a reason and that is because we can deliver amazing events, so if we do that, then we do any business event to the same standard."

With lots of hotels having been refurbished, Case said "everyone is ready to spark and shine and be on the stage".

After the Games, GCBE hoped to capitalise on some of the city's sporting facilities and offer them as event spaces.

"Our Gold Coast Indoor Sport Centre can seat 5,000 banquet style, and it gives our buyers another venue for an off-site venue, which we are already quoting," Case said.

More than 50 delegates and over 40 suppliers networked and discussed event plans in the fourth year of the Business Exchange, held Thu to Sat.

Over the course of the three-day event, delegates participated in several networking dinners, witnessed a gymnastic performance by former athlete Brennon Dowrick and took part in a closing ceremony at Sea World.

A Commonwealth Games-themed breakfast was held at Royal Pines, with several athletes and Cricketer Ian Healy in attendance.

Before attending Polo at the Sea, the attendees took part in site inspections at many of the Gold Coast's event facilities.

Today's issue of BEN

Business Events News today has two pages of news.

Xmas Guide

BUSINESS Events News will soon publish its popular Christmas Venue Guide, with opportunities available to highlight your property and its festive season offering to the events industry.

CLICK HERE to book a position for your venue.

Biz Events Aus new site

TOURISM Australia has unveiled a new website for Business Events Australia.

The site offers direct access to TA business events, representatives and business event products.

John O'Sullivan, md of Tourism Australia said the website was created to provide planners with an informative platform.

"The feedback from planners and decision makers has told us that being able to access personalised assistance is crucial when planning business events."

Radisson Blu to go carbon-free

THE Radisson Blu hotel group has announced it will shift to carbon-free meetings worldwide by the end of the year.

Under its Blu Planet for Meetings program, the group will calculate the carbon footprint of any meeting or event held at a Radisson Blu hotel and offset the amount.

"An increasing number of corporations are concerned about fighting climate change and about reducing their carbon footprints when they plan meetings," said Inge Huijbrechts, vp of responsible business for Radisson's parent company Carlson Rezidor Hotel Group.



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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

31 MAY - 1 JUN

CINZ Meetings 2017; ASB Showgrounds, Auckland NZ; for more info visit: www.meetings.co.nz

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; Carriageworks, 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.pcoa.asn.au

C2 EVENT FOR MELB

MELBOURNE will host the C2 international business innovation conference later this year, having lured the event away from Montreal for the first time since its inception.

To be held 30 Nov and 01 Dec, the event will bring together business leaders to discuss trends, opportunities, disruption and social challenges.

It was secured by the Melbourne Convention Bureau, working with the Victorian Government and MCI.

The president of C2, Richard St-Pierre, said Melbourne was the ideal testing ground to anchor the C2 brand in.

"As the team at C2 was imagining where we may go

for the first ever large scale C2 outside of Canada, we sought cities with a rich culture, an intoxicating energy and a readiness to work together to set the stage that will reset imagination and unleash new ideas for business leaders, innovators and creatives from around the world," he said.

Victoria's Minister for Small Business, Innovation and Trade Philip Dalidakis said the state was excited to have secured the C2 event.

"Melbourne is the ideas capital of Australia and the perfect host city for an event that is all about how creativity and new ideas can drive new business opportunities," he said.

Work begins on wharf project

CONSTRUCTION of Brisbane's Howard Smith Wharves project has begun, paving the way for a new hotel and event venue on the city's riverfront.

The \$110 million scheme will involve a 164-room Art Series Hotel and a 1500m² exhibition centre, as well as waterfront restaurants and bars.

"For many decades Howard Smith Wharves have been sitting disused, however this dynamic project will unlock the historically significant site's full potential as an entertainment and lifestyle precinct," said Brisbane Lord Mayor Graham Quirk.

HSW Consortium development director Luke Fraser said construction would take place in tandem with the Deague Group and Hutchison Builders.

"Works are planned for completion late in 2018, and we have already taken a large number of bookings for the convention and event spaces," Fraser said.



A GOOD-looking scientist might help draw conference crowds, but a study in the UK has found they're less likely to be taken seriously.

Psychologists at Cambridge University found attractive scientists were thought to be less competent, both by members of the public and by their colleagues.

British broadcaster ITV reports the university showed photos of more than 300 scientists to volunteers and asked them to rate their looks and intelligence.

Although the lookers were rated lower in competence, people were more likely to be interested in their work.

Aloft in Perth

MARRIOTT'S new design-led hotel brand Aloft has made its Australian debut in Perth.

The 224-room Aloft Perth opened on Fri in the Rivervale precinct on the edge of the city's central business district.

It includes 924m² of meeting spaces and can cater to conferences for up to 300 delegates, including a mezzanine level for workshops or smaller meetings.

The hotel also features a rooftop ballroom with an expansive open-air terrace and panoramic views across the Swan River.

Other Aloft properties are planned for cities including Melbourne and Adelaide.

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