



MELB RECORDS SMASHED AGAIN

MELBOURNE has secured Victoria's largest ever conference, having won the right to host the 2022 World Ophthalmology Congress (WOC 2022).

The event will bring over 14,000 delegates from across the globe and generate more than \$85 million in economic contribution for Victoria.

The news comes two weeks after the Melbourne Convention Bureau (MCB) announced it had secured a previous Victorian record, the 2024 Lions Clubs International Convention which will attract 13,000 delegates (**BEN** 21 Aug).

WOC 2022 will be held at the Melbourne Convention and Exhibition Centre (MCEC).

The state's Minister for Tourism and Major Events John Eren said the event was a coup for Melbourne and would help showcase Victoria's expertise in the field of ophthalmology.

"Conferences of this calibre put Melbourne and Victoria on the world stage and boost our economy," Eren said.



"Business events are the highest yielding sector of the visitor economy - delivering \$9.98 billion and 65,000 jobs annually."

MCB chief exec Karen Bolinger said the event was secured by a "team Melbourne" approach.

"Unique to our bid process is the collaborative, unified approach between the Bureau, Victorian State Government, City of Melbourne, Tourism Australia, MCEC, local host RANZCO and

industry partners to collectively meet the ICO's global objectives for the congress," she said.

The conference was secured by the Royal Australian and New Zealand College of Ophthalmologists, with support from MCB.

Today's issue of BEN

Business Events News today has three pages of news.

IHG promo

THE InterContinental Hotels Group (IHG) is offering a Booker Bonus promotion for events held by 28 Feb.

Meetings & accom booked by 30 Nov earn 50% extra IGH Rewards Club points.

Events held in Dec will earn 100% extra points.

For full details **CLICK HERE**.



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Sheraton anew

SHERATON on the Park Sydney is about to embark on a \$40 million renovation of its Sheraton Club Lounge and 558 guest rooms.

The 21st floor club will be reconfigured to frame its views of Hyde Park, with works due for completion early next year.



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Get up to date with Tassie's MICE scene in the September issue of *travelBulletin*.

CLICK to read
travelBulletin

THE PENINSULA HONG KONG

INCENTIVE planners and small meeting groups could consider the 'Grand Dame of the Far East' for their next luxury escape.

The Peninsula Hong Kong has long been known as one of the world's best hotels with its blend of Eastern and Western hospitality and its classic old world grandeur. Located on the Kowloon Peninsula the hotel opened in 1928 and still retains its old world feel mixed with modern luxury.

There are several venues at the hotel for meetings and events. Meeting rooms cater for groups from 24 to 100 in different style rooms including the aviation themed China Clipper rooms for banquets or meetings. For larger events of up to 300 there is the Salisbury room with its dramatic foyer and the more intimate Garden suite. The events team can help plan seminars, celebrations,



luncheons, dinners or cocktail receptions for groups.

All rooms and suites are appointed with the latest audio visual technology as well as the small luxuries you would expect. The decor is classic contemporary style, and many rooms have magnificent views of Victoria Harbour.

The hotel offers a fitness centre, spa and indoor pool.

For dining there are seven restaurants to choose from, including the Michelin starred Spring Moon, known for its Cantonese cuisine & dim sum.

The icing on the cake for a groups stay at The Peninsula would be participating in one

venue spotlight

of the Peninsula Academy programs, which can be tailored to a group as needed. These unique cultural and lifestyle experiences include Let the Lanterns Light the Way - learning the art of Chinese lantern making in a hands-on workshop led by a Master of the craft. Or for the more adventurous, the Mastery of Movement - a mind body experience where guests participate in a basic skills training session of a Wushu pupil learning Shao Lin Wushu, the oldest form of Chinese martial arts.

From being whisked from the airport to the hotel in one of the hotel's 14 Rolls Royce Phantoms, to high tea in The Lobby, The Peninsula is a unique destination for any group and a stay will be remembered for years to come.

For more info **CLICK HERE**.



MEXICANS have smashed an avocado record by making the largest guacamole ever.

Around 1,000 volunteers from a local culinary school in Concepcion de Buenos Aires used 25,000 avocados to make a guacamole that weighed three tonnes.

The mass avo mash-up was part entertainment and part political exercise.

The Mexican Govt used the event to make the point that a free trade deal with guacamole-loving America benefits both countries.

The US President Donald Trump is looking to withdraw from the deal.

The troops learn to hunt

AUSTRALIAN, American and Chinese soldiers took part in traditional Aboriginal spear and boomerang throwing at Tjapukai as part of recent training in North Queensland.

Tjapukai general manager Bryce Madgwick said 30 soldiers and marines were at the cultural park for a day of experiences.

The park can cater for groups of up to 300 people and up to 1,500 outdoors.

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International delegates up

LATEST figures by the Australian Bureau of Statistics showed int'l visitors entering Australia for conventions and conferences jumped by 9% based on a year-on-year comparison for the 12 months to Jun 2017.

For the previous financial year to Jun, there was 219,700 arrivals in Australia for business events, compared to 202,400 in the 2015/16 financial year.

In Jun, there was a total of 17,400 arrivals into Australia for conferences, which translates to a 27% increase from Jun 2016, where the figure was only 13,700.



Rotorua conf

ROTORUA has secured the International Association of Volcanology and Chemistry of the Earth's Interior Conference for 2021.

Over a 1,000 delegates are expected to attend the four day event.

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

13 SEP

Australian Event Awards 2017; The Events Centre, Caloundra, Sunshine Coast; register here: www.eventawards.com.au

14 - 15 SEP

Australian Event Symposium 2017; The Events Centre, Caloundra, Sunshine Coast; register here: www.eventsymposium.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

WESTERN SYD PLAN

THE NSW Government has announced plans to drive visitor growth in Western Sydney with the release of its Western Sydney Visitor Economy Strategy.

As part of the proposal, money will go towards driving business events to the region.

The Western Sydney Business Chamber and the Western Sydney Business Connection will receive \$200,000 to deliver several activities.

These will help the govt determine the most effective model to deliver future business event initiatives to Western Syd.

Initial plans are to attract

not only larger events, but also smaller gatherings that Western Sydney can accommodate at venues such as Rosehill, Rooty Hill RSL, Penrith Panthers or Sydney Olympic Park.

The Western Sydney Business Connection gm Amanda Brisot said Western Sydney was important to the NSW visitor economy as it accounted for one in five overnight visitors to the Greater Sydney region.

"We look forward to capitalising on the unique opportunities presented by this significant population growth," Brisot said.

Royal ICC charity lunch

MORE than 850 guests and sporting figures attended the Men of League Foundation Queensland Annual Lunch on Fri at the Royal International Convention Centre (Royal ICC) in Brisbane.

The annual event raises funds for the Men of League Foundation which offers a range of services to those in the rugby league community, including support with medical expenses, rehab and nursing home equipment.

Sports stars such as Kangaroo and World Cup winning captain Mal Meninga, dual world netball champion Laura Geitz and Cricketer Andrew Symonds were in attendance.

Indigenous event in ACT

THE 7th Secretariat of National Aboriginal and Islander Child Care (SNAICC) National Conference will bring 1,000 delegates to Canberra next week.

Running from 12 to 14 Sep, the event will be held at the National Convention Centre and will bring together Aboriginal and Torres Strait Islander companies, policy makers, researchers, govt reps and non-gov groups to discuss ways to improve the lives of indigenous children.

Organisers will also use the conference to remember the 20th anniversary of the Bringing Them Home report.

The event will have over 70 panel and workshop sessions, plus networking.



Each month Senior Account Manager **Peter Jackson** of inPlace Recruitment, shares his observations from a recruiter's perspective to help job seekers and employers find the perfect fit. Peter has over 12 years' recruitment experience in the event and hospitality industry.

Managing the interview process

ARE you losing great candidates at interview stage?

The process of interviewing for a new role is both a strategic and emotive process for the candidate. This can be a time of mixed emotions – leaving a company where they are in their comfort zone. Moving to a new business – will the culture be right and offer ongoing career advancement.

It is imperative that the momentum of the interview process is maintained and communication lines are kept open. We hear too often that a candidate may attend the 1st interview be contacted 2 to 3 weeks later and invited back for a 2nd interview. By this time the candidate has applied and interviewed with other businesses and potentially has received a much more timely response.

The candidate will form an impression of the business through the interview process and accept a position accordingly.

How does your interview process reflect your business image?

EDITORIAL

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