



ETM SCOOPS TOP EVENTS TITLE

MORE than 1,400 members of the Australian travel industry came together last Sat to celebrate its achievements over the last year at the 2018 National Travel Industry Awards (NTIAs).

Held at the International Convention Centre (ICC) in Sydney, the gala evening featured winners across a number of different categories, with the events industry getting a coveted shout out in the Best Business Events Travel Agency award.

Taking home the gong this year was Event Travel Management, the specialist events division of Corporate Travel Management that is responsible for organising travel incentive & corporate events for Australian businesses.

General manager Tracey Edwards (**pictured**, with sponsor Matthew Arthur from eNett) accepted the award on behalf of



her team.

"I'm so excited about this win and am just so proud of my team," she said.

"We're excited with the opportunities of what we can do with our clients, so this award is very humbling."

The award marks the sixth time the company has received the accolade, which Edwards said was a major honour.

"We work really hard for our clients' success and to be able to introduce new opportunities for them, and we will aim to continue the success we've had, the growth we've had and to develop new streams for the business," she added.

The NTIAs are hosted by the Australian Federation of Travel Agents and are the travel industry's official awards.

Today's issue of BEN

Business Events News today has three pages of news plus a full page from:

- One&Only Resorts

New faces

PAUL Davidson has been announced as the new general manager at Sydney's SMC Conference and Event Centre, effective this month.

MEANWHILE, Business Events Sunshine Coast has welcomed Maureen Brennan to the team as the organisation's new business events manager.

Sydney secures ARIA Awards until 2020

THE NSW Government has secured the ARIA Awards and ARIA Week exclusively for Sydney until 2020, with this year's ARIA Awards showcasing on 28 Nov.

Minister for Tourism and Major Events Adam Marshall said the ARIA Awards and ARIA Week were flagship events on the Australian music calendar and their continued presence in Sydney would provide a significant boost to the visitor economy.

"Broadcast nationally and into Asia, the ARIA Awards and ARIA Week showcase our Harbour City and its world class performance venues at their best, helping to attract visitors from across Australia and the world," said Marshall.

CAPA
2018 **AUSTRALIA PACIFIC** SUMMIT
Aviation & Corporate Travel

Fireside chat with John Borghetti,
MD & CEO, Virgin Australia.

[VIEW SPEAKERS](#)

One of our speaker highlights | 1-2 August, Sydney

Exchange 18

THE Melbourne Tourism Industry Exchange event on 11 Sep at the Melbourne Exhibition & Convention Centre has re-branded its name and visual image to The Exchange.

It will now be aimed more at senior staff & regional areas/products - [CLICK HERE](#).



Win a Google Home Mini or EVENT cinema tickets

Click here to have your say



SHERATON REFRESH

SYDNEY'S Sheraton on the Park is investing \$3 million into the upgrade of its dedicated meetings and events space to "ensure the hotel remains the place to be seen".

The refresh will include changes to the Grand Ballroom (pictured), Hyde Park Room, Phillip Room and pre-function area on the second floor, with work scheduled to kick off in Aug and completion expected by early Sep.

"The business events market has been growing & innovating at an incredible pace, & we are



delighted to be at the forefront of delivering truly differentiated spaces, experiences and service," said David Fraser, general manager, Sheraton on the Park.



EVENT planners used to working at a cracking pace may be perplexed to hear that a much slower event recently took place in Congham, England.

More than 150 snails lined up for the annual World Snail Racing Championship, an event held as part of the region's summer fete festival.

The slimy competitors were placed on a special damp cloth marked with three concentric circles, with the winner the first creature to traverse the 33cm divide and reach the outer ring.

"We look at diet & we are drug compliant as well," promised event organiser John McClean.

S-nailed it.

New Chinese business site

TOURISM Australia has launched a new version of its Chinese-language website for business events to "help grow Australia's international business events visitation worth \$4.75 billion to our economy in 2017," said Steven Ciobo, Minister for Trade, Tourism and Investment.

The new site includes downloadable fact sheets and itineraries, as well as direct links to products and convention bureaux, allowing easy access to event delivery contacts and more information sources.

The website has also been integrated with Chinese social media platforms.

To view the new website **CLICK HERE**.

Destination update

Scenic Signature Experiences

OUR signature Scenic Enrich experiences are one-of-a-kind, taking you into the heart of South East Asia's culture, offering once in a lifetime opportunities and creating memories that will stay with you and your team long after your visit has finished. Our Journey Designers are experts in the destination we travel to, handpicking compelling experiences exclusively for Scenic guests.

Receive a blessing from a monk and learn how to pray in a Buddhist pagoda before partaking in a ceremony which contributes to the daily meal of the nuns and monks. Be wowed by a magical themed gala dinner and light show at an ancient Angkor temple, or immerse yourself in the luxury of Raffles Hotel La Royal in Phnom Penh with an indulgent high tea prepared in front of you.

All-inclusive, exclusive and unique, our Scenic Enrich encounters take you behind the scenes to experience moments inaccessible to the ordinary traveller.



Hamilton Island reopens events

HAMILTON Island has officially reopened its Conference Centre following an extensive \$2.5 million refurbishment.

The conference space, the largest of its kind in the Whitsundays, now features state-of-the-art temperature controlled atmospherics and individually crafted timber panels along the walls that offer delegates a range of new tech options.

The Island has also made a series of upgrades to its Sports Club, including the addition of new fitness and yoga classes.

A new pizzeria and gelato bar will also open early Aug.

Brisbane hosts political talks

BRISBANE this week welcomed the 25th IPSA World Congress of Political Science at the Brisbane Convention & Exhibition Centre (BCEC), attracting more than 2,400 political science experts from around the globe.

Brisbane Lord Mayor Graham Quirk said the congress had attracted nearly 1,000 more delegates than projected.

"Hosting a congress of this scale demonstrates Brisbane's appeal as a business, research and leisure destination, and contributes to employment and economic benefits across our accommodation, venue, tourism and service sectors," he said.

The event, which expects to deliver an economic boost of \$7.7 million for the local economy, concludes today.



SCENIC^o
LUXURY CRUISES & TOURS

Small groups
with high
staff : crew ratio





Find out how MICE is performing across Asia in the July issue of *travelBulletin*.

CLICK to read
travelBulletin

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.

Were you surprised?

THE Australian Government is currently going through an exercise in self-flagellation! Having spent two or more years resisting the establishment of a Royal Commission into the banking and finance sectors it was finally compelled to do so several months ago and what is being revealed has surprised and, to be frank, disgusted many both in the government and the country.

But what has also been revealed, although attracting far less, in fact no publicity is the use and abuse to which incentives have been put. Two things in particular have become very clear, the first is that incentives have been proved to have been extremely effective in producing outstanding results, many to the detriment of banking customers. The second is that the companies using them - many of them large, long established financial sector organisations - have little idea on how to do so properly.

Many of the incentive programs that have been revealed by the investigators are basic and have had some very unfortunate consequences. There have also been revelations that the programs do not adequately reflect the purposes for which they have been designed, although to use the term "design" might be totally inappropriate because many seem to have little design

input apart from "do this, get that". Several years ago I was asked by one of the 'big four' banks to assess an incentive program that was then in use by one of its divisions. It was a fairly straightforward program; branch managers who achieved their targets would be part of a group travel reward (and conference) to a five-star destination. The program was "open" (i.e. everyone who achieved their target would, in theory, receive the reward) but the bank limited the numbers to 100 - of which 20 were "hangers-on" (people who would participate in the reward, by virtue of their position rather than achievement of targets) without informing the participants.

Because the number of successful participants each year exceeded the 80 positions available on the travel reward those who did receive the reward were selected at random! They weren't even the highest achievers! This resulted in a number of very dissatisfied (and demotivated) participants who had worked hard to achieve a reward but received nothing.

This could so very easily have been resolved by converting it to a "closed" program and informing all participants that the top 80 branch managers would achieve the reward. This would not only eliminate any reason

for dissatisfaction which could be aimed at the bank but would have the effect of increasing competition and possibly even results.

The Royal Commission has revealed that most if not all finance companies use incentives to drive their sales efforts and that the incentive rewards earned by the salespeople are not divulged to their customers. This in itself is a contravention of the rules set by the industry's own peak body. It's also highly unethical.

But we're not here to discuss ethics. The effectiveness of the incentives used, basic though they may be, has been revealed as beyond question. The rewards in many cases were monetary - bonuses and ex-gratia payments - rather than merchandise or travel rewards but it seems that all were equally effective. However the crude efforts of the companies within the finance sector could have been tempered with more innovative design elements which could have generated even better results as well as prompting the less able amongst their sales staff to achieve better results. And it should be remembered that the cost of the rewards is covered by the incremental increase in revenue obtained.

The finance sector is just the tip of the iceberg. The Royal Commission has revealed how

effective incentives are in achieving results (unfortunately, as it turns out, in many cases under investigation to the detriment of the customer) and the profitability of the various banks and finance companies suggest they are certainly more than covering their costs.

It's the time of year when company ceos will again be in the news; a few of them earning bonuses which some observers feel are undeserved and unrelated to the performance of their companies or the share prices. But who determines whether, when and on what a bonus is paid. It's rare that senior managers' salary packages actually decrease in consequence of a bad financial result. And yet it is perfectly feasible to produce an incentive program for senior staff that provides generous remuneration in response to innovation and outstanding results, but which also provides the impetus by means of salary decreases for bad results which cannot be reasonably explained or justified.

Incentives are an undervalued and underrated form of both motivation and promotion. Those who already use them are well aware of the benefits.

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at peter.gray@motivatingpeople.net



Emirates
One&Only
WOLGAN VALLEY
Australia



CELEBRATE WINTER IN STYLE

Unforgettable celebrations begin at Emirates One&Only Wolgan Valley in the heart of the Greater Blue Mountains. Surrounded by the sights, sounds and magic of nature, our awe-inspiring reserve is the perfect destination to celebrate milestone events.

Single rates commence from \$995 per evening including luxurious villa accommodation with private pool, gourmet breakfast, lunch and dinner daily, selected regional wines and beers with meals, in-villa mini-bar, conference room hire, portage and 7,000-acres of nature waiting to be explored. Plus, enjoy some great winter extras with our compliments.

events@oneandonlywolganvalley.com
oneandonlywolganvalley.com