



Today's issue of BEN

Business Events News today has two pages of news and a full page from AA Appointments.

New chief for CINZ

CONVENTIONS and Incentives New Zealand (CINZ) has appointed Lisa Hopkins as its new Chief Executive, effective 03 Feb.

Hopkins has held several business events leadership roles, and was most recently Vice President & Managing Director APAC for global event management company BCD Meetings and Events.

"Her broad, international experience working with clients and dealing with global industry topics will be invaluable for our members and stakeholders as New Zealand moves to a new level of competition on the world stage," said CINZ Board Chair Tony Gardner.

AIME 2020 teaser

ASIA Pacific Incentives and Meetings Event (AIME) has released a second video teaser revealing the 2020 Knowledge Program, to be held in Melbourne in Feb - **CLICK HERE** to see the video.

DREAMTIME 2019 OFF WITH A BANG



DREAMTIME 2019, Tourism Australia's bi-annual showcase, officially kicked off in WA yesterday at the Perth Convention and Exhibition Centre, where the two-day program will be attended by 120 international business event planners and media.

The event provides guests from Greater China, Singapore, Indonesia, Malaysia, India, Japan, South Korea, the UK, US and New Zealand with the opportunity to network with 87 Australian business events industry representatives, and learn about what the nation has to offer as a business events destination.

Yesterday, guests attended a business session, media

program and welcome event, which was led by Federal Minister for Trade, Tourism and Investment Simon Birmingham, while today's program includes a breakfast, Perth showcase, and concludes with a dinner.

After the two-day program, attendees will embark on educational visits around Australia over three days.

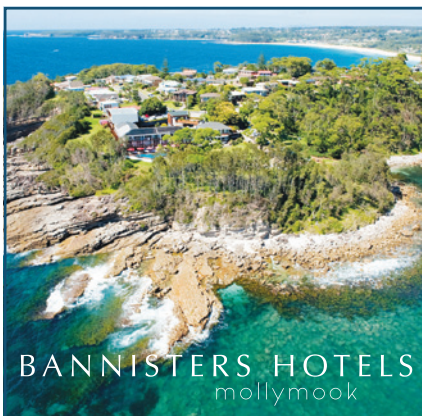
Tourism Australia Executive General Manager Events Penny Lion underscored the importance of Dreamtime, commenting "the 2017 event, held in Brisbane, generated more than 201 business leads worth over \$247 million, of which 73 have converted into business worth \$50 million."

A series of new developments,

including hotels, infrastructure, city precincts and increased air access including the non-stop direct flights from London and Tokyo, made Perth the ideal location for this year's Dreamtime.

"We're proud to showcase to international guests our capabilities to deliver incentive events, our strong business events offering, the natural beauty of Perth and its surrounds, and our people who live and breathe the Western Australia can-do attitude," said Perth Convention Bureau Chief Executive Officer Gareth Martin.

Pictured: US event planners and media at The Ritz Carlton Perth, celebrating the opening of Dreamtime 2019 yesterday.



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business events news

businesseseventsnews.com.au

3rd December 2019

MEA update, new board

A NUMBER of updates on the business events sector emerged from Meetings and Events Australia's (MEA) Industry Leaders Breakfast on 28 Nov at the International Convention Centre (ICC) Sydney.

Tourism Australia revealed it is "well on the way" to hitting its \$140 billion target in overall tourism revenue by the end of 2020, while its Bid Fund had converted 28 international bid wins, representing \$306 million, in its first year, with a further 115 event applications to the value of \$566 million currently in the works.

MEANWHILE, MEA announced its Board of Directors last week, including newest Director, Kirsty Forbes from Accor Hotels.

Interim CEO Visit Vic

AFTER the resignation of Visit Victoria's Chief Executive Peter Bingeman last month (BEN 19 Nov), the organisation has appointed leading events & tourism executive Brendan McClements as interim CEO.

McClements, who will commence the role on 18 Dec, will be instrumental in "steering Visit Victoria through our peak tourism season and a busy major events calendar," said Minister for Tourism, Sport & Major Events Martin Pakula.

The Visit Victoria board will recruit a permanent CEO early next year.

Cairns events initiative

EVENT organisers hosting business functions, seminars or exhibitions with over 20 attendees in Tropical North Queensland will be able to contribute towards the sustainability of the region through a new 'Nurture Nature' program announced by Business Events Cairns and Great Barrier Reef.

Five participating hotels, including Hilton Cairns, Pullman Cairns Int'l, Pullman Reef Hotel Casino, Riley A Crystalbrook Collection Resort and Shangri-La The Marina Cairns, are offering to donate \$5 per delegate staying with them to local environmental and wildlife causes.

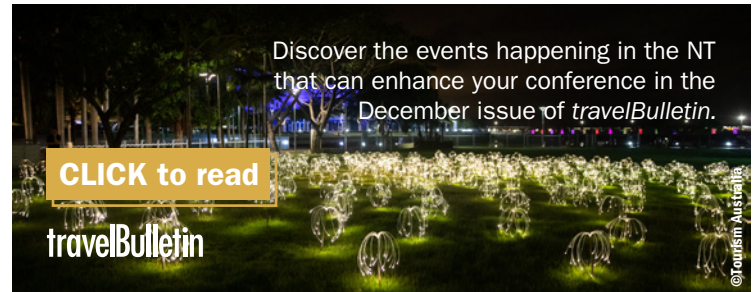
CLICK HERE for more.



THE Mr Black Espresso Martini Festival is inviting Sydneysiders to "sip espresso martinis and coffee negronis, then enjoy a scoop of espresso martini gelato" from this Fri through to Sun, at the Park House in Mona Vale.

Combing two great loves, caffeine and liquor, the event will offer plenty of taste sensations, from coffee cherry colas to tiki-style frozen espresso martinis, as well as tacos and wood-fired pizza.

Entry is free, but a VIP ticket will get you learning how to shake your own martinis!



BESYDNEY GLOBAL TEAM



BESYDNEY has appointed four new ambassadors to its Global Ambassador Program, including co-founder and Co-CEO Atlassian Scott Farquhar; co-founder and Co-CEO Atlassian Mike Cannon-Brookes; CEO Salesforce ANZ Pip Marlow; Principal Elizabeth Broderick and Co, Elizabeth Broderick. The 2019 inductees were welcomed by the program's

patron, NSW Premier Gladys Berejiklian, at 10th Anniversary Ambassador Dinner last Tue at the International Convention Centre (ICC) Sydney, which also marked the organisation's 50th anniversary.

"I acknowledge the great work that all of our Ambassadors do to help Sydney attract the talent and investment needed to make this city such a great place," said Berejiklian, highlighting the \$1.9 billion BESydney has generated in direct expenditure over the last decade.

Pictured: Gladys Berejiklian, NSW Premier; Scott Farquhar, Atlassian co-founder and Co-CEO; Pip Marlow, Salesforce ANZ CEO; and Lyn Lewis-Smith, BESydney CEO.

Advertising Coordinator

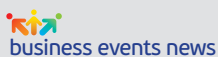
Macquarie Park, Sydney

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Business Events News is part of the Business Publishing Group family of publications.

Business Events News is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

EDITORIAL

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