



BECA COLLABORATES WITH CINZ

THE Business Events Council of Australia (BECA) has joined forces with its Kiwi counterpart, Conventions & Incentives New Zealand (CINZ) to jointly work on issues mutually affecting the trans-Tasman business events market.

A new agreement will see the organisations work together on a range of projects including leveraging Government advocacy and in particular pushing for the ability for business event delegates from both countries to travel across the Tasman.

“Business events are such significant economic drivers and a fast way of encouraging trade and investment,” noted BECA Chair, Vanessa Findlay.

“A collaboration between CINZ and BECA will facilitate maximum benefit for both our countries,” she added.

Hopkins noted the differing



approach to business events on each side of the Tasman.

“The Australian Government publicly acknowledged the difference between controlled gatherings (e.g. business events) and mass gatherings when they released their three-step COVIDSafe Roadmap, whereas the NZ Government enabled events of up to 100 to go ahead five weeks ago,” she said.

“We would have liked to have seen our Government follow their Australian counterparts and I am sure, vice versa.”

Although NZ is now

functioning under Alert Level 1 with no restrictions on any events, both Hopkins and Findlay said it was important to keep an eye on the future.

“Australia and New Zealand are leading the way in managing the pandemic and have shown strong leadership,” Findlay said.

“Working together, both markets can now solidify their position as being safe, trusted destinations for business events,” she added.

When it comes to competitive bids each Association will continue to act in the best interest of their markets.

“However this is a unique relationship at a unique time,” Hopkins added.

“Both Vanessa and I believe a unified voice from this part of the world makes sense, giving customers and our industry greater confidence that it’s safe to attend business events.”

IBTM APAC

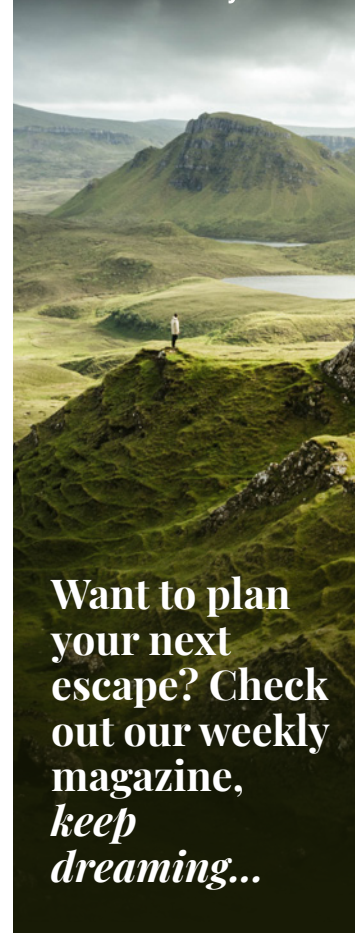
REED Exhibitions has released the first details of next year’s IBTM Asia Pacific which is scheduled to take place 13-14 Apr 2021 at the Marina Bay Sands Expo and Convention Centre in Singapore.

Themed ‘inventing the future’ the event aims to provide a platform and tools to “reshape and rebuild our industry” - more details at ibtmasiapacific.com.

Today’s issue of BEN

Business Events News today has two pages of news.

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BestCities, ICCA pact

THE International Congress and Convention Association (ICCA) and the BestCities Global Alliance have announced that their joint “Incredible Impacts” grant program will return for its fourth year, after renewing their ongoing partnership until 2023.

The program is now open for submissions, and presents an opportunity to showcase “best examples of legacy in the global meetings industry”.

Three US\$7,500 grants are up for grabs, recognising entrants for their innovative work while securing funds towards future legacy projects - more details at www.iccaworld.org.

ICC SAFE EVENT PLAN

ICC SYDNEY has launched a new EventSafe Operating Framework, which will enable the venue to safely reopen and run events in a post-COVID-19 environment.

The comprehensive set of protocols spans 16 key areas of event management, including environmental hygiene, food service, technology and equipment, staff and public awareness and the customer journey.

The framework integrates best practice from parent group ASM Global’s new VenueShield program (*BEN* 05 May) which will roll out in the company’s 325 facilities across the globe.

ICC Sydney CEO Geoff Donaghy said the launch signals the readiness of Australia’s premier

convention, exhibition and entertainment centre to recommence events, pending the further rollback of Government restrictions.

“We’re proud that ICC Sydney’s EventSafe Operating Framework establishes an industry benchmark for the safe running of events,” he said.

“As Australia and the rest of the world starts to return to business as usual, it is critical that we all continue to safeguard against further outbreaks of COVID-19, especially when bringing people together,” Donaghy added, noting it was vital to instil confidence in people to start hosting and attending events.

The full ICC Sydney EventSafe Framework is online at iccsydney.com.au.



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THE Kobe Convention Bureau in Japan has highlighted some of the local initiatives being undertaken to combat COVID-19 - including the planned deployment of anti-coronavirus robots.

Announced earlier this month, the initiative is a collaboration between the city and medical robot maker Medicaroid.

Robots (pictured) will conduct tests for COVID-19, with the project not only reducing the risk of infection for medical personnel but also increase Kobe's testing capacity by a multiple of four or more.

"The use of robots for Polymerase Chain Reaction (PCR) testing will be the first of its kind in Japan, and will allow doctors to control the robots remotely to collect saliva samples while communicating with patients via the attached monitor," the Convention Centre noted.

The automatons will also be capable of delivering meals and taking body temperature readings - so surely they can also be used to hand out the canapes at networking events!



Noble to leave Voyages

KARENA Noble, long-time Director of Public Relations for Voyages, has announced her departure from the indigenous tourism operator.

During her time there Noble played a key role in reviving the image and performance of Ayers Rock Resort, as well as seeing Uluru become a focal point for ground-breaking artistic events such as the Field of Light art installation.

Occupancy increased from 55% in 2012 to a high of 98% last year, with Noble saying "helping transform the 'Rock' from such lows to such highs is one of the proudest achievements of my career".

She said she hopes to remain in tourism media and PR, adding that with a new era beckoning for the Australian tourism sector "I am sure there will be plenty of exciting opportunities ahead".

Free site render

QUALITY Event Hire (QEH) is offering a free site render for field day bookings in 2021, as part of its ongoing support for the industry.

The company said it remains "strong, focused and united" and has been spending its time during COVID restrictions supplying emergency medical facilities and queuing shelters.

As things improve QEH is "well prepared to ensure a smooth supply of event infrastructure as soon as large-scale event restrictions ease" - 1800 22 811.

MCB DELEGATE SITE

THE Melbourne Convention Bureau (MCB) has launched a new "Delegate Destination" website, aimed at helping planners and professional conference organisers to promote Melbourne and Victoria to delegates attending future meetings.

A range of relevant destination content and resources will help optimise business events as well as boosting delegate engagement, according to MCB CEO Julia Swanson.

"As cities worldwide are in different stages of the coronavirus pandemic, usual conference promotion and marketing schedules have

been disrupted," she said.

"We need to be providing alternative solutions to ensure clients can keep promoting their meetings, particularly as face to face engagement opportunities are limited."

The site features Virtual Reality and experiential content, along with key travel information, itinerary ideas and special offers from MCB partners to experience the best of Melbourne and regional Victoria.

There's also a light-hearted "Working from Home Kit" including a kids colouring book, Melbourne Zoom backgrounds and more - see melbournecb.com.au.

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