



LARGE EVENT GUIDELINES RELEASED

THE government's Australian Health Protection Principal Committee (AHPPC) has issued details of requirements around requirements for the safe return of crowds to stadiums, arenas and large theatres.

Although it is up to individual state and territory health authorities to decide whether large events proceed, the AHPPC says organisers must address all risks and take into account general advice.

Events in large venues carry risk of COVID-19 transmission due to a range of issues including their large numbers, crowding and queueing, poor ventilation, an increased risk of the virus being on surfaces and people travelling to and from regional and interstate areas.

"These factors all represent a risk to control of COVID-19 and starting new outbreaks across



Australia," the AHPPC said, with organisers required to develop a risk management plan.

Approaches could include requiring people to declare they are well upon entry, refunding ticket costs for those who cannot attend because of illness and "encouraging different ways to cheer e.g. via devices, including for people at home," the update suggests.

Risk assessments should be specific to each event and venue, including the consideration of local COVID-19 case numbers, the type of event, risk factors linked to the event and whether the health system

has the capacity to respond to any outbreak.

At a minimum measures must include physical distancing, COVIDSafe plans for all premises, hygiene requirements, regular cleaning, density and crowd number limits, and maintaining contact details for every attendee.

All events must have allocated seats (no standing) and each person who attends must have their own ticket, while organisers are also urged to keep takeaway food stalls closed and encourage BYO food and non-alcoholic drinks where possible.

BECA survey

THE Business Events Council of Australia (BECA) is urging the industry to complete a special "JobKeeper Extension & Future Confidence" survey.

The brief poll aims to support BECA's call for the extension of the JobKeeper program for the events sector, aiming to assess the impact of the scheme on business events suppliers and operators, a measure their level of current and future business confidence.

BECA hopes to collate the data early in Jul, with stakeholders asked to complete the 5 minute online survey by close of business today, 30 Jun.

No individual responses will be shared, with all reports to only present aggregated data to highlight the critical role business events will play in supporting Australia's recovery - **CLICK HERE**.

Today's issue of BEN

Business Events News today has two pages of news.

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BEA PLOTS DOMESTIC PUSH

BUSINESS Events Australia (BEA) is currently developing a new marketing campaign to educate local audiences about the breadth of Australia's business events offering.

Under the tag line of "Event Here This Year" the campaign will align with Tourism Australia's domestic leisure push, with the industry encouraged to adopt the messaging to achieve greater cut through amongst target audiences.

Further details will be shared in coming weeks, BEA said.

MEANWHILE applications will open tomorrow for the Business Events Boost Program, a domestic iteration

of Tourism Australia's internationally focused Advance Program managed by Business Events Australia.

The program provides funding support and access to expertise to deliver results-driven marketing and distribution projects with the potential to influence decision makers and/or convert new domestic business events.

A webinar taking place at 2pm AEST today will provide further details of the program (**CLICK HERE** to register) while the full prospectus is live at businessevents.australia.com.

Submissions are due by 30 Sep with successful partners to be notified by 31 Oct 2020.



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BARE hygiene

EXHIBITIONS and event hire specialist Creative Hire has developed a new range of premium hand sanitisation stations which are being marketed under a new BARE Hygiene brand.

MD Tim Russell said the offering provides a stylish solution to meet COVID-19 requirements, with the option of custom branding - barehygiene.com.au.

WA no limits

THE Western Australian Government will remove all venue capacity limits from 18 Jul, with Exhibition and Event Association of Australia (EEAA) CEO Claudia Sagripanti saying the initiative provides "critical momentum towards restarting the business events industry".

She said EEAA Board Member Nigel Keen, GM of the Perth Convention & Exhibition Centre, had been actively engaging with WA Tourism Minister Paul Papalia to negotiate the return of business events under COVID-safe guidelines.

Similar efforts are under way in other states, including EEAA Board Member Matt Pearce from Talk2Media and Events who is on the NSW Business Events Recovery Working Group led by NSW Tourism Minister Stuart Ayres.

ASSOCIATIONS PAIN & GAIN

THE COVID-19 pandemic will force permanent changes in the way associations run their events, with a significant shift to hybrid and online events, according to Belinda Moore from Strategic Membership Solutions.

Moore, who has worked in the Associations sector for more than 25 years, has released a comprehensive report on the current and future impact of the crisis, controversially noting that the pandemic "may not have been all bad for many associations".

Although initially the impact of COVID-19 had required an intensive amount of innovation to adapt to the new operating landscape, some were already seeing benefits.

A survey of the sector asking about the outlook post 2022, more than half of respondents believed the crisis would have a positive impact on their associations, while 27% believed the impact would be neutral.

"This has been an opportunity for associations to gain a clarity of purpose that has enabled many to quickly enhance their relevance to members," Moore told *Business Events News*.

"A strong association sector has a direct impact on the success of the economy as well as the livelihood of many Australians...we need this sector to be strong so it can continue to nurture the professions and industries that will drive the recovery," she said.

Intriguingly, many respondents to Moore's survey said their



virtual and hybrid Annual General Meetings had been more successful than their previous face-to-face meetings.

The report found a permanent shift to remote working models, with just 10% intending to fully revert to how things operated prior to COVID-19.

Despite most associations having reserves sufficient for at least three months, JobKeeper was an important factor in the ability to adapt during the crisis, with many respondents concerned about the impact of the subsidy's removal on their members, the economy and their organisations.

The full report is available at associationsbeyondcovid.com.

CAPA summit

CAPA Centre for Aviation has announced that its flagship Australia Pacific Aviation Summit will take place on 05-06 Aug at the Adelaide Convention Centre.

The hybrid event will beam in speakers from across the globe alongside on-site presenters, and delegates can choose to participate in person or virtually.



COVID-19 has wreaked havoc to all of the best laid plans, and it seems even VIPs are not immune.

Mette Fredriksen, the Prime Minister of Denmark, has been trying to get married for some time, but coronavirus has put several spanners in the works.

Fredriksen has already had to postpone the ceremony twice - initially in Jun last year when it clashed with the general election which saw her take power as head of a minority Social Democrats government.

The event was rescheduled to earlier this year, but then the declaration of the pandemic saw the nuptials delayed until 18 Jul.

However the European Council has now announced a summit meeting on the same day to discuss the EU's response to COVID-19.

On Facebook Fredriksen posted a photo with her fiancé Bo Tengberg, saying "I'm so looking forward to marrying this amazing man. But obviously it shouldn't be easy, and now the Council meeting in Brussels has been convened precisely on the Saturday in July we had planned a wedding.

"Soon, we will succeed in getting married. I'm looking forward to saying yes to Bo (who fortunately is very patient)," she added.