



Enjoy the Biennale

TALKING of the 18th Sydney Biennale, I



confess to not having been to Cockatoo Island before

So, on Thursday night when **BEN** was invited as a guest of the Sofitel Wentworth and ferried across the harbour by water taxi for the launch, at the Turbine Shop, we discovered an exciting event, conference and function venue.

Talk about a sense of arrival, the walk through the sandstone clad Dog Leg Tunnel is an experience in itself.

The venue offers 1750 m² of event space - Jill.

MCEC one of the best

FOR the sixth time as an awards finalist, the Melbourne Convention & Exhibition Centre (MCEC) has done it once again with the announcement that they are a finalist in the AIPC Apex World's Best Convention Centre Awards.

Now, one of only 18 finalists worldwide, the 2012 winner and top three centres from around the world will be announced at the AIPC Conference in Amsterdam tomorrow, 03 July.

Regarding the nomination as a "real coup" the MCEC's chief executive Peter King said "The AIPC Apex Award provides global recognition of MCEC and positions Melbourne as the leading destination for business events."

MCEC's entry involved supplying a list of 49 business events held at the venue between 01 January 2010 and 31 December 2011, including national & international congresses, conventions and conferences.

Sheraton raises a glass

LAST week Sheraton on the Park spearheaded the Pacific roll out of their Sheraton Social Hour.

It's a new program developed to elevate the wine tasting experience for their guests, with Sheraton Social Hour to be introduced across their global portfolio.

Vincent Ong, director, Brand Management, Sheraton Hotels & Resorts and Westin Hotels & Resorts, Asia Pacific said, "Our goal is to become a destination for a great wine experience no matter where your travels take you."

The brand-wide wine program has been developed by premier wine experts and the brand's global food and beverage team.

"Our three Sheraton hotels in the Pacific region are delighted to be a part of the Sheraton Social Hour," Ong said.

All hotels participating in the brand's signature program will



offer guests a specially curated menu of premium wines that will be available as a lobby bar offering, three times a week.

The deal features three pours of wine priced at \$15.

Pictured are Scott Conchor and Cassey Maynard, Moet Hennessy with Sven Fitjer, Sheraton on the Park executive assistant manager.

Virgin welcomes Lloyd

SIMON Lloyd is to join Virgin Atlantic as marketing director from 10 July.

Julie Southern, Virgin Atlantic's chief commercial officer, expressed her delight in welcoming Lloyd to this key position.

"The airline has always been at the forefront of creative and innovative marketing and as one of the biggest brands in the world, marketing is key to our business.

"Simon has a strong commercial focus, a huge thirst for continuous improvement and an excellent understanding of our business goals.

"I am confident that he will be able to build on our creative marketing strengths and take the airline forward when he joins us in July."

Buddy, spare a dime

THE MelBURNians are having a Cure for Kids, fundraising and Business Networking Breakfast on 09 July at Novotel Melbourne on Collins.

Addressing the fundraiser is inspirational keynote speaker, Ian Woodall who has climbed Mt. Everest a "lazy five times".

There will also be a raffle for some great travel prizes.

So, get your hands out of your pockets and put the date in the diary - for more details see curekidsfiji.eventbrite.com.au.

Qantas has its reasons

YOU'RE the Reason We Fly was launched by Qantas on Friday, in the first phase of their new advertising campaign.

Focusing on Australians and encouraging them to get involved and be part of the new marketing activity, Qantas executive manager marketing Lewis Pullen said the campaign celebrates the new spirit of our country and more importantly our people, with the airline now tagging itself as the *Spirit of Australians*.

"The new campaign focuses on our customers, so much so, that we're asking all Australians to be a part of the campaign," said Pullen.

"To support this, we've added an 'ns' to our tag line the Spirit of Australia on two of our aircraft, an Airbus A380 and a Boeing B737 so they will now fly with the *Spirit of Australians* emblazoned on the side of the aircraft.

"This activity is captured as part of a documentary that acts as a teaser for the first part of our campaign," Pullen said.

"Over the next two weeks, we're asking Australians to upload their photo and name via qantas.com/you or by using a specially developed mobile phone or Facebook app.

Those people will then have the chance to appear in the end frame of our new TV commercial or win the opportunity to have their name painted on the side of an A380 or B737 aircraft."

For a sneak peek at some of the campaign collateral see the Business Events News website businesseventsnews.com.au or our facebook page at facebook.com/BusEvNews.



World of Accor Sydney 2012

Sofitel Sydney Wentworth Thursday 02 August 2012. Session time 4pm - 8pm

There are great prizes to be won including a new Peugeot 207 CC*

Register online at: worldofaccor.com/register/client

*For full terms & conditions go to <http://media.userver.com.au/accor/expo/2012/index.html> Open to Australian residents over 18 years of age. Promotion starts at 09:31am 02/08/12 and closes at 7pm on 02/08/12. The 'lucky key event' will take place at 7:20pm at Level 3, 61-101 Phillip St. Sydney NSW 2000. Prizewinner's name will be published in The Australian on 9/08/12. Promoter is AAPC Limited (ABN 87 009 175 820) of Level 30, 123 Pitt Street, Sydney NSW 2000. Authorised under Permits: NSW LTPS/12/04903.



business events news

2nd July 2012

Raffles Rolls it out

RAFFLES Hotel Le Royal in Phnom Penh Cambodia, is sporting new wheels and a new look with the arrival of a luxury fleet of BMW 5 Series and 7 Series.

The new cars will replace the hotel's existing fleet of Mercedes



vehicles, making Raffles Hotel Le Royal the only five star hotel in Phnom Penh with such an impressive fleet of limousines.

The vehicles' arrival and uniforms is part of the ongoing reinvestment into the hotel, the most recent being an extensive refurbishment in Autumn 2011 which included subtly refreshing the lobby, event spaces, state rooms and suites.

WIN a travel caddy!

This week, **Business Events News** is giving readers the chance to win a travel caddy valued at \$99.95, courtesy of Rocky Mountaineer.



The leather travel caddy offers zippered pockets both inside and outside the bag, an iPad custom inner pocket, fold-over flap to store the caddy in seat back pockets as well as an outside mesh pocket to hold a water bottle or umbrella.

The Rocky Mountaineer will debut its new Coastal Passage route in August 2013.

This unique rail journey will seamlessly connect Seattle and Vancouver to the Canadian Rockies, making it the company's fifth rail route and the first time the award-winning rail service will depart from the US.

To win be the first to answer: comp@businesseventsnews.com.au.

Rocky Mountaineer's new Coastal Passage route, will be the first time the rail service will depart from the United States. True or False?

Hint: rockymountaineer.com
prize subject to change based on availability



HK exhibition industry positive

THE results of the Hong Kong Exhibition & Convention Industry Association (HKECIA) regular annual survey of the exhibition industry in Hong Kong for 2011 has been released.

The report revealed that despite global uncertainties in 2011, the exhibition industry continued its trajectory of positive growth.

Healthy growth from 2010-2011 was seen in terms of companies coming to Hong Kong to exhibit, the exhibition space they occupied, and the numbers of overseas visitors arriving for exhibition-based activities, showing that in some cases double digit growth had been achieved.

There were 111 'trade' and 'trade and consumer' exhibitions with 2,000 sqm or more held from January to December 2011, up by 19.4% from the 93 exhibitions held in 2010.

The HKECIA survey data, based on 100 'trade' and 'trade and consumer' exhibitions which have responded to the survey, recorded a total of 1,845,140 exhibition visitors for 2011.

The number was up on the previous year, while of particular significance was the number of exhibition visitors arriving from outside Hong Kong, which rose

Another place & time

AS opposed to the dire Sydney restaurant scene, there's a slew of new restaurants and bars opening in Singapore.

Prime among these is the Alkaff Mansion, a historic property built in the 1920s.

Lovingly restored as a 160 seat restaurant it features cuisine from Italy's Tuscany region.

There's also Catalunya, a Spanish restaurant at the Fullerton Pavilion which will feature a 'lifestyle pod' in the form of a dome situated above the water.

Then there's Pollen Restaurant next to the Marina Bay Sands Resort, located within the Flower Dome conservatory at Gardens by the Bay.

Advertising in BEN:
• cost-effective • targeted • easy
For details call us today
1300 799 220



LEAVE 'em laughing.

Air New Zealand has recruited TV's *Modern Family* actor Ed O'Neill for its pre-flight safety video.

Guaranteed to put a smile on passengers faces and keep their eyes on the screen, the animated video also features Melanie Lynskey of *Two and a Half Men* fame.

The video also features sketches of US President Barack Obama and Prime Minister Julia Gillard.

STRENGTH!

They're building a floating island that can be positioned anywhere the heart desires.

Said to be available for charter at the end of 2013, the ORSO Island prototype will be more than 20m wide and 37m long with room for 12 residents & four staff. Cost? A cool \$4.5 million.



markedly, by 8.8% over 2010.

This jump was driven by a 10% growth in regional visitors (i.e. from the Asia Pacific region), and by further growth in numbers attending from mainland China, up by 13.3%.

Commenting on the survey results, HKECIA chairman Daniel Cheung said, "This bodes very well for our continued development.

"It is quite clear that trade exhibitions in Hong Kong have a very important role to play as trading hubs for Asia," he said.

Business Development Manager

- Meetings & Incentives

Brisbane office based



Kingfisher Bay Resort
Fraser Island

Are you a highly motivated sales professional with years of experience in the south east QLD and interstate corporate market?

The Kingfisher Bay Resort Group incorporates Kingfisher Bay Resort, Eurong Beach Resort and Fraser Explorer Tours on Queensland's World Heritage listed Fraser Island.

Over the years, Kingfisher Bay Resort has capitalised on the island's natural surrounds, creating a specialist conference and incentive venue which compliments the beauty of the island.

About the Opportunity

- The purpose of this role is to acquire new conference business for Kingfisher Bay Resort and other companies within the Group, and grow the overall conference and incentive business segment for the resort.
- We are seeking an energetic results driven person to join our team at Kingfisher Bay Resort, based in our Brisbane Sales office.
- Ideally, you will have a proven track record in converting conference business, an existing client base, excellent presentation and administration skills.

The successful candidate will have:

- A solid background in Business Development
- Strong interpersonal skills
- Excellent business acumen
- Strong planning & time management skills
- Highly professional
- Relevant qualifications will be highly regarded.

Please forward your detailed resume to
marketing@kingfisherbay.com
Applications close Monday 9 July

CWT's Olympic planning guide

HELPING business travellers who will be in London during the Olympic Games, Carlson Wagonlit Travel (CWT) has released this

useful info-graphic full of useful planning tips. Info can be downloaded from the UK site: carlsonwagonlit.com.

WIN AN ESCAPE TO EMIRATES WOLGAN VALLEY RESORT & SPA



During the months of June and July, *Business Events News* is giving one lucky reader the chance to win an amazing two-night stay at the exclusive Emirates **Wolgan Valley Resort & Spa** in the Blue Mountains. The prize includes a two-night stay for two people in a Heritage Suite with breakfast, lunch and dinner daily. Non-alcoholic beverages with all meals and selected regional wines and beer with lunch and dinner are also included, as are two outdoor activities each day. Emirates Wolgan Valley Resort & Spa is located on a 4000-acre nature reserve adjacent to the World Heritage listed Blue Mountains and only 190kms from Sydney. The resort offers 40 stand-alone luxury suites, each with its own private verandah & swimming pool.

To enter simply email your answers to each question by 27th July 2012

Q.7: Who famously visited Wolgan Valley in 1836?

Hint: wolganvalley.com
Email your answers to: wolgan@businesseventsnews.com.au
Click here for terms & conditions



Radisson Blu special

AN exclusive travel industry special is being offered by Radisson Blu Plaza Resort Phuket Panwa Beach.

Considered one of Phuket's best kept secrets, travel industry partners can take advantage of these rates: a deluxe sea view room at THB3,280++, junior suite THB3,780++ or pool villa THB5,880++.

Valid until 31 October it includes breakfast for two, internet access and 20% off spa services. See - sales.phuket@radisson.com.

PMA appointed

ADDRESSING visitor arrival targets, the Taiwan Tourism Bureau has appointed Sydney based PMA Communications Group as its Australia/NZ promotional agency.

The appointment means they will still work closely with the Bureau's Sydney based marketing representative, Aust/NZ, Pearl Lee.

The director of Taiwan Tourism Bureau, Arthur CM Hsieh said, "Taiwan is very much a multi-faceted destination offering a host of new and exciting travel opportunities."

DCC's remarkable 4th

IT'S been four remarkable years for the Darwin Convention Centre who celebrate their anniversary with an outstanding record of achievement, establishing the Centre and Darwin among the leading convention destinations in the world.

The centre has gone from a standing start to the achievement today of over 283,000 visitors to 777 events - plus 489,000 hours of employment and an estimated \$172 million in economic benefit generated for Darwin.

Malu Barrios, Darwin Convention Centre gm, has committed the Centre's management team to continue to build an increasing share of the convention and events market for Darwin.



THE Sunshine Coast welcomed its first international passenger flight yesterday with Air New Zealand offering a twice weekly service on a seasonal trial basis using a single class A320 aircraft.

The service is part of Air New Zealand's Trans-Tasman alliance with Virgin Australia and is a result of a strong working partnership between Sunshine Coast Airport, Auckland Airport, Air New Zealand and Sunshine Coast Destination Ltd.

The international flight is a "game changer for the destination" said gm Peter Pallot, Sunshine Coast Airport.

The Sunshine Coast has a wonderful array of unique venues across its extensive region stretching from Caloundra in the regions south to naturally refreshing hinterland further north towards Noosa.

The Sunshine Coast caters to small groups wanting a luxury experience on Makepeace Island on the Noosa River to larger venues at Stockland Park or Caloundra Turf Club.

A fabulous array of world class golf resorts can lend themselves for incentives and events in an environment where people can reenergise and relax whilst attending a work event.

The Business Events Sunshine Coast (BESC) team led by Pippa McCreery offers all meeting planners a great service to showcase the best program for delegates.

The Sunshine Coast caters for many corporate activities with the BESC team able to make any idea happen on the beach, in the hinterland or on the river.

The destination offers a number of activities including golf, tennis, barramundi fishing, hiking and team building activities such as cooking classes & paddle boarding.

For more info visit - businesseventssunshinecoast.com.

CONTACT US:

Publisher Bruce Piper
Editor Jill Varley

Contributors Bruce Piper, Chantel Long
Advertising: advertising@businesseventsnews.com.au

P: 1300 799 220 **F:** 1300 799 221

PO Box 1010 Epping, NSW, 1710
Business Events News is part of the Travel Daily group of publications which also include: Travel Daily, Cruise Weekly & Pharmacy Daily.