



BEN gets charged up

A conference centre with charge spots for electric cars, a hotel group with a continuing strategy to reduce its energy consumption and many others doing similar things.

It's noteworthy that organisations are not just thinking about this beautiful planet we live on but are through their good initiatives, making a difference to get it into to better shape - these are some of the stories you will find in today's issue - Jill.



SCEC redevelopment funding

FUNDING for the major proposed redevelopment of the Sydney Convention and Exhibition Centre is likely to be approved within the next two weeks, according to Meetings and Events Australia.

The project, which is expected to see the SCEC out of operation for a significant period of time, is part of a major new vision for the precinct being undertaken by Infrastructure NSW.

MEA deputy chair Simon Baggs and ceo Linda Gaunt said that the organisation had been working with a number of key industry practitioners to provide advice to the government body.

Gaunt (pictured) said MEA had

provided feedback on the redevelopment "as well as any additional requirements that arise during the rebuild if this occurs".

She said MEA would be communicating all relevant news to the industry throughout the re-development process.

With Sydney being an international gateway, MEA believes that information related to the construction of the precinct is highly relevant to each one of its members.

At MEA's annual national conference, 21-24 April, to be held at SCEC, MEA will be presenting news about the development and key issues for the meetings and events industry.

The MEA SCEC update during the event will be free of charge for anyone who wishes to attend, and not restricted to conference delegates alone.



WHEN only the quietest will do!

Virgin Atlantic is to train staff to tiptoe through the cabin and keep midair chatter to a whisper near the airline's more sensitive (and wealthier) customers as they recline, champagne in hand, in their new elite Upper Class Dream Suites.

"Voice modulation" will attempt to keep crew talk down to between 20 and 30 decibels.

WIN A SHOAL BAY - PORT STEPHENS GETAWAY



This week, **Business Events News** is giving one lucky reader the chance to win an overnight Shoal Bay escape, courtesy of **Shoal Bay Resort & Spa**.

This fantastic prize includes one night stay in a Poolview Room for 2 people including full Hot & Cold buffet breakfast (conditions apply); complimentary access to Aqua Spa- Wellbeing facility and complimentary under cover parking.

For your chance to win, simply send in your answer to the following question to comp@businessesnews.com.au

In 25 words or less, tell us why you deserve to win an island style resort getaway at award winning Shoal Bay Resort & Spa

The most creative answer will win!



Production Editor/News Reporter

Would you like to join Australia's favourite travel publications? *Travel Daily* and its associated titles *Cruise Weekly* and *Business Events News* are looking to appoint a Production Editor/News Reporter who will be a key part of our ongoing growth.

We are looking for someone who will enjoy being part of our busy, fun team, working to daily deadlines and continuing our passion to be "first with the news" in travel, cruising and business tourism.

This is a newly created full-time role. The successful applicant will be responsible for the production of our Business Events News title. They will also be required to report on the news for our other titles. You will also be required to represent the company at industry functions and events.

Requirements:

- Excellent written and verbal communication skills.
- Travel industry experience. and/or experience in the MICE industry.
- Ability to work to deadlines, with an eye for detail.
- Friendly, well presented and outgoing.
- Knowledge of desktop publishing would be a distinct advantage.

The position is based in our office in Epping, NSW with an attractive salary package on offer for the right candidate. Previous applicants need not apply.

Applications, which will be treated in strict confidence, should be made in writing to jobs@traveldaily.com.au by Mon 5th March 2011.





The NCC plugs in

A partnership between the National Convention Centre in the ACT and leading electric car charge network Better Place, has seen the installation of two permanent charge spots in its car park for electric car drivers to use.

The first conference centre in Australia to pioneer the installation, it allows drivers to plug into the charge spot and top-up their battery whilst enjoying the conference centre's various facilities and event spaces.



2012 AIME Wraps Up



ABOVE: Marriott's Dominic Sherry, Regional VP, sales & marketing Asia Pacific & Paul Rushton Regional director of MICE sales Asia Pacific. were thrilled to receive their special AIME issue of BEN.

THERE was a heartening buzz from the floor at this year's AIME, attended by 500 Hosted Buyers from 27 countries, an increase of 16.5 per cent compared to 2011.

Furthermore, 779 exhibitors were present at the show and "pre-audited" figures show that an impressive 3,384 visitors attended over the two days

Reed Travel Exhibitions (RTE) director for AIME, Sally de Swart, said she was extremely pleased with the feedback which has been overwhelmingly positive.

"The 20th anniversary event was a resounding success, providing lead generation through networking and formal business appointments," she said.

51% of hosted buyers and about 26% of exhibitors were first timers.

WIN A 2-NIGHT ULURU ENCOUNTER



To celebrate the \$10million redevelopment of Ayers Rock Resort's Uluru Meeting Place conference centre Voyages is offering a great prize to Business Events News readers.

The Uluru Meeting Place will feature striking contemporary interiors that reflect the Indigenous heritage of the location. Facilities include a new ballroom that can comfortably seat 420 people as well as a second ballroom that seats over 300. These two rooms combined can create a large area that is ideal for events and trade shows.

The prize includes two return economy airfares to Ayers Rock Resort from the winners nearest Australian capital city, return airport transfers, two nights accommodation in a newly refurbished room at the Sails in the Desert Hotel, dinner at the intimate Tali Wiru fine dining experience and a Desert Awakenings Small Group Sunrise tour.

All you need to do to be in the running to win this great prize, is to email your answer to the below question by COB on Friday 30th March to: voyagescomp@businesseventsnews.com.au

The most creative answer will win this fantastic prize.

In 25 words or less tell us what Uluru means to you



Click here for terms & conditions

RIGHT: Kenneth Lim, Singapore Tourism board's new Jakarta-based regional director with STB's Michelle Thoo enjoying their funky stand at AIME.



BELOW: BEN editor Jill Varley with friends both human and furry during a pre-AIME Yarra Valley famil enjoying Chateau Yering hospitality.





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Burswood rebrands

INTERCONTINENTAL Hotels Group has today announced the rebranding later this year of the current Intercontinental Perth Burswood and Holiday Inn Perth Burswood properties.

The move follows the announcement by owner James Packer in Dec that the complex will be renamed Crown Perth.

The InterContinental will change its name to Crown Metropol, while the Holiday Inn will become the Crown Promenade Perth.

The newly named Crown Metropol is currently undergoing development with the recent addition of ISIKA Spa, a brand new "Vegas-style resort pool area" and dining such as Nobu, Rockpool and Bistro Guillaume.

AACB right at the Centre

THE 2012 Association of Australian Convention Bureaux (AACB) Staff Conference, being held at the Uluru Meeting Place, Voyages Ayers Rock Resort, 6-9 Sep this



year, will be one of the first conferences to be held in the new centre (pictured) which is set to re-open in August 2012.

Fostering stronger networks across the bureaux community, the conference will bring together professionals from the 17 member city and regional convention bureaux across Australia.

The conference program is a combination of keynote speakers and meetings industry experts, plenary sessions, breakouts, social activities and touring options.

Mike Cannon, outgoing CEO of the Association of Australia Convention Bureaux, said: "AACB and its stakeholders are focused on marketing, knowing that a

core element is continued education opportunities for bureaux staff.

"We are delighted that this objective will be enhanced by the mighty destination of Uluru.

"The event will, in addition, assist in the development of regional Australia as a key destination for business events".

Scott Lovett, director NT Convention Bureau (NTCB), said: "We're looking forward to welcoming our industry colleagues to the AACB Staff Conference at the Uluru Meeting Place.

"It's our chance to showcase our iconic destination and the world-renowned experiences that Central Australia has to offer."

GETTING TO KNOW: Sheraton Mirage Resort Gold Coast

The beautiful Sheraton Mirage Gold Coast set amongst 3.4 hectares of lagoons and tropical gardens is located just three kilometres outside of the hustle and bustle of Surfers Paradise. The property is currently undergoing a \$20 million facelift to all of its 293 guestrooms and suites with rooms to be fitted out with the Sheraton Sweet Sleeper bed, flat screen televisions, wi-fi access, custom woven carpets, casual lounge and dining settings as well as new bathroom fittings.

The new white and blue decor is currently being coordinated throughout the hotel's guest rooms while the villas, which are individually owned, have not been upgraded but are just as impressive and offer the choice of ocean, lagoon or garden view two bedroom villas.

There are 26 villas in the letting pool all offering a full kitchen, laundry facilities, private dining areas, balconies as well as their own carpark and pool. This room category is located in its own building right next to the hotel and allows guests staying in the villas full access to the facilities and services of the resort.

Dining experiences include: Terraces which offers a buffet featuring local seafood, desserts and a variety of traditional favourites and Asian dishes; Pearls Bar, offers High Tea; while The Oyster Bar is a favourite for seafood connoisseurs; and the Oasis Pool Bar cools down guests with ice creams, lunch and cocktails.

The property which caters for the meetings, incentive, conference and events with 11 meeting spaces including the Mirage Grand Ballroom, Mirage Grand Terrace, Lagoon Room, Rolls Room and Boardroom. The property can cater for up to 1050 delegates for conferences, outdoor BBQ evenings and parties in the Rolls function room.

The meeting rooms are decorated in rich golden ochres and indigo blues to highlight the coastal location and ensure that organisers can hold a professional event using State of the Art conference technology, Meyer concert level audio visual system, electronically operated ceiling mounted screens and 'intelligent' lighting for pinpoint effect and company logos.

For photos of the property see the Business Events News Facebook page online at www.facebook.com/BusEvNews.

