



## Fame is the spur

**NOT** all the news on the Sunshine Coast last week was about the Italian children who had gone into hiding there.

As it happened, it was also about our famil group of 12.

It seems that the 'Sunshine Safari' visit had piqued the interest of the local Channel 7 news team who followed us as we did a site inspection through the Mantra Mooloolaba Beach hotel.

Sunshine Coast Destination Ltd, ceo Steve Cooper and Business Events Sunshine Coast, business events manager Pippa McCreery, together with some of the participants, including yours truly, featured on the 7pm news on Friday evening.

The Bureau is attempting to get hold of the content which we then hope to post on the **BEN** website - *Jill*.



## Transforming George Street

**DESCRIBING** Sydney's George Street as a congested mess and confusing for visitors to negotiate, Tourism Accommodation Australia (NSW) director Carol Giuseppe said that Sydney City Council's plans to transform the busy street into an open plan area with wider footpaths and a light rail system, would revitalise tourism in the CBD.

"Currently for visitors to our city it can be totally confusing as to how they get from one end to the other – we need a clear, obvious main thoroughfare that can get tourists (and locals) from A to B quickly and easily.

"Making it more pedestrian friendly – and introducing light rail – would connect the various precincts of the CBD, while at the same time making it easier for tourists to get from an area like Circular Quay to Central or Chinatown."

Hotels in the George Street area including the Hilton, Four Seasons, Rydges World Square, Great Southern Hotel, the Marque Hotel and Mantra also back the proposal and want to see consultative planning to ensure that hotels in the surrounding area benefit from the changes.

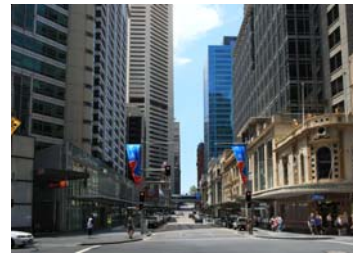
Hilton Sydney gm Michael Bourne said the move has his full support.

"I support the Transforming Sydney plans as I believe that the 'pedestrianisation' of George Street will open up its true potential to be a world class boulevard for both the local community and visitors," he said.

Nigel Greenaway of Eureka Funds Management (owner of the Four Seasons Hotel) also welcomed the idea.

"We need to offer event delegates and tourists more reasons to come, stay and play in our city and the transformation of George Street has the potential to add to the overall experience of Sydney by providing a linkage between

the harbour and the retail precinct & improving accessibility to our key attractions," he said.



## Worldhotels expands

**STRENGTHENING** their Asia-Pacific team, Worldhotels has announced two senior appointments to manage a fast-growing portfolio which offer more than 100 affiliate hotels in the region.

Joining the company is Joseph Nader as director, Hotel Development, Asia Pacific, who will develop and further expand Worldhotels' portfolio.

Nader brings 15 years of international experience with large-scale developments and business ventures including SunCorp in Australia, Nakheel in Dubai, Qatari Diar in Qatar, and the Dubai Government's hotel and resort development arm.

Based in the Singapore Regional Head Office, he reports directly to Roland Jegge, VP Asia Pacific.

Additionally, Jeanny Mak joins Worldhotels as director of sales, Hong Kong and South China.

With more than 16 years of sales experience, Mak launched her hotel career in the Finance Department of JW Marriott, moving on to sales and marketing in increasingly senior sales roles with The Peninsula Group, The Ritz Carlton HK and JW Marriott.

## Mackay Convention

**MACKAY** Convention Bureau is again promoting its products and services on **page 5**.

The Bureau offers "free professional advice" & "experienced staff" to ensure events will "exceed expectations".

## GainingEdge appoints



**JACKIE** Caldwell has been welcomed aboard GainingEdge as their business

development consultant for Australia and NZ.

Formerly from arinex, a leading Australian professional congress organiser and the Melbourne Convention & Exhibition Centre, Jackie will work with Faye Langley (already on the team) to offer representative and business development support for destinations who have their eye on the Australia and New Zealand business events markets.

## Everyone a good wine



This week, **Business Events News** is giving readers the chance to win a 750ml bottle of Veuve

Clicquot Champagne courtesy of New Caledonia Tourism.

There has never been a better time to send your clients to New Caledonia, a touch of France in the Pacific and less than three hours from Sydney.

For your chance to win be the first to answer the following to: [comp@businessesnews.com.au](mailto:comp@businessesnews.com.au)

**Who discovered New Caledonia in 1774?**



Hint: [visitnewcaledonia.com](http://visitnewcaledonia.com)



## MEETINGS woos China

**MEETINGS**, being held at Auckland's SkyCity Convention Centre 13-14 June has attracted a record 172 exhibitors, 350 day buyers and 188 hosted buyers.

Now, in a move which could generate significant marketing material in the emerging Chinese market, two Chinese journalists from specialist C&I industry publications will attend MEETINGS this year.

Four media from the United States are also set to attend.

Event manager Jeanette Stanton says about 550 people are expected at both the welcome function at the Hilton Auckland and the farewell dinner at the Viaduct Events Centre.

"This is shaping up to be a very big event; we're expecting around 1000 people to come together over the two days of MEETINGS so it's a big undertaking but everything is in place to ensure it is a success for both the exhibitors and the buyers," Stanton said.



# Perth conference Aspirations

THE Perth Convention Bureau's (PCB) Aspire Program, a world leading initiative that recruits and supports 'local hosts' to pursue conferences for Perth and Western Australia, has announced two Perth-based surgeons among four members of the Royal Australasian College of Surgeons (RACS) to receive \$10,000 travel grants.

The two WA recipients are Professor Christobel Saunders, the Winthrop Professor in Surgical Oncology at the University of Western Australia, and Dr Peter D'Alessandro, a specialist orthopaedic registrar at Royal Perth Hospital.

The other winners are Dr Jacqueline Allen, a consultant otolaryngologist with the Waitemata District Health Board and honorary senior lecturer at the University of Auckland; and Dr Eric Chung, a urological surgeon at the Princess Alexandra Hospital in Brisbane.

Announced recently at the RACS' 81st Annual Scientific Congress in Kuala Lumpur, the travel grants are open to surgeons and trainees with a demonstrated interest in academic surgery.

RACS president Ian Civil said the College's strategic partnership with the PCB provided a wonderful opportunity for surgeons to pursue their academic interests, adding that it had not been surprising the awards had attracted a significant number of applications.

Ceo Paul Beeson said the PCB had been the first of any convention bureau in Australia to establish a partnership with such a pre-eminent Australasian medical association.

"We are delighted to partner with such an august organisation as the RACS and look forward to it being a long and mutually productive relationship," he said.

"This strategic alliance reflects the Bureau's long term strategy of securing high-yield medical conferences, aligning with WA's

international reputation as a world leading medical research centre.

To date the Aspire Program has been responsible for generating convention business worth more than \$80 million in direct delegate expenditure to the Western Australian economy.

## Silverwater Resort offer

BOOK a conference at Silverwater Resort, Phillip Island between July and November with 50 room nights or more and they will give organisers the choice of some free value options to choose from including: a hosted trivia or game night during dinner, a helicopter flight for 20 people, a Penguin Eco Experience with a ranger at Phillip Island Nature Parks, return bus transfers from Melbourne or surrounds or a gift voucher for two nights accom in a three bedroom apartment plus breakfast.

## Sunshine winter offer

WHEN Business Events Sunshine Coast (BESC) hosted their second 'Sunshine Safari' with a group of conference & incentive organisers last week, they did so with many of the participants managing well in excess of 10 events per year, ranging from 20 to 500+ delegates.

Lending support to the event, 30 local business event operators discounted their product or service to show that they could offer everything from team building experiences, off site dinner options to meeting venues of every kind.

Fittingly, the BESC has an Australian/NZ winter campaign to entice more conference & incentive groups to the Sunshine Coast.

It is a campaign that promises free cocktail parties, breakfasts, accommodation rooms and 20% off a range of products & services.

The offer also includes venue hire and audiovisual services.

Events must be booked by mid August and have a min. of 30 pax - details at [drinksareonus.com.au](http://drinksareonus.com.au).

# Advertising in BEN:

- cost-effective • targeted • easy

For details call us today

1300 799 220



## Verve Creative's new era

EVENT management company, Verve Creative has undertaken a rebranding to avoid confusion "in the wider market place about our core skills", according to director Rob Frank.

The company will now be known as Verve Creative Events, a name that "properly reflects the company's skill set and track record

Frank said, adding that the tagline is "Genius Magic Results".

"The very foundation of what we do is understanding and delivering on our clients' objectives.

"Only once we have a thorough understanding of those objectives do we develop the magic to engage an audience," Frank added.

"Events are the perfect medium to do just that - to take the audience on a journey of discovery".



THE dead centre of Sydney is to come to life later this year during the Sydney Fringe Festival.

Hidden: A Rookwood Sculpture Walk reveals artists' response to the city's largest cemetery.

Being held from 01 September to 14 October, the aim is to encourage the community to familiarise themselves with the cemetery and its heritage.

Check it out at [rookwoodcemetery.com.au/hidden-2012](http://rookwoodcemetery.com.au/hidden-2012)

PASSENGERS in Upper class on selected Virgin flights this month would have had cause to think their drinks had been spiked, when they saw a floating Sir Richard Branson head in their glass.

The highballs are built to scale ice cubes of the airlines founder complete with his trademark goatee, which is part of launch celebrations of the airline's new in-flight bar.

# WIN A TRIP FOR TWO TO VANUATU



During the months of May and June, Business Events News is giving one lucky reader the chance to win an amazing holiday for two people to Vanuatu, courtesy of Air Vanuatu and the Grand Hotel and Casino.

The prize includes Air Vanuatu return airfares from Syd/Bne/Mel to Port Vila, and five nights accommodation in a Harbour View Room including continental breakfast daily at the Grand Hotel and Casino.

Air Vanuatu offers daily flights from Australia, just over 3 hours away. Complimentary inflight service and the friendliest smiles in the Pacific!

Grand Hotel and Casino offers a relaxing yet sophisticated French style setting, in a prime waterfront location in the heart of the shopping, business and entertainment district. 74 rooms with floor to ceiling windows, own private balcony, Internet access in all rooms and 24 hour room service. We also cater for conferences sizes between 10 - 80 delegates and for groups up to 130 people.

Q.4: What is the name of the Grand Hotel's bar which offers views of the Harbour?

Hint: [grandvanuatu.com](http://grandvanuatu.com)

Email your answers to: [vanuatu@businessesnews.com.au](mailto:vanuatu@businessesnews.com.au)

Click here for terms & conditions







## Business in Cairns shows off

THE 16th annual Cairns Convention Centre tradeshow was held in Brisbane, Sydney and Melbourne last week.

**BEN** was lucky enough to meet with the Convention Centre and its fifteen partners at the Sydney event on Wednesday.

Jenny Graham, director of sales for Cairns Convention Centre said the “tradeshow is a way of showcasing the business events infrastructure” to the industry “and it shows how well we all work together”.

Themed “why choose Cairns?” CCC general manager Ross Steele said the destination is convenient, cost effective, offers great teamwork, is aspirational and is the world’s best congress centre.



Steele added that Cairns is located right in the heart of the Asia Pacific region; there are over 6000 hotel rooms all within walking distance of the Convention Centre and the city offers over 600 day tours.

The Cairns Convention Centre features 22 meeting rooms and two halls that can seat 5200 and 2300 delegates respectively.

The Grand Hall which seats 2300 people can be divided into four quadrants for 500 delegates.

Nine additional meeting rooms can cater for between 10 to 360 people and six conference rooms from 10-55 delegates.

The Pacific International Cairns was in attendance last week showcasing its new conference facilities following the completion of its new refurbishment.

The new Pacific Conference and Event Centre features six meeting rooms that can accommodate up to 200 guests banquet style or 300 guests theatre style.

Other operators at the event included Wildlife Tropical North Queensland, Bright Black AV, Quicksilver Group, Hilton Cairns and Business Events Cairns and Great Barrier Reef.

**Pictured** above at the Tradeshow is Cairns Convention Centre general manager Ross Steele with Jenny Graham, the centre’s director of sales, in front of their booth.

## Macarthur offers more

**CHOICE** is everything and a city location is not everyone’s idea of a conducive place to meet, so it’s worth checking out the historic Macarthur region, less than an hour along the M4 Motorway.

Here event planners will find more than 20 conference venues offering a wealth of accommodation and activities.

The 4½-star Rydges Hotel in Campbelltown and historic Camden Valley Inn provide deluxe accom and meeting facilities, with Rydges attached to the giant CUBE Convention & Entertainment Centre, the largest venue in town, catering for up to 1000 guests.

Other event venues include the huge Australian Botanic Garden Mount Annan, the convict-built Gledswood Homestead and many more.



## Face to Face with...

### Lyn Lewis-Smith, CEO Business Events Sydney



**Business Events News** caught up with Business Events Sydney’s chief executive officer Lyn Lewis-Smith before she headed to IMEX 2012 in Frankfurt to present at the Politicians’ Forum.

Lewis-Smith leads BESydney’s global team, bring more than 18 years’ experience to the convention bureau and enjoys

“encouraging the team to push boundaries, innovate and strive to be the best in the business”.

#### What does your role entail?

As CEO, I drive the company’s strategic vision, and lead our global team responsible for delivering business events that generate economic returns and benefits beyond tourism for NSW.

#### What’s the first thing you do when you get to the office?

I think it’s important to understand the environment we are operating in, every day. First thing each morning I get a big picture view of what’s going on in NSW, Australia and around the world. I catch up on the days papers with a latte.

#### What is the most challenging aspect of your job?

At the moment we are working very hard to try to change people’s perception of business events. Traditionally, business events have been solely associated with the visitor economy, and measured on the tally of tourism receipts. Our research, *Beyond Tourism Benefits*, shows that business events deliver much more than this – trade and investment opportunities, knowledge exchange, improved education and more. It’s certainly a challenge to get people to change their long-held mindsets. But it’s important that our industry is understood as a driver for both visitor and knowledge economies.

#### How do you inspire your team?

I lead by example. I work hard, and also believe in having a balanced life. I believe in honesty, integrity and standing up for what is right. At the end of the day, the most important thing anyone has is their reputation. We should all do the best we can each day. And remember, it’s important to have fun while you’re doing it!

#### Dealing with new technology – bonus or headache?

Technology is very important. We operate in a global market place and it’s essential that we can

communicate quickly and efficiently in a timely manner with our team, our clients and our stakeholders. Definitely a bonus if it means we can do our job better. We are a future-focused, innovative organisation. We are not afraid of change!

#### What would you be doing if you weren’t CEO of BESydney?

BESydney is a not-for-profit company. I think if I weren’t here I’d be giving back to society in another way, perhaps leading a charity organisation. This year I’m taking part in Vinnies CEO Sleepout. I think we can all do more to help to contribute to a healthy and happy society.

#### Who has inspired you?

Number one: my family. They are behind me every day. I wouldn’t be where I am today without their love and support.

Number two: people who have not only great IQ, but also great EQ. Being a leader, being someone other people look up to, takes more than just intelligence. Empathy and the ability to respect and understand emotions are equally as important.

#### What makes a great conference?

People! Inspiring speakers, great content and exceptional management of the event.

#### What is the most inspiring conference you have been involved in?

Our annual staff conference is very special to me. This is the only time of the year that all of my staff are in the one place at the one time. These people have such passion for our industry, and the work that they deliver. Seeing everyone sharing stories, updating each other on projects and participating together in professional development activities is inspiring.

#### How many conferences have you attended in the last 12 months?

Around five.



## Raffles shows off its six pack



AS part of a brand refresh, Raffles Hotels & Resorts has introduced a new collection of six core packages to be launched this month.

The packages will be available at all eight Raffles Hotels & Resorts' properties around the world: Le Royal Monceau, Raffles Paris; Raffles Dubai, UAE; Raffles Makkah Palace, Saudi Arabia; Raffles Praslin Seychelles; Raffles Hotel, Singapore; Raffles Grand Hotel d'Angkor, Siem Reap; Raffles Hotel Le Royal, Phnom Penh, Cambodia; and Raffles Beijing, China.

Designed for guests seeking hotels for a broad range of reasons, the packages encompass special occasions, weekend breaks, last minute escapes, business travel and seasonal offers.

The collection makes it easy for

anyone searching for a luxury package to find something that is right for them at one of the Raffles hotels.

They will be consistent, easy to book – and something a little out of the ordinary.

Diana Banks, director of sales & marketing for Raffles Hotels & Resorts said each package delivers an experience with a very special Raffles flair and magic to create what they call 'emotional luxury'.

"That's what makes all these packages different.

"Not just luxurious, but surprising, memorable and inspiring, she said.

Of particular interest to the C&I market is - 'Business and Pleasure: At Raffles, business doesn't have to be all mundane.'

It's a package that includes everything needed to do business, including breakfast, internet, one-way airport limousine transfers and local telephone calls.

## Only the best will do



WHEN it comes to the finer things in life, guest relations are at the core of the Waldorf Astoria's philosophy, a style of service that can be experienced at the Waldorf Astoria Shanghai on the Bund.

It is the aim of this bastion of luxury and style, to ensure an exceptional stay for its privileged guests, anticipating and satisfying desires beyond the spoken needs and recognising the details that make a difference.

The Waldorf's dedicated and knowledgeable butlers offer everything from in-room check-ins to dinner recommendations while their world-renowned Piccolo Girls open doors, operate the historical elevators, take guests on tours of the hotel and give them a historical overview of the Waldorf and the city beyond.

For the Waldorf butler their task begins at reservation when they research their guests and their needs, looking at records of past stays to anticipate and accommodate their requirements.

For instance, when two fashion designers from an Italian couture house made reservations recently their butler prepared a special temperature-controlled closet to protect their clothes and supplied garment bags to store the outfits in anticipation of their arrival.

## Pastrello joins Etihad

LUISA Pastrello has been appointed as general manager Australia and New Zealand of Etihad Airways, the national airline of the United Arab Emirates.

Pastrello, an airline and travel industry executive has had an impressive career in a number of senior management positions with the Qantas Group and American Express International and a three-year term as advisory board member for Tourism New South Wales.

Chief commercial officer of Etihad Airways, Peter Baumgartner said that "the Australasian market is one of the most significant and diverse in the Etihad Airways network and is strategically important.

"With an impressive track record in sales and marketing management as well as customer acquisition and retention strategy, Luisa's appointment as general manager combines all the key ingredients for our success as an airline of choice for the consumer and our industry partners.

"It will add impetus to our drive for a bigger share of the consumer's mind and the outbound travel market in the region," Baumgartner said.

Pastrelli takes up her new appointment from today, reporting to regional general manager Asia Pacific South and Australasia, Lindsay White.

Etihad operates flights to 84 destinations across the globe, carrying Aussie passengers from Sydney, Melbourne and Brisbane to the world via Abu Dhabi.

### CONTACT US:

#### Publisher

Bruce Piper

#### Editor

Jill Varley

#### Contributors

Bruce Piper, Chantel Long

#### Advertising:

[advertising@](mailto:advertising@businessnews.com.au)

[businessnews.com.au](http://businessnews.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.

## Adelaide Convention Centre creates history

3000 delegates from across the world helped the Adelaide Convention Centre (ACC) host one of the biggest conferences in the Centre's 25 year history last week.

The four day Australian Petroleum Production and Exploration Association (APPEA) Conference is thought to have injected nearly \$10 million into the South Australian economy with hotels booked out across the city and delegates taking up 10,755 bed nights.

Last held in Adelaide in 2006 it has since grown to attract a record number of delegates.

ACC's chief executive Alec Gilbert said the APPEA conference is a great example of how the Centre continues to attract and host major national & int'l conferences while it undergoes a \$350m expansion.

"Adelaide has been able to continue the operation of its Centre during construction of stage one of the expansion, so the state economy continues to receive the full benefit of a vibrant conferencing and



events industry," said Gilbert.

"At the same time, APPEA underscores the need for the expansion because as its capacity increases we're able to offer appropriate facilities.

"This will help to bring this conference and many others to Adelaide for decades to come."

The APPEA conference took over 9000 sqm of floor space at the Centre with 45 semi-trailer loads of exhibition infrastructure being brought into Adelaide for the event.



# MACKAY

## Queensland

*A fresh, exciting event destination!*



From palm-fringed beaches to ancient rainforest and the rugged golden hinterland, you will find a diverse and distinctive range of experiences that no other destination can rival.

Boasting a state-of-the-art convention centre and one of Australia's fastest growing airports, this flourishing centre combines small town hospitality with big-city convenience.

Offering free professional advice, the experienced staff at Mackay Convention Bureau are dedicated to ensuring that your next event will exceed expectations.

*Call today to discover more of our hidden gems!  
(07) 4944 5855*



[www.mackayconventionbureau.com](http://www.mackayconventionbureau.com)