



Events at events

THESE days just about every city, town and village has a festival, carnival or event to celebrate.

Whether its a wine, tulip, music, food or racing carnival, hooking a conference or incentive to one of these can give your own event some added gravitas.

In Sydney, from now until the end of October there's the Crave Sydney International Food Festival, with its dinners and lunches, tours and tastings.

Then from 18 October - 4 November, there's the free-to-the-public Sculpture by the Sea, on display along the Bondi to Tamarama coastal walk, while in Victoria there's the Spring Racing Carnival which during its run until 25 November, stops the nation for the Melbourne Cup - Jill.



Noosa scores a try

IN a coup for the region, Noosa has secured the British & Irish Lions for the official Training & Recovery Week as part of their 2013 Lions Tour of Australia.

Between 100 and 200 people including the team, management and media will visit for a week in June 2013 which will include three days of training plus recovery time for the team.

The tour attracts 25,000 fans from around the world who follow the teams. CEO of Sunshine Coast Destination Limited, Steve Cooper, said the visit "would provide a terrific boost for our tourism industry," with SCDL targeting UK, NZ and Australian fans during the tour period.

The tour will be the biggest sporting event in Australia in 2013.



Adelaide's good results

THE Adelaide Convention Bureau AGM held on 27 September has seen the appointment of Michael Sfera and Martin Haese as directors.

Addressing the members, Adelaide Convention Bureau, chairman Phil Baker said the Bureau had produced good results in terms of the number of events won in the past 12 months which was up 29% on target with 28% of these events being held during low season.

However, it was noted the events won are smaller in size than previous bid wins and as a result the economic benefit brought to the state was down

15% on target with \$84.9m.

"It appears the challenging economic conditions and a high \$AUD will remain constant for the next few years and the trend of winning smaller events will continue with larger events remaining elusive in a highly competitive industry where significant resources are required to win large events.

"These constant challenges will continue in the years ahead at a time when new infrastructure is coming online, particularly the exciting \$3 billion redevelopment of the Adelaide Riverbank Precinct.

"The Plans to develop this precinct into a world-class convention, events, dining and entertainment promenade will only assist the Bureau in selling the destination" said Baker.

He also noted that whilst the economic benefit figure was down, the Adelaide Convention Bureau still produced one of the highest returns on investment ratios on total budget for Australian convention bureaux at a ratio of forty to one.

AKL's landmark venues

AUCKLAND Conventions who currently manage events spaces at the Viaduct Events Centre, Aotea Centre, Auckland Town Hall, The Civic and Auckland Art Gallery, have now included the Auckland Zoo and Mt Smart Stadium in the Auckland Conventions Venues and Events portfolio of landmark venues.

These follow closely from the addition of Auckland Art Gallery in August.

"We are going through an exciting period of growth and are thrilled to incorporate Auckland Zoo and Mt Smart Stadium into our offering" says Mohamed Mansour, director of Auckland Conventions.

"These venues will enhance the diversity of our portfolio and provide event organisers with greater opportunities to create unique experiences.

"Our growing portfolio, not only offers clients a greater choice of venues but also the convenience of a centralised point of contact.

"Our team can help clients narrow down their options for suitable spaces and pull together a customised package of services to match their specific requirements," he said.

Pacific World boosts

IN SUPPORT of their strategic plans for growth and innovation, Pacific World Asia have announced two new members of the senior management team, based in Singapore.

Both moving from Carlson Wagonlit Travel, they are Hervé Joseph-Antoine who was appointed as global managing director in April 2012, and Selina Helen Grocott who joined Pacific World last week as Regional Director Singapore and Malaysia.

Joseph-Antoine is responsible for developing the overall global strategy of Pacific World, including developing the sales model, expanding the product offering and driving the geographical expansion of the company as it increases its Asian offering.

Grocott, who is a member of the Pacific World Management Board, becomes the senior leader within the Australian/New Zealand market, working closely alongside Australian DMS representative, Destination Marketing Services to ensure Pacific World Asia "delivers its promise on service & creativity."

The Pacific World Asia management team from Greater China, Singapore, Malaysia, Indonesia, Thailand, Cambodia and Vietnam are at IMEX in Las Vegas this week, to meet and update Australian/New Zealand buyers on what is new and happening in Asia and within Pacific World.

Tangalooma events

TANGALOOMA Island Resort is very exciting, especially with all its corporate team building and day cruise functions on offer.

The Island Resort is showcasing all it can offer the MICE market during 2013 - see **page four**.





YOU know the experience. You're in a foreign country looking for the toilets. Having found them, you're not sure from the script on the door or the character depicted, if its a man or a woman. You fret, is that a dress or is that a man with a long shirt & trousers? Hallelujah! Hong Kong Airport has got it right. You can clearly see the sizeable and clearly marked men's and women's public toilet signs from the other side of the terminal.



Eric & Scarlett @ MGallery



“MGALLERY is about style not stars,” said David Lowe, director of marketing of the Harbour Rocks Hotel, dismissing the suggestion that the hotel brand would stoop to mere star ratings. “Every MGallery property has a memorable story to tell and it’s one that starts from the moment a guest walks into the hotel, to the experiences they have during their stay.”



Lowe, who also presides with customary aplomb over The Sebel Pier One, was speaking at an opening dinner last week, held on the hotel’s rooftop terrace.

Meanwhile, back at Sydney’s Harbour Rocks Hotel after an \$8 million redesign and refurbishment, it joins Accor’s MGallery Collection, the fourth MGallery in Australia.

Eric the ghost, it is said resides there, a former patron of the premises who is in love with Scarlett the harlot from the house next door.

Eric died heartbroken when Scarlett died of tuberculosis.

In homage to the tragic lovers the hotel’s bar is named Eric’s and the restaurant is named Scarlett.

In fact, upon arriving at the hotel guests are greeted with a non-alcoholic welcome drink at Eric’s Bar called a ‘Scarlett Surprise’.

Built in 1887 as a Bond store and on the site of an old tent hospital, the historic, 59-room hotel has prestigious new rooftop venues that are ideal for cocktail events, celebrity launches, group dinners and decadent getaways.

It really is worth checking out. Pictured above at the event last week are the men of Accor: Peter Hook and David Lowe with the Harbour Rocks Hotel’s Hagen Wintzer.

Inset is an exterior view of the Sydney Harbour Rocks Hotel.

Get really spooked

SEEKING Halloween fun? The Quarantine Station is holding their first Halloween Ball on Saturday 27 October. It’s no secret that the Station is one of Australia’s most haunted locations, so you are guaranteed a night of devilishly good fun, spooktacular music, a dance party and unspeakable entertainment. Fancy dress is required and there’s door prizes to be won including best costume. Creepy finger food, selected wines, beer and soft drinks are also included. You can join the Grim Reaper on a visit to a couple of their haunted building sites, even stay the night...or longer. The event is priced at \$99pp.



WIN A WEEKEND AWAY FOR 2!



This week BEN is giving one lucky reader the chance to win a weekend away for two adults in a One Bedroom Apartment at an Adina Apartment Hotel of their choice across Australia and Europe, courtesy of Adina Apartment Hotel Norwest.

The brand new Adina Apartment Hotel Norwest is located within one of Sydney’s thriving commercial hubs, Norwest Business Park at Baulkham Hills. Situated just 45 minutes’ drive from Sydney’s CBD, Adina makes doing business with some of Australia’s most prominent businesses easy by offering pleasant, affordable meeting alternatives for your next conference or event. Adina Apartment Hotels are the small meeting specialists.

For your chance to win this great prize send in the most creative response to the question below to comp@businesseventsnews.com.au

In 25 words or less tell us what makes Adina Apartment Hotel Norwest a great destination for meetings & conferences.

Hint! Visit www.adinahotels.com Click here for terms and conditions



Looking for Adventure

AIR Adventure Australia is boosting its fleet with an aircraft ideal for that high end incentive or small group escape.

The Outback Jet (a Cessna 441 Conquest II) is undergoing a refit before starting operations early in 2013, and is available for charters of 4-10 people - for info see www.airadventure.com.au.

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business events news

8th October 2012

Malaysian fashion turns MICE heads



THE competition may have been global, nevertheless the Kuala Lumpur Convention Centre (the Centre) won gold in the Meetings Industry Marketing Awards (MIMA) 2012, Sarong Campaign for 'Best Print Advertising Campaign'.

Developed in 2011 as part the Centre's strategy to make inroads into the North American meetings market, the campaign used Malaysia's signature apparel to build awareness of, and pique interest in, the Centre and

Malaysia and to symbolise 'positive tie-ups' with the target market.

Datuk Peter Brokenshire, the Centre's general manager said the campaign was very well-received and resulted in an increase in enquiries from North America with several turning into business leads.

"The excellent response has prompted us to now extend it to other international markets including Australia and Europe this year."

Christmas getaway

FINISHING off the year with a Christmas party getaway could be the perfect reward for the team and a rainforest location in tropical north Queensland, the ideal destination.

Right now the Daintree EcoLodge & Spa is offering special accommodation rates and great Christmas menus starting at \$45pp.

They also suggest combining a dinner party with a team building guided walk or the indulgence of spa treatments before dinner.

Find out more from Emmelie on 0458 288 497.



Rising stars meet



A SELECT group of Mantra front office managers, reservations agents, accountants, sales executives and rooms division managers converged on the Mantra Legends Hotel in Surfers Paradise last week for some sun, surf and professional development.

Known as the Rising Stars, these employees from across Australia and New Zealand, have been identified as future leaders.

The Mantra program, first introduced in 2010, has seen more than 70 employees graduate and enjoy career growth in their respective fields.

First introduced in 2010, the program provides the tools, training and growth plans to help participants achieve their short and long term goals.

Among the group are four who have progressed to the role of general manager - Andrew Freak now GM at Peppers Bluewater Resort Lake Tekapo; Daniel Ap-Thomas GM at Mantra on Frome Adelaide; Cosimo Roncini GM BreakFree Grand Pacific Caloundra; and Brian Rooney, a graduate of this year's program and recently appointed as GM at Peppers Guest House Hunter Valley.

"I've gone from front office manager at Mantra Chatswood which is a corporate hotel in Sydney, to managing a boutique retreat in the Hunter Valley - the opportunities really are there for those who want to progress in hospitality and I'm loving the new challenge," said Rooney.

Mantra ceo Bob East is a passionate believer in developing from within and preparing the team members with the right skills to move forward in the organisation.

A leadership skills team building exercise saw the group participate in an 'Amazing Race' style treasure hunt.

"We are a young company with plenty of young talent looking to develop and grow in a business that can give them great opportunities," said East.



THE Whitsundays Convention Bureau operates as part of the local Regional Tourism Organisation (Tourism Whitsundays) and in June 2011 the Convention Bureau was re-branded 'Whitsundays - Wonderful Business Events'.

Meanwhile in July 2012 Tourism Whitsundays merged with Enterprise Whitsundays and is now called 'Whitsundays Marketing and Development', which forms the umbrella marketing organisation for both leisure and business events.

Free information, advice and planning services are available to both trade and corporate conference & incentive planners through the organisation.

The Whitsundays is a tropical destination of both islands and the Whitsunday Coast and is only one hour 20 mins from Brisbane, 2 hours 20 minutes from Sydney and three hours from Melbourne.

With two airports and a range of resorts to suit any style and budget there's no need to go offshore for a tropical style conference or incentive trip.

The Whitsundays is a destination like no other - with unique natural attractions including the Great Barrier Reef, Heart Reef and one of the world's top beaches, Whitehaven Beach it is easy to impress and captivate delegates.

Since implementing the Whitsundays Business Events brand and developing a stand alone website in June 2011 leads generated by the convention bureau have increased by approximately 300%.

The majority of these enquiries are coming via the new website whitsundaysbusinesssevents.com.au, proving the value of having a standalone business events communication platform.

A significant increase has been seen in the interest for the Whitsundays and the ground gained over the past 18 months is pleasing to the bureau.

With professional resort and conference facilities, catering for groups of 10 to 1,000 delegates, the opportunities are endless to create a unique & memorable experience for your next business event - activities available include sailing and yachting, snorkeling and diving, scenic flights, treasure hunts and amazing race experiences, beach activities, golf, fishing, day spas, cooking classes, and much more.

CONTACT US:

Publisher

Bruce Piper

Editor

Jill Varley

Contributor/ Coordinator

Chantel Housler

Advertising:

advertising@businessseventsnews.com.au

businessseventsnews.com.au

P: 1300 799 220

F: 1300 799 221

PO Box 1010 Epping, NSW, 1710
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