



## Pukka tucker...

### ANOTHER opening

- another Jamie Oliver show.

This time it is Perth's



turn, with Jamie's Italian set to open in Western Australia in early 2013, when it enters the capital's burgeoning food scene.

Perth readers and visitors will find it in the Mitchell Building, between Wellington St and the Murray St Mall.

On the menu will be Jamie's renowned Italian signatures of a unique pasta machine (producing fresh pasta daily) and the legendary planks of antipasti too.

The eatery will boast a spacious Martin Brudnizki designed dining and bar area - and naturally a "wow factor" experience - can't wait to give it a go! *Jill*

## South Africa approval

**QANTAS** and South African Airways will be permitted to offer codeshare flights between Australia and South Africa through until the end of 2014, under a draft determination issued today by the International Air Services Commission.

Under a previous ruling the pact was set to terminate on 31 March next year.

The IASC said it's still very concerned that the codeshare is limiting competition on the route.

## NT to muster the industry

**MARK** your calendar, because **BEN** can today exclusively reveal that Northern Territory Meetings Muster 2012 will run from 22-26 October - and it promises to be bigger and better than ever.

The Muster is open to attendance by professional conference organisers, destination management companies, event planners, in-house meeting organisers, associations and corporate decision makers.

Events are to be held progressively in Brisbane, Canberra, Sydney, Melbourne and

Adelaide and will consist of early evening networking forums, with the exception of Adelaide which will be staged as a lunch.

The Muster will provide more than 200 event planners around the country with the opportunity to meet with the Northern Territory Convention Bureau team and their ten industry partners.

Fantastic prizes are being offered in each destination, including trips to Uluru, Darwin and the Top End, and Alice Springs.

Topping this off, the event will be emceed by ex-AFL footballer, Russell Robertson, a roving NT tourism advocate who has been closely involved in community football development.

"This five city road-show enables us to bring the NT so much closer to city-based planners," said Scott Lovett, the director of business events for Tourism NT.

"They can meet with our operators, learn more about our destinations, products and services, as well as the wonderful CSR activities that enable NT-based conferences and incentives to give back to local communities and make a real difference."

Registrations are now open at the [www.ntconventions.com.au](http://www.ntconventions.com.au) website - for more details see the **last page** of today's **BEN**.

## Hot offer on Med cruise

**PAY** for a category 12 balcony suite on a seven-night Western Mediterranean cruise aboard *MSC Splendida*, and you will be upgraded to a deluxe suite in the ship's MSC Yacht Club.

This exceptional deal applies to bookings before 30 September, for cruises until November this year - and the price for such a cruise is a bargain \$1219 per person, twin share.

"That's a saving of \$1280 per person," said Lynne Clarke, managing director of MSC Cruises Australia and New Zealand.

Info on [msccruises.com.au](http://msccruises.com.au).

## Exotissimo into China

**ASIAN** inbound specialist Exotissimo Travel has announced the launch of China as its eighth destination in Asia, with a new office in Beijing which is a "fully licensed and invested inbound operator".

The move sees Exotissimo now operate a total of 19 offices, employing 600 full time staff.

From 28 Sep Exotissimo said it will debut a number of new exciting programs, covering the 22 provinces, five autonomous regions and five municipalities of the country.

"They are also exploring areas many other DMCs do not operate in, including the special administrative regions of Hong Kong and Macau," the firm said.

For more information see [www.traveltrade.exotissimo.com](http://www.traveltrade.exotissimo.com).

## Spreading the Sunshine

**SIX** Sunshine Coast operators from Business Events Sunshine Coast (BESC) attended the third Annual Executive Assistant Network Congress at Royal on the Park in Brisbane last week.

The event attracted over 130 senior executive assistants (EAs) and personal assistants (PAs).

Sunshine Coast Destination ceo Steve Cooper said, "More often than not, the EA or PA within an organisation is responsible for researching destination and venue options for corporate events.

"Developing these relationships and providing key people with recommendations and ongoing support for their upcoming event, means they gain a better understanding of what our region has to offer."

## NOVOTEL COFFS HARBOUR



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IT could be an elaborate hoax by pesky kids, or it has even been suggested that it's possibly a sneaky ploy by Auckland Tourism to drum up visitor numbers.

Whatever, there is something lurking in Auckland Harbour that emerges from the water just long enough to be photographed - the Loch Ness Taupo Monster?

First reported in Fairfax NZ newspapers, the sighting of what looks suspiciously like a midget submarine, still has the local harbourmasters scratching their collective heads.

In the admittedly grainy photograph, avid sea-gazer Brad Watson managed to snap the tail end of a "mysterious cigar-shaped object" - or perhaps a long, sleek reptile - gliding along the waterfront in broad daylight at 11.30am last Thursday.

Incredibly, despite being in full view of the Viaduct - probably Auckland's busiest area - nobody else reported seeing it.

## Queenstown showcase

QUEENSTOWN will this week be on show at a special Destination Queenstown C&I showcase at Sydney's Museum of Contemporary Art.

The event, in partnership with Air New Zealand, will take place tomorrow night from 5.30pm.

For more information contact Jana Kingston via email on [janak@queenstownnz.co.nz](mailto:janak@queenstownnz.co.nz).

## Staging an award

SUCCESSFULLY defending their 2011 title, Staging Connections took out the category of Academy of Wedding Planners Best Private Event, at the 2012 Australian Events Awards.

The Australian Event Awards acknowledge the commitment, hard work and consistency that organisations make across the entire national events industry.

Accepting the award, Senior Wedding Stylist and Planner, Anthony del Col said: "Our clients trust us to transform their love story and vision into a reality and this award is a tribute to them."

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## Jordan wants Aussie MICE

THE Kingdom of Jordan will next month send a formal delegation to Australia, in the hopes of attracting more business tourism events such as high-end incentives, meetings and conferences.

The group, including Jordan Tourism Board director of marketing Mahfouz Kishek, will meet with the industry at cocktail events to be held in Brisbane, Sydney and Melbourne.

It's part of efforts supported by the USAID Jordan Tourism Development Project to help Jordan develop its industry.

"We see Australia as an incredibly important source market," Kishek said, with Australian visitation up 20% between 2009 and 2011.

And Aussie visitors spent an average of \$3800 each, with the compelling destination offering a wide range of experiences including a rich cultural heritage, the spectacular Dead Sea (above)



and World Heritage Petra, which is considered the "eighth wonder of the ancient world".

The Brisbane event is on Mon 15 Oct; Jordan meets with Sydney MICE people on Tue 16 Oct and then the Melbourne event is at the Hotel Windsor on Wed 17 Oct.

For details on attending contact [nicole@fivestarpr.com.au](mailto:nicole@fivestarpr.com.au).

## CIBTM wraps up

LAST week's China Incentives, Business Travel & Meetings Event from 12-14 Sep in Beijing, attracted 5,000 domestic and global participants including "over 30 international buyers," according to the *China Daily*.

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\*Free seat applies to economy class group bookings only.

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## business events news

17th September 2012

### Novotel appoints

**NOVOTEL** Forest Resort Creswick has appointed three new team members.

They include local Daylesford resident Paul Green as the new conference sales manager.

Green returns to his passion of hospitality after a more recent career in real estate sales.

Gerhard Zitzenbacher is the resort's new executive chef, with a wealth of experience working for luxury properties including Radisson Vienna and Grand Chancellor Christchurch.

French-born Albane Mahaut has been appointed director of sales & marketing.

She brings with her 10 years of experience, most recently as director of sales & marketing at Novotel Rockford Darling Harbour.

### New Dusit Maldives



**DUSIT** International celebrated the grand opening of its new flagship resort last week - the Dusit Thani Maldives.

The opening ceremony saw His Excellency Dr Mohamed Waheed Hassan Manik, the president of the Republic of Maldives attend.

Dr Manik said at the opening, "The Republic of the Maldives will not only benefit from economic gains and job creation as a result of Dusit International's investment, but equally, if not more important, is the legacy afforded by the education opportunities that Dusit International will introduce to this country."

The resort, which comprises a luxurious collection of 100 guest villas and residences, is located on Mudhdhoo Island in Baa Atoll.

### Rock stars apply here

**VIBE** Hotels, continuing their affiliation with music through the launch of the Vibe Songwriting Suite, are now giving aspiring rock stars and wannabe singers the chance to 'live like a Rockstar' for a day, with the announcement of the Vibe Rockstar Package.

This includes - two days accommodation in a Vibe-rant room (Rockstars sleep during the day); limo transfers to the Vibe Songwriting Suite; one day of song writing at the Vibe Songwriting Suite; a Rockstar dinner at curve café; unlimited use of the minibar; a delicious full buffet breakfast for two each day at curve café and late check-out at 4.00pm.

The Vibe Rockstar Package is available from \$10,000 at any of the three Vibe Hotels located across Sydney: Vibe Hotel Sydney, Vibe Hotel Rushcutters Bay and Vibe Hotel North Sydney.



## Face to Face with...

### Sally de Swart, Director for AIME, Reed Travel Exhibitions



**Business Events News** recently caught up with Director of Australia's largest exhibition showcase for the business events industry, Sally de Swart, about her role as Reed Travel Exhibitions' Director for AIME. With years of experience working in the UK events industry, Sally relocated to Sydney in 2010 to take on the busy role with AIME and talks to BEN about what makes her tick.

#### What does your role entail?

My day-to-day job involves overseeing all elements of AIME and driving the strategic direction of the event. I am ultimately responsible for the delivery of a successful event each year so I work with our teams to ensure we achieve this. My role requires me to regularly liaise closely with key stakeholders such as the MCVB & Reed Travel Exhibitions in the UK.

#### What's the first thing you do when you get in the office?

Check in with the AIME team and then grab a coffee.

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

Managing everyone's expectations can be a challenge. AIME targets all areas of the business events industry so we have a few different audiences and we always want to ensure that AIME is highly relevant to each of these. We are constantly looking at ways to improve each year, so all attendees continue to get the best possible results from attending AIME.

#### How do you inspire your team?

I think you would need to ask them however I would hope that they feel inspired by the very important contribution they make to the success of AIME. The AIME team is small and we really enjoy working together. We are constantly bouncing ideas around and everyone is encouraged to have input. Delivering AIME is a true team effort.

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

Absolute bonus - it's the way of the future and we need to embrace it - however a slight headache develops when I am reminded that I should be writing a blog! While new technology can be a bit time consuming to harness initially, it certainly offers you new opportunities to grow your product and audience.

#### What would you be doing if you weren't Event Director of AIME?

As boring as it sounds, I have been doing this for a long time and I have always enjoyed it. I get such a thrill being on site and delivering events, it always keeps me inspired. I don't have time to dwell on what else I would be doing.

#### Who has inspired you?

I have been inspired by a number of generous mentors throughout my career and I am a firm believer in the role of a mentor. These days I am really inspired by the people I now mentor myself. Mentoring is such a great way to learn from someone else's experience and see things from a new perspective.

#### How do you relax?

I have no "off" switch so relaxing is an unfamiliar concept - two small children are a great distraction from work but they are certainly not relaxing! Although, some of the beautiful properties and destinations we see exhibited at AIME each year makes it very tempting to fly away somewhere exotic and just relax!

#### What makes a great event?

Live events are so powerful in delivering face to face connections and getting us out of the office. A great event is one that each person walks away from with a renewed sense of excitement for what they do and feeling they have made some valuable connections.

#### What makes AIME a great event?

We listen to what our buyers, exhibitors and visitors want and actively take their feedback each year and turn their ideas into new innovative initiatives. We embrace new technology and concepts but we also draw on the knowledge of people within the industry and keep the core ideals that AIME is about; doing business and networking. We must be doing something right as AIME 2013 will be our 21<sup>st</sup> show!

### WIN A \$100 PREPAID VISA CARD!



This week **BEN** has teamed up with **inPlace Recruitment** to celebrate the launch of their new travel recruitment website, by giving three readers the chance to win a \$100 prepaid Visa card to spend online or in a store of their choice!

For your chance to win, be the first person to send in the correct answer to the daily question below.

### Which inPlace Recruitment team member writes a column for BEN?

Email your answer to  
[comp@businessesnews.com.au](mailto:comp@businessesnews.com.au)  
Hint! Visit  
[www.inplacerecruitment.com.au](http://www.inplacerecruitment.com.au)





## Africa award winner

**WHAT** could be more exciting than attending a SITE International Conference in China?

How about receiving the news that the dynamic *Somewhere in Africa* team had won a big award?

"We're so thrilled that our collaborative project – a day of community service for the Nutrimetics Incentive Group – has been chosen as a 2012 SITE Crystal Award winner in the category 'Responsible Experiences'", says MD Susan van de Merwe.

She said the initiative was the result of an opportunity brought to the firm by Australian incentive house, **Unique Group Travel**.

"In July 2011 we set out to create a sustainable community service program that would make it possible for the women in Khayelitsha (South Africa) to tell a different story – a story that includes pride, self esteem and financial independence," explains van de Merwe.

"Through the Khayelitsha Sewing Project, *Somewhere In Africa* has provided a project that enables both international visitors and local businesses to touch the lives of others in a very real way, leaving not money, but a legacy."

Blanca Delgado, co-ordinator of SITE Chapter & Member Services said the Crystal Awards were designed to elevate the global standard of motivational experiences and honour creativity and excellence.

"No other program serves to recognize program planning and execution for experiences individuals would not be able to create on their own," Blanca said.

## Accor's 3 for 2

**IF** you are looking for a good deal, take advantage of Accor's three nights for the price of two in their hotels across Australia.

It's valid for stays from now until 10 November at participating Pullman, MGallery, Grand Mercure, Novotel, Mercure, All Seasons and ibis hotels – see [www.accor.com](http://www.accor.com).

## 'Gong farewells Binskin

**AS** Tourism Wollongong takes on a broader marketing and development role as Destination Wollongong, the organisation's energetic general manager Greg Binskin has announced he is leaving to spend more time with his family.

"After 11.5 years building Wollongong's image as an exciting tourism and lifestyle destination, Binskin believes the time is right to set a new course," said Tourism Wollongong chairman Matt Davidson.

"We greatly regret but totally respect Greg's decision," he said, with the move following the achievement of a new five year funding agreement.

"He has worked very hard to help achieve the transition now underway, but wants to spend more time with his young family during a very challenging time.

"He will leave with our absolute blessing and deep thanks for his energy and commitment," he said.

Davidson said latest National Visitor Survey figures showed the Illawarra's tourism industry was worth \$678m a year, after big growth in the past seven years.

# SCEC's fertile training ground

**PROVING** a fertile ground for young talent, the Sydney Convention and Exhibition Centre's (SCEC) technical trainee Josh Lazarus (pictured right) was awarded a \$2000 Australian Vocational Student Prize by the Federal Government, for showing outstanding skills while undertaking a Vocational Education and Training (VET) in Schools program.

Lazarus joined the venue's specialist production unit Centre Technical Production and Design in 2010 and 2011 as part of a pilot program in partnership with Bradfield Senior College TAFE, which allowed him to complete his Certificate III in Live Production while at the same time studying for his HSC.

"The training opportunities available at the Centre provide among the most specialised technical experience available in Australia," said the SCEC's chief executive Ton van Amerongen.

In other staff achievements, Centre third-year apprentice Levi Murphy recently won a gold

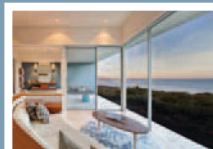


medal in the Hospitality Training Network's apprentice chef competition,

And fellow Food and Beverage team member Angelo Velarde came in the top 10 in the recent Hennessy HotCup Barista competition undertaken as part of the Australasian Gaming Expo.

Angelo's efforts in the competition included four tasty cafe lattes, four espressos and four cappuccinos, as well as his signature coffee – a "popcorn-infused liquor topped with a strong espresso and soy milk foam".

## Win a luxury stay at Southern Ocean Lodge



During the months of August and September, *Business Events News* is giving one lucky reader the chance to win an amazing two-night stay at the exclusive Southern Ocean Lodge, Kangaroo Island courtesy of Baillie Lodges.

The prize includes two-nights accommodation for two people in a Flinders Suite with breakfast, lunch and dinner daily, open bar with premium wines and spirits, in-suite bar, signature experiences and return island airport transfers.

To be in the running simply answer the 17 questions and the final creative answer which will be featured in *BEN* on 21 September.

The person who answers ALL the questions and has the most creative response will win.

Email your answers to:

[baillielodges@businesseventsnews.com.au](mailto:baillielodges@businesseventsnews.com.au)



business events news

**Q16: How many suites does Southern Ocean Lodge comprise?**

Hint: [www.southernoceanlodge.com.au](http://www.southernoceanlodge.com.au)

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Uluru, Red Centre

# INVITATION

NT MUSTER; DISCOVER, CONNECT, INSPIRE



**DISCOVER** why the NT should be the first place you think of when deciding your next event. **CONNECT** with the local professionals who do what it takes to make it happen! **INSPIRE** your team to bring their next event to the NT with the knowlege you gain and the contacts you make at NT Meetings Muster 2012.

We have mustered our top meetings and event suppliers to embark on a road show around Australia, bringing the NT to you. Join us and MC Russell Robertson as we share the reasons why the NT holds such great opportunities for your next conference, incentive, meeting, exhibition or product launch.

**CLICK HERE TO REGISTER**

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