



Dreamtime delights

TOURISM

Australia's signature event for showcasing the country's outstanding incentive experiences to international business events buyers and media is currently in full swing in Melbourne with host city partner, Melbourne Convention Bureau.

Melbourne was in fine fettle producing its customary four seasons in one day.

It started off raining when we took off on a paper chase tour in a fleet of colourful Hot Rods.

The activity required us to take photos as we toured various parts of the city, and was particularly wet when we had to take a group photo by the lake in the Botanic Gardens.

Still it all ended in bright sunshine at the Grand Prix Albert Park Circuit.

By the evening the weather was positively balmy at a function at Alto, a super chic event space located on top of Melbourne's iconic GPO building.

Still, I'm not alone in being puzzled as to what the purpose of 'The Minglers' were at the event.

I hear they were there to talk and mingle with the guests but they seemed to spend the evening mingling amongst themselves!

One of the delights of a Dreamtime lunch was an address by Subhas Menon, regional vice president South West Pacific for Singapore Airlines, which is one of Dreamtime's major sponsors.

Describing the airline's passion for excellence and its footprint in Australia, he said, "It makes Singapore Airlines an ideal partner for business events."

Later on he had us in stitches when he talked about Australia being blessed by such an array of tourism icons.

"You have so many, it's as confusing for visitors as a baby in a topless bar," he said.

Boom, boom! Jill



MCEC's biggest year yet

MELBOURNE Convention & Exhibition Centre ceo Peter King has revealed that 2013 has been the venue's biggest year to date, with more than ever 1500 events.

"It was also our biggest year financially" he told delegates at a Dreamtime breakfast on Mon.

"Last week we hosted our largest international event – the World Diabetes Congress.

"They took over the whole venue with just over 10,000 delegates...it is the sort of event that this place was built for.

"Not only that, we now have four or five more significant events over the next 12 months."

These are World Cardiology, World Haemophilia, World Aids

– (the largest one, in July) and World Cancer meetings.

"There are not many venues in the world that could cater to all the diversity of those events and that is something we are very proud of," he said.

"Right now we have a project in front of the State Government to build another 15,000 sq metres on top of the car park, in front of the Hilton Hotel because we are turning away a potential 25% of our business due to space issues.

"With this extension of exhibition and convention space we will be undeniably the best place to do business in Australia and probably within the whole region," he enthused.

New touring options for AIME 2014

THE pre touring options for Hosted Buyers attending AIME 2014 now include 19 options designed to cater to a variety of business needs, including unique venues, convention hotels and private dining.

The new tours include 'Hidden Secrets of the Dandenong Ranges', located just thirty minutes from Melbourne.

The 'Horses, Wine & Beer Tour', allows attendees to visit 'Living Legends' at Woodlands Historic Park, home to retired champion race horses

The 'Melbourne – Shopping Tour Experience', will roam the city, known for its extensive

offerings suitable for any seasoned shopper.

In addition, Daylesford & Macedon Ranges, the perfect destination for those seeking to be pampered and Gippsland, known for its unspoilt beaches and venues with exceptional views, are also offering overnight tours for the first time.

According to Karen Bolinger, MCB ceo, "These programs provide a great opportunity for us to work with our strategic partners and members in Melbourne and regional Victoria to showcase the fantastic business events capabilities across the state" - [CLICK HERE](#).

Delivering dynamic destinations, through a boutique portfolio of exceptional partners.

PillowMINT

PillowMINT - your Partners in Success
 info@pillowmint.com.au
 www.pillowmint.com.au

Syd "mega incentive"

BUSINESS Events Sydney has announced that it's secured the Pro-Health China Annual Conference 2014, a so-called mega-incentive which is worth an estimated \$22.5m in economic impact for NSW.

BE Sydney ceo Lyn Lewis-Smith said the win continues a "steady flow of Asian corporate business" including the Perfect China Leadership Seminar 2013 which saw over 3,000 delegates visit Sydney in July this year.

She cited BESydney's concerted long-term strategy to develop relationships in Asia, which are playing "an important part in the success that Sydney is now enjoying in the region".

BESydney is now represented in Singapore, China and India and has local Mandarin-speaking staff.



SAVE ON YOUR CONFERENCE

Nov/Dec 2013 - Jan 2014
 Suites from \$239 per night

Inclusions*

- Continental Breakfast
- 90min Cocktail Party
- 20% off all Audio/Visual
- 20% off Theme Lighting
- Wi-Fi in meeting rooms



*Terms & Conditions apply

T. 07 5446 1234

palmercoolumresort.com.au



business events news

11th December 2013

Industry out in force for Dreamtime



BUSINESS events organisations, hoteliers and industry suppliers from across Australia are showing their strong support for Dreamtime in Melbourne this week, taking the opportunity it affords to meet with key international buyers and media.

These pics were taken during some of the events earlier in the week, with lots more on the **BEN** website and at [facebook.com/BusEvNews](https://www.facebook.com/BusEvNews).

Pictured above are Sandra Passaro from Tourism & Events Queensland and



Rosie Douglas from Cairns Convention Bureau, with a bright new friend.

And at **right** are Greg Moore, Crown Promenade Hotel gm and Nicolena Oborn, Groups Director of Sales at Crown Hotels.

Below are some of the hot rods involved in a city tour, while **below** are Thomas Brand, Fairmont Resort Blue Mountains; Kirsty Forbes, Mercure Sydney; and Mark Newey of Accor.



Business events worth \$13 billion

A DREAMTIME lunch at Melbourne's Vue de Monde on level 55 of Melbourne's iconic Rialto building and run by celebrated Australian chef Shannon Bennett, was attended by Tourism Australia's Andrew McEvoy.

Describing the event as a great way to finish one of his more formal engagements, he said the business events sector is very important for Tourism Australia.

"We are seeing a massive increase in corporate meetings particularly the most recent big one here in Melbourne which was the India Amway event with 4,000 sales people.

"In 2010 we wrote the Tourism 2020 plan, which is about the doubling of overnight value of what was worth about \$70 million in overnight spending to \$140 million.

"That plan for the business events sector was worth about \$9 billion and there was an audacious goal to make it \$16 billion by 2020 but I can tell you now that we are ahead of those target figures, the sector is now worth just under \$13 billion!

"Business events for Australia is high yield – it's so powerful," he emphasised.

Return of the native

JAY Robertson, managing director, The Lodge at Kauri Cliffs, The Farm at Cape Kidnappers, and Matakauri Lodge, has announced the appointment of Garth Solly as group general manager across the three Relais & Chateaux NZ properties.

Responsible for the day to day management of the three luxury lodges, New Zealand born and bred Garth returns home after a range of international hotel postings in senior management positions with the InterContinental Hotel Group, most recently in Pattaya, Delhi, Cochin and previously in Papua New Guinea.

ClubMEA date saver

MEETINGS & Events Australia is inviting the industry to keep Thu 23 Jan 2014 free for the first NSW ClubMEA event for the year, taking place at The Star's new rooftop Skye Terrace bar - more info available in the new year.



HOW about this for an unusual event venue?

A team in the town of Bryan, Texas has set a new world record by building the biggest ever gingerbread house.

Almost the size of a tennis court, the 7m high sweet edifice has earned a special certificate from Guinness World Records officials.

It has a fully edible exterior built over a wooden frame, with the gingerbread including about a tonne of butter and brown sugar, more than 7,000 eggs, 3.2 tonnes of flour and 31kg of ginger.

Icing and more than 22,000 lollies were then added to decorate the amazing construction (**below**) which has so far survived weather extremes.

"One problem we did not anticipate was bees on warm days," said spokesman Bill Horton.

"They have been coming over, getting so much sugar and stumbling around like they are drunk," he said.

The giant gingerbread house is big enough to walk inside, and is charging tourists to visit in the aim of raising money for a nearby hospital.



Lake Taupo special

THE Hilton Lake Taupo in NZ is offering an early bird Residential Meeting deal for Winter 2014.

The offer includes a night's accommodation, full buffet breakfast, morning tea, buffet lunch, afternoon tea and a day's meeting room use for \$179 per person twin share or \$249 pp single occupancy.

An additional daily delegate rate of \$60 applies including morning and afternoon tea and buffet lunch, with a two course dinner option for \$50 pp.

Book by 31 March and enjoy free Wi-Fi, with the offer valid for a minimum 10 delegates for meetings held 1 May - 31 August.



Rumour – larger, curved iPhone on the way?

COULD we be seeing two new iPhone models released next year with curved displays?

That's the latest rumour circulating the tech world, for what will be the iPhone 6.

The two phones would have 4.7 inch and 5.5 inch displays respectively, both substantially bigger than the 4 inch retina display currently offered in the iPhone 5s and more in line with Samsung's S4 and Note 3.

Apparently, the two new phones will be the successors to the iPhone 5s and 5c, released in September. Bloomberg (the news agency that ran the story) says the new devices will launch in a similar timeframe in 2014.

Two models planned for release in the second half of next year will feature larger displays with glass that curves downward at the edges.

Sensors that can distinguish

heavy or light touches on the screen may be incorporated into subsequent models.

The rumours also suggest Apple is actively working on pressure-sensitive display sensors.

However, this functionality (which can tell the difference between light and hard presses on the screen) will not be part of the 2014 iPhone lineup and is currently "planned for a later model".

Rumours of a larger-screened iPhone in the pipeline have picked up in recent months.

Story adapted from stories in 9 to 5 Mac and Bloomberg.

To check out the latest tech news for small business visit Tony Wragg's TechTalk online at tonystechtalk.com.au.



arinex meets the challenge

WHEN arinex was appointed official housing bureau for the 150th General Assembly of the International Federation of Red Cross and Red Crescent Societies and Council of Delegates Meeting of



the Red Cross Red Crescent Movement, in Sydney, it was the first time in history that the event was held in the Southern Hemisphere.

Staged from 12-18 November 2013, a major challenge with arinex's accommodation contract meant managing 193 delegations from as many countries and several of those from third world countries, dealing with registration forms and email correspondence in multiple languages, helping delegates from developing countries that do not have credit cards, a charity organisation that needed maximum flexibility with attrition and a youth conference where students across the world needed to be paired up.

Working with 13 hotels across Sydney, arinex needed to be sensitive to the needs of the NGO

and all the delegations.

arinex' in-house technology team developed a web-interface that integrated seamlessly with the conference registration page allowing for EFT payments to be made.

The booking form was translated into three languages (French, Spanish and English) and the arinex delegate services team received and responded to a mammoth 3,000 delegate enquiries.

Posing its own challenges was the Global Youth Conference, managing an allocated twin-bed inventory and manual cross-referencing between 400 funded and non-funded room nights.

Roslyn McLeod, managing director commented, "arinex and the Australian Red Cross worked in true partnership; essentially we became an extension of their team.

"It was a welcome opportunity for our company to test its versatility and put our creative thinking and solution focused culture into action," she said.

KLCC adds QR code

THE latest addition to the Kuala Lumpur Convention Centre (KLCC) technology offerings is a QR (Quick Response) code which gives instant access to the KLCC website within seconds from the mobile phone.

To be featured extensively across the Centre's collateral as an additional marketing platform, it follows the Wi-Fi upgrade of 40MB that is offered on a complimentary basis to guests.

In an ongoing bid to improve its service for delegates, the Centre is investing RM7.5 million over the course of the next year on technology projects.

For EVER green

MONACO will welcome one of the most important green events in Europe: 'EVER' on 25-27 March at the Grimaldi Forum, supported by the principality's government.

Created in 2006, EVER aims to promote two key aspects of sustainable development: energy (renewable energy and energy efficiency) and mobility (the use of electric and hybrid vehicles for private transport.

Rock future bright

THE first meeting of the newly appointed directors of Voyages Indigenous Tourism has endorsed the achievements made at Ayers Rock Resort in the last two years.

The new board was appointed after a writedown in the property's value (**BEN 25 Oct**) which led to a purge of the former directors and the subsequent resignation of chief Koos Klein.

New chair Lisa Gay said the overwhelming feeling the new board took from its meeting was a "sense of incredible optimism".

Sail away

SUNSAIL, with a wide choice of sailing holidays and more than 800 yachts in 27 locations worldwide and a new 'A lust for life' tag line, is introducing a new Caribbean destination in St Lucia.

For the 2014 season, alongside yacht charter and flotilla sailing holidays, they also offer beach clubs, sailing schools, team building and events, yacht ownership and Sunsail racing, in 27 locations around the world.

New "flotilla routes' in the Mediterranean include Croatia, Turkey and Greece.

CONTACT US:

Publisher Bruce Piper Editor Jill Varley

For advertising enquiries email Christie-Lee@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.

Disclaimer: While every care has been taken in the preparation of *Business Events News* no liability can be accepted for errors or omissions. **BEN** takes no responsibility for the opinions of its contributors/columnists. Information is published in good faith to stimulate independent investigation of the matters canvassed.