



A vision splendid

FORTUNATE to be invited by The Star to experience their new state-of-



the-art Event Centre in full and glorious use, I attended the 2nd AACTA (Australian Academy of Cinema and Television Arts) luncheon last Monday.

Hosted by Oscar and AFI (Australian Film Institute) Award winning filmmaker and entertainer Adam Elliot, creator of 'Harvie Krumpet', it honoured outstanding film and television performers, practitioners and productions and was a precursor to AACTA's grand finale screened on Channel 10 on Wednesday evening.

Curiously, the awards were brought on stage by a statuesque blonde in flowing, floor length cream dress, whose job apart from handing over the awards to the presenters was to glide winners seamlessly to where they should stand.

We never heard who she was but we dubbed her, 'The Vision Splendid!'

For those of us invited in the business events industry, the event provided a window into the running of a major event at this brand new facility and we were not disappointed.

Apart from the stunning sets and table settings, the wait staff were an absolute standout, with a polished efficiency that clearly reflected in-house Star training.

As for Adam Elliot, a pretty crash hot, Oscar winning filmmaker, he doesn't come more highly recommended especially for organisers looking for an engaging, laugh out loud and thoroughly professional emcee - Jill.

Today's issue

BEN today has three pages of editorial plus a full page for (**click**)
• AIME (Asia-Pacific Incentives & Meetings Expo

The Star's big reveal

THE opening of The Star's state-of-the-art \$100 million Events Centre holds the promise to not only attract world-class entertainment and shows to Sydney but the opportunity for organisers to combine corporate events with mainstream entertainment options.

Jakki Temple, The Star's executive director of sales, hotels food and beverage said, "With the opportunity for an international act to be a part of your corporate event, expect to be inundated with RSVP's prior to the deadline."

Audiences who viewed Wednesday night's glamorous AACTA Awards on the news or during the televised event would have had a glimpse of the scope and capacity of the Centre.

The multi-purpose venue, designed to fill a void in the Sydney conference, convention and banquet market, launched with John Farnham playing two sold out shows to over 3000 guests per night on 24 and 25 January.

A corporate function on 25 January saw guests post-conference in a VIP suite to watch the legend perform.

The group added this entertainment activity on to their conference schedule during planning discussions with The Star sales team.

"Our sales team is keen to



provide a host of opportunities that can add to and enhance a conference, meeting, incentive or special event.

"Clients can combine a meeting in one of The Darling's penthouses with 'War Horse', opening in March at The Lyric Theatre or once finished a corporate lunch at Sokyo; guests could enjoy Jeff Chang in The



Star Event Centre, known as the "Prince of Love Ballads" in the Asian pop world," Temple suggested.

Email - starsales@echoent.com.au.

Pictured above at the event are Jakki Temple with EEAA's general manager, Joyce DiMascio.

Kamleshwaran joins GainingEdge

GAININGEDGE, the global convention industry consulting firm, has appointed Rod Kamleshwaran as chief operating officer and to provide a boost to its consulting team.

Joining the company from today, Kamleshwaran is a specialist in financial feasibility analysis, risk management, operational reviews, and development and asset management of convention centres and hotels.

Gary Grimmer, GainingEdge ceo said that the addition of Kamleshwaran in both operational and consulting roles was a significant step for the company.

"GainingEdge has entered its 10th year of operations now, and our business has grown and become more complex.

"We're engaging in new partnerships in different parts of the world.

"We need someone of Rod's calibre to help us manage that effectively and

to help us further extend our network and capabilities."

He was previously cfo and interim ceo at the Melbourne Convention + Visitors Bureau.



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Getting the points of Emirates & Qantas

FOLLOWING the opening up of bookings to a number of Qantas domestic destinations, with travel from 31 March, Emirates' customers can now choose from 32 Australian destinations that Qantas operates to including Canberra, Port Lincoln, Cairns and Hobart.

Emirates' Skywards members will earn Skywards Miles on Qantas international and domestic flights that are part of a continuous international journey with Emirates or Qantas, while Qantas Frequent Flyers will be able to earn points on all Emirates flights.

AIME for Hamilton

THERE'S every good reason to visit the Whitsundays Business Events Stand #2214 at AIME where you can go into the draw to win a three night stay at Hamilton Island's Reef View hotel in addition to a full day Great Barrier Reef cruise for two - all courtesy of Hamilton Island Business Tourism and Cruise Whitsundays.

The CINZ of Middle Earth

CONVENTIONS

and Incentives New Zealand (CINZ) who is exhibiting at AIME this month, has expressed a determination to give those attending a taste of the dizzying array of destinations, attractions, and experiences that New Zealand has to offer.

"This is the 21st year we're exhibiting and our goal this year is to showcase to buyers the diversity of our product and our unparalleled ability to deliver value for money," said CINZ chief executive, Alan Trotter.

CINZ will also promote their 2013 New Zealand Planner and Hosted Buyer Program for their own business tourism exhibition, MEETINGS, which is being held in Auckland in June.

"With the popularity of *The Hobbit: An Unexpected Journey* and the enormous interest that has been generated in New



Zealand as the home of Middle Earth we're expecting to have a very busy couple of days in Melbourne," Trotter said.

120sqm of prime exhibition space has been acquired by CINZ at AIME who will be working alongside a large contingent of NZ suppliers, including international carrier Air New Zealand, Millennium Hotels & Resorts, IHG Hotels New Zealand, the SKYCITY Entertainment Group, Langham Auckland, Rendezvous Grand Hotel Auckland, Heritage Hotels & Resort and Millbrook Resort.

Many of New Zealand's regional convention bureaux will also be exhibiting under CINZ's 100% Pure New Zealand banner.

Key venues on show include Auckland Conventions, Venues & Events; Rotorua Events & Venues & Claudelands Convention Centre.

Reef Hotel joins Accor's MGallery

AFTER undergoing what is described as an impressive refurbishment, the Reef House Resort & Spa in Palm Cove is to join Accor's MGallery Collection of hotels on 22 February.

The 69 room resort with beach frontage overlooking the Coral Sea will be Australia's sixth MGallery hotel.

The addition of the hotel means Accor will now have three luxury resorts in Palm Cove and more than ten hotels in the region.

Effective from 22 February, Brett Skinner who has worked for Accor for nine-years, has been appointed general manager.



GUILTY as charged.

Foodstagramming, the practice that involves restaurant goers taking photos of their meals and posting them online may be a thing of the past, if the US is anything to go by.

Quoting several chefs in New York City, the New York Times say some restaurants have started banning customers from taking photos of their food.

With shows like Masterchef and innovative cooks and chefs such as Jamie, Nigella, Gordon and their ilk, we can't seem to stop taking photos of creative presentations.

Policies in the US around food photography vary from restaurant to restaurant; they range from restrictions on using flash to outright bans.

Organisers get King hit

ACCOR is offering meeting and event organisers the chance to see KING KONG, the timeless love story of beauty meets beast, which is set to dazzle audiences in an exclusive Melbourne only season.

Organisers who book & confirm a conference at any one of the 20 participating Accor hotels in Victoria, South Australia or Tasmania including brands MGallery, Quay West, Sebel, Novotel, Grand Mercure, Mercure, Ibis and Citigate, before 26 February, are eligible to receive tickets.

For a minimum spend of \$2,000, they will receive two 'A Reserve' tickets to KING KONG the musical while conferences valued at \$5,000 or more will receive two KING KONG tickets plus dinner for two at Novotel Melbourne on Collins, and conferences valued at \$10,000 or more will receive two tickets to the show including dinner for two and a one night stay at Hotel Lindrum - MGallery.

Valid for new bookings only and subject to availability and conditions.

WIN a 3 night stay at Mazagan Morocco



To enter, email your answer to the question below for your chance to win:

How many square metres is the Mazagan's conference centre? Also tell us why YOU deserve to win this prize.

comp@businesseventsnews.com.au

Hint: uniquevenues.com.au

[Click here for terms and conditions](#)

This week **Business Events News** is giving one lucky reader the chance to win three nights in a prime ocean view room at Mazagan Beach & Golf Course in Morocco, including dinner for two at Marketplace restaurant courtesy of **DMS** and **Unique Venues**.

Mazagan is the sort of place you dream about staying in! The coastal destination resort is located one hour from Casablanca and covers 250 hectares alongside a beach and features views of the Atlantic Ocean.

The resort can cater for meetings, events groups.





business events news

1st February 2013

Fiedler on the root



DESTINATION Marketing Services md, Leila Fielder has made the announcement to return to her maiden name, Bishara.

"I know for many months, if not years I will still be responding to Fiedler however, I took the plunge and have gone back to my roots," she said.

"Bishara is pronounced exactly as it is written," she explained.

Bishara's new email is - leila.bishara@destinationmarketing.com.au.

Plantation party offer

BOOK five rooms for five nights at Fiji's Plantation Island Resort in the Mamanuca Islands and you will receive a free private island themed cocktail party on one of Plantation's private beaches.

The themed party menu comes complete with fresh fruit rum punch and non-alcoholic cocktails served in coconut shells and a selection of canapés.

Valid for sale until 31 March 2013 and for travel until 31 March 2014, the deal is combinable with any existing special offer currently available at the resort.

East Coast's benefits

EAST Coast Main Line Company, a major trunk railway in the United Kingdom, linking London with Edinburgh, are taking out their largest ever stand (#358) at London's Business Travel Show, 5-6 February.

During the expo they will unveil key changes to services for its business travellers .

These changes include, a fare promotion in February for its Anglo-Scots route, improvements to its on-board wi-fi, changes to its customer loyalty scheme, the opportunity to taste some of East Coast's First Class complimentary food and drink service and the chance to win First Class travel for a year.

Can't make it but want to know more, contact - paul.williams@eastcoast.co.uk.

Dead is alive

MARKING the emergence of the Dead Sea resort, in the Hashemite Kingdom of Jordan, firmly on the business events map, The King Hussein Bin Talal Convention Centre managed by Hilton, report they have just finished the Seventh World Archaeological Congress with more than 1000 participants.

With Jordan currently celebrating 200 years since the rediscovery of the World Heritage site of Petra, the Convention Centre is now readying itself for the 13th International Pan Arab League of Dermatology Conference 21-24 February and the ICT conference in March.

BEW complements AIME



AUSTRALIA'S inaugural Business Events Week (BEW) is to be held from Monday 25 February to Friday 1 March.

Designed to showcase the value of business events to both Victoria and Australia and to complement AIME and to be organised by the Melbourne Convention + Visitors Bureau (MCVB).

The week long program of activities will promote national and international business events that generate extensive economic wealth for the local, state and national economy.

Boosting the program is the inclusion of the Australian International Airshow and Aerospace & Defence Exposition (Avalon Airshow), which features a comprehensive line up of international conferences, seminars and symposia for the aviation and aerospace industries in addition to its public events.

Karen Bolinger, ceo of the MCVB, who is coordinating BEW in its first year, said the Avalon Airshow provides the perfect example of what the week long program of events is trying to achieve.

"Business Events Week is not just for the business events

industry; it's about highlighting the benefits of hosting business events to decision makers in industries ranging from science and medicine to engineering and education," Bolinger said.

"In addition to generating economic wealth for the city, state and country, business events provide the opportunity to exchange ideas, access new technology and establish valuable business and professional networks to name just a few.

"The Avalon Airshow is one of the Asia-Pacific's most prestigious aviation, aerospace and defence events.

The National Institute of Economic and Industry Research (NIEIR) estimates the economic value of the Avalon Airshow to the Victorian economy to be \$120 million, and the direct economic impact to the Geelong region to be \$20 million.

Pictured above are the type of aircraft likely to be showcased at this year's Australian International Airshow and Aerospace & Defence Exposition.

La grande cook-off

THE executive chef of the MGSM Executive Conference Centre, Sydney, (Macquarie Graduate School of Management) Jason Palmero, captured the Australian position in the IACC-Australia qualifying cook-off, winning the right to represent the country at the International Association of Conference Centre's annual Copper Skillet Cooking Competition.

Held at the Grange at Cleveland Winery in Victoria on 20 January, the win will see Palmero join chefs from IACC chapters in Belgium, Canada, Denmark, Netherlands, Sweden, United Kingdom and the US at the IACC-Americas annual conference.

The Global Conference Centre Chef of the Year competition will take place at the Eaglewood Resort & Spa Chicago, Illinois in March.

Sertic joins Destination Asia

VICTORIA Sertic has been appointed group business development director of the Destination Asia Group.

Sertic who will be based in the group's Bangkok office, joins from Diethelm Travel where she was the group chief sales officer.

Sertic will be responsible for all of the Destination Asia sales and marketing activities including the direct supervision of the international sales offices in New York City, London, Chicago, Sydney, Johannesburg, Dallas, the Spanish and South America markets and North and West Europe.

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