



## Long haul

**FASTEN** your seat belts because next month Qantas is taking over the title of the world's longest commercial flight when Singapore Airlines ends its nonstop flight between Singapore and Newark next year, a distance of about 15,300 kilometres.



It's a claim that follows the axing of the slightly shorter route between Singapore and Los Angeles, on the gas-guzzling Airbus A340-500s.

The flight from Newark, outside of New York, to Singapore takes about 18 hours.

The trip from Los Angeles is about 2400 kilometres shorter but takes 18 hours and 30 minutes.

Headwinds over the Pacific Ocean slow the Los Angeles flight while the Newark flight goes over the North Pole and can fly faster.

New titles for longest flights will be the Qantas route between Sydney and Dallas - which at about 13,700 kilometres is the longest route - and a Delta flight between Johannesburg and Atlanta, which at 17 hours will hold the title of longest duration, instead of distance. *Jill*

## Travel Industry show

**ONE** of the new shows set to roll out in Australia for the first time in the next 12 months (**BEN** Mon) is the Travel Industry Exhibition.

The brainchild of BEN's sister publication **Travel Daily**, the show is being run by Exhibitions and Trade Fairs at Sydney's Royal Hall of Industries on 18-19 July - just before the travel sector's night of nights, the National Travel Industry Awards at the adjacent Hordern Pavilion.

Billed as Australia's only business-to-business show for the travel industry, exhibitors are expected to include a wide range of suppliers such as airlines, tour operators, technology firms, franchise groups & wholesalers.

## New chairman for BET

A **NEW** direction has been initiated by Business Events Tasmania (BET) at their Annual General Meeting 2013, that will engage the wider Tasmanian community and industry and go beyond tourism to deliver broader strategic objectives for Tasmania.

It was a meeting that also welcomed a new chairman to the board, Malcolm Wells (**pictured**), Adjunct Professor in the Faculty of Business at the University of Tasmania, along with a new director, Richard Matson of Matson Catering in Launceston.

The membership also approved a new constitution that increases the size of the Board of Directors from 7 to 9, allowing the organisation to recruit new board members from broader industry and academic institutions outside of tourism and hospitality.

BET ceo Stuart Nettlefold said, "Our strategic plan focuses on increasing the total value of business events to Tasmania and our stakeholders - not just the direct economic value.

"This includes the social advantages of hosting events and the implications for trade and investment in Tasmania's key industries.

"While Business Events Tasmania will continue to drive the core business of securing business events for Tasmania, which saw 84 bid wins with a value of over \$47 million in



2012/13, we will be strongly pursuing the additional social benefits of the sector into the future - in particular, engaging the Tasmanian community broadly to ensure the benefits are better understood more widely."

Nettlefold went on to say they were focused on marketing and developing the business events sector in Launceston and regional areas such as Cradle Mountain, the East Coast and the North and West Coasts.

"In these areas links with industry is often the key to success, so engaging these sectors is crucial," he said.

The new chairman is also deputy chair at Destination Southern Tasmania and Chair of the National Parks Advisory Committee, and has thirteen years experience with Tourism Tasmania including nine as the organisation's Deputy Chief Executive.

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



**PillowMINT**

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

## Eye-popping events!

**MERIVALE** is offering an affair to remember when you hold an event up until 31 January 2014 in some of its Ivy, Sydney's unique event spaces.

Offers include a three hour cocktail party from \$75pp, a two course lunch plus two hour beverage package from \$79pp, or a three course dinner plus four hour beverage package at \$99pp.

Minimum guest numbers apply, with the Ivy Sunroom able to fit 50 banquet or 100 cocktail style; the Ivy Ballroom for 150 banquet or 300 cocktail; and The Den or The Terrace for 150 cocktail.

Lunch and dinner options are set menus, with the offer valid for new bookings only.

For more information email: [salesandevents@merivale.com.au](mailto:salesandevents@merivale.com.au) or telephone 02 9240 3000.

**NOVOTEL** TWIN WATERS RESORT SUNSHINE COAST

## What does \$20 mean to you?

To your delegates it could mean experiencing one of these...



**CIRCUS ADVENTURE**  
**LASER SKIRMISH**  
**GPS NAVIGATION CHALLENGE**  
**SEGWAY PARK**  
**OUTDOOR YOGA**  
**LASER CLAY SHOOTING**

Simply add \$20 to any Day Delegate Package (only \$65pp) and choose one of the above activities for your delegates to enjoy...

T&C's For new bookings only, not available in conjunction with any other offer. Minimum and maximum numbers apply per activity. Round robin style applies to activities if necessary. Subject to availability.



# business events news

30th October 2013

## Novotel Parramatta emerges

**AFTER** a huge 12 months for Novotel Sydney Parramatta following its rebrand from Sebel to Novotel and to celebrate its refurbishment, the hotel is offering conference organisers 10% off the bill plus free data projector hire, free car parking, free wireless internet or a free round of drinks at the hotel's Two Forks Bar for any event confirmed before 30 November for events held before 31 March 2014.

The huge makeover includes the refreshment of all 194 guestrooms, a refurbished atrium (**above**) and a porte-cochere that



boasts a fresh coat of paint, new red pot plants and lounge chairs which add to the sense of arrival.

The hotel has two boardrooms and nine multi-purpose meeting rooms, including a pillarless ballroom with seating for up to 550 people.

All meeting rooms feature state-of-the-art audiovisual equipment.



## SALES CO-ORDINATOR

Taking its name from the historic Langham Hotel in London confirms the commitment of Langham Hospitality Group to operate luxury hotels that offer traditional elegance, contemporary innovation and genuine hospitality.

The Global Sales Office is currently seeking a full-time Sales Co-ordinator located in Sydney. This position is an integral part of a high performing Sales team, and a key contributor to the Langham Hospitality Group's ongoing success.

You will have the opportunity to work with the team and is an exciting opportunity for you to grow your hotel skill set in order to build a career with Langham Hospitality Group, should you be determined and dedicated.

The successful candidate will ideally have experience in a hotel or professional hospitality environment in addition to their strong administration sales experience.

We are looking for the 'right' candidate, who leads by example and thrives on teamwork to ensure growth of the department!

If you think this is the right role for you, apply now! Come join our team!

Applications close 31st October, 2013.

To apply please email Jane Thai, [jane.thai@langhamhotels.com](mailto:jane.thai@langhamhotels.com)

Tower 1, Level 21, Suite 2106, 520 Oxford Street, Bondi Junction NSW 2022  
T 02 9389 7373 F 02 9389 3010  
[langhamhospitalitygroup.com](http://langhamhospitalitygroup.com)

## MCB's strong start

**THE** Melbourne Convention Bureau says it's had a "flying start to the 2013/14 financial year," with ten major international conference wins.

MCB ceo Karen Bolinger said the business events will inject a combined \$55 million into the Victorian economy, attracting more than 10,500 delegates over the next five years.

Events include the Annual World Conference on Carbon in Jul 2017, the World Engineers' Convention in Nov 2019, the Annual Conference on Global Economic Analysis in Jun 2015 and the International Feng Shui Convention in Nov next year, along with a host of medical and technology conferences.

Bolinger said the wins were a testament to Victoria's priority sectors of medicine, science and the environment, technology and engineering as well as business and education.

"Winning events in these sectors exposes our scientists and industry leaders to international best practice, boosts the skills and experience of our local workforce, and increases access for Victorian industries to international markets," she said.

Eight of the ten events will be held at the Melbourne Convention and Exhibition Centre, with MCEC ceo Peter King hailing them as "major wins for Melbourne".

## Take two from Radisson Blu

**RADISSON** Blu Hotel Sydney has some tasty specials available over the festive season.

Their Christmas themed lunch or dinner is a two course plated affair with a two hour beverage package in the Sir James or Sir Warwick Fairfax Heritage rooms - no room hire fee - cost \$90pp.

In addition, there's a Blue Deluxe Day Delegate Dec package special which includes freshly brewed coffee on arrival and a selection of specialty teas, orange juice and a whole fruit basket.

A working style lunch is served outside the conference room, while complimentary wireless internet is offered for all delegates and there's a flip chart or white board with markers.

Find out more by emailing [radissonplazasydneymeetings@radisson.com](mailto:radissonplazasydneymeetings@radisson.com).



**TO** celebrate the launch of British Airways brand new A380 on the Hong Kong to London route, an exclusive 'Gig on a Wing' event was held in Hong Kong that showcased the very best of British music fashion, design and cuisine.

Names such as acclaimed British designer Alice Temperley MBE, showed her spring/summer collection with models descending the A380 steps onto a specially created "runway" catwalk.

Keith Williams, British Airways' chief executive and special guests from Hong Kong's aviation, travel, business, entertainment and hospitality industry were among the invited guests for the event held inside Hong Kong International Airport's China Aircraft Services Limited Hangar with the centrepiece and star of the show, the state of the art A380 super-jumbo.

This was followed by a live performance on the wing of the aircraft from multi-platinum selling artist and former X-Factor winner Leona Lewis.

The Langham Hong Kong provided guests with a taste of British traditional nosh, after which supermodel Georgia May Jagger, daughter of Rolling Stones legend Mick Jagger took to the stage with Keith Williams to close the evening (**below**).



## Port Stephens win

**DESTINATION** Port Stephens' newly formed MICE Port Stephens is claiming a "major coup" with the announcement that Port Stephens and Newcastle will host the 2014 Australian Regional Tourism Convention.

Up to 180 delegates are expected to attend the five day event which will be based at the Whitesands Convention Centre at Shoal Bay Resort & Spa from 20-24 October 2014.





# business events news

30th October 2013

## Leverage events, urges Lewis-Smith

**BUSINESS** Events Sydney ceo Lyn Lewis-Smith says Australia is missing significant opportunities to “maximise the productivity” of the 300 or so international business events hosted here every year.

Speaking yesterday as part of a panel discussion at Tourism Australia’s *Directions* conference in Canberra, Lewis-Smith said that there are many potential benefits of conferences and conventions which are not currently being leveraged.

For example, she said these events bring leaders from a range of sectors into the country, and Australia could be talking to them about inbound investment opportunities as well as highlighting local expertise.

Trade can also be facilitated through the ability for business events to “showcase Australia’s SMEs on their home soil,” Lewis-Smith added.

Other opportunities could be to encourage convention delegates

to “stay here longer and spend more”.

Lewis-Smith said the new government’s move to place tourism under the Department of Foreign Affairs and Trade could be a key advantage for the business events sector, giving much closer linkages between Australia’s international marketing efforts and the global network of Austrade offices around the world.

## Funky Functionality

**IF** you are looking for something different for your end of year celebration, Functionality can ensure the event achieves maximum impact.

Functionality collaborate with Australia’s best DJ’s, musicians, bands, dancers, magicians, roving entertainers and guest speakers, and are constantly on the lookout for the most innovative and hottest new acts central to the entertainment spectrum.

Contact them on 02 9557 8105.

## CCC takes industry into custody



**WITH** Tropical North Queensland showing Australia’s strongest growth in business events market share, \$6.7 million in partnership investment and on track for an ambitious 2015 tourism growth strategy, the Cairns Convention Centre held an arresting event at Sydney’s Police & Justice Museum last week.

The well attended event - with the added attraction of being able to take a voyeuristic look at crime photography of the 1920-30s - revealed that Reef Magic Cruises is now undertaking private charters in two boats each with a capacity for 100 passengers.

Cairns Convention Centre, who have a special program to provide assistance to four indigenous schools, have won the International Union of Pure and

Applied Chemistry (IUPAC) World Polymer Congress “Macro” to be held in 2018, expected to attract 1,500 international delegates.

Other news was that after its recent refurbishment the Cairns Hilton will now become a Doubletree by Hilton next year.

We also learnt that Tjapukai is undergoing a year-long \$12 million revitalisation to the 25-acre Cultural Park and that it will remain open throughout

In addition, Quicksilver has entered into an agreement with Australian Cruise Group for the purchase of Ocean Spirit Cruises.

**Pictured** at the event are, from left: Sam Ferguson, Destination Cairns Marketing with Roslyn McLeod, Leonie Ferris-Tonge, Paulette Crowder, and Natalie Trajcevski, arinex.

### THE TRAVEL INDUSTRY EXHIBITION

JULY | 18-19 | 2014  
MONTH | DATE | YEAR



click here to add to calendar

**CO-LOCATED WITH THE AFTA NATIONAL TRAVEL INDUSTRY AWARDS**  
**THE TRAVEL INDUSTRY EXHIBITION**  
**18TH-19TH OF JULY 2014**

ROYAL HALL OF INDUSTRIES, SYDNEY

To enquire about exhibiting, please contact:



EXHIBITIONS & TRADE FAIRS

Preeti Prakash  
Exhibition Sales Executive  
T +61 2 9556 8854  
E pprakash@etf.com.au



**THE 2014 AUSTRALIAN TRAVEL INDUSTRY EXHIBITION PROMISES TO BE THE INDUSTRY “MUST-DO” EVENT – PUT IT IN YOUR DIARY NOW**

Bruce Piper from Travel Daily and Jayson Westbury from AFTA

#### Why Visit?

- Network & engage with travel industry professionals
- Benchmark & compare products and services
- Gain greater industry knowledge and insight
- Education through seminars and AFTA Accreditation Scheme
- Meet & engage with visitors & suppliers in one place over two days

Media Partner

Travel Daily

Co-located with



Sponsors

Travelport

Sabre  
pacific

Expedia.com.au

ETIHAD  
AIRWAYS



[www.travelindustryexpo.com.au](http://www.travelindustryexpo.com.au)



# business events news

30th October 2013

## Livin' La Vida Accor!



**ACCOR** recently took a select group of 15 business events clients to see the talented Ricky Martin in concert at Sydney Olympic Park's Allphones Arena.

The group came from various business events companies including Directions, Face2Face Event Management, IBM Australia, Off-Site Connections Event Solutions, ID Events Australia, Event Travel Management, Veritas Events, The Eventful Group, Axis Events Group

and Forum Group Events

Wined and dined prior to the event, the evening provided the guests with the opportunity to meet the new Accor Business Travel team of Elizabeth Ford, Natalie Bussenschutt and Joanne Raffel.

### FTE's details revealed

**AFTER** consulting widely with the Fijian tourism industry as well as offshore trade partners and media, Tourism Fiji has announced the event schedules, pricing and registration details of their inaugural Fijian Tourism Expo (FTE).

The event is to be held at the Sheraton Convention Centre on Denarau Island 6 – 8 May 2014.

"FTE is receiving great support from both the Fijian tourism industry and offshore travel sellers, who are incredibly enthusiastic about a show designed specifically for the Fijian industry," says Tourism Fiji ceo, Rick Hamilton.

In conjunction with the Expo for tourism operators, Fijian Tourism Expo will allow the wider industry to showcase their products and services.

Fijian Tourism Expo will also feature live performances from local musicians, cultural groups and artists throughout the three day schedule, which includes post-expo networking events and dinners.

The prospectus is available online by [CLICKING HERE](#).

## Melbourne Sheraton

**STARWOOD** Hotels & Resorts has announced the appointment of Hal Philp to the position of general manager of the new Sheraton Melbourne Hotel, ahead of the property's slated opening in March 2014.

Philp moves from his previous role as deputy general manager of The St. Regis Doha, where he played a pivotal role in the hotel's opening in early 2012 and its effective operations beyond.

## Refreshing Rydges

**MAKING** a splash in time for Christmas with a newly refurbished pool deck and garden is the Rydges Esplanade Resort in Cairns, which has begun a project that is designed to significantly refresh the popular swimming pool surrounds.

Rydges' Natalie Dean said the new pool terrace will provide a "fresh and contemporary space for parties and celebrations" - info on 07 4044 9000.



## Face to Face with...

**Lauran Hofman,**  
**Manager**

**Business Events Sunshine Coast**



**Business Events News** recently caught up with Luran Hofman, manager of Business Events Sunshine Coast. She has worked for the organisation for the past three years and has been in the tourism and conferences sector for over a decade. The Sunshine Coast has built up its profile as a leading player in the business events sector, driving over \$9.3 million of leads into the region in the past twelve months.

### What does your role entail?

The Sunshine Coast is – and, of course, I'm not biased! – one of Australia's best destinations for conferences and events, and so my job is to translate that potential into reality for conference organisers.

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

Head for a coffee – but no ordinary coffee. We have Clandestino Roasters coffee from Noosaville in our office and they do a mean brew.

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

People know Noosa well, and that's fantastic, but I want to show conference and event organisers that there's much more to the Sunshine Coast than just one town. The Hinterlands provide a spectacular backdrop for inspirational conferences as well as the southern areas of the coast.

### How do you inspire your team?

We are lucky in that the destination inspires the team. You only need to go five minutes from our office and you're at the beach. In fact, we often have our team meetings during a walk on the beach. You've got to live the destination!

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

On the one hand, we have built a

strong digital platform that allows PCOs the opportunity to see our product from all directions, but on the other, we still believe that the best way of winning a bid is by having a client come to the Sunshine Coast and see it as totally refreshing.

### What would you be doing if you weren't in your current role?

A stand-up paddling instructor on the Noosa River or perhaps conducting chocolate tasting sessions at the Nutworks and Chocolate Factory at Yandina.

### Who has inspired you?

My parents inspire me. They have worked hard to build a sustainable business on the Sunshine Coast. They are creative in looking for ways to make their business work, and they believe strongly in a good work ethic.

### What makes a great conference?

Delegates need to be able to escape the concrete jungle, and open up their minds. Therefore they need a really refreshing and invigorating atmosphere.

### What is the most inspiring conference you attended?

There have been many, but what I'm really excited about is the Global Eco Asia-Pacific Tourism Conference that we are hosting in November. It will give us a great chance to showcase the Sunshine Coast as a world class ecotourism destination.

### CONTACT US:

Publisher  
Bruce Piper

Editor  
Jill Varley

Advertising:  
Christie-Lee Lachance  
[advertising@businessseventsnews.com.au](mailto:advertising@businessseventsnews.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 and Pharmacy  
Daily.

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. Information is published in good faith to stimulate independent investigation of the matters canvassed.