



By design

NO DOUBT

you've heard of Makepeace Island, seen the photos and read about the parties and TV related events held on this exclusive hideaway owned by Sir Richard Branson and Virgin Australia co-founder, Brett Godfrey.



Now the heart-shaped island, upstream from Noosa on Queensland's Sunshine Coast is being relaunched this year as a boutique resort.

The latest member to join Business Events Sunshine Coast, it means that not only is it cashed-up travellers who can enjoy the pleasure of its exclusivity but so too can small incentive groups and corporate castaways.

With accommodation for 22 guests, the resort has flexible meeting space in executive boardroom style or in a relaxed theatre style set up.

Additionally, it will also be available for whole of island use.

Makepeace by name and a haven of peace, tranquility and serenity by design, the island comes with its own riverboat transfers, full size tennis court and pavilion, spa facilities, 500,000 litre lagoon pool and expansive indoor bar designed for entertaining on a grand scale.

Beam me up Scotty!

Jill



New 90210 ANZ rep

THE Beverly Hills Conference and Visitors Bureau (BHCVB) has appointed the Buzz Group as its new PR and travel trade representative for the Australian and New Zealand markets.

BHCVB ceo Julie Wagner will be in Sydney on 02 Sep.

TEQ turns it up

IT'S all on for Tourism and Events Queensland (TEQ) as it welcomes 500 delegates, with an audience of 35m, to the ProBlogger Conference in the Gold Coast today, in the wake of a \$6m agreement with Flight Centre to boost the region as an events and tourism destination.

TEQ ceo Leanne Coddington said it was one of the country's largest blogging conferences and the organisation had partnered with regional tourism organisations to allow delegates to experience Queensland's destinations.

The event runs from today until

30 Aug and last year, saw 60% of delegates extending their stay to experience the destination, Minister for Tourism and Major Events Jann Stuckey said.

To read more, **CLICK HERE**.

MEANWHILE the Flight Centre commercial partnership was designed to strengthen inbound tourism to the state, Stuckey said.

While the focus was more on consumer and Indigenous events, the partnership was for an initial three year term, a TEQ spokesperson said.

Shangri-La's \$11m refurb

THE Shangri-La Sydney has confirmed it is undergoing an \$11m refurbishment.

Levels 30 to 35 of the hotel were undergoing a complete \$8.5m refurbishment, with a completion date set for mid-November, while the lobby and entrance area would undergo a soft \$2.5m refurbishment, a spokeswoman said.

The refurbishment would not affect its conference facilities but would include the hotel's Horizon Club lounge, she said.

It began in late July, she said, and would offer new enhancements, however the hotel continued to operate as usual with uninterrupted services.

The hotel's grand ballroom was renovated and launched last year in November.

More on ATE tender

TOURISM Australia said it will not provide details of a projected budget for its tender regarding exhibition management services for the Australian Tourism Exchange 2016-18 (**BEN** 27 Aug).

"We believe that we have provided sufficient information in the Tender document around Tourism Australia's requirements for a prospective tenderer to quote against."

The organisation said it went to market in 2013 with an Expression of Interest whereas the tender on Tuesday was for event management services.

"Tourism Australia will continue to own and host the event (with a state or territory partner on a rotational basis)."

The Christmas venue guide

BUSINESS Events News is launching a Christmas Events guide and this is your chance to get in on the fun.

The events guide will promote venues perfect for holding Christmas events and festivities, whether it's a decorous cocktail party to farewell the year or a karaoke sing-off of 'Jingle Bells'.

To highlight your venue's unique features to the business events industry and **BEN's** readers and social media channels, email advertising@businesseventsnews.com.au.

The Jen on Traders

HONG Kong-based Shangri-La International Hotel Management Ltd is to roll out Hotel Jen, a fresh, friendly and fuss-free rebranding of their Traders hotels in Singapore, Hong Kong, Brisbane, Penang, Johor Bahru, Manila, Maldives, Beijing and Shenyang.

Opening with Jen Orchardgateway in Singapore later this month and going through until March 2015, the brand will cater to what is described as a new 'Jeneration' of independently minded business and young-at-heart travellers, with technology and free WiFi access everywhere, all the time, and convenient mobile charging stations throughout the hotels.

Keen to retain Trader's loyal customer base, Lothar Nessmann, chief operations officer of the Hotel Jen brand, said that they also recognise that needs have changed.

"Today's guests want more flexibility, as busy non-traditional work hours tend to blend the boundaries between business and leisure."

Future Hotel Jen development projects are under discussion in key gateway cities in South East Asia.



It's springtime & the drinks are on us

Celebrate Spring with **BONUS** cocktails on arrival plus Spring flower arrangements when you book a \$55pp mid-week lunch or dinner special for September 2014.

VICTORIAPARK.COM.AU
 07 3252 0666

Victoria Park
 CORPORATE



business events news

29th August 2014



crumbs!

YOU'VE probably seen the ALS ice bucket challenge that's been sweeping YouTube, but did you know tourism bodies are getting in on it?

The challenge involves people dousing themselves in ice cold water to raise funds for, and draw attention to, amyotrophic lateral sclerosis (ALS), a neurodegenerative disease.

The Canadian Tourism Commission got in on the challenge with a host of employees pouring buckets of ice cold water over their heads, but not before challenging Tourism Australia and Tourism NZ to take part as well.

Tourism Australia responded by asking its followers to retweet the video if they wanted the organisation to take up the challenge.

So far, it's had five retweets, so if you'd like to ensure they support the cause, visit their account **HERE** and view the video by **CLICKING HERE**.

CONTACT US:

Editor
Jill Varley

Deputy editor
Alex Walls

Advertising:
advertising@businesseventsnews.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.

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.

Tas group offers



BUSINESS Events Tasmania members Hobart Yachts and Tasmanian Air Adventures are offering groups a sea and air experience from Hobart.

The experience involves part of a group leaving Hobart on board one of Hobart Yachts' ships while the remainder would fly two hours later to meet it in the D'Entrecasteaux Channel for lunch.

For more, **CLICK HERE**.

100,000 meal milestone

THE Adelaide Convention Centre (ACC), in partnership with Foodbank SA and OzHarvest, has donated more than 100,000 meals to charities.

All up, the Centre said it had donated 108,667 meals since its relationships began, in 2008 with Foodbank SA and in 2011 with OzHarvest.

ACC ceo Alec Gilbert said the program involved spare meals from an unexpected drop in numbers being collected by OzHarvest Adelaide within two hours, which then delivered the meals to charitable partners for distribution to people in need.

For Foodbank SA, the Centre prepared and froze surplus soups and stews, which were stored in a warehouse by the organisation before distribution to welfare agencies, Gilbert said.

The initiative reduced greenhouse gas emissions by keeping food out of landfill, Gilbert said.

Eternity is here

FEW new event venues have such an interesting back-story as the Eternity Playhouse in Sydney's Darlinghurst, home of the Darlinghurst Theatre Company.

It was here in 1932, in this former Baptist Tabernacle church that Arthur Stace, famously known as 'Mr Eternity', heard the sermon that inspired him to anonymously chalk the word 'Eternity' on Sydney footpaths for almost 35 years.



On Wednesday evening, event industry guests were invited to the meticulously resorted, state-of-the-art theatre and event space, named in Stace's honour, to take a look at the facilities and to enjoy their current production, *Constellations*, about love, fate and free will.

Close to the city and Oxford Street, the 200 seat tiered theatre, that owes its existence to the vision of the City of Sydney, is



an ideal venue for presentations, seminars, product launches or performances and is equipped with the latest AV, lighting, audio facilities and internet capabilities.

The split-level foyer where Arthur Stace's beautiful scripted Eternity is embedded in brass, can accommodate 250 guests.

With a current tender offer for an in-house caterer, corporate show packages are available from the theatre's diverse season of productions and can be tailored to suit any event.

It's certainly worth checking out with Rebecca Michel at Rebecca@darlinghursttheatre.com.

Pictured left is chair of the Darlinghurst Theatre Company Andrew Mackenzie and his daughter Felicity and **above** is the beautifully restored theatre.

CLICK HERE for more photos.

Industry appts

HILTON Sydney's former director of event services, Marjolein Chandler, has joined the Four Seasons, as director of events and special projects, joining the catering and conference services team.

MEANWHILE Jazz Tyrrell, with a strong background in event management, communications and marketing, has joined AST Management in the newly created role of communications and content manager.

Ben on BEN inPlace RECRUITMENT

Each month Business Manager for inPlace Recruitment, Ben Carnegie, writes his observations from the recruiter's perspective to help job hunters find the perfect job.

Ben has over 15 years working in 5 star hotels and the MICE industry and has worked on some of Australia's biggest events.

The True Value of a Referral

A LOT can be said about the value of a referral. For starters, less time and money are



wasted on expensive advertising campaigns and job boards. Reducing the lead in time for applications to be written, reviewed, then interviewed results in an earlier start date thus increased productivity sooner. The interview to hire rates are higher as the applicants are usually of a high calibre and fit better with the team dynamics as they have already been screened by the employee. Another point to consider is that employees interact both socially and whilst at work with many other contacts in their given profession expanding the reach of otherwise passive candidates.

Good staff morale leads to increased referrals. Most companies today have an incentive / referral plan, be it monetary or otherwise which works well to encourage your staff to refer their peers.