



## Fair dinkum!

**WHEREVER** you celebrated Australia Day in this fair country, there were many events from which to choose.



Melbourne had the screening of the Australian Open finals in Federation Square and fireworks in Docklands. Over in WA, the City of South Perth held the Great Aussie Breakfast and movies under the Big Top Tent, while on the Sunshine Coast the hotly contested Dunno Race had winners walking away with a toilet seat trophy that declared them Dunno Race Champions of the World.

In Sydney, the Ferrython was staged on the Harbour by the city's trademark ferries.

**BEN** was a guest on the China Southern Airlines sponsored ferry with its own traditional drum beater and though we didn't win, there was much merriment on board.

That evening, China Southern was a major sponsor at Symphony in The Domain, which started with drinks in a private area, followed by the Sydney Symphony Orchestra, conducted by Simone Young, performing Gustav Holst's orchestral suite *The Planets*, capped off by Tchaikovsky's 1812 Overture complete with cannon and fireworks.

Stirring stuff!

Jill

## A sneak peek at SEC@GI

**WITH** the finishing touches being made to the Sydney Exhibition Centre@Glebe Island (SEC@GI), 500 organisers, planners and those involved in the interim facility project were surprised and delighted when they went through the building last Friday.



It will house the \$100m per annum Sydney exhibition industry for the next three years.

SEC@GI general manager Malu Barrios said the event was a good opportunity to test the venue's operations, transport, logistics and catering.

"We asked visitors to rate their experience and, of those surveyed, 83% said it was excellent or good so we were pleased with the results."

Exhibition & Event Association of Australasia chief executive Joyce DiMascio said the completion of the building on-time and ready for the start of the 2014 exhibition season was a big achievement.

The first event, Reed Gift Fairs Sydney, is set for 15 Feb.

DiMascio said organisers needed to look at the building with new eyes.

"This is an opportunity for a new look and to change what

they have always done before at convention centre's in Sydney and Melbourne."

Visitors to the Friday event either drove in or were brought there by ferry and bus.

"We gave it a really good work over, which means we go forward with great confidence in its ability to handle the first crowd of around 30,000 people that come through for the Gift Fair," DiMascio said.

There had been a lot of naysayers, DiMascio said.

"They called it a tent, in an inappropriate location.

"We had weekly meetings with Infrastructure NSW, with the best advisors you could have, so we could not be more engaged at every level.



"To those naysayers, the ferry transfers from Darling Harbour worked extremely well. It's a couple of minutes around the peninsular to the SEC@GI wharf."

DiMascio said the buses from Central Station via Harbour Street dropped off at Hall 1 and 3, and there were around 1000 car spaces with 500 on site.

"This building looks like an exhibition centre, it feels like an exhibition centre and it certainly is an exhibition centre."

## Stay ACTEIVE

ACTE have announced ACTEivate 2014 – 14 For '14, following on from a successful year in 2013.

ACTE Australasia Education & Networking events were attended by more than 1100 members of the corporate/government and meetings/events travel community last year, ACTE said.

The expanded 14 event program for 2014 will see ACTEivated Brisbane and Adelaide as new hosting cities to complement Auckland, Melbourne and Sydney.

For more information, email akelly@acte.org.

## Now here's a deal

**AGENTS** who secure a minimum of US\$10,000 of bookings following a special Khiri Travel familiarisation trip to either Laos and Vietnam, Cambodia and Vietnam, or Vietnam only, will have their trip costs refunded.

The Khiri famil trips all take place in May and June this year.

There are three choices, including a nine day Laos and Vietnam trip for US\$935, with departures on 5, 13 and 21 May.

Prices are for land arrangements (excluding all air fares), per person and are valid for bona fide travel agents only.

"We've found that agents who experience the splendours of the Greater Mekong Region, have competitive advantage when it comes to selling," said Willem Niemeijer, ceo of Khiri Travel.

Visit [www.khiri.com](http://www.khiri.com) for more.

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# business events news

29th January 2014

## AIME partners up

**ASIA-PACIFIC** Incentives & Meetings Expo (AIME) has formed two strategic partnerships; with the Australian Federation of Travel Agents (AFTA) and Sabre Pacific, a global travel technology company.

important."

At AIME, AFTA will announce the launch of its travel accreditation scheme, effective from April, as well as sponsoring a business travel stand award.

Sabre Pacific marketing and service delivery general manager James Quinlan said the organisation was looking forward to attending for the first time.

"As the

leading provider of travel technology to the MICE and corporate market, Sabre Pacific understands the importance of keeping up-to-date with the latest trends and developments."

### A Cheeky offer

**BOOK** a team cooking event with the Cheeky Food Group at any conference venue such as Accor, Mantra, Peppers, Mercure, Crown, Fairmont, Mirage, Novotel and more, in February only, and you'll receive a free upgrade.

Valid whether it's for the executive team or the entire company, the deal also offers consumers a four hour event for the three hour price and a three hour event for the two hour price.

The offer is only valid for February.

Call 1300 785 365 to book.

## Fiji team challenge

**SIGATOKA** River Safari has

launched a team building adventure for the MICE market.

The exercise sees groups complete challenges at four destinations in the Sigatoka Valley, earning points and flags, with a winner announced at the end.

Sigatoka River Safari and Off Road Cave Safari owner Jay Whyte said it was a good way for groups to work together and trust each other to achieve goals.



The adventure's first participants came from New Zealand based Fletcher Window & Door Systems.

The 74 adults were divided into four groups, with challenges ranging from pounding and drinking kava and finding the priest inside the Naihehe cave to eating raw chillies and having piggy back and wheelbarrow races at the school.

## Animal attraction



**A TWO** metre 545g rhino will be making its home at Captain Cook Cruises Circular Quay Wharf 6 from 02 Feb as part of the cruise line's sponsorship of the Taronga Wild! Rhino project.

The sculpture, designed and painted by Australian artist Numskull, is part of a sculpture trail, featuring 55 rhinos and 63 baby rhinos, through the streets, parks, schools and public spaces of Sydney through the Blue Mountains to Dubbo and the Central Western region of NSW.

Numskull said the sculpture was a reaction to poaching.

"It's comprised of a cluster of attractive shapes and ornaments much like those that are made from Rhino horn."

The Rhino will be on display at Wharf 6 until 28 Apr.



**SPARE** a thought for those in the northern hemisphere.

While we in Australia variously roast to a turn, are carried off in floods or are seared by bushfires, freezing temperatures and dumping snow are causing havoc to our friends in America's northeast. No matter which way they travel, by plane, train or automobile, the story isn't good.

For instance, more than 3,100 flights have been cancelled and 4,850 passengers delayed, affecting airports from Washington to Boston.

Several airlines announced they were waiving ticket changes and cancellation fees for fliers travelling to and from airports up and down the Northeast and Chicago.

Train travellers have been warned that services could be suspended or reduced during rush hour and while most appear to be running, it's recommended that travellers check their train status before they leave home.

As for automobiles it's been advised to get out early and stay off the roads as conditions will only worsen with near-blizzard conditions along the coast a possibility.

As they say, wherever you step, the land is mined!

## Summer Pop Up

**A FOUR** day brand campaign called 'A Summer of Prosecco' Pop Up Bar, which opened in the middle of Melbourne's bustling Richmond, was a partnership between Event Planet and Brown Brothers.

With a brief to create a sophisticated and glamorous beach scene in a surprise inner city location, Event Planet utilised a Riviera navy and white colour scheme to assimilate with the natural beach elements of sand and sun. More than three tons of sand was used to cover the floor and a feature DJ desk was built as a sandcastle by artists flown in from Queensland.

On arrival, guests removed their shoes at a special check-in, while the main bar was furnished with bright white wooden beach tables and matching bench seats.

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# business events news

29th January 2014

## Sharing the love

A **NEW** partnership between Sydney Harbour Foreshore Authority and the Sydney Gay and Lesbian Mardi Gras will see Mardi Gras celebrations extended into the Darling Harbour precinct for the first time this year.



The celebrations are part of 'A Month of Love', held from 01 Feb to 01 Mar in Darling Harbour, to celebrate love in all its forms with free and ticketed events.

This was part of the authority's calendar of events, which helped

contribute close to \$162m to the State's visitory economy, it said.

Sydney Harbour Foreshore Authority ceo Catherine Gallagher said the partnership would be beneficial for the people of NSW and that the authority had entered the collaboration with a long-term view.

Sydney Gay and Lesbian Mardi Gras ceo Michael Rolik said the organisation looked forward to continuing to work together in coming years.

## Dressed for Summers

**BEST-SELLING** author and journalist with a long career in politics, Dr Anne Summers will be the guest speaker at Dressed for Success' first 2014 cocktail event.

Sponsored by the Royal Bank of Canada, the event will be held in its offices on Park Street, Sydney, on 27 Feb at 5.30pm.



With a long career in politics, the media, business and the non-government sector in Australia, Europe and the United States, Summers authored several books, including the classic *Damned Whores and God's Police*.

For tickets at \$80, call Dressed for Success on 1800 77 3456.

## Seasonal rewards

**THE** Four Seasons is offering special luxury rewards for meeting and event planners on their next booking.

Valid from Feb to May this year for events booked and held within the period, rewards range from skin and body pamper packs to luxury accommodation overlooking Sydney Harbour at Four Seasons Sydney.

Rewards also include a night out for the event booker and friends at Grain bar in Sydney, or dinner at The Woods.

The Four Seasons meeting spaces include four residential-style rooms and a ballroom.

To book call 02 9250 3100.

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## Grays' Say

Peter Gray, an independent Motivation Consultant, presents a regular *Business Events News* feature on current issues in the Conference and Incentive industries.



## WHATS NEXT

**TOO** often these days an incentive strategy stops with the current programme's reward, whatever that might be. Apart from possibly considering 'what to do next year' there is very little thought given to how the lessons learned from one programme can improve performance in the workplace or to achieve even greater results in a subsequent programme.

We frequently hear that in order to minimise Fringe Benefits Tax an 'educational activity' is built into a travel reward, often a meeting or a full-blown conference. But what thought is given to how the educational activity is framed so as to maximise the enjoyment to the participants who have worked hard to achieve or exceed targets and who would almost certainly prefer not to spend their time in a meeting room, let alone listening to speakers whose message they probably won't remember?

The Incentive Association seminar at AIME 2014 deals with this dilemma and offers

some creative and innovative solutions. Ed Bernacki, a frequent speaker on innovation in a conference environment was challenged by the IA to come up with solutions to this issue and has done so as he will explain. Other speakers will deal with why incentives can be an effective marketing tool and, again, offer answers to those not yet convinced.

Incentives are too often considered an expense rather than an investment and those who 'go it alone' can make some pretty disastrous mistakes. The programme itself and the rewards don't need to break the bank; if the programme is properly designed and tested, the achievements of the participants will more than pay for these as well as contributing extensively to the sponsor's bottom line.

Peter Gray can be contacted at [peter.gray@motivatingpeople.net](mailto:peter.gray@motivatingpeople.net)



## Lifting standards

**THE** launch of Cambodian hotel management company, Asia Initiative Corporation (AIC), will see the first property in its portfolio open this month.

The 30 room Angkor Heritage Boutique Hotel in Siem Reap is also offering a 35% discount for those who book online.

Also scheduled to open in Siem Reap is the Hollywood Angkor Boutique Hotel with 21 rooms.

AIC co-founder Khan Saron said this latest property was more than 85% completed.

With an annual 22% growth rate and continuing strong growth expected over the next five years, he said Cambodian hospitality needed different styles of hotels to appeal to different travellers.

"This is an exciting initiative that promises to provide Cambodia tourism with global hospitality standard and underpin it with a formidable team of hotels and... management professionals."

## KLCC's big US win

**THE** Kuala Lumpur Convention Centre (the Centre) is set to welcome two major US-based financial services organisations in the first quarter of 2014.

The win followed continuous engagement and creative marketing campaigns since the Centre began reaching out to the North American meetings market about three years ago, the Centre said.

The Million Dollar Round Table (MDRT) Experience and GAMA International Leader and Management Program (Lamp) Asia 2014 will be held back-to-back from mid-February.

The MDRT is an international, independent association of more than 38,000 members for life insurance and financial services professionals.

GAMA International support the professional development of leaders in the insurance and financial services industry.