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## Visa vis

On the India Visa front, after all the kerfuffle experienced (**BEN** 14 July) we learn that a total of 2,112 Visa-on-Arrivals (VoA) were issued this year, registering a growth of 98.9% over the same period last year.

But not to Australians! It is only available to the nationals of 12 countries, which are South Korea (663), Singapore (410), Japan (261), the Philippines (228), Indonesia (217), New Zealand (214), Finland (51), Myanmar (27), Vietnam (20), Cambodia (14), Laos (4) and Luxembourg (3).

So, join the queue at the Visa Office!

**MEANWHILE** did a crocodile cause a plane to crash in the Democratic Republic of Congo in 2010?

An inquest into the crash that killed 17 passengers and the pilot said it may have been caused by a crocodile escaping in the cabin, reports *The Australian*.

This may have caused passengers to run to the front of the plane to get away.

The only surviving passenger told officials that another traveller had brought a crocodile measuring between two and three feet on to the flight in a sports bag.

"The weight shift caused by the panic may have affected the plane, causing it to nosedive or stall."

The assistant coroner, who recorded an open verdict, said a number of explanations had been suggested for the sudden crash, including the overloading of the plane, pilot error, engine failure and a surge of passengers to the front of the plane. *Jill*



## Townsville bids for biz

**TOWNSVILLE** North Queensland has set its sights on business events, establishing for the first time a cooperative bid fund to attract events to the area.

Townsville Enterprise Convention Bureau will manage the funding pool, established with a \$50,000 contribution from Townsville City Council, matched by the state government, as well as contributions from industry including Mercure Townsville.

It would be used to attract events through direct marketing and tailored bidding, and would be managed based on strict criteria including the importance of return on investment, type of event and how the funding would be spent, with approval sought from all partners, Townsville Enterprise said.

"Business events currently contribute more than \$8m to the local economy.

"With a strong and progressive industry base, Townsville North Queensland has great potential to attract additional business events to the region."

Mercure Townsville gm Peter Richardson said the bid was the first time it had attempted to do something like this in the region.

"We have already had half a dozen great business leads, and that was before the official cooperative concept was announced this week.

"We would prefer events and major conventions to come to



Townsville than elsewhere, but to do this we need to band together and take a whole of city approach to winning business and larger, more lucrative events."

**MEANWHILE** last week a team from Townsville Enterprise were in Sydney to promote Townsville's business events capabilities.

Tourism and events gm Patricia O'Callaghan (**pictured** right) said there had been a lot of infrastructure and development in the last 20 years.

"Now we are ready to tell the world that we are not only a great business economy but that we are very strong and we have a lot of potential for tourism and for conferencing and events."

Guests had a real Townsville experience via a virtual dive into the Coral Reef and Predator exhibit at Reef HQ Aquarium.

## Adelaide's new tools

**THE** Adelaide Convention Bureau has added two new tools to its portfolio; a video that looks at the journey a business visitor might take to Adelaide and a new Adelaide Planners Guide 2014/15, available on the Bureau's website.

## Melbourne rewards

**THE** Ether Conference Centre, located in the Swanston Hotel, Grand Mercure, Melbourne, has 11 meeting room options and delegate packages from \$65.

Book before 31 Aug and receive a gift from the Centre - see **page three** for more information.

## Langham lays it on

**LANGHAM** Hotels and Resorts is inviting meetings and events planners in Sydney and Melbourne for an evening of networking with hotel representatives and a chance to win prizes.

**CLICK HERE** for the Sydney event starting at 4.30pm on 23 Jul at Doltone House, Hyde Park and **CLICK HERE** for the Melbourne event on 24 Jul at The Langham.



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## Five pages today

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- The Travel Industry Exhibition and
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# business events news

16th July 2014

## Goods Line event space

**THE** Goods Line will feature an event space, 'The Transformer', with work due to be completed on the Goods Line North project by the end of the year.

This would allow people to walk from Central Station to Darling Harbour and beyond, ASPECT Studios director Sacha Coles said.

At the unveiling of the Novotel Sydney Central's refurbishment yesterday, Coles said the southern part of the project was still in the planning stages but would include a small roofed public room called The Transformer which would be available for events and would be curated.

Completed concepts for the project were released in March by the Sydney Harbour Foreshore Authority (SHFA) which aim to change the area from Railway Square through Ultimo to Darling Harbour.



SHFA Darling Harbour Transition executive director Debra Dawson (pictured left with Novotel Sydney Central director of sales and marketing Christian Lackner and gm Sarah Connelly) told **BEN** the Goods Line would link cultural and educational facilities to business events attractions, providing new elements to offer

for business events.

It would create an integrated experiential model for the exhibition and convention centre as opposed to just a place to have a convention, she said.



Dawson spoke at the Novotel Sydney Central unveiling of the refurbishment of its conference centre, with capacity for 350 people, 12 meeting rooms and 20 mbps synchronous connectivity.

The event kicked off with performers from Beat on the Streets dancing the night away and a song by Louise Veenendaal from The Voice.

To view photos of the event, [CLICK HERE](#) or [CLICK HERE](#) to check out a video.

## Retreat packages

**BALGOWNIE** Estate Vineyard Resort & Spa has compiled three value for money packages.

Book and hold your corporate retreat in August, September or October with a minimum of 10 guests and receive a complimentary wine tasting plus 15% off cellar door purchases.

Alternatively, hold your event in November and December and receive 30 min of free canapés.

[CLICK HERE](#) for more.

## New Novotel Syd gm



**NOVOTEL** Sydney Central has also seen a management change over, with general manager Danesh Bamji (pictured left) finishing up this Friday and new gm Sarah Connelly having started on Monday.

Connelly has been with Accor for five years with the Ibis, Mercure Novotel and Pullman brands.

## QMICE on offer

**QATAR** Airways has created QMICE to cater to the many needs of the meetings industry.

Offered to organisers with 10 or more travelling on the same flight, benefits include flight discounts, group seating and dedicated group check-in counters.

Additionally, conference and exhibition organisers who are managing events with more than 300 participants, along with international associations and appointed travel agents, may take advantage of discounts by using the Preferred Airline function.

Contact Qatar Airways on 1300 340 600 for more.



**YEWOWCH!** The BBC has pulled no punches with an article about the top 10 things that make conferences painful.

The article lists things like "PowerPoint - comedy's digital graveyard" and the social media guy, described as "that poor unfortunate" who has to talk about how social media is blowing up over the conference.

**BEN** will put up our hand to being Twitter fiends at conferences, with one AIME attendee saying to us at the event "So YOU'RE the tweeter!"

The article also mentions "laptop tappers" - people who aren't journalists but type furiously at...something...during conference speeches - we'd hazard a guess that many a Facebook chat conversation has occurred while 'notes' are being taken - to read the full list of Conference Pains, [CLICK HERE](#).

## Brisbane's Holiday Inn

**INTERCONTINENTAL** Hotels Group (IHG) has signed a franchise agreement with Pro-Invest for a 226 room new build Holiday Inn Express hotel in Brisbane's Spring Hill, the first such property in the city.

Due to open in the second half of 2015 it would be a streamlined design without additional facilities such as a conference centre, catering to mid-week corporate visitors, IHG said.

## Business Events Sales Manager

Voyages Indigenous Tourism Australia is a unique Australian travel company wholly owned by the Indigenous Land Corporation (ILC) with a portfolio of products located in spectacular wilderness locations including Ayers Rock Resort in the iconic Red Centre, Home Valley Station in the Kimberley region of Western Australia and tourism facilities at Mossman Gorge in Tropical North Queensland.

We are seeking an experienced, pro-active and well connected Business Events sales professional to lead our Business Events sales team.

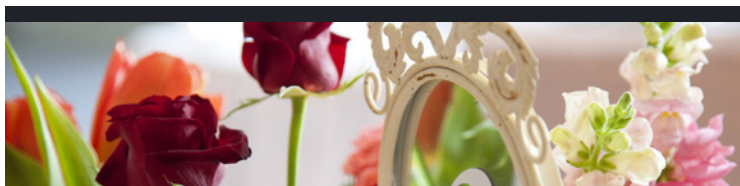
To be successful in this role, you will have:

- Significant years of experience in a senior tourism/hospitality industry sales role. Ideally within Business Events sector
- Excellent knowledge and understanding of both the Australian domestic and inbound Business Events markets and their respective distribution channels
- Wide personnel contacts with key Business Event buyers, planners and suppliers (specialists PCO's, DCM's, corporate conference organisers and specialties sections within wholesalers), industry associations & organisations and government travel bodies that are involved in the Business Events markets
- Experience in planning and conducting detailed incentives, events, conferences and meetings
- Experience & proficient in lead generation
- Ability to lead and work in a team environment within Voyages Marketing and Sales team and the relevant individual resort personnel

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# business events news

16th July 2014

## Cairns is near perfect



**THE** casual atmosphere and careful planning and execution have been identified as factors for why Cairns reached a record high in overall satisfaction for the Australian Tourism Exchange (ATE14).

And while organiser Tourism Australia did not have numbers on the economic impact, based on previous events, the economic value has been calculated to be in the order of \$10m, it said.

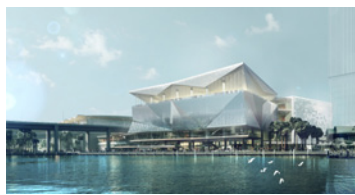
In a survey conducted by Colmar Brunton of the 1,800 delegates which 27% of sellers and 40% of buyers who attended ATE completed, 100% of the buyers and 99% of the sellers registered overall satisfaction with the event.

The survey also found that 90% of sellers said they wanted standardisation of booths to continue, which Tourism Australia managing director John O'Sullivan has said will continue for ATE15 in Melbourne.

This feedback would save the industry more than \$2m in costs associated with building custom exhibition space, he said.

This was the first time ATE had been held in a regional destination, requiring extra planning, but Cairns had rolled out a red carpet welcome, he said.

## \$50m Sibos confirmed



**THE** International Convention Centre Sydney will host Sibos 2018, injecting \$50m into the city.

NSW Premier Mike Baird announced the bid win, saying it was the largest and most influential financial conference in the world.

Bidding involved Business Events Sydney, financial services stakeholders, government and the International Convention Centre Sydney, he said.

The financial conference would see more than 6,000 delegates travel to Sydney, and was won thanks to investment by the New South Wales government, Tourism and Transport Forum acting ceo Trent Zimmerman said.

"The NSW government's focus on the visitor economy is helping the state's economy grow and also helping tourism fulfil its undoubted potential as an economic development strategy for Australia."

Zimmerman said business events were vital to Australia's chances of doubling visitor expenditure to \$140b as they attracted high yield visitors.

"Business events also play a critical role in the sharing of new information and positioning Australia as a key contributor to the global knowledge economy."

*Credit: HASSELL + Populous*

## Perth's marquee

**ASSURED** Ascot Quays

Apartment Hotel will erect a marquee on the banks of the Swan River from 22 Nov to 22 Dec, available for hire with no venue fee for this four week period only.

Packages start from \$99 per person - [CLICK HERE](#) for more.

## Talking cool

**WELLINGTON'S** biggest conference and events expo, Show Me Wellington, has added a new dimension to their first ever 'Talk About Cool' seminar series.

Designed to stimulate new thinking, the first two sessions, 'Morning Muse' and 'Capital Jam', are filling up fast and conference and event organisers are encouraged to get in quick.

The sessions and expo are free to attend.

To register, [CLICK HERE](#).

## EIBTM's initiative

**AS A** direct result of focus group research held in London in May to determine the ideal experience for association meeting planners, EIBTM has launched a brand new initiative, My Association, My Club.

The research highlighted the need for an association planner to be able to create their own agenda, to have time to network with their peers and to choose education sessions that suited their business and career needs.

EIBTM senior exhibition director Graeme Barnett said association meeting planners had specific needs and the offer included flexibility, from freedom to explore the show floor and discover new suppliers to building an education program of their choice and meeting others in the community.

For further information on the new initiative, [CLICK HERE](#).

## Gray's Say

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



## TRADE SHOWS, WHAT'S THE FUTURE?

**I WAS** fortunate enough to be an industry guest at Meetings 2014 in Auckland recently and I suppose by now I shouldn't be surprised at how well the whole event was organised and how smoothly all the arrangements went. This trade show is certainly the best organised that I have attended in the southern hemisphere, bar none, and even though it's purely domestic New Zealand product that's featured, it's a real pleasure to be there.

Meetings this year moved to a new venue in Auckland, having outgrown all the CBD venues for the time being. The ASB Showgrounds are only just outside the CBD and the coach transfers provided to and from hosting hotels made the journey very swift. It was a pleasant change to have the trade show on one floor but all the usual facilities were provided. Coffee was free throughout the day (tea too) and it was a nice change to actually have a lunch break - something that's been missing from some other trade shows for a few years now. And lunch was free! The show, obviously buoyed by the increase in floor space, attracted a number of new exhibitors which was good to see. According to preliminary figures

the attendance also increased, not just of hosted buyers but day visitors too who ably demonstrated that the change of location made no difference to them.

The organisers have responded positively to the increased popularity of the show. The formula has been successful for eighteen years and I feel sure is heading for even greater things under the stewardship of Sue Sullivan, the new CEO of CINZ. Which does raise a question: What is the future for convention and incentive trade shows? The cost of exhibiting at many such shows is becoming extortionate and exhibitors must surely be asking themselves whether, for some events, the cost is justified. About fifteen years ago, there used to be just five trade shows a PCO or incentive company needed to attend to cover the globe; now at last count, there were in excess of twenty-five. Something has to give but I think Meetings' future is assured.

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



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Business Events News is part of the Travel Daily group of publications which also include: Travel Daily, Cruise Weekly & Pharmacy Daily.

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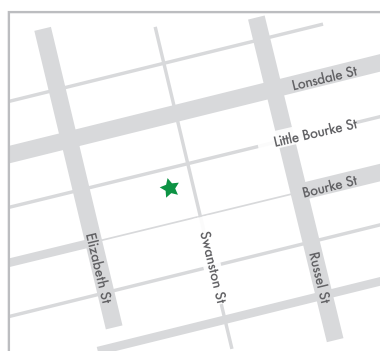
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