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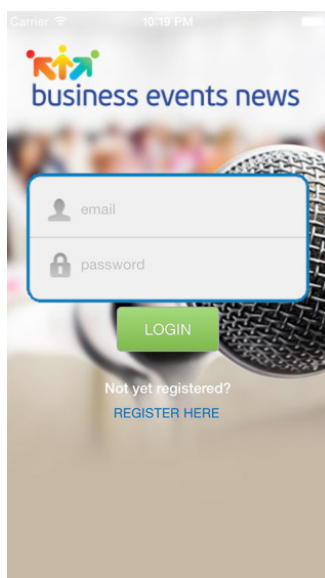
# iPhone/iPad app!

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## Gift gives

THEY are a perk of being in this events/travel industry, those thoughtful, useful, stylish gifts we receive from a hotel, resort, marketing body or airline.



They come in all forms, from a special something for a job well done, a welcome gift on a famil, a pillow gift during a conference or those found in event goodie bags.

In the realm of high-end teaser gifts, Starwood Hotels & Resorts Singapore office came up with a beauty last month when it organised a Bangkok famil.

It was tiffin carrier, a term used by the English for a lunch or a light meal and more traditionally known as a 'dabbas'.



Widely used in India and more particularly in Mumbai, the tradition of lunch boxes is practised by dabbawallas, whose job it is to pick up and deliver lunches from restaurants or homes to men at work.

Whether Starwood chose it as a tie-in with the recently released and highly acclaimed Indian film, 'The Lunchbox', or if it was the result of a creative idea, each of the tiffin's four boxes contained teaser gifts including an itinerary, incense and holders for a "sneak peek into your relaxation treatment", a small fan to cool off in the city, and a notepad to write down significant memories.

This unusual, useful gift keeps food hot for up to three hours.

Might have to start carrying it to the office! Jill

## Event career "excellent"

THERE is a great future in event and conference management careers, according to *Financial Times* journalist Michael Skapinker.

Writing in the *AFR*, Skapinker outlined five reasons to get into the events and conference management business, including that it had a future in terms of growth, it was easy to get experience, it was a stepping stone to other things, and it provided valuable skills, such as management of time, pressure, crises and more.

Speaking with **BEN**, Meetings and Events Australia (MEA) ceo Linda Gaunt said this had always been an underrated career choice, which used to have no barriers to entry; however, this was changing, she said.

There was a skill shortage but not a labour shortage in the industry currently and



the industry needed to lobby government to provide training subsidies for education.

Students should be mindful of where they went for experience, and tertiary providers or MEA could help with this, to ensure they were not just "stuffing satchels", she said.

Exhibition and Event Association of Australasia ceo Joyce DiMascio said it was a solid career choice at both a strategic and operational level.

People could have a life long career in business events, as the portability of skills was very high, she said.

**CLICK HERE** for the article.



## The Christmas Venue Guide

**BUSINESS Events News** has launched a Christmas Events guide - check out **page six** for the best end of year function venues out.

The Guide is booking out fast, so get in while you can to highlight your venue's unique features, like the ability to host a karaoke battle of 'We Three Kings - The Reggae Remix', to the business events industry and **BEN's** readers and social media channels, by emailing [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## Six pages today

**BEN** has three pages of editorial plus full pages from (**click**):

- NT Convention Bureau
- Christmas Venue Guide
- **BEN** iOS app

## GCCEC grant apps

**GOLD** Coast Convention and Exhibition Centre (GCCEC) has said applications are open for five linkage grants worth \$25,000.

The Linkage Grant program aimed to support professional development through attendance at an international conference in a chosen field, GCCEC said.

GCCEC gm Adrienne Readings said the program attracted more international events to the Gold Coast and Centre while also benefiting recipients.

"As a venue we are able to invest in the professional development of local academics through grant assistance to attend international conferences and at the same time identify conferences that have the ability to be held at the GCCEC in the future."

It is open to academic and professional staff in south east Queensland.

**CLICK HERE** for more.

## WIN WITH O'REILLY'S

This week, **BEN** and O'Reilly's are giving away one night's accommodation in a Mountain View room with private balcony in the Rainforest Retreat, including morning and afternoon tea, complimentary wine tasting at Canungra Valley Vineyard and an early morning bird walk.

O'Reilly's can tailor a corporate Christmas function to your needs, from sunset drinks at a breath-taking cliff top lookout to Christmas-themed dinners or a BBQ by the bonfire in the rainforest. The location of O'Reilly's within the World Heritage Lamington National Park coupled with its legendary hospitality, means it creates events to remember. Ideal for groups of up to 200 guests, O'Reilly's offers flexible accommodation options including the Retreat and luxury Mountain Villas.

The most creative response to the question will win. Send your answers by COB 10th Oct to: [comp@businesseventsnews.com.au](mailto:comp@businesseventsnews.com.au)



Tell us in 25 words or less how your team would celebrate your corporate Christmas party at O'Reilly's Rainforest Retreat.

Hint: [www.oreillys.com.au/conferences-functions](http://www.oreillys.com.au/conferences-functions)





# business events news

10th October 2014

## Luxperience at ATP 2015

IT HAS been confirmed that Luxperience will be held at the Australian Technology Park (ATP) next year.

The news comes as **BEN** also learned Lindy Andrews has left Luxperience as its ceo.

Andrews said the success of the business and brand meant owner Helen Logas felt she was in a position to steer the luxury travel trade show from here.

Logas said Andrew's contract had concluded, and that the luxury travel trade show would be managed from Australia, as it always had been.

The 2015 show would be held at ATP, which allowed Luxperience to be innovative and creative, including a creative space with which to play, she said.

"We looked at moving to another destination but the appeal of Sydney amongst delegates, in particular the international ones, made us review the decision and stay."

The coming year would see six fulltime staff and global representatives continue to grow the brand and company, Logas



said.

Andrews said Luxperience had been built from a business with a poor reputation operating at a loss to a strong brand, with a "great global sales and marketing platform" for the high end travel market.

This year's show had turned a profit, she said.

Andrews said she was exploring opportunities at the moment and would like to work with organisations with a social conscience and integrity.

## Conference chooses Auckland

**AUCKLAND** has won the bid for the World Congress on Genetics Applied to Livestock Production (WCGALP), which is expected to see 1,300 delegates attend the five day conference.

The bid was a collaboration between the Auckland Convention Bureau, Tourism New Zealand's Conference Assistance Program and Massey University Institute of Vet, Animal and Biomedical Sciences Professor Dr Hugh Blair.

The Bureau said the conference was expected to contribute more than NZ\$3.12m to the city's regional GDP.

Blair presented the bid at this year's WCGALP event held in Vancouver in August, and beat out a Polish bid, the Bureau said.

The bid was successful thanks to a strong local and international science team preparing the program and the country being a desirable destination for delegates, Blair said.

Book a corporate event and your delegates will each receive a \$100 gift voucher to use at Spicers Hidden Vale

[Click here to find out more](#)



## ExpoNet's partnering power



A 3D custom marketing solutions exhibition stand, strategically and creatively designed to allow member organisations to participate at the upcoming World Congress on Intelligent Transport Systems in Melbourne in 2016, has been delivered by ExpoNet.

Project managed and designed from its Australian offices and built in Detroit, the team partnered with ITS Australia to assist with the marketing and promotion of the Melbourne 2016 event at international meetings.

Exponet said it planned to continue to work with ITS Australia and MCI Australia to deliver on further marketing opportunities for the client at the next World Congress in 2015.



WE DON'T want to drone on but if you're looking for a tourism campaign with a difference, check out the million dollar Sunshine Coast offering using drone technology to give a bird's eye view of the area.

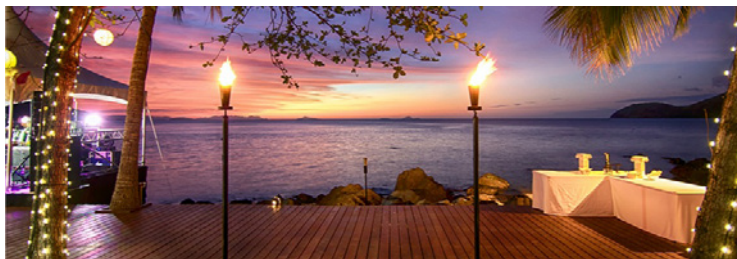
Apparently, the campaign provides swooping views of Noosa National Park, Glass House Mountains and more.

Sunshine Coast Destination Limited ceo Simon Ambrose said it told the story of the Coast's beauty through the eyes of the Wandering Tattler migratory bird.

The campaign organisers will just need to be careful they don't fall into the trap of other drone users of propelling the machines into their own faces, like the newly married couple that decided to make their video a little different by using a quadcopter, only to have it brain the groom in spectacular fashion.

You can watch the video [HERE](#) under the appropriate title 'Epic Fail'.

## Daydreaming again



IT MAY prove second time lucky for Daydream Island owner Vaughan Bullivant who has the 226 room Whitsunday island resort back on the market, after first attempting to sell it in 2012.

A perennial favourite with conferencing delegates and their families, it is being marketed through CBRE Hotels.

Back in September 2000, Bullivant bought the island for a reported \$12.5m, later spending millions of dollars on it development.

The resort had an annual turnover of \$27m and a replacement value estimated in 2010 at more than \$57m, CBRE Hotels said.

Bullivant said he believed someone with vision could take the island to its next stage and realise its true potential.

The island, offered with vacant possession, could conceivably be upgraded to mirror high-end luxury Whitsunday offerings, including Hamilton Island's Qualia and Hayman's One & Only.

## Venue tender posted

**AUSTRALIAN** Aged Care Quality Agency is looking for expressions of interest from conference venues to host its Better Practice conference in Sydney.

Held from 27 to 28 Aug 2015, the venue would need to handle seating for 550 delegates theatre style, the Agency said.

Accommodation room block would be required at the conference hotel or nearby, and a sit down buffet lunch would be needed for both days, it said.

The Agency did not respond to queries about a budget for the event.

The tender closes on 07 Oct.

[CLICK HERE](#) for more.



# business events news

10th October 2014



## SHEER INSPIRATION

Oliver Sheer, managing director of BeChallenged Team Building, gives insight into the team building industry in a regular feature in *BEN*.

### Australia's Best Place To Work!

**HOW** do you create the best place to work? Learning from the team at Atlassian, who just took out the number one spot on the *BRW* Best Place To Work list for 2014, my first response would be don't preserve your culture; add to it!

Lucky for BeChallenged, we have the absolute pleasure in working with Atlassian on a number of events each year. So I suppose you would say that it was BeChallenged that helped them hit number one. Unfortunately not, we are just a small part of the greater strategy that Atlassian chief people officer, Jeff Diana, and the team implement.

Jeff, who joined the company two years ago, says it is not a matter of teaching newcomers about an existing culture.

"You can never preserve a culture. What you can preserve are your values and your values can drive what you do."

"When I talk to new hires, I tell them we hired them to add to the culture. We want their experiences, their viewpoints, their perspectives, their talents. So when I hear companies say they want to preserve their culture, I get worried because those things will always evolve with the great people you add."

To allow its culture to continue to evolve and for newcomers to find their way and add value, Atlassian implements a number of initiatives such as:

- Big Bash Party: annual team building event for the entire company that is built and tailored especially for Atlassian; this year's event being the 'Game of Codes'.
- TGIF: an event on the first Friday of every month with beer, chips and games.
- One per cent foundation time: to help out a charity of their choice.
- HackHouse: graduates spend a week at the beach completing challenges, getting to know the company and having fun.
- Office perks: a drinks fridge, boutique beer on tap, a pick'n'mix lolly station, table tennis, pool table, video games and board games.

Atlassian has re-written the manual when it comes to building a culture, engaging and recruiting employees, so I would urge you to follow its lead and don't be afraid to try something new.

For more information about Oliver and BeChallenged's team building offerings, see [www.bechallenged.com.au](http://www.bechallenged.com.au).



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# MCEC gears up for PAX

**THE** Melbourne Convention and Exhibition Centre (MCEC) is gearing up for the tens of thousands of gamers it says are expected for the Penny Arcade Expo (PAX 14), an event expected to pump more than \$39m into the state.

Held from 31 Oct to 02 Nov, the event debuted in Australia last year at the Melbourne Showgrounds but started in the US, when the team behind internet comic strip Penny Arcade decided to create an event just for gamers.

Lawrence Consulting estimated the total economic impact on the region associated with last year's event was a total output of \$45.4m, PAX Australia said.

A spokesperson would not give specific visitor numbers but said there was a 40% increase in visitors from last year and the figure was in the tens of thousands.

PAX 14 would see the attendees download three times the MCEC's typical monthly data usage over the three days, the Centre said, with the connection running at 1 gbs<sup>-1</sup>, three times the speed of its standard service.



The event had doubled in size and tripled its amount of theatre space since last year, MCEC said, and would see the five satellite theatres in use.

The bid was a collaborative effort between the Vic state government, Tourism Victoria and the MCEC, a spokesperson said.

Pax Australia chose Melbourne due to the collaborative approach, the facilities offered by MCEC, including infrastructure, size and technology capabilities, and its proven ability to host large scale events, the spokesperson said.

## New Crowne Plaza Canberra gm

**CROWNE** Plaza Canberra has a new gm in Tina Fisher, who started on 15 Sep.



With more than 25 years' experience in hotels, and travel and membership organisations, Fisher was most recently Institute of Chartered Accountants Australia sales and marketing gm.

## StayWell conference renovations

**AUSTRALIA** hotel management group StayWell Hospitality Group has confirmed plans for \$3m renovations to its Park Regis Singapore and Dubai properties, with a focus on conference facilities.

The Park Regis Singapore would see a new conference facility with capacity for up to 50 people and new meeting areas, the group said.

Work was due to finish in November.

The Park Regis Dubai renovations would focus on the conference and event spaces, with the work due to finish before Christmas, the group said.

Both hotels would remain open throughout the work, it said.

Ceo Simon Wan said with the company in a period of growth, it was committed to undertaking refurbishments to its properties.

## Sunshine Coast wins conference

**BUSINESS** Events Sunshine Coast (BESC) has won the bid to host the 2015 Queensland Information Centres Association conference in October next year.

The event was expected to see 100 delegates from the tourism industry and Visitor Information Centres throughout Queensland attend.

BESC worked with partners such as Oaks Oasis Resort to win the bid, BESC business events manager Pippa McCreery said.



# INVITATION



**We are excited to bring the NT to your backyard and share the wide range of options for Business Events in the Territory.**

**DISCOVER** why the NT should be the destination for your next event.

**CONNECT** with the local expert to professionally plan your event.

**INSPIRE** yourself with unique possibilities and connections the NT can provide you and your next business event.

## VENUES

**Monday 13 Oct, 12:00-2:00pm - BRISBANE:**

Sofitel Brisbane - Odeon Room - 249 Turbot St |  
Brisbane QLD 4000

**Tuesday 14 Oct, 7:30-9:30am - CANBERRA:**

Sage Restaurant - Gorman House Arts Centre/  
Batman St | Braddon ACT 2612

**Tuesday 14 Oct, 5:30-7:30pm - SYDNEY:**

The Slip Inn Sydney - Sand & Garden Bars - 111  
Sussex St | Sydney NSW 2000

**Wednesday 15 Oct, 5:30-7:30pm - MELBOURNE:**

MCG - Premiership Dining Room - enter via Gate 6,  
use elevators 14 and 15 and go to level 2 | Brunton  
Ave | Richmond VIC 3002

**Thursday 16 Oct, 12:30-2:30pm - ADELAIDE:**

Chianti Classico - Gallo Nero Private Dining Room -  
160 Hutt Street | Adelaide SA 5000

**Friday 17 Oct, 12:00-2:00pm - PERTH:**

The George - London Room - 216 St Georges  
Terrace | Perth WA 6000

## KEY NT BUSINESS EVENT SUPPLIERS

Alice Springs Convention Centre

Darwin Convention Centre

Darwin Turf Club (BNE,SYD, MEL ONLY)

Fusion Exhibition and Hire Services

Great Southern Rail (BNE,SYD, MEL ONLY)

Hilton group ((BNE,SYD, MEL ONLY)

Kakadu Tourism (BNE,SYD, MEL ONLY)

Toga Hotels

SKYCITY Darwin

Voyages

**WIN AN  
NT ADVENTURE  
FOR TWO**

Attend the  
event at any  
city to be  
eligible to win!

# Christmas Venue Guide

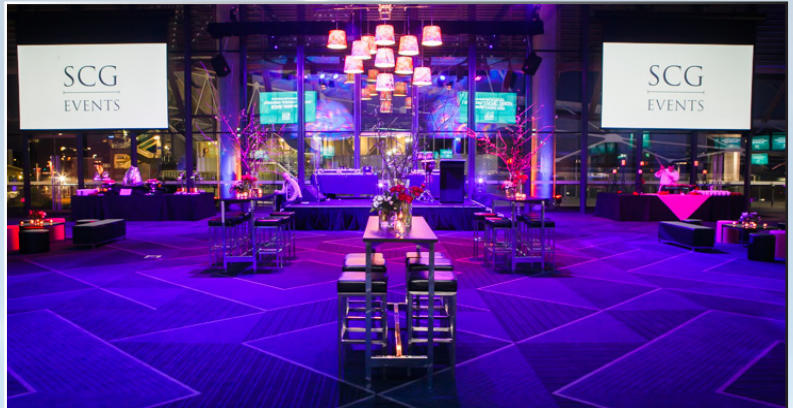
Looking for a Christmas venue or staff celebration?  
**Business Events News** guide to 2014/15 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## Sydney Cricket Ground

Sydney, NSW

Host an end-of-year celebration at the Sydney Cricket Ground and go in the draw to win a Corporate Suite Experience during the SCG's Summer of Cricket. Book before 31st October for an event before 28 December 2014; and you and your guests could wine and dine in the luxury of your own corporate suite at the Cricket. The SCG celebrates the opening of the following brand new event spaces: Noble Dining Room for up to 600 banquet-style, Skyline Terrace with views to the CBD and the Brewers Pavilion.

**CLICK HERE** for details and conditions  
[www.scgevents.com.au](http://www.scgevents.com.au)



## Sheraton on the Park

Sydney, NSW

Whether it be a Christmas lunch, cocktail party or full scale gala dinner event in our grand ballroom, Sheraton on the Park is the perfect place to host your Christmas event this year.

Our meeting rooms cater for up to 1,000 guests and can accommodate any style of event you have in mind.

Christmas Packages start at \$125 per person.

[www.sheratonontheparksydney.com](http://www.sheratonontheparksydney.com)

## Sheraton Melbourne Hotel

Melbourne, Victoria

If you are after an event space for Christmas lunch, cocktail party or gala dinner event in our ballroom - Sheraton Melbourne Hotel is the perfect place to host your festive event. With more than 660 square metres of event space, we can accommodate any style of event. Choose from one of our festive packages, or let us tailor an event to suit your colleagues and clients.

For more information please contact  
[sheraton.melbourne@sheraton.com](mailto:sheraton.melbourne@sheraton.com)  
or 03 9290 1042

[www.sheraton.com/melbourne](http://www.sheraton.com/melbourne)



## Royal South Yarra Lawn Tennis Club

Toorak, Victoria

Founded in 1884 and recently redeveloped and refurbished throughout, the extensive clubhouse offers striking contemporary décor and modern facilities, with flexible function spaces ready to accommodate your next event.

Perfect for corporate events, cocktail parties, weddings, anniversaries, engagements and all types of celebrations.

Book your event now and ensure a memorable experience for all your guests.

[www.rsyltc.org.au](http://www.rsyltc.org.au)