



On brand

TOP marks to the St Regis Bangkok executive chef

Bastian Mantey and his team



at the St. Regis Bangkok for creating canapés individually branded with the names of the Australasian media companies represented at the SPG Pro launch on Friday.



It was quite a talking point amongst the gathered throng and an idea I hadn't seen before.

The question was, do we eat our own branded canapé or devour the competition's?

It's the sort of thing the St Regis brand, which is currently celebrating its 110th anniversary, has an eye for, being more famously known for introducing the 'Red Snapper' cocktail in 1934, renamed the Bloody Mary.

And, even though branding canapés might appear to be a time consuming exercise, it's the sort of thing it does for conferences and special events; as chef Bastian said, "When you have the right printer and edible inks, it's easy".

MEANWHILE call me old fashioned, but flying to Thailand on THAI Airways, in Business class, I defy you not to feel a little bit special when your seat is upstairs in the 747-400.

Sure, the *Dreamliner*, with its bigger windows, wider aisles and seats, is the way to go, but give me an aircraft that has storage bins right by your seat and I'm delighted.

I'm writing this looking out across my villa's swimming pool to the limestone karsts that rise vertically out of Phang Nga Bay, at Naka Island in Phuket – part of Starwood's Luxury Collection and not such a shabby way to mix work and pleasure. Jill

Business Week in India

A DELEGATION of three hundred will be taken to India in January next year as part of a promotional campaign and business mission to boost commercial ties with the country.

Led by Trade and Investment Minister Andrew Robb, the campaign will be called Australia Business Week in India and follows on from Australia Week in China (*BEN* 11 Apr).

The program would highlight opportunities in key sectors including tourism and would include a Tourism Australia (TA) campaign showcasing food and wine through the Restaurant Australia brand, the Minister's office said.

TA representatives from a business events perspective will attend.

TA business events head Penny Lion said key markets in the Asia region were an important

source of business events visitors and were an active part of the organisation's international business events trade marketing program.

Business Events Sydney said it would not be part of the delegation but ceo Lyn Lewis-Smith said the Tourism 2020 strategy estimated India had the potential to grow to between \$1.9b and \$2.3b in total expenditure by 2020.

The delegation was "great news" for Sydney and NSW, which had "bucket loads" of experiences to offer, she said.

"Although most Indian companies are still looking at short-haul destinations for their meetings, conferences and events, we are starting to see their preferences shift, especially from those corporates who have already been to the usual short-haul destinations."

The Christmas Venue Guide

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

The events guide promotes 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.

Moran at Barangaroo



MATT Moran, with MorSul business partner Peter Sullivan, as well as Bruce and Anna Solomon of Solotel, will develop a three level restaurant at Barangaroo.

Set to open in early 2016, Lend Lease retail development and asset management head Gary Horwitz said attracting the right operator to manage the venue had been "critical".

The ongoing redevelopment was Sydney's largest this century and was valued at more than \$6b, the Barangaroo Delivery Authority said.

MorSul owns ARIA Catering, which is the current event caterer for the Bennelong Restaurant, and is part of the consortium which won the tender, with the Solotel group, to operate the Opera Bar (*BEN* 22 Aug).

Sell TNQ 2014

Apply now to join the Business Events Cairns & Great Barrier Reef annual famill.

Sell TNQ provides an exclusive opportunity for qualified event and incentive planners to visit the Cairns & Great Barrier Reef region and experience first-hand our ability to host successful business events.

This year's program will be hosted 7 - 10 November in Cairns, followed by an optional post-touring program visiting Palm Cove and Port Douglas 10 - 12 November.

Don't miss this opportunity to visit one of Australia's leading conference and events destinations and meet with the region's premier business events operators!

MORE INFO

APPLY NOW

Applications close
September 19

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business events news

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crumbs!

THINKING of taking part, or holding, a family or incentive in Tasmania?

It may include diving to see the wreck of the *HMAS Tobruk* in future.

The Tasmanian government said it had granted \$50,000 for a feasibility study as a "first step" in potentially securing the *HMAS Tobruk* as a wreck attraction for the East Coast, once it has been decommissioned.

The dive site would be at Boat Harbour Point at Binalong Bay, the government said.

"This is an exciting prospect for the region, which can continue to build on its already strong reputation and offer new tourism options."

The ship cost \$59m to make when it was laid down in 1978, and launched in 1980.

Being decommissioned, it is unlikely delegates would face the same problems as diver David Espinosa, who wrote on www.scubadiving.com about being bombed while diving in Indonesian waters.

Munitions weren't in use, however, but dynamite, utilised by local fishermen for their catch of the day.

Visitors spend \$30.1b

THE International Visitors Survey for the year ending in June found expenditure was up 7% to \$30.1b.

Nearly half of all international visitors travelled for the purpose of holiday, while numbers for international business visitors remained unchanged at 11%, the survey found.

Australia saw record breaking visitor numbers with China leading growth in visitation out of Asia at an 11% growth to 708,000, Tourism Research Australia said.

Trip expenditure for visitors from China was up 16% to \$5.3b, the survey found.

To read more, **CLICK HERE**.

Biz ev visitors down

THE number of international visitors to Australia for business events has dropped slightly for the year to June compared with the prior year.

Tourism Research Australia has released its latest International Visitor Survey (IVS), which saw international visitors for business events drop from 829,000 to 823,000.

This was largely made up of visitors attending a business meeting at 509,000, followed by those attending a conference or convention at 321,000.

Trip nights were also down, from 17.61m to 16.35m.

Spend was also down to \$2.36b

from \$2.44b in the year to June 2013.

Trip nights and spend were based on a total trip and were not specific to the event, Tourism Research Australia said.

To read the IVS report, **CLICK HERE**.

China Vivid famil



NSW Premier Mike Baird has announced the state government's intent to double the value of Chinese tourism to the state by 2020 by inviting wholesale and retail agents to experience Vivid as part of the Vivid Sydney 2015 China Agents Familiarisation Trip.

Baird said he expected this would be the biggest Chinese tourism delegation to arrive in Sydney.

Vivid pumped more than \$41m into the state visitor economy this year, Baird said.

The government would work with Chinese airlines and travel partners to help them promote events such as Vivid Sydney, as well as New Year's Eve and Chinese New Year, he said.

New agribusiness conference

REED Exhibitions Australia has announced Agriworld Australia, a new conference and exhibition event.

The two day business to business event would be held on 15 to 16 Jul 2015 at Sydney Showground and would look at investment services for agriculture, farm production, processing and trade services, Reed Exhibitions said.

The event is supported by Royal Agricultural Society of NSW.



Events Calendar

BEN's calendar details events at various venues across Australia.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au.

8-12 SEP

Join International Symposium on the Nutrition of Herbivores/ International Symposium on Ruminant Physiology; National Convention Centre; www.herbivores2014.com

10-13 SEP

25th Annual Conference of the Australian Society for Clinical Immunology and Allergy; Melbourne Convention & Exhibition Centre; www.ascia2014.com

14-16 SEP

Australian Day Hospital Association National Conference; Crowne Plaza Hunter Valley; adha.asn.au

29 SEP-3 OCT

International Society for Cultural and Activity Research Congress; Allphones Arena, Sydney Olympic Park; www.iscar2014.com

21-23 OCT

Walk21 International Conference on Walking and Liveable Communities; Luna Park Sydney; www.walk21sydney.com



BEN beefs it up

BUSINESS Events News is now read by an estimated 22,000

people in the business events industry and beyond.

Our social media presence is also growing - you can check out our terrible puns by following [@BusEvNews](https://twitter.com/BusEvNews) or by visiting www.facebook.com/BusEvNews.

And to sign up for the latest business events news, just **CLICK HERE**.



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TEP tender

AUSTRALDE has put out a tender for the Canberra Tourism Employment Plan (TEP) and the Service Champions Project.

The TEP would deliver practical measure to address labour and skills issues in Canberra, linking businesses with programs involving improving education.

CLICK HERE for more.

AHA, AAoA buddy up

THE Australian Hotels Association (AHA) and the Accommodation Association of Australia (AAoA) have formed a joint venture to provide one voice for the Australian accommodation industry.

The joint venture followed "extensive discussions" and would see a new representative board elected from both groups.

AAoA president Gary Crockett said it was an exciting time for the accommodation sector with growth in travel and a "significant" pipeline for new hotel developments.

Speaker named

THE opening keynote speaker at the annual conference and exhibition of the PCO Association has been announced as Richard Robinson, the head economic forecaster for the BIS Shrapnel group.

The conference, to be held at the National Convention Centre, Canberra, runs from 30 Nov to 02 Dec.

For more information, email maxine@pco.asn.au.

The art of giving



WITH social responsibility and giving back to less fortunate communities very much part and parcel of conferences and events in Asian and South Pacific countries, Outrigger Resorts' commitment to local cultures and communities will see holiday makers and corporates alike volunteering to build a large bure or traditional meeting hall at Fiji's Conua School – a project expected to start on 01 Oct.

When completed, the building at the centrepiece of the village will have the capacity to accommodate over 100 people for both school and village meetings and community events.

Estimated to cost about FJD\$100,000 (A\$57,390), it is being driven by the chairman of Fiji's Coral Coast Hotels Association and Outrigger Resorts area gm, Peter Hopgood, who said he anticipated construction would take 12 to 18 months to complete and be undertaken with the assistance of guests.

Lake House win

IN A period of sustained growth, Tourism Portfolio has announced its third new client in the past month, with the addition of Lake House, Daylesford, Victoria.



FACE : FACE

Wayne Castle Director

CWT Meetings & Events ANZ



Business Events News recently caught up with Wayne Castle, director of Carlson Wagonlit Travel Meetings & Events, Australia and New Zealand (CWT M&E ANZ). He is a senior leader with more than 25 years experience in developing and managing large-scale events and conferences.

What does your role entail?

In my new role I will grow and develop the business as well as manage a team of event, venue and travel specialists to deliver bespoke event experiences for our clients.

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

I make sure I have a coffee on hand before opening the night's email deluge. Being a global company, emails come at all times of the day.

How busy is CWT in the meetings and events sector?

CWT Meetings & Events manage contracts for many large international and national companies, and as such we are very busy handling a wide range of events on a daily basis. CWT's current client base consists of some of the world's largest companies from banks, medical, pharmaceutical and government departments. As a full service agency we produce conferences, gala dinners, awards, product launches, incentives and much more. In any month we manage at least 10 events, with hundreds of participants.

You've said the meetings and events industry is currently "very buoyant" – why do you think this is?

Face to face networking is still one of the most powerful business tools. The need to network is driving companies to look for the easiest and most practical ways of delivering end-to-end meetings which includes travel, accommodation and full event management.

An industry report recently released by CWT and GBTA, the 2015 Travel Price Forecast, indicated that key trends for 2015 would include an increase in domestic meetings; shorter booking lead times; increased client focus on reducing required deposits (except for large

meetings); and social technology use.

What's the most important thing when dealing with meetings and events clients?

Compliance, transparency and professionalism are of utmost importance when dealing with all clients. Being open and upfront makes working with clients much easier.

What would you be doing if you weren't CWT Meetings and Events ANZ director?

I would either be organising special and exciting events somewhere in the world, or I would be on a plane to somewhere I have never been.

Who in the world would you most like to have dinner with, alive or dead?

Jesus – so many questions to ask. Catering should be no problem.

What is your most memorable, or strangest, meeting or event experience?

I managed a fascinating event/exhibition of preserved human corpses, which toured Australia in 2006. It was a famous display of real dead bodies that had been plastinated and was attended by hundreds of thousands of people. It was both memorable and strange, an all in one event (and something very similar is coming again soon!)

What would be your dream meeting or event?

"The Big Bang Theory" World Tour – would love to put Sheldon on a stage!

Will robots ever take over the meetings and events industry? New tech – headache or bonus?

I hope they do because they can make the name badges and pack satchels and let us do all the fun things associated with event management.

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