



Spray that again!

NOWHERE else in Australia is there such a collection of unique arcades and laneways that feed off Melbourne's wide street grid as in the city's CBD.



Designed by surveyor Robert Hoddle in 1837, laneways were, according to 'Laneways of Melbourne' by Kornelia Freeman & Ulo Pukk, "used for workshops, deliveries, factories, rubbish disposal, public urinals and brothels, and were often associated with vice and crime."

Most visitors and indeed locals would be unaware of the more colourful, hidden graffiti and street art that exists in some of these still-cobbled laneways.

It's this fascinating history and the extraordinary works of graffiti and street art that is the incentive to want to discover and explore more.

It was an opportunity that presented itself thanks to the InterContinental Melbourne The Rialto, which used street art in its own historic laneway, Robbs Lane, and which organised a street art and graffiti tour for visiting PCOs with The Blender Studios, a centre for the Melbourne street art scene.

Guided by the street artists, groups can meet practising artists, and get a feel for the practicing art world.

Tours end at the Blender Studios, where workshops led by a well-known street artist provide street art demonstrations.

Groups can also take part in a team building exercise, creating their own artwork or working collaboratively with their colleagues to decorate their own workspace.

Now where's that spray can? *Jill*



Story Bridge open 4 events



THE Story Bridge in Brisbane will be available to event organisers as a host location up to four times a year.

Premier Campbell Newman and Lord Mayor Graham Quirk made the announcement today, inviting special event organisers to submit applications to use the Bridge for event purposes, following Riverfire this Saturday.

The Queensland government said there would be a maximum of four events a year approved for a full bridge closure, with applications for events held from January to June 2015 open now, and set to close on 24 Oct.

The application form for the venue said the incidental costs of closing the Bridge could be

greater than \$50,000.

Newman said the government was keen to keep Brisbane in the international spotlight in the years to come through use of the Bridge, following major events such as the G20 Summit.

"My government has been working with Brisbane City Council to develop strategies to mitigate concerns and allow one of the most popular structures to be used for events."

Quirk said there had been "strong community interest" in using the Bridge as a location to host events.

CLICK HERE for more.

US incentives to grow

TOURISM New Zealand (TNZ) has said its new 18 month co-marketing partnership with ITA Group would see incentive business to New Zealand from the US grow.

TNZ Americas and Europe gm Gregg Anderson said ITA was one of the US's key incentive companies and the agreement guaranteed the country was being pitched to a high value visitor market.

"Our activity will see ITA Group travel buyers throughout the United States well trained on New Zealand so they can actively pitch New Zealand to their clients who are looking for an international incentive program."

Air NZ and destination management company IDNZ were also partners in the agreement, which ran until February 2016, TNZ said.

VIC commits to events

BUSINESS Event Victoria (BEV) has signed a contract with Tourism Victoria to deliver on its Regional Victoria Business Events program.

Announced in the state budget in May, the government set aside \$1.2m over four years for the program, and the contract to deliver this was signed last Friday, a spokesperson for BEV said.

BEV chair Brendan Maher said Vic was the only place in Australia with a state-wide body focused on promoting business event destinations in regional areas.

Four pages today

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

- NT Convention Bureau

ben 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@businessesnews.com.au.

24 SEP

ACTE Adelaide Networking Reception; InterContinental Hotel Adelaide; www.acte.org

29 SEP-3 OCT

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

1-3 OCT

Australian Collaborative Education Network (ACEN) National Conference 2014; Twin Towns Services Club, Tweed Heads; www.acen.edu.au

21-23 OCT

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

The Christmas Venue Guide

BUSINESS Events News has launched a Christmas Events guide and it's booking out fast, so get in while you can.

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@businessesnews.com.au.



business events news

22nd September 2014

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Telkom, Windsor MOU



TELKOM Australia and the Hotel Windsor in Melbourne have signed a Memorandum of Understanding (MOU) which will see Telkom use the hotel as a preferred venue for meetings, events and accommodation.

This would include exclusive deals and offers, the hotel said.

Telkom would work with the hotel to make sales and marketing activities more effective, including a possible telephone sales program, The Windsor ceo David Perry said.

The hotel could also look at reaching overseas Telkom customers with special incentives to stay with The Windsor, he said.

The MoU came with an aim of forming a long-term agreement later in the year, the Hotel said.

There was no estimate of meetings capacity for Telkom, Perry said, but the company had the resources to make a "big contribution" to the Australian economy.

Telkom Australia ceo Siam Nugraha said the company welcomed the opportunity to work with the iconic hotel, which was an intrinsic part of Melbourne and provided a unique experience for the Asian market.

Pictured from left is Perry and Nugraha.

Cairns a "standout"



IN A letter to the Cairns community, Treasurer Joe Hockey said the city had been a standout host for the G20 Finance Ministers and Central Bank Governors Meeting.

Hockey commended the city for seizing the opportunity to remind the world it was an "ideal location for international events", and said it had won over 1,000 new advocates for the region.

The Cairns Convention Centre hosted 300 global media in purpose built offices and delivered AV and IT services in conjunction with the G20 Task Force, with gm Ross Steele saying the event showcased the Centre and city's business events infrastructure.



THE Sydney Masonic Centre (SMC) Conference and Function Centre recently played host to an event with a difference, with a live Q&A session featuring WikiLeaks co-founder Julian Assange.

Assange took refuge at the Embassy of Ecuador in London in 2012 while facing extradition to Sweden, and the website he co-founded is famous for publishing leaked US military documents.

The SMC said the Q&A took place via a live stream from the Embassy, with 720 attending Australian Medical Students' Association delegates for the annual Global Health Conference.

Apparently, the session went without a hitch - with no US secrets leaked.

GCCEC's new bdm



THE Gold Coast Convention and Exhibition Centre has appointed Samantha Shears as its new business development manager.

Shears had 16 years' experience in meetings and special events sales roles, the Centre said.

She was a member of the Centre's pre-opening team and returned after a 10 year hiatus, it said.

Doubling its appeal

WHEN the DoubleTree by Hilton Alana Waikiki's function space remodel was completed recently, there was a traditional Hawaiian blessing to commemorate the event.

Now, the newly-redesigned Pikake Room features floor to ceiling glass windows that allow panoramic views of Waikiki, whilst the adjacent restrooms have been revitalised with new tile flooring, wall coverings, fixtures, lighting and countertops.

The revised space features 10 private function rooms, including intimate meeting rooms for four, while the 3,500 sqf Pikake Room can accommodate 200 guests for sit-down dinners or receptions, 200 theatre-style and 120 for meetings.

Bureaux in China



TOURISM Australia is recruiting for its local Business Events Australia team in China, showing its commitment to the market.

Business Events Australia gm Penny Lion said the organisation was looking for another full time employee in the team.

She said at CIBTM this would help to deliver the organisation's message more effectively and support enquiries for the Australian industry.

The Association of Australian Convention Bureaux (AACB) took part in CIBTM through its members such as Gold Coast

Business Events, with executive director Andrew Hiebl saying the expo, held from 17 to 19 Sep, provided an opportunity for Australian convention bureaux to build strong relationships with China and Asian business events clientele.

"Today, 30% of international business events delegates are from Asia and the growth prospects are greater than any other market."

CIBTM provided a "wealth of opportunities" to showcase Australia as a business events destination, AACB said.



Dubai bids for business



ABOUT 100 meeting planners and business events journalists (pictured) are in Dubai as part of a bid to raise awareness about the destination's business events credentials.

Organised by Dubai Business Events and believed to be one of Dubai's largest trips, it was the first of many, Dubai Tourism said.

It was one of several initiatives to increase momentum of Dubai's business events and incentive industry, Dubai Business Events director Steen Jakobsen said.

The trip, held from 20 Sep to today, involved touring various Dubai venues and landmarks, including the Dubai World Trade Centre and the Burj Khalifa, Dubai Tourism said.

Jakobsen said there was no better way of promoting Dubai than having "business events' decision makers and influencers"

Tourism Studies

THE 2014 International Tourism Studies Association Conference is set for 26 to 28 Nov, with the theme 'Tourism, Cities and Environment in the Asian Century'.

CLICK HERE for more.

experience it first hand.

Partners included Emirates Airline, Dubai Airports and the Dubai Chamber of Commerce and Industry.

PCEC expansion

PERTH Convention and Exhibition Centre (PCEC) general manager Nigel Keen said expansion of the Centre had been discussed by various parties in the tourism goals for 2020, but no time frame had been established (**BEN** 19 Sep).

Convention centres in other states, including Adelaide, and Sydney, had been funded for expansion, and it was important for Perth to remain competitive now, he said.

The Centre would have the business events demand to fill 6,000 to 7,000 sqm of extra space, to have business events beside retail events side by side, and with more hotels coming online, this would drive business event travellers, Keen said.

The expansion would require the creation of a new public-private partnership between the lease owners, the Wyllie Group, and the government, he said.



Sitting Pretty

Emirates First Class

Welcome to Sitting Pretty, our review of experiences up the front of the plane.

Business Events News was recently fortunate enough to experience the ultimate way to travel, in the first class cabin of an Emirates A380 between Sydney and Dubai.

THE SEAT

The Emirates First Class suite is a private cocoon in the sky. **BEN** was travelling with a companion and we had adjacent seats in the centre of the aircraft, each with a sliding door for privacy.

A delightful touch is a welcoming basket of snacks as well as an in-seat mini-bar - in the very unlikely prospect that the attentive crew aren't on hand to cater to our every whim.

Thoughtful touches include a concealed make-up mirror complete with cosmetics for those vital in-flight touch-ups before heading down to the bar which is shared with business class passengers.

A full size desk provides plenty of room to work and there's also some special stationery so you can dash off a note to your jealous colleagues.

ENTERTAINMENT SYSTEM

Emirates is famous for its Information, Communication, Entertainment (ICE) system, which offers a huge range of movies, TV shows, music and games. There are live news updates during the flight, and the EK A380 offers full connectivity so you can also get on the internet to send urgent emails if required.

SERVICE

The Emirates first class treatment starts on the ground, with chauffeur transfers from home to the airport. An early start (the flight departs Sydney as soon as the curfew lifts at 6am) was smoothed with a seamless pick-up and on arrival at the terminal we were whisked through the formalities to enjoy some hospitality in the EK lounge.

The crew on board didn't disappoint, offering thoughtful and anticipatory service throughout the flight which included premium beverages (think a choice of vintage Champagne) and an appealing variety of meal offerings.

When it was time for sleep we were offered comfy pyjamas and the spacious seat was made up into a bed which made for a great night and minimal jetlag.

In transit we were also able to avail ourselves of the new Emirates first class lounge at Dubai Airport complete with complimentary a la carte meal service, Timeless Spa treatments and even a shoe shine.

THE SHOWER!

A highlight would have to be the in-flight shower spa on the Emirates A380. Two showers are available for First Class passengers, and the crew booked us in two hours prior to arrival so we could freshen up.

It's surreal being able to shower at 38,000 feet and then enjoy a refreshing herbal tea complete with aromatherapy and soothing tealights - an experience not to be forgotten.



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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)

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