



A good bite

AN ENORMOUS

shift at conferences towards health and looking at the impact that food can have on concentration and productivity has resulted in the release of the Top 10 Conference Foods Trends for 2015 by IACC.



These are:

1. Local is everything: The importance of adding a local feel to meetings.
2. Network your heart out: Serve small plates of food items.
3. Small is the new big: Bite size desserts have overtaken larger portions.
4. In with flavour, out with fats: Healthy choices don't need to resemble rabbit food.
5. Making and breaking bread together: Culinary teambuilding can cook up a winning team.
6. Contrasting environments: Utilise outside space to create a change in scenery.
7. Finale not gala: Be creative and choose your dining style to deliver that finale.
8. That's theatre, darling: Highlight a menu, add a chef interactive station.
9. Go micro for max effect: Microbreweries offer brews that appeal to all tastes.
10. Infused Tea Cocktails: Combine this with nine and you can have a double brew at your next reception!

Find out more [HERE](#).

Jill

\$4m NT infrastructure fund

THE NT government has committed \$4.75m to a fully state-funded Tourism Infrastructure Development Fund to encourage new and improved tourism offerings in the territory.

Previously a Federal and state funded program of \$1.3m in 2014, the NT government would fund the program in its own right as part of the 2015 budget, Minister for Tourism Adam Giles said.

It would be used for "strategic infrastructure" aimed at growing the tourism industry and available to operators and projects across the NT, he said.

The WWII Oil Storage Tunnels in Darwin received a \$40,000 grant

for upgrades from the 2014-15 Fund.

Upgrades would include the creation of an exhibition space for annual or travelling art shows and other events, of a total 75m in length, Darwin Tours owner Rob Marchant said.

Giles said the Tunnels were the kind of tourism innovation the government would like to see more of across the NT.

Tourism and Transport Forum ceo Margy Osmond said it was pleasing the program would focus on regional, remote and Indigenous tourism products, as areas where sustainable economic development was "desperately required".

Tourism Oz to focus on China incentives

TOURISM Australia has said it will target incentives in China as part of its tender for digital services in the country (**BEN 20 Mar**).

In response to queries regarding the tender, the organisation said as per its strategic annual plan 2015-16, its proposed website would target the incentive sector in China via associations, through the delegate boosting program.

Also targeted would be 30 to 49 year old, affluent consumers, and mainly those who were married or in a relationship, Tourism Australia said.

Luxperience recruits in China

LUXURY travel trade show Luxperience has appointed Beijing-based Beijing African Center to boost delegate numbers from North Asia, including the luxury market in China.

Today's issue of BEN

Business Events News today has two pages of news plus a full page from ([click](#))

- The Travel Industry Exhibition

SA survey for nature tourism expansion

THE South Australian government has called for views on how the state could expand its nature-based tourism.

A survey and discussion paper has been released by the state government, with focus areas including partnerships and support, business opportunities and destination management.

The discussion paper suggest ideas such as fast track approvals for infrastructure through requests for expressions of interest from the private sector, opening heritage building sites to commercial management and tying parks accommodation sites with tour experiences.

Responses and submissions are due by 20 Apr.

[CLICK HERE](#) for more.

Men of iron

THE Honourable Alexandra Shackleton ([pictured](#)) was the guest of honour at a lunch at the Australian National Maritime Museum on 31 Mar for the opening of a new exhibition 'Shackleton: Escape from Antarctica'.

The granddaughter of Sir Ernest Shackleton, she was joined by modern day adventurer and environmental scientist Tim Jarvis, who reenacted Shackleton's 1914-1917 Imperial Expedition in January 2011.

Held in the Museum's Terrace Room, one of eight venues poised on the edge of Darling Harbour, Jarvis said Shackleton's expedition were "iron men in wooden boats.

"We did things just as

Shackleton did but at least we had a map – they had none."

The exhibition features imagery by the official photographer Frank Hurley, specimens from the Weddell Sea and rare artifacts.

Shackleton said

optimism, patience and courage drove her grandfather on.

"Today there's a Shackleton crater on Mars, so it's safe to say he indeed did cast a long shadow."

The Museum has previously announced three new event venues within the \$11m Warships Pavilion, slated to be open in September (**BEN 25 Feb**).

[CLICK HERE](#) for more photos.



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business events news

8th April 2015



MORE than \$17m (\$17,109,063) was raised for the Royal Children's Hospital, Melbourne, as part of Victoria's 84th Good Friday Appeal, which saw "almost" 80,000 attendees pass through the Melbourne Convention and Exhibition Centre (MCEC) doors on 03 Apr, the Centre has said.



In-house pastry chefs created what the MCEC is calling one of Australia's largest Easter eggs (pictured) for the Appeal's online auction.

The egg weighed more than 60 kg and raised \$1,740, MCEC said.

The total raised was a record breaker, the Centre said, with the venue provided free of charge and 25% of employees volunteering their time.

CLICK HERE for more photos.

3 operators chosen for Elizabeth Quay

OPERATORS have been chosen for three of the five venues for restaurants, cafes and bars at Elizabeth Quay.

The development is expected to open in spring with the capacity to host events for up to 15,000 people at one time (**BEN** 12 Dec 14), including an interactive water park with event space for 800 (**BEN** 28 Jan).

WA Minister for Planning John Day said the operators of the Voyage Kitchen Cafe, the V Burger Bar and the Stables Bar had been chosen as the preferred proponents for three venues.

In particular, the latter would create a new restaurant and bar in the Eastern Promenade outlet of the quay, making it a "prime location" for corporate groups and international visitors, the Minister's office said.

ibtm india 2015 cancelled

REED Travel Exhibitions has cancelled ibtm india 2015.

In a message on the event website, the company said it had decided to "take time out" this year after holding the event in 2013 and 2014.

The event was slated to be held from 02 to 04 Sep in Jaipur, but Reed would instead undertake further research and analysis of India's business events market, it said.

The show would return in 2016, with venues and dates to be announced.

A spokesperson for ibtm india said the decision was made immediately after the 2014 event, so no exhibitor refunds were required.

15 FTE famils

THE Fiji Tourism Expo (FTE) has 15 familiarisation programs for registered international buyers and media

Facilitated by Tourism Fiji's International Visitor Program, the itineraries are available on the organisation's website and include a business events meetings famil, with site inspections of hotels, and an incentives famil.

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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.



OH, BUT WE'VE ALWAYS DONE IT THAT WAY!

How many times have you heard an end-user say that? Associations are probably more inclined to echo these sentiments than corporate clients but what they suggest is either that many end-users have no idea how to use a professional conference organiser or that PCOs are content to be box-tickers with very little creative input to the event they are engaged to manage.

And the very start of this process is usually where it all goes awry. Many end-users employ a PCO and then put them in a straightjacket, imposing rules on them devised because 'we've always done it that way'. Or simply tell them how to do what they're employed to do. Would they tell an electrician how to rewire their house, or a plumber how to install a new water heater? No. So why do they insist on telling PCOs how to do their job?

Most 'calls for papers' contain very little relevant information about the meeting or conference. Why not? They should include a 300 word overview of the theme and the objectives; they should talk about what the event seeks to achieve and how speakers can help it achieve this. Then ask them to show how they can contribute to this.

So many conferences lack any creativity or innovation. And while such conferences may yield a financial return on investment the emotional and intellectual return for individual attendees is often considerably less.

According to Ed Bernacki, an acknowledged innovation expert

and author of a book on designing more innovative conferences, one tool for creative ideas is design thinking. Are keynotes really necessary or would they be better replaced by a motivational training session or by giving the audience a problem to solve (or both)?

One association conference my company managed convinced the organising committee to do just this. Delegates were expecting to be herded into an auditorium to listen to 'the usual' keynote speech by the chairman of the association. Instead they were greeted by belly-dancers and drummers and led into another room altogether where they engaged in a highly entertaining session and were asked to compete to solve a problem. The delegates thought this was brilliant and told us so.

In particular, meetings should be planned around clearly identified problems or issues with specific, desired outcomes and these outcomes should dictate the form and process of meetings. Meetings should be viewed as learning experiences designed to change the behaviour of the participants.

And that's where meetings and incentives converge.

Peter Gray is an independent Incentive Consultant and Motivational Strategist

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