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## Regionally inspired

IT WAS all about "old acquaintances not being forgotten" in regional Victoria last week with three regions hosting famils and events.



In the once fire ravaged Marysville, there was the launch of the \$28m Vibe Marysville Hotel and Conference Centre (BEN 27 Apr), which the Minister for Regional Development Jaala Pulford described as an anchor for the community, "bringing more jobs and tourism to Marysville and surrounds".

A Gippsland and Phillip Island famil, organised by Business Events Victoria (BEV), showcased a number of the region's remarkable properties, including the Feng Shui friendly and wheelchair accessible Century Inn in Traralgon and the Phillip Island Grand Prix suites that overlook the Circuit (pictured), big enough to hold a car launch.



In Dunkeld, with the Grampians National Park as its backdrop, The Royal Mail Hotel opened its new events centre, the Mountain View room.

Seating up to 140, it replaces the conference centre destroyed by fire in October 2013. Jill

## Gold Coast to host ATE

THE Gold Coast will host the Australian Tourism Exchange (ATE) 2016, with a venue and dates yet to be announced.

The event was expected to see \$10m injected into the Gold Coast economy during the five days of the trade show, Tourism Australia said.

Managing director John O'Sullivan confirmed the region as host at an industry briefing today.

Tourism Australia released a tender for exhibition management services for ATE from 2016-18, with the 2017 event due to be held in NSW and the 2018 event in South Australia (BEN 27 Aug 14).

Queensland Minister for Tourism and Major Events Kate



Credit: Tourism Australia / Tourism and Events Queensland

Jones said the region was ready to host ATE for the first time, which would connect Queensland tourism businesses with 600 international travel buyers.

"Delegates will also have the opportunity to explore other Queensland destinations spreading the benefits of the Australian Tourism Exchange around the state."

About 1,500 Australian tourism seller delegates from 500 companies typically attended ATE, Tourism Australia said.

## Today's issue of BEN

Business Events News today has three pages of news plus a cover page from jito.

## \$600k Minerals booth design tender

GEOSCIENCE Australia has released a request for tender for the design and construction of an Australia Minerals booth at the China Mining conference, held from 20 to 23 Oct, in the Tianjin Meijiang Convention Center.

The conference typically saw about 5,000 delegates with around 400 exhibitors, and a 10m by 10m booth was sought for a budget of \$60,000 annually, to be constructed in the Center.

Geoscience Australia is acting on behalf of Australia Minerals, eight of the country's government geological organisations, and said it could keep the same design for another two to three years.

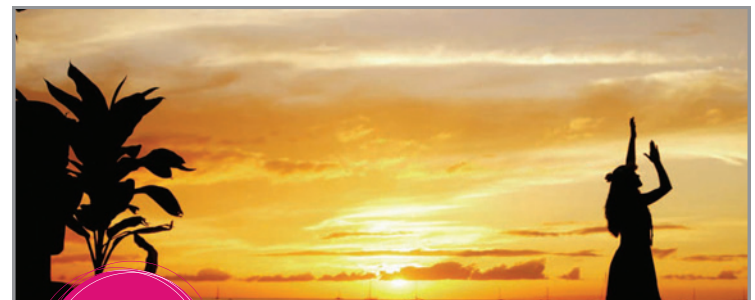
**CLICK HERE** to read more.

## Aussies to need e-visas for Canada

FROM 15 Mar 16, Australians will need to get an electronic Travel Authorisation before flying to the country.

Australians will be able to apply online from 01 Aug this year.

The Canadian Tourism Commission said the process would see most Authorisations granted "within minutes", costing CAD\$7 and valid for five years from the date of issue.



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# business events news

29th April 2015



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### crumbs!

**HERE** at **BEN**, we have the luxury of not being required to perform major surgery while in the course of reporting on recent events.

Not so for *CNN*'s Dr Sanjay Gupta, chief medical correspondent and a neurosurgeon, who operated on an eight year old girl who suffered a head injury during the Nepal earthquake, the *New York Times* reported.

The doctor was reporting on the earthquake but volunteered to help medical staff struggling to deal with the number of wounded, the publication reported.

The life saving surgery was reportedly performed with bottled water and basic equipment - you can donate to the Red Cross Earthquake Appeal by **CLICKING HERE**.

## NT budget \$500k biz ev drop

**THE** 2015-16 Northern Territory budget has seen the NT Convention Bureau (NTCB) receive \$500,000 less than the 2014-15 budget.

Two million dollars was allocated to the Bureau to market and promote the NT as a business events destination in the Budget, released yesterday.

This compared with \$2.5m in the 2014-15 Budget (**BEN** 19 May) and \$1.7m in 2013-14.

This drop was due to two reasons, Tourism NT business and events executive director Suzanne Morgan said, the first being that Bureau funding had previously been siloed from the rest of Tourism NT's, but that NTCB was now a more integrated component, in recognition of the value of business events visitors to the NT, with additional support provided in terms of personnel, marketing insights and more.

There had also been a reallocation of funding from

all sections of Tourism NT into infrastructure stimulus, through development grants, such as the \$4.75m Tourism Infrastructure Development Fund (**BEN** 08 Apr), Morgan said.

Association of Australian Convention Bureaux (AACB) executive director Andrew Hiebl said the NT government had been "extremely supportive" of the business events industry, and the budget reflected a focus towards infrastructure through grants.

NTCB had the advantage of being able to leverage Tourism NT's funding pool and resources.

"Overall marketing funds must ultimately be tied to infrastructure programs within the destination and therefore fluctuations in priority between the two are common.

"However, ultimately AACB is keen to see healthy year-on-year increases across the board to keep Australia competitive."

**CLICK HERE** for the Budget.

## Win a Manly Adventure

**THREE** Accor Manly Beach hotels, Novotel Sydney Manly Pacific, Q Station Manly and Sebel Manly Beach, are inviting readers to take a virtual tour through Manly, showcasing three Manly adventures in this unique conference destination.

To enter, watch the three adventures in the video below, tell them your favourite and why in the comments field and be in the running to win a Manly conference to the value of \$5,000.

Click the "Request a Quote" button and fill out the online form to enter.

Additionally, meet at one of the three hotels for your opportunity to receive triple Le Club Accorhotels Meeting Planner points on eligible revenue and complimentary internet in the main meeting room where available.

**CLICK HERE** to view the video.

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# business events news

29th April 2015

## BEV & BEN do Gippsland



**LAST** weekend, as part of its aim to grow regional Victoria's share of the conference and events market, Business Events Victoria (BEV) invited nine meeting planners and **BEN** to experience the region, with a focus on Gippsland and Phillip Island.

First stop out of Melbourne was Lardner Park, set on 300 acres, with extensive facilities including a \$5m exhibition centre.

There were site inspections in Traralgon of the 61-room Quality Inn Convention Centre with five conference rooms and lunch at Century Inn, the Grand Promenade room of which seats 150.

Next was a brief choccie fix at Dalliance Chocolaterie and Providore at Miraboo North and then an overnight at the RACV Inverloch.

Here the state of the art, purpose-built conference and events centre's floor-to-ceiling glass windows reveal dramatic views of Bass Strait and the



Anderson Inlet.

Prior to a sumptuous dinner of local produce, a class in the fine art of focaccia baking was held in the RACV's bakery.

ANZAC Day and the dawn service was attended with the locals at the Inverloch RSL and concluded with the skies over Inverloch beach bathed in a fiery sunrise (pictured).

The next day, after an inspection of the event facilities at Phillip Island's Grand Prix Circuit, a spot of Go Karting took place on the Circuit's 75m scale replica.

Lunch and a paddle of four tasting beers was held at Rusty Waters Brewery and finally, Gippsland was farewelled with an inspection of Ramada Resort Phillip Island, with 211 units set on 85 acres and meetings facilities for 160 theatre style.

**Pictured** above is the group at RACV Inverloch, from left Helen McLean; Adeline Keh; Emma Harvey; Rod Wellington; Ann Byrne; Dominique Rickard; Lisa Chanda; Chris Porter; Vanessa Lawry; and Jill.

## Blue Mtns space unveiled



**THE** Fairmont Resort Blue Mountains has unveiled its Club Room conference space (pictured).

Used since August, the room was finished this month, with the 80 sqm space featuring three Chesterfield sofas and a fireplace, as well as a private kitchenette

The room could cater to theatre, boardroom and cabaret style events suitable for small to medium meetings from 36 to 100 delegates, Accor said.

The Resort was also offering a business events menu, including live cooking stations and food stalls, Accor said.

## ibtm knowledge site

**IBTM** events has launched a new website to share knowledge from its events with the meetings sector.

ibtm knowledge week would run to 01 May, having started this week, the organisation said.

**CLICK HERE** to access the new website.

## Kuta meeting offer

**THE** Sheraton Bali Kuta Resort, with more than 1,600 sqm of flexible meeting and event space including a 700-sqm ballroom, is extending its meeting offer to planners who spend a minimum of US\$20,000.

The offer allows add-on benefits for larger bookings, including a complimentary 60-minute Balinese Massage at Shine Spa.

The offer is available to 30 Jun with a minimum of 10 group guests required.

To enquire, **CLICK HERE**.



## How to ensure your meeting achieves your objectives

**MEETINGS** are an efficient way to achieve business outcomes, so long as the right planning and forward thinking takes place. Too often businesses hold poorly-focused, unstructured meetings that waste time and don't achieve what they set out to do. The key is to set out the meeting's purpose and objectives from the outset and work backwards to determine how to achieve them.

Your meeting objectives may include:

- Coming to a decision
- Brainstorming ideas
- WIP or status updates
- Communicating or getting buy-in
- Creating a plan

Once you've determined what you're trying to achieve, consider the following:

- Who will need to attend this meeting?
- What documents should be prepared (e.g. an agenda) for the meeting?

- What resources or documents will be needed at the meeting?
- What technology will be required - a projector? Internet access? Sound? What software will you need?
- How much time will you need?
- How will you know the meeting has achieved its objectives?

By examining these factors, you're much more likely to hold a meeting with purpose and focus, that meets your objectives and saves time.

*Nigel Taylor is the Partner at Four Seasons Hotel Sydney for AVPartners, which creates integrated event experiences through combining state-of-the-art audiovisual technology, unrivalled expertise and a highly-tailored approach.*



For more visit [www.avpartners.com](http://www.avpartners.com).

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