



## GC hits Melbourne

**ALMOST** 150 Victorian association executives and corporate meeting planners will be able to research the Gold Coast by meeting with 37 business event suppliers this Wed during the *Gold Coast Connect* function at Crown Promenade.

## Perth CB pushes for funding

**THE** Perth Convention Bureau has warned that funding cuts announced by the state government are likely to see the WA capital lose as many as 170,000 delegate room nights.

The bleak assessment by PCB ceo Paul Beeson claims the 28% funding cut to the organisation's Business Events Marketing and Promotional Services Agreement with Tourism WA will "result in a failure of PCB to meet market venue and accommodation space demand by 30%" - amounting to a loss of more than \$85 million in direct delegate expenditure across Western Australia.

"Business Events delegates are the highest yielding of all tourism types, spending five times more per night than leisure tourists, so a reduction of these visitors would be a regressive outcome for WA, particularly with the concurrent growth in venue and accommodation space," he said.

Venue capacity in Perth is forecast to increase by more than 14% over the next three years, and "investment to fill future capacity is required immediately," Beeson added.

He said the Perth Convention Bureau had doubled its industry financial contribution over the last four years, making it the most efficient in Australia - claiming "six times the industry support" of competitor BESydney.

Perth Convention & Exhibition Centre gm Nigel Keen has added

his voice to the chorus, saying "more needs to be done in marketing Perth as a destination, to attract more leisure tourists and high-yielding business event visitors to ensure sustainability for both existing and new product".

Keen said there was solid competition from the eastern states for business events, while New Zealand was also increasingly more competitive.

PCB ceo Beeson urged stakeholders to "feel free to communicate your thoughts on PCB's proposed funding cuts to the WA Minister for Tourism".

## PCOA fees unchanged

**THE** PCO Association has announced that it will maintain its \$110 membership fee for 2016, due to an "overwhelming number of membership renewals" for this year.

President Barry Neame also predicted "modest growth" in the number of PCO Association business partners, due to the time invested in assisting them to communicate with members.

The PCO webinar program had also been highly successful, with many non-members purchasing individual logins.

## Today's issue of BEN

*Business Events News* today has two pages of news.

## CNS Neurochemistry

**ALMOST** 1,000 delegates will this week attend the 25th Meeting of the International Society for Neurochemistry in Cairns - a 20% increase on original expectations.

Cairns Convention Centre gm Ross Steele said the strong result shows that organisers "really can grow their meetings when world-leading science is coupled with an outstanding business events destination".

As well as the major impact on Cairns the event will also deliver regional and interstate benefit, with a series of satellite meetings to be held in Sydney, Singapore, Palm Cove and Fitzroy Island.

## Venues in the cloud

**THE** National Museum of Australia is among five leading global venues to adopt Priava cloud-based venue management technology.

The system allows operators to track quotes from initial enquiry right through to occupancy and includes a CRM system to support order tracking and marketing campaigns - see [www.priava.com](http://www.priava.com).

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As featured on the HOYTS Corporate Solutions movie planner, name two movies releasing in October.

Congratulations to Thursday's winner, James Lesui from Voyages.

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Four Points by Sheraton Sydney, Darling Harbour is less than 12 months away from launching Sydney's most exciting hotel and convention venue. The hotel will boast 4,800spm of convention, meeting and event space and will add 222 new guest rooms to its current portfolio, bringing the total number of rooms to 905 to be the largest hotel in Australia.

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<http://www.fourpointssydney.com/en/video>



# business events news

24th August 2015

## Manor House revamp

**MANTRA** Hotels has announced a \$3.5 million upgrade to guest rooms and a new 200-delegate conference venue for its Peppers Manor House in the NSW Southern Highlands - supported by \$500,000 from the NSW government's Regional Visitor Economy Fund.

## Lewis-Smith urges events innovation

**BUSINESS** Events Sydney CEO Lyn Lewis-Smith has highlighted the importance of business events in growing Australia's "knowledge economy" which will in turn lead to ongoing future prosperity.

In an opinion piece published by Sydney's *Daily Telegraph* on Fri, coinciding with National Science Week, Lewis-Smith said there should be seamless integration between innovation, business and education, but Australia is "a long way from that model."

"Many Western countries are investing in their knowledge and resource base, and Australia needs to do the same," she said.

"Conferences and professional meetings are vital to any country seeking to develop a knowledge economy...business events drive trade, industry, investment, high-yield tourism and global talent acquisition," Lewis-Smith added.

She said the Association of Australian Convention Bureaux continues to work with the federal government to align business events with industry sectors.

Science Week sees several leading researchers in the fields of obesity and human genomes visiting Australia, "eager to see what we can offer as a venue for their respective international events and conferences," Lewis-Smith added.



**BEWARE** what you take on board when flying on a low-cost carrier.

Police apparently tasered a man in the UK last week during an argument about his carry-on before departure on an easyJet flight from London Gatwick Airport, after he refused to relinquish his "man-purse".

easyJet recently changed its carry-on policy, with Standard Economy passengers only able to carry one item on board.

The offender had apparently attempted to bring hand luggage and the extra bag on board, and began arguing with crew members who told him he was restricted to just one piece.

The situation escalated and police were called, who ended up discharging 50,000 volts into the passenger and removing him from the flight on "suspicion of breaching the peace".

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## Staging Rentals = SRC

**STAGING** Rentals & Constructions has today announced that it is rebranding as SRC, along with a new look and feel which "accurately reflects the business' ability to bring events to life".

SRC has workshops in Sydney, Melbourne and Brisbane with the largest range of drapes in Australia, hundreds of hire items from plinths to reveals and flagship staging product AllySTAGE.

See [stagingrentals.com.au](http://stagingrentals.com.au).

## Taipei event landmark

**THE** soon to open Taipei Marriott Hotel is highlighting its business events credentials, with the 320-room five star property located in the Dazhi District.

The hotel boasts a state-of-the-art convention centre - the largest in Taipei - with up to 3,000 square metres of flexible multi-event spaces, the latest AV innovations and access to gourmet catering.

Bookings can be made via the [www.meetingsreimagined.com](http://www.meetingsreimagined.com) site.

## AIS reimagined

**CANBERRA'S** Australian Institute of Sport has launched a new website showcasing its offerings including venues, team building, food and beverage and corporate tourism experiences.

See [experienceAIS.com](http://experienceAIS.com).

## 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@businesseventsnews.com.au](mailto:info@businesseventsnews.com.au).

### 24-26 AUG

IAPCO EDGE Auckland, Pullman Auckland Hotel; more info at: [iapcoeducation.org/event/edge-auckland](http://iapcoeducation.org/event/edge-auckland)

### 26 AUG

Gold Coast Connect Melbourne, Crown Promenade Melbourne; details: [www.visitgoldcoast.com](http://www.visitgoldcoast.com)

### 31 AUG-3 SEP

PCMA Global Professionals Conference; Melbourne; see: [www.pcma.org](http://www.pcma.org)

### 1-2 SEP

The Event Show; Sydney; for more details email: [info@eventsshowsydney.com.au](mailto:info@eventsshowsydney.com.au)

### 3-6 SEP

Alice Stampede '15; Alice Springs; for more info go to: [ntconventions.com.au](http://ntconventions.com.au)

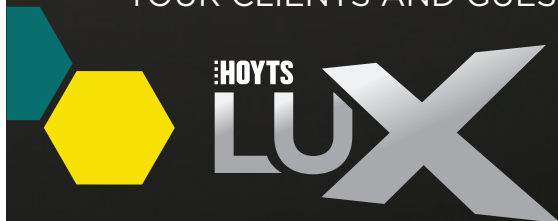
### 6-9 SEP

Luxperience; Australian Technology Park, Sydney; see: [www.luxperience.com.au](http://www.luxperience.com.au)

### 9 SEP

Show Me Wellington 2015; TSB Bank Arena and Convention Centre, Wellington; details at: [www.pww.co.nz](http://www.pww.co.nz)

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