



### Today's issue of BEN

*Business Events News* today has four pages of news plus the latest **BEN** Christmas Venue Guide on **page five**.

## NZ secures WSCM

**AUCKLAND**, New Zealand has won the bid to host the 12th triennial World Symposium on Choral Music in 2020.

The event is set to attract music lovers and choir enthusiasts from all around the world.

Taking place over eight days in Jul and Aug 2020, the music extravaganza is estimated to attract more than 1,700 delegates and many more concert goers - contributing a projected NZ\$4.6 million to the local economy.

"As well as the financial impact the Symposium will bring, we are looking forward to hearing the streets of Auckland filled with music when we host [the event]" said Auckland Convention Bureau manager Anna Hayward.

## TAFE/ICC Sydney p'ship

**ICC** Sydney has struck up a partnership with TAFE NSW to deliver nationally recognised qualifications to its staff in a bid to "foster a new generation of business events and hospitality professionals".

The deal will see an array of education programs developed for students across hospitality, commercial cookery, audio visual, business administration and security, to ensure "they are primed for stellar careers with qualifications that are recognised nationally," said ICC Syd chief executive Geoff Donaghy.

"The result will be a raft of talented individuals, trained to our world leading benchmarks in both capabilities and mindset."

TAFE NSW faculty director Anne Cazar said they were proud to be associated with the venue.

"By investing in all workers, including casual staff, ICC Sydney

is demonstrating a strong commitment to its workforce and we are very proud to be associated with them.

"This partnership has come about through a series of positive negotiations, collaboration and a desire by all parties to work towards a shared ideal about quality training, a critical investment in staff and a focus on best practice in service delivery," said Cazar.

As part of the deal, a TAFE NSW Sydney representative will be assigned to ICC Sydney to ensure the courses are aligned to its benchmarks.

## AGE at Glebe Island

**THE** 27th Australian Gaming Expo (AGE) will be held from 09-11 Aug at the Sydney Exhibition Centre Glebe Island for the last time, before it moves to ICC Sydney next year.

## NSW senior festival

**THE** New South Wales Government has unveiled a new funding initiative for community groups to deliver local events and activities for senior citizens.

Named the NSW Seniors Festival Grants Program, groups and organisers can apply for up to \$1,000 in support to deliver local events or activities; whilst bigger organisations can apply for funding up to \$5,000 for larger scale events.

Applications opened today and close 02 Sep - for more info visit [nswseniorsfestival.com.au](http://nswseniorsfestival.com.au).

## Newcastle MICE win

**NEWCASTLE** is set to play host to the 4th biennial Australian conference on childhood ear infections - OMOZ 2016.

The conference will be held on 13 Sep at the Hunter Medical Research Institute before it moves to the Newcastle City Hall where it continues on 15 Sep.

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# business events news

4th August 2016

## Queensland MICE gains

**QUEENSLAND** has seen a surge in MICE business in 2015/16, according to new data released by industry research service, Conference Monitor.

Professional association conferences held in Queensland during the period spiked 69% to 268 events, however NSW remains the most popular MICE destination with 272 events (down 5.8%).

The state of Victoria maintained its market share recording 264 events, down just 0.3% on the prior corresponding period.

In total, Conference Monitor tracked some 435,628 people who attended conferences throughout Australia, with Queensland and Victoria attracting the most delegates at

105,821 and 139,893 respectively.

**MEANWHILE**, Gold Coast Business Events (GCBE) says conference and meeting bookings are "reaching an all-time high", with the team securing 27 future national and international conferences for the city in Jun.

The wins are forecast to bring an economic impact of nearly \$17 million for the local economy, with around 11,000 delegates to visit the Gold Coast over the next few years.

GCBE director Anna Case said the wins were a "fantastic outcome for the city".

### Accor Syd showcase

**MORE** than a thousand people are expected to attend this year's AccorHotels Showcase, which is due to land in Sydney on 08 Sep.

Formerly known as World of Accor, the expo will take place at Sofitel Sydney Wentworth, providing MICE organisers, wholesalers, travel agents and corporate clients a chance to learn more about AccorHotel's accommodation offerings and trends from around the world.

Australian television personality, Melissa Doyle, will serve as host and emcee, dishing out prizes and hotel giveaways throughout the day.

Those registering to attend this year will go in the draw to win a brand new Peugeot 208 worth over \$30,000, a trip to Hong Kong with flights and a range of other prizes.

**CLICK HERE** to register your attendance.

### Hilton Appointment

**JENS** Frank-Mikkelsen has been named Hilton Sydney's new Director of Business Development.

Frank-Mikkelsen will be tasked with directing all aspects of the hotel's commercial functions including sales and marketing, conference and events, revenue and reservations.



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*\$82 per delegate, per day  
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## Visit SC appoints ceo

**VISIT** Sunshine Coast's director of marketing and strategic partnerships, Simon Latchford, has been promoted to the position of chief exec officer.

Latchford has been with the destination marketing organisation for two-years and has been acting in the role of ceo for the past 10 weeks.

He has a background in events, tourism management, industry development and aviation.

## Defence of Darwin

**A NEW** interactive multimedia display depicting the role Darwin played in World War II has debuted in the Top End.

The attraction, named The Defence of Darwin Experience, is located next to the current Darwin Military Museum, joining with it to form a larger World War II precinct.

Its theatre promises to take visitors back to the 19 Feb 1942 event, providing insight into the real sense of shock and horror experienced on the day using multi-sensory elements.

**CLICK HERE** for information on admission.

## Sydney event calendar

**AUGUST** will be a busy month for Sydney, with the NSW capital set to play host to large-scale events such as The Bledisloe Cup, Supercars Super Sprint, Disney's Aladdin and the inaugural Sydney College Football Cup.

NSW Minister for Trade, Tourism and Major Events Stuart Ayres said cups alone will attract some 30k domestic and int'l visitors who will contribute around \$17 million in expenditure to the local economy.

## GEMS event appt



**ROBYN**

Gardner has joined the GEMS Event Management team as Queensland

Manager and Senior Conference Manager.

Gardner will be based in Brisbane and brings to the table more than 10 years of experience in the Business Events sector, having managed such events as the Australian Oil and Gas Exhibition and Conference - which attracts over 10,000 delegates.

## Love is in the details.



Adam

loves being a chef.

From sourcing the freshest and highest quality local ingredients to creating a world class dining experience for our guests, no detail is unchecked to ensure the perfect food is created and plated every time. From intricate degustation menus to creating the ultimate macaroon, the award winning team at the GCCEC delivers the ultimate culinary experience.



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## THE EVENT SHOW

SYDNEY | 1 AUGUST 20-26 2016

## Event Pitch – A New Way Of Doing Business at Trade Events

Event Pitch is a program that will see the exhibitors of The Event Show pitch for the business of our event planning visitors. Visitors upload details of their future events on our website, then The Event Show team allocate pitch requests to exhibitors that meet the necessary criteria.

Exhibitors then prepare ideas, proposals and incentives before the show to be delivered in a

series of 5 minute pitches onsite. See more and start uploading your future event details on our website - [eventshowsydney.com.au](http://eventshowsydney.com.au)





# business events news

4th August 2016

## Canberra promo vid

**CANBERRA** Convention Bureau has partnered with Brand CBR to present a new video promoting the region as a premium business events destination.

Dubbed 'Canberra-Brilliant Possibilities', the video highlights the territory's status as the academic and political heart of Australia.

"Canberra offers much more than people might think," commented Brand CBR program manager Debra Surman.

"Here, business events have access to some of the country's most well-known and respected thought-leaders and influencers, researchers and academics, providing an almost limitless pool of sought after speakers, potential networks, and guests."

The video is designed to place Canberra's 'brilliant possibilities' on the forefront of people's minds when planning an event.

To view the new Canberra campaign, [CLICK HERE](#).

## One hump or two?

**LIVE** it Tours is introducing a new experience which takes people behind-the-scenes of the Sunshine Coast QCamel Farm.

Guests will be able to taste delicious canapes made from fresh camels' milk while getting up close and personal with the farm's friendly inhabitants.

The inaugural Camels and Canape experience will take place from 2pm on 27 Aug, followed by a second tour on 24 Sep.

For tickets, [CLICK HERE](#).

## Park Hyatt exec chef

**PARK** Hyatt Sydney has named Etienne Karner as its new executive chef.

Karner formally held positions at Hotel Vila Vita Rosenpark, a Michelin Star restaurant in Marburg, Grand-Hotel du Cap Ferrat and Hotel Scribe in France where he worked in their two Michelin star restaurant Les Muses under Chef Yannick Alleno.

## Mercure moves into Tamworth



**TAMWORTH** in regional NSW is set to receive a brand-new Mercure-branded property from Dec, AccorHotels revealed.

The three-story, 52-key Mercure Tamworth hotel is currently under development at the West Tamworth Leagues Club on Phillip Street, and will feature a conference and meeting facilities, a swimming pool, fitness centre and more.

AccorHotels chief operating officer Simon McGrath said the group were "confident that the Mercure hotel will provide much-needed new hotel supply for Tamworth and help drive the corporate and leisure visitor economies in regional NSW".

An artist's rendition of the newbuild is **pictured** above.

## PCOA conference rego

**REGISTRATIONS** are open for the PCO Association conference which will be held at the Brisbane Convention and Exhibition Centre from 27-29 Nov.

This year's program features a selection of six workshops; two full days of conference sessions; Welcome Function; offsite networking and famils.

The program will cover every thing from GST to tax updates to conference case studies.

Register before 14 Oct and take advantage of discounted fees.

[CLICK HERE](#) to register.

# MEET HAWAII ROADSHOW



The Meet Hawaii Roadshow is an exclusive opportunity for our MICE industry to meet with Hawaii suppliers including Hawaiian Airlines, Hawaii Convention Center, hoteliers, DMCs and more. Join Hawaii Tourism Oceania to learn more about what Hawaii can offer for your future meetings, incentives and events:

- Meet with Hawaii MICE industry partners and find out what's new
- Hawaiian entertainment and cuisine
- Amazing prize giveaways

### SYDNEY

**Monday 29th August**

Sheraton on the Park  
161 Elizabeth Street, Sydney

### MELBOURNE

**Tuesday 30th August**

Sketch Central Pier  
161 Harbour Esplanade, Docklands

**REGISTER AT: [MEETHAWAIIROADSHOW.COM.AU](http://MEETHAWAIIROADSHOW.COM.AU)**

**Web:** [gohawaii.com/au](http://gohawaii.com/au) | [meethawaii.com/au](http://meethawaii.com/au) **Email:** [registrars@hawaiiitourism.com.au](mailto:registrars@hawaiiitourism.com.au)

**HAWAII TOURISM**  
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# business events news

4th August 2016

## MEA Winter Vines networking



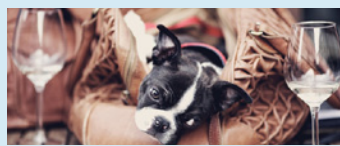
### crumbs!

**EVER** come home from work with a passionate desire to share a glass of wine with your beloved canine friend? Well now you can.

A new type of wine marketed to those four-legged friends with sophisticated taste has hit the shelves named CharDOGNay.

The concoction is made with brewed peppermint or chamomile to help calm your pups nerves, whilst the colouring is derived from beets - not grapes or alcohol, which are dangerous for pets.

More of a cat person? Don't fret, you too can share a fancy brew with your furry friend as the same company also makes a feline version called ZinFanTAIL.



**MEETINGS & Events Australia's** young leaders group YMEA held a Winter Vines networking event at Darlo Country Club last Wed.

More than 80 members and guests participated in a wine appreciation class and tasting competition, courtesy of Australian Wine & Beer School.

Other sponsors of the networking event included Eventpix, Av1 and Event Mafia.

**Pictured** enjoying the evening's festivities are (from left): Tia Maher, Verve Creative Events; Fortune Biti, ICMS Australasia; Alyssie Radburnd, ICC Sydney and Ashleigh Taylor, Crown Group.

## Marriott sales mission

**MEET** and network with hotel representatives from all around the world as part of the Marriott Sales Mission.

Held at Melbourne Marriott Hotel on 09 Aug and Sydney's Doltone House Hyde Park on 10 Aug, the tradeshow runs from 12pm to 6pm, with cocktails to follow from 6pm to 8pm.

**CLICK HERE** to register.



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## GENerating Change

Directowr of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**. Topics will include new generation events and making events effective and valuable.

### Events of the future – part 3

In this, the final of a three part series looking at what the future holds for events, technology is the focus. In truth, there's SO much to say about new and enhanced technology and how it will, or may, impact events that the surface can only be scratched here.

In broad terms, technology either assists event planners to become more efficient or enhances the event going experience and value for attendees. For event planners, new cloud-based registration systems are already in vogue. However, to heighten their efficiency and value, they should integrate with other platforms such as mobile apps and matchmaking/networking tools.

The use and deployment of mobile apps have exploded over recent years. However, most are single event, stand-alone tools. This is a barrier to adoption and limits their value. Event apps of the future will need to work for dozens of events and other face to face experiences. They will also integrate seamlessly with personal profiles to enable enhanced connections and networking. They will offer enhanced pre, during and post event opportunities to connect to content and other attendees, extending the life of events beyond their physical duration. Events will become more social and data capture more advanced and measurable as event planners and owners implement tech with more intention and strategy. Advancements in virtual and augmented reality will allow event hosts to offer impressive, immersive demonstrations.

VR will allow for site inspections without the need to travel physically onsite. The use of virtual and hybrid events will increase allowing guests to participate in events from their office, home or mobile device. Improvements in display tech will allow for highly immersive stage and booth designs as well as event decoration and themeing. Holograms and 3D projections paired with real-time motion capture sensors will allow for truly engaging, interactive presentations and displays.

Attendee tracking via RFID and beacons (or even drones) will become mainstream at exhibitions providing valuable insights to exhibitors and show organisers. Advanced digital tech combined with wearable devices will result in more engaging and interactive experiences at booths and presentations.

The whole point of tech should be to enhance the ROI of events, and the experience and value for attendees. These two points go hand in hand because without adoption, there is no value. In 20 years from now, it will be interesting to see what's happening!

*If you'd like to learn more about how to make your events fresh, innovative and effective, please contact Max Turpin at Conference Focus on 02*

*9700 7740 or visit the website at [conferencefocus.com.au](http://conferencefocus.com.au)*



**Business Events News** is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector.

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**Postal address:** PO Box 1010, Epping, NSW 1710 Australia

**Street address:** Suite 1, Level 2, 64 Talavera Rd, Macquarie Park NSW 2113 Australia

**P:** 1300 799 220 (+61 2 8007 6760) **F:** 1300 799 221 (+61 2 8007 6769)

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**Editor:** Bruce Piper [info@busesseventsnews.com.au](mailto:info@busesseventsnews.com.au)

**Contributors:** Guy Dundas, Nathalie Craig, Jasmine O'Donoghue, Bonnie Tai

**Advertising and Marketing:** Sean Harrigan and Magda Herdrik [advertising@busesseventsnews.com.au](mailto:advertising@busesseventsnews.com.au)

**Business Manager:** Jenny Piper [accounts@busesseventsnews.com.au](mailto:accounts@busesseventsnews.com.au)

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# CHRISTMAS VENUE GUIDE



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To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## **Novotel Twin Waters Resort** **Sunshine Coast, QLD**

Novotel Twin Waters Resort announced the introduction of a new venue idea – tipis – ideal for corporate functions, conferences and weddings. Novotel's Tipi range represents a fresh venue option for new and return guests seeking an innovative space at the Novotel, one of Australia's most popular events destinations.

The resort offers several different locations to host themed events, including its bushland clearing, events lawn, and several serene waterside locations beside its famous lagoon.

For more information or to enquire please call 07 5450 9582 or email [conference@twinwatersresort.com.au](mailto:conference@twinwatersresort.com.au)  
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## **Crowne Plaza Hunter Valley** **Lovedale, NSW**

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## **Mercure Resort Hunter Valley** **Pokolbin, NSW**

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Enjoy a set menu & 3 hour éléments beverage package from \$99.00 per person. Looking for something different? Enquire about our 3 other Christmas menus.

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