



## Meet the new NT

**THE** Northern Territory Convention Bureau has launched a new business events branding, encouraging events planners to “Think Unconventionally”.

The bureau has differentiated the regions of Alice Springs, Darwin and Uluru by personifying them, with each character introducing the key business events assets and features of the regions.

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

## Starwood incentive

**STARWOOD** Asia Pacific will be launching a new promotion in the next few weeks.

“It’s a promotion that enables our customers to earn SPG Pro points when they book a sustainable meeting with us,” Nicholas Maratos, vice president of sales strategy and operations Asia Pacific told media at AIME last week.

## MCEC plans nearly ready

**WORKS** should begin on the \$210m stage two development of the Melbourne Convention & Exhibition Centre (MCEC) in Jun, with the centre in the final stages of detail and design, MCEC chief executive Peter King told *Business Events News*.

The expansion will see the centre’s footprint expanded by about a whopping 25% and, as King said, “it’s pretty big already”.

“Our biggest challenge on a daily basis is fitting in our business. We still turn away a lot of business so we need more space...we don’t think we’ll have any difficulty filling it.”

Last year the MCEC achieved its best operating profit and record high revenues.

“The last three years have been the best years we’ve ever had, one on top of the other but we’re full,” King told *Business Events News*.

Last year the centre bolstered its team by “about 30-odd” people in a move to continually evolve and grow the business.

MCEC is showing no signs of slowing down, with “very solid” bookings and a “really strong” pipeline.

“We’ve got the next 30 years of revenues planned out and the numbers are very strong and we don’t see any reason to think they’re not going to remain that way at the moment,” King said.

Aside from the industry generally being in great shape, King said it helps that the centre can cater for lots of different types of events, bringing in everything from boxing matches, concerts and AGMs.

“The diversity of events we do here is probably much greater than was ever contemplated when the places were originally built.”

## Today’s issue of BEN

*Business Events News* today has three pages of news, plus a full page from **Auckland Convention Bureau**.

## Macao business push

**MACAO** is placing a greater focus on its new hotels with hospitality and meetings infrastructure to push visitor to the city.

This year Macao is set to host the eleventh Worldwide Chinese Life Insurance Congress and the International Dragon Awards, along with other corporate events, each bringing between 1,000-10,000 delegates.

## MCEC Green alert

**MELBOURNE** Convention and Exhibition Centre has reduced its use of bottled water by 76% since 2011 by offering water carafes and coolers in their meeting rooms and installing water filters.

## LIGHT UP YOUR NEXT EVENT

Ayers Rock Resort will host its most memorable event yet, a monumental solar powered art installation from 1 April 2016 to 31 March 2017, adding extra sparkle to any event. Hold your next event at the Uluru Meeting Place, enquire today.

02 8296 8067 | [ulurumeetingplace.com.au](http://ulurumeetingplace.com.au) | [conferences@voyages.com.au](mailto:conferences@voyages.com.au)







# business events news

3rd March 2016



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**WANT** a sneaky way to  
gain more insight into your  
workmate's personality traits?  
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right now.

Author of upcoming book on  
environmental psychology, Lily  
Bernheimer, believes there's five  
main styles of work desks which  
illustrate different personality  
types.

Let's see if you can recognise  
them all: The 'clutterer' whose  
desk is piled with a colourful  
mess, these people are typically  
extroverts, the 'Minimalist' who is  
conscientious and disciplined, the  
'Expander' who seems to have a  
portion of their desk grow bigger  
every day, perhaps impinging  
other people's areas is dominant  
and aggressive, the 'Surveyor'  
who likes a compact, hidden  
space may be more introverted  
and anxious and finally the  
'Personaliser' whose distinctive  
stylish work space reveals a  
creative and intellectual worker.

## Future of events

**AMSTERDAM** RAI Exhibition  
and Convention Centre is hosting  
the Future of Events 2016 from  
22 to 24 Aug.

Event professionals from across  
the world are expected to attend  
to gain insight into industry  
trends and experience the newest  
innovations shaping the future of  
the sector.

See [futureofevents.org](http://futureofevents.org).

## Byron's new showpiece opens



**BYRON** Bay's new \$100m beach  
front resort and conference  
centre Elements of Byron was  
officially opened this week by  
NSW Minister for Trade, Tourism  
and Major Events Stuart Ayres.

The resort features 94 villas,  
dotted amidst 50 acres of land  
along with an infinity pool, fire pit  
and therapy suites.

Ayres said the NSW North Coast  
is "the number one regional  
destination in the State" with  
Elements of Byron a wonderful  
new investment.

A showpiece for tourism,  
Elements is also Australia's  
newest conference and events  
venue.

The conference wing, located  
just beyond the resort lobby  
features two flexible function  
spaces with break-out courtyards  
that can transform for large or  
intimate gatherings.

The larger of the two rooms can

accommodate up to 450 people  
theatre style or 250 banquet style  
with its own private bar and two  
high resolution video walls.

The Belongil Pavilion can host  
120 people theatre style or 80 in  
banquet seating.

Two restaurants seat up to 180  
and a private dining room can  
seat 16.

Options also expand to natural  
outdoor event spaces on the  
waterfront land including 'Heart  
of the Bay' with 360 degree  
views, 'The Lawn', 'The Duck  
Pond' and 'The Beach Club'.

Event organisers can chose from  
all day or half day conferences  
with optional upgrades and post  
conference drinks and canapes.

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

## Nephrology at MCEC

**THE** Melbourne Convention and  
Exhibition Centre will host 4,000  
delegates for the 2019 World  
Congress of Nephrology.

The international conference  
secured by the Labor Government  
will put Melbourne on a global  
stage and is expected to inject  
\$23 million into the Victorian  
economy.

"Conference delegates spend  
up to six times as much as  
holidaymakers, so these events  
are extremely important,"  
Minister for Tourism and Major  
Events John Eren said.

Nephrology is the study of the  
kidney and The City of Melbourne  
& Kidney Health Australia will  
deliver public kidney health  
screening during the congress.

## MCEC brings millions

**MCEC** is regularly bidding for  
medical and scientific events  
which can bring an economic  
impact of between \$20m-30m to  
Melbourne, MCEB chief executive  
Peter King told **Business Events**  
**News**.

These events can attract  
between 2,000 and 4,000  
delegates.

"They're very profitable and  
very high-yield for the city," Kind  
added.

"Hotels are having the best  
years they've ever had".

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# business events news

3rd March 2016

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## ICC to feed for performance



'FEEDING your performance' is the philosophy underpinning the new menu at the International Convention Centre Sydney (ICC).

The venue's culinary vision was launched at last week's AIME conference through a short film showcasing how ICC's executive chef Tony Panetta (pictured above) and his team have "unlocked the science" behind ingredients by working in partnership with nutritionists.

Dishes served at events and key outlets at the new venue will be created with fresh, seasonal and ethically produced ingredients "designed to fuel both the body and mind".

"The hallmarks of our great food will be balance, quality freshness and taste," Panetta said.

Available from Dec 2016

## ibis Styles Brisbane

IBIS Styles Brisbane Elizabeth Street officially opened this week.

The 368 room premium economy newbuild hotel adjoins Myer Centre and Queen Street.

Offerings include a meeting space with an outdoor terrace, SmartTVs with media ports in each room, wi-fi, and restaurant and bar - The Social.

throughout ICC, the menus will cater for all dietary requirements, including allergens, religious and lifestyle choices.

MEANWHILE ICC has launched a new gourmet edition of its magazine, *Sydney Views*.

The section edition, titled *Feeding Innovation* takes readers behind the scenes at ICC.

CLICK HERE to read it online or pick up a hard copy at industry events or local cafes and offices.

## Accessibility sells Mel

EASE of getting around, safety and the food and beverage offering is helping to put Melbourne ahead in the bid for international events.

"It's a very easy city, close hotels, a great precinct for business events and entertainment. The casino, the bars, the restaurants, everything is walkable. That's a huge advantage for a delegate," MCEC chief exec Peter King told **BEN**.

"I think very few people would leave Melbourne disappointed... the delegates who attend events here walk away having had a great experience and it's a combination of a whole lot of little things."

## 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.



## TAKING BETTER AIME

IT WOULD be impossible for AIME to sneak past the eagle-eye of this columnist, particularly since I have been a major critic of the show in previous years. To merely say that this year AIME was an improvement on the 2015 show is to compare the living with the dead; last year's show being an absolute fiasco! However, it must be said that AIME this year was certainly better organised.

I must admit that my reservations about the educational sessions being conducted in rooms constructed on the show floor were totally unfounded and, indeed, they were laid out in a way which maximised audience participation. That these sessions were also free attracted a lot more people than in previous years. A great plus for the show.

The welcome function was reintroduced this year but nobody could call it a networking opportunity as it was promoted in the AIME literature. The noise level was dangerously high and the various rooms at 400 City Road were either in complete darkness or lit with a blinding white light. The cost, too, was outrageous. \$150.00 for a welcome reception! For a sit-down gala dinner maybe but not for a buffet style event with minimum seating and even less chance to actually network... unless you fell over other people in the dark (or the light).

There were some notable absences this year. No Marriott, no Virgin, no Qantas, no Dubai, no Emirates. And almost every other stand was smaller than in previous years. The reason most organisations give for not having a presence at AIME this year is a

lack of ROI. AIME is, apparently, the most expensive trade show in the southern hemisphere (perhaps in the world) because it has two masters: MCB and Reed and both want their pound of flesh. If AIME is to bring back the exhibitors it has lost the MCB must vastly reduce the amount it takes out of the show (after all, other bureaux in Australia don't have such an income stream and still function very well if not better).

There are other trade show organisers waiting in the wings to bring a major worldwide trade show to this region; it would be a pity if AIME was to lose out because of the greed of its organisers.

Worldwide trade shows, mainly held in the northern hemisphere, discourage hosted buyers from Australia and New Zealand, I assume because of the cost of travel and accommodation. This is why Australia needs its own worldwide show; so buyers here can discuss business face-to-face with exhibitors from Europe, the Middle East, the Americas, in fact all points of the compass. Several years ago AIME actually achieved this but not any more.

If Reed can't organise a worldwide show and the MCB can't stop its money-grabbing, then maybe they should move over and let someone else have a go.

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

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