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#### 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.

### 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," Nichlas 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 huilt "

### Today's issue of BEN

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

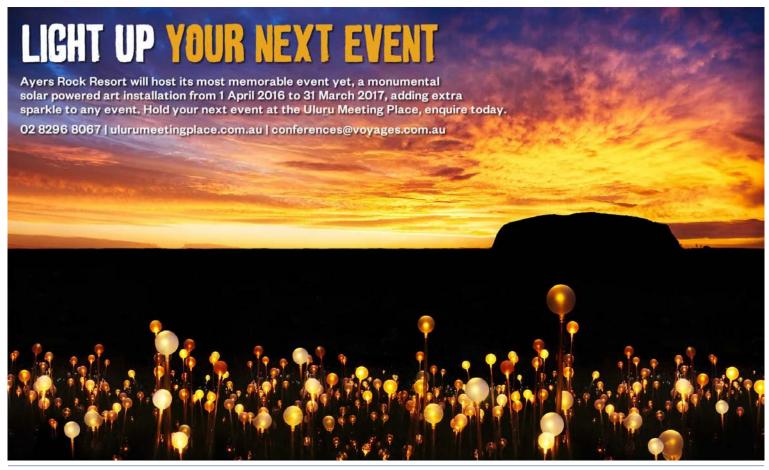
### Macao business push

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.



business events news Page 1





to date with all the Business Events **News** as it comes to hand











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

Take a peak over at their desk 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.

## Byron's new showpiece opens



front resort and conference centre Elements of Byron was officially opened this week by and Major Events Stuart Avres.

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

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.

theatre style or 250 banquet style with its own private bar and two high resolution video walls.

120 people theatre style or 80 in banquet seating.

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.

### 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

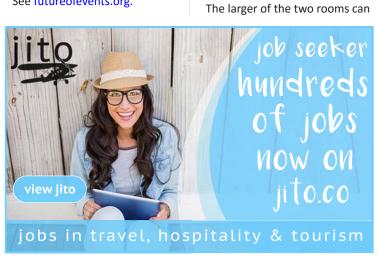
MCEC is regularly bidding for medical and scientific events which can bring an economic impact of between \$20m-30m to Melbourne, MCEB chief executive Peter King told Business Events News

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".







business events news Page 2



### 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 Page 3

