



EDITOR: BONNIE TAI



Today's issue of BEN

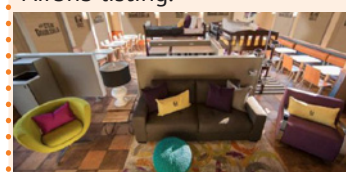
Business Events News today has two pages of news.



■ **A TACO** Bell location in Ontario, Canada will be transformed into an Airbnb for a night as part of its 'SteakCation' contest.

The eatery will be outfitted with two sets of bunk beds, comfy chairs and a big screen television.

"Not only will you dine on Steak Doubledillas – with twice the tender, marinated steak and creamy jalapeño sauce in a cheesy quesadilla – we'll also have video games, movies, and lots of other stuff to keep you entertained," reads the Airbnb listing.



Hanoi Novotel Suites

NOVOTEL Suites Hanoi in Vietnam has officially welcomed its first guests.

The new property features 87 studios and 64 one-, two- and three-bedroom apartments.

Onsite amenities include an all-day dining restaurant, bar, rooftop terrace, fitness centre, pool and private library lounge.

Three pillar-less meeting rooms are on offer which can be combined into one ballroom, making it perfect for small to medium sized events.

Situated just 25 minutes drive from Noi Bai International Airport, the property is the first Novotel Suites-branded offering in the Asia Pacific and the sixth Novotel lodging in Vietnam.

SYDNEY OLYMPIC PARK VISION

SYDNEY Olympic Park is set to be transformed into a thriving new city centre within 14 years, according to the Sydney Olympic Park Masterplan 2030 released today.

The draft outline proposes mixed use development along Australia Avenue, Olympic Boulevard, Dawn Fraser Avenue, Murray Rose Avenue, Sarah Durack Avenue and Flack Avenue; with some zones to be consolidated to provide new transport links, parklands, retail centres and apartments for around 23,500 residents.

NSW Planning Minister Rob



Stokes said the plan "identifies how we could transform the area into a vibrant town centre where residents, workers and visitors can enjoy some of the best that Sydney has to offer".

"It's been very carefully planned and now we're really keen to hear what the community has to say and look for ways in which we can make these plans even better."

The revitalisation plan promises to boost the pre- and post-event experience at Olympic Park's major venues and transform the site into a vibrant community.

"Sydney Olympic Park will be buzzing with world-class sporting events, concerts and

entertainment, amid lively streets bustling with shops, cafes, with extensive parks, open space and shared pathways for cycling and walking," commented Sports Minister Stuart Ayres.

The NSW Dept of Planning and Environment is accepting public submissions regarding the proposal outline until 15 Nov - **CLICK HERE** for more.

ICC Sydney taxi trials

CABBIES shouldn't have any excuses for not knowing their way around the ICC Sydney when it opens in Darling Harbour, with the venue hosting two "Taxi Days" this week to enable drivers to familiarise themselves with the best access points. Taxi drop off and pick up zones include Iron Wharf Place and Zollner Circuit.

PCOA webinar

A WEBINAR on 'Facilitating Delegate Engagement' will be hosted by the PCOA at 1:30pm tomorrow (11 Oct). For details, **CLICK HERE**.

NEW APPOINTMENT

THE Star Event Centre is welcoming seasoned industry tech expert Steve Chezzi to the team.

Chezzi will assume the role of technical manager, leading the venue's team of over 50 AV event professionals.

Speaking on his recent appointment, Chezzi said, "It is a privilege to join the world-class team at the Event Centre and to work with experienced AV professionals who are committed to delivering events that continue to innovate and push the boundaries of technical production".

Chezzi brings to the table more than 16 years of technical event management and broadcast experience, having previously held senior roles at the Sydney Convention and Exhibition Centre and efex Design.



Riverina is open for business

DESTINATION NSW ceo Sandra Chipchase is leading the charge in getting more visitors to the Riverina region following floods this month.

Chipchase highlighted the area's many events - such as foodie festival Taste Riverina - as a particularly good reason to make the trip.

"It's important we send the message that the region is still open for business and ready to welcome visitors to showcase the diversity that is on offer," remarked Chipchase.

Taste Riverina continues in Griffith from now until 31 Oct.



Events Calendar

WELCOME to the **BEN** events calendar.

If you have an upcoming event you'd like us to feature, email info@businesseventsnews.com.au

19-21 OCT

ITB Asia; Marina Bay Sands; Singapore; for details and to register visit: www.itb-asia.com

24 OCT

ConveNTions Walkabout '16 Road Show; Press Food and Wine; Adelaide; register here: www.ntconventions.com.au

25 OCT

ConveNTions Walkabout '16 Road Show; Stokehouse Restaurant; Brisbane; register here: www.ntconventions.com.au

26 OCT

ConveNTions Walkabout '16 Road Show; Ivy Sunroom; Sydney; register here: www.ntconventions.com.au

27 OCT

ConveNTions Walkabout '16 Road Show; Luminaire; Melbourne; register here: www.ntconventions.com.au

27-29 NOV

PCOA Conference and Exhibition; Brisbane Convention and Exhibition Centre; register here: www.pco.asn.au

21-22 FEB

AIME 2017; Melbourne Convention and Exhibition Centre; for more info visit www.aime.com.au

NEW TAA LEADERSHIP

TOURISM Accommodation Australia (TAA) Victoria has reshuffled its board, with Greg Moore taking on the role of chairman and George Varughese appointed vice chairman.

Moore (pictured right) will replace Robert Dawson, who has decided to step down "due to increasing company commitments" but will remain as a contributor on the TAA National Board.

Most recently general manager of the Crown Promenade hotel for the past 13 years while serving on many industry boards as well as deputy



chairman of TAA Vic, Moore has over 35 years of experience in the hospitality industry.

Varughese has 25 years of international experience in hotel operations and has been gm of Melbourne Marriott Hotel for the past seven years while also on the board of Destination Melbourne.

West Sydney events

WESTERN Sydney will be abuzz over the next nine weeks as it hosts a number of major events.

The line up includes the AUS-X Open, the inaugural MotorWorld Sydney, World Time Attack Challenge and Coates Hire Sydney 500.

In Nov, visitors will be able to walk the fairways at the NSW Golf Championships held at Stonecutters Ridge in Colebee.

NSW Minister for Trade, Tourism and Major Events Stuart Ayres said more people than ever before are coming to Western Sydney for "the wealth of attractions, world-class restaurants and jam-packed major events calendar set amongst the unique flora and fauna".

ACTE to hold free MICE webinar

THE Association of Corporate Travel Executives (ACTE) will hold a free MICE webinar tomorrow morning.

It will cover the fragmentation of meeting oversight, incomplete pre-event intelligence on meeting costs and management of small meeting spend.

The presenters are Oliver May, global lead meetings & groups, HRS and Cindy Van der Elst, global leader, Honeywell Meeting & Event Solutions, Honeywell, and ACTE Board of Directors.

It will go live at midnight tonight, but those who register will receive a recorded copy - **CLICK HERE**.



AS THE Greater China business events market continues to mature, Tourism Australia is working in partnership with our Australian industry to introduce new incentive experiences and destinations to inspire and educate key decision makers.

For example, we've just hosted the first-ever educational visit to Canberra for Chinese incentive agents to coincide with the new direct Singapore Airlines service to our capital city. One hundred per cent of attendees indicated they were 'more likely' to recommend Canberra as an incentive destination as a result of attending. We'll also be taking buyers to Tasmania this year, to capitalise on the interest we're seeing for that destination.

In market, we run an integrated strategy of brand, content and trade activity to ensure Australia remains top of mind. As part of this, we deliver the latest information on Australia to corporates and incentive planners in China, highlighting that Australia always has something new and exciting for them to share with their customers. Our dedicated team based in Shanghai also run information and training sessions for Chinese agents and their clients as well as host our own BEA Greater China Showcase, which provides potential Chinese buyers an opportunity to meet Australian industry and discover more about our offering.

BUSINESS EVENTS AUSTRALIA



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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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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: Bonnie Tai info@businesseventsnews.com.au

Contributors: Bruce Piper, Guy Dundas, Nathalie Craig, Jasmine O'Donoghue

Advertising and Marketing: Sean Harrigan, Magda Herdzik, Melanie Tchakmadjian
advertising@businesseventsnews.com.au

Business Manager: Jenny Piper accounts@businesseventsnews.com.au

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