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LIONS WIN BREAKS VIC RECORD

MELBOURNE is set for an \$84 million windfall in 2024 after being named the host city for one of the largest events on the international conference circuit.

The 13,000-delegate Lions Clubs International Convention will be held at the Melbourne Convention and Exhibition Centre (MCEC) over five days in Jun 2024 and is tipped to be the biggest conference ever secured for Victoria.

It will be the second time the event has been held in Australia, having been staged in Sydney in 2010, and will create a hotel boom worth 48,000 room nights for the Victorian capital.

The event was won through a partnership between the Victorian Government, the City of Melbourne, Lions Australia and the Melbourne Convention Bureau (MCB).

Victoria's Minister for Tourism



and Major Events John Eren linked the conference to the current extension of the MCEC.

"Our investment in the MCEC expansion is already paying dividends to the state by bringing more major events to Victoria, delivering more money and creating jobs for Victorians," Eren said.

MCB ceo Karen Bolinger said the size and reputation of the event would help other bidding

opportunities in the future.

"With community at the heart of Lions Clubs International, MCB facilitated city-wide collaboration to work towards delivering a powerful legacy in Victoria, providing opportunity for knowledge exchange, collaboration between nations and community initiatives which will be felt long after the conference takes place," Bolinger said.

Today's issue of BEN

Business Events News today has two pages of news and a front cover wrap from Northern Territory Convention Bureau.



A B&B in Scotland has taken workplace safety to new levels, fitting its 14 chickens with high-vis jackets to protect them as they cross the road.

Scottish Television quotes the owner of Glenshieling House, Louise Lennox, saying the chooks ordinarily stayed in the B&B's garden but sometimes went "for a wee wander" towards the traffic on a local thoroughfare.



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21st August 2017

New BET board

BUSINESS Events Tasmania has appointed Professor David Adams to its board.

Adams is a pro vice-chancellor at the Tasmanian School of Business and Economics at the University of Tasmania in Launceston.

Events Calendar

WELCOME to the **BEN** events calendar.

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

13 SEP

Australian Event Awards 2017; The Events Centre, Caloundra, Sunshine Coast; register here: www.eventawards.com.au

14 - 15 SEP

Australian Event Symposium 2017; The Events Centre, Caloundra, Sunshine Coast; register here: www.eventsymposium.com.au

17 - 20 SEP

Luxperience; Australian Technology Park, Sydney; registrations now open: www.luxperience.com.au

25 - 27 OCT

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

26 - 28 NOV

PCOA Conference; Gold Coast Convention and Exhibition Centre; details here: www.pco.asn.au

EEAA INT'L MEETING

THE Exhibition and Event Association of Australasia (EEAA) will welcome The Global Association of the Exhibition Industry (UFI) to Sydney next month for a series of talks with industry and government.

Representing UFI will be ceo & md Kai Hattendorf, and regional manager for Asia/Pacific Mark Cochrane.

The pair's two-day program will involve an industry reception, meetings with government, a Young Stars & Leaders Table and a Gold

and Platinum Partner Political Insiders Round-table.

EEAA chief executive Joyce DiMascio said it was a great opportunity to learn how Australia fits into the global market place.

"This is an historic and unmissable opportunity to hear from these global leaders about trends, opportunities and challenges and how our region fits into the UFI's global agenda," DiMascio said.

The duo will be Sydney on 18 and 19 Sep.

Top End event showcase

THE NT Convention Bureau recently staged a four-day Unconventional Darwin Showcase which attracted 20 business events planners from interstate associations and corporations.

Darwin's status as a business centre for tropical and remote health was highlighted during the event.

The program included 'NT Meets the Market' business sessions at the Darwin Convention Centre, which allowed planners to meet with 17 Darwin and Top End business events operators.

Delegates also undertook a Pudukul Aboriginal Cultural Tour near Humpty Doo.

Similar showcase events will be held in Uluru in mid-Oct and in Alice Springs in early May 2018.

CINZ on future

CONFERENCE trends will be centre stage at the CINZ annual conference in Dunedin from 24 to 26 Oct.

PCMA President and ceo Deborah Sexton will be one of 12 speakers at the event.

CINZ is planning to mix the event's format up with shortened workshops, TED-style talks & panel sessions.

Adelaide online

THE Adelaide Convention Centre has released a new online exhibitor service centre, designed to allow exhibitors to order services and resources offered by the venue.

This includes audio-visual, stand catering, cleaning, wi-fi and telecommunications.

The centre is the first venue in the Asia Pacific region to use the technology by Ungerboeck.

PCO
Update



with Barry Neame

Destination Gold Coast familiarisation announced

GOLD Coast Business Events is offering the opportunity for delegates attending the PCOA annual conference to experience the latest on offer in the Gold Coast conference and meeting industry. The fully hosted post famil program for PCOs will be held from 28 to 30 November.

The program is designed to showcase venues, event options and experiences for business events, as well as an opportunity to meet local suppliers to the industry. As host of the Gold Coast 2018 Commonwealth Games, the city is experiencing a renewed injection of development, infrastructure and delegate experiences, and the post famil program will highlight the legacy benefits for business events.

According to Anna Case, Director of Gold Coast Business Events, the program will be fast-paced, fun and educational, and the perfect way to experience what's available to plan a memorable Gold Coast event.

"We're delighted to support the PCO Association conference on the Gold Coast and value the opportunity to work with the association to highlight the broad appeal of the Gold Coast to key meeting industry professionals," she said.

"We're looking forward to welcoming all delegates to the conference and we're excited to have the opportunity to host this program for delegates to discover the latest on offer for business events."



business events news

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EDITORIAL

Editor in Chief and Publisher – Bruce Piper

Managing Editor – Jon Murrie

Contributors – Jasmine O'Donoghue, Guy Dundas, Matt Bell
info@businesseseventsnews.com.au

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ADVERTISING AND MARKETING

Sean Harrigan and Melanie Tchakmadjian
advertising@businesseseventsnews.com.au

BUSINESS MANAGER

Jenny Piper
accounts@businesseseventsnews.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: 1300 799 220 (+61 2 8007 6760)

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