



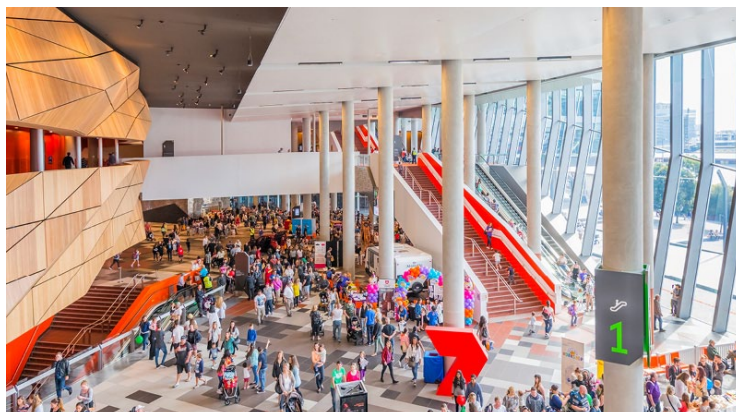
MCEC POSTS RECORD RESULT

THE Melbourne Convention and Exhibition Centre (MCEC) has posted a fifth consecutive record financial result, announcing a total operating revenue of \$80.1 million and a \$969m economic contribution for Victoria.

The centre said the result could be attributed to the 1,026 events staged at the venue in 2016/17, including 75 national and international conventions and 77 exhibitions that drew more than 867,705 registered business event delegates.

It has also forecast further growth in coming years, with revenue set to increase by almost 70% by 2022.

MCEC chief exec Peter King attributed the success to the professionalism, maturity and capability of the centre's team. "Our focus has been on our



customers and ensuring we can continue to deliver, innovate and adapt to meet their current needs, whilst having the foresight to help them plan for their future events too."

Concert and entertainment events saw the greatest growth, increasing by 50% on 2015/16.

The result comes a year

ahead of the convention centre opening its new multi-purpose event space, which has already secured bookings for 35 events.

MCEC will also invest in employee training, safety and security, as well as \$8 million in capital works upgrades on the current venue to align it with the new space.

Today's issue of BEN

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

ICC Dive Expo

THIS year's Australian International Dive Expo (AIDE) will move to the ICC Sydney to be held jointly with the Sydney International Boat Show next month.

Both events will run together after organisers found 15% of visitors to the Boat Show had expressed interest in diving.

AIDE Director Ness Puvanes said the combination exploited the natural synergy between the two shows.

Both events will run over five days from 03 to 07 Aug.

New Swissotel for Hope Island on the Gold Coast



ACCORHOTELS has struck a deal with Hong Kong's Golden Horse Group to develop a Swissotel golf resort and conference facility in Queensland.

The Swissotel Gold Coast Hope Island Resort will be built overlooking the 18th hole of the Links Hope Island Golf Course (**pictured**) and will open in 2019.

It will feature conference facilities for up to 300 people and 150 guest rooms across three levels.

COO of AccorHotels Pacific Simon McGrath said the island development would bring a new level of luxury accommodation to the Gold Coast.

EEAA global nod

THE Exhibition and Event Association of Australasia (EEAA) has been recognised at the Global Exhibition Awards.

The EEAA was awarded the Industry Impact Award for its government advocacy and having 'the most positive impact supporting exhibition'.



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NEW AIME PROGRAM

THE Asia-Pacific Incentives and Meetings Expo (AIME) has revamped its 2018 conference format with a host of new initiatives and features.

Next year's event will feature a refreshed hosted buyer program, additional trade buyer flexibility, a new floorplan and extra networking opportunities.

Event director Ian Wainwright of Reed Travel Exhibitions said his team had gone through feedback to enhance AIME.

"One theme became apparent - exhibitors were asking for better opportunities to connect with quality buyers in the

hosted buyer program," he said.

The revised floorplan will include a new location for the AIME Knowledge Village, an invigorated Hosted Buyer Lounge and a restaurant.

Also changed in 2018 is an earlier opening time for the exhibition of 9am and more trade buyer flexibility, which will allow for bookings and appointments without attending the full hosted buyer program, as well as fresh interactive educational offerings.

AIME will be held on 20-21 Feb at the Melbourne Convention & Exhibition Centre.



LIVE polls of conference delegates via mobile apps have become a great way to make events more interactive, but the insight they provide can sometimes be a little too revealing.

At the Travelport Live technology conference in Sydney this week, first session attendees were asked what they'd like to get out of their MC.

A live graph on screen showed an instant top response: "Provide us with unlimited drinks at the bar."

Other top responses included "good time keeping" and "jokes", but the option of "conference information" rated a humbling 0%.

ICESAP reveals program

THE Incentive, Conference & Event Society Asia Pacific (ICESAP) has revealed its 4th Annual Conference program.

Across the three-day event, there will be a closed-door expert leader's forum on the first day, plus presentations and panel sessions on the second day.

On the third and final day there will be agency-led innovation workshops.

The keynote speaker for the event is Dr Sun Weijia, director general of the State Council of the People's Republic of China.

The conference will take place 06-08 Sep in Shanghai at the W Hotel Shanghai - The Bund.

SE Queensland unites for events

BUSINESS Events Sunshine Coast (BESC) partnered with the Brisbane Convention Bureau to host a group of event planners representing different NZ companies.

Visit Sunshine Coast ceo Simon Latchford said it was the first time the two convention bureaux had worked together in this capacity.

"It just makes sense to partner with the Brisbane Convention Bureau to create joint itineraries that offer the best of South East Queensland," he said.

Pictured above are staff from Business Events Sunshine Coast and Brisbane Convention Bureau at Australia Zoo.



Partner Up

The low down on tech in the events world



Three top tips for hosting a gala dinner

GALA dinners can be one of the best ways to gain support for your organisation and cause. They usually include dinner, entertainment, dancing, raffles, and silent and live auctions. While they require a huge amount of planning, they are so effective in raising awareness, fundraising and presenting your organisation and cause in a professional light.

Here are our top three tips for hosting a successful gala dinner:

Set your budget

You should determine a budget before the planning begins. Include all possible financial considerations, such as the costs for the venue, food and beverages, entertainment, audiovisual equipment and support, advertising, prizes and items to be auctioned. Hopefully some of these things can be donated or discounted, but it's good to budget in for some contingencies.

Identify your fundraising methods

Selling tickets to the gala dinner is a great way to raise money for your cause, however, keep in mind that ticket sales will also need to cover the catering, venue and other event costs. Finding other ways to fundraise is usually necessary and may include holding a raffle or a live or silent auction, or selling advertising opportunities, sponsorships and corporate tables.

Get the right AV technical support

Work with a reliable, creative and experienced AV provider. You want access to quality equipment and dedicated people to help you deliver a spectacular event. Your AV provider can provide innovative audiovisual support to create that magical atmosphere for your guests.

Matt Taylor is the partner at Crown Perth with AVPartners, which creates integrated event experiences through combining state of the art audiovisual technology, unrivalled expertise and a highly tailored approach. www.avpartners.com



CHRISTMAS VENUE GUIDE



business events news
presents

Looking for a Christmas venue or staff celebration?
Business Events News guide to 2017/18 Christmas venues is the place to showcase!
To feature here email advertising@businesseventsnews.com.au.

Treetops at Melbourne Museum Melbourne, VIC

Treetops is an inspiring space featuring an abundance of natural light with beautiful views over the historic Carlton Gardens. Purpose-built for events, Treetops is perfect for end of year lunches and dinners for up to 100 guests and cocktail events for up to 180 guests. If you're planning an unforgettable experience, let your imagination take the lead at Melbourne Museum.

Get in Touch!

P: 03 8341 7402 | E: MMEvents@restaurantassociates.com.au
museumspace.com.au



Pop-Up Christmas Carnival at Sydney Showground | Sydney, NSW

For the first two weeks in December, Sydney Showground will be transformed into a unique venue ready to host your Corporate Christmas party. The Pop-Up Christmas carnival will feature rides, pantomimes, roving entertainment, pop-up eateries and gourmet food trucks. Just imagine how much fun your team could have at this year's Christmas party! Packages can be tailored to suit your company's requirements and start from \$80 per person.

For more information please call 02 9704 1111 or
Email: sales@sydneyshowground.com.au



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Celebrate the festive season with us and feel inspired by our new Christmas menu. Mercure Sydney International Airport blends traditional family recipes from all over the world along with our favourite Australian cuisines to bring you a remarkable international experience. Featuring 11 flexible meeting rooms, catering up to 400 people, Christmas packages are available from \$70 per person. Enquire today and create a memorable experience for your team.

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Arts Centre Melbourne Melbourne, VIC

Situated underneath its iconic spire, Arts Centre Melbourne boasts an extraordinary collection of art filled event spaces available to host your festive function. Menus for dining and cocktail functions have been lovingly created with a passion for flavour, freshness and innovation to celebrate the season. Enjoy a traditional festive feast with all the trimmings, three course dining with Christmas themed centrepieces and bon bons or a stand up cocktail function with Chef's selection of Christmas sweets.

For Bookings and Enquiries P: 03 9281 8350 E: events@artscentremelbourne.com.au
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