



ADELAIDE REVAMP SET TO OPEN

FINAL touches are being put in place at the Adelaide Convention Centre as it prepares to reveal the results of a nine-year \$397m redevelopment.

Set to open in Aug, the venue's latest expansion has already helped secure 15 conferences exceeding 1,000 delegates, to be held in 2018.

Adelaide Convention Centre chief executive Alec Gilbert said with the facility celebrating its 30th anniversary this year, the completed project had set the venue up to win a bigger slice of the business events market.

"The redevelopment will certainly go a long way in positioning Adelaide as an even more competitive player when it comes to attracting major global conferences and exhibitions," he said.

The first major conference set for the fully expanded Centre is the 68th International Astronautical Congress (IAC), which is scheduled for Sep. It will bring 3,000 delegates to



the city and will be the largest conference ever to be held in the SA capital.

"The expanded Centre enables the venue to host much larger conferences, and is expected to deliver an additional \$1.92 billion in economic benefit to the state," Gilbert said.

After the West Building opened in 2015, the East Building's focus is on

technology, and in particular, installation of the world's largest rotating seat drums.

The venue will host an opening gala on 30 Aug for the industry and key figures to celebrate the occasion.

Since 1987, the venue has hosted over 1,800 events, welcomed more than six million delegates and delivered over \$1.4b in economic benefit.

Today's issue of BEN

Business Events News today has three pages of news plus a full page from AA Appointments.

BEN Xmas guide

THE popular *Business Events News* Christmas Venue Guide will appear from Thu 06 Jul.

This year's guide will feature a dozen different groups including hotels, conference facilities and off-site locations in a weekly spread.

BEN for AFTA

BEN'S parent company, Business Publishing Group has been entrusted with the publication of the AFTA Travel Pages from 2018.

The annual magazine is a guide to the Australian travel sector and is the only publication endorsed by the Australian Federation of Travel Agents.

Biz events descend on Canberra

LEADERS of the business events industry visited Canberra to engage with federal politicians and senior departmental officials as part of the Business Events Council of Australia (BECA) Business Events Meets Parliament program.

BECA chairman Matthew Hingerty, said discussions were held to discuss how policies affect the events sector.

"The Business Events sector has been one of the quiet achievers of the Australian economy, generating around \$30 billion in economic activity," he said.

A lunch was held to outline how tough the events sector is.



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More funding for NSW events

INDUSTRY leaders have welcomed the NSW budget handed down this week, including a boost in funding for tourism and business events.

The NSW Government allocated a total of \$193 million for the tourism and events sectors, a 10% increase on 2016-17.

Of the total, \$95 million is set aside for securing and supporting events in areas spanning entertainment, lifestyle, sports and arts, including \$8.1 million for business events.

Tourism & Transport Forum chief executive Margy Osmond said the funding would help NSW bolster the visitor economy, grow its reputation and drive more delegates to the state, while at the same time creating and supporting jobs.

"The \$8.1 million for business events funding will also support NSW's ability to further capitalise on its reputation as Australia's business and major events capital," Osmond said.

Tourism Accommodation Australia ceo Carol Giuseppi also welcomed the funding, saying the additional investment came at a critical time in the tourism cycle with the new International Convention Centre Sydney recently opened and more than 40 hotels under development.

"This increased level of investment has been instrumental in improving the sustainability of accommodation investment and is particularly important in capitalising on the government's ground-breaking investment in the International Convention Centre," she said.

UPGRADES IN CAIRNS

THE Queensland Government has revealed plans for a \$176m expansion and upgrade of the Cairns Convention Centre.

Qld Treasurer, Curtis Pitt made the announcement in the recent state budget.

The \$176m project includes refurbishment of the existing centre plus the addition of new exhibition space and meeting rooms.

It's predicted that once completed, the centre will contribute an extra \$30m for the regional economy and attract an addition 20,000 visitors to Cairns.

Ross Steele, gm of Cairns Convention Centre, said the project meant the centre could

grow and attract bigger events to the city.

"The continued commitment by the state government will allow the Cairns Convention Centre to grow in line with the aspirations of the city, with new hotels, a new aquarium and continued strong investment in the city heart," Steele said.

Construction will begin after the Gold Coast Commonwealth Games next year.



Moreton Hire to have a beef

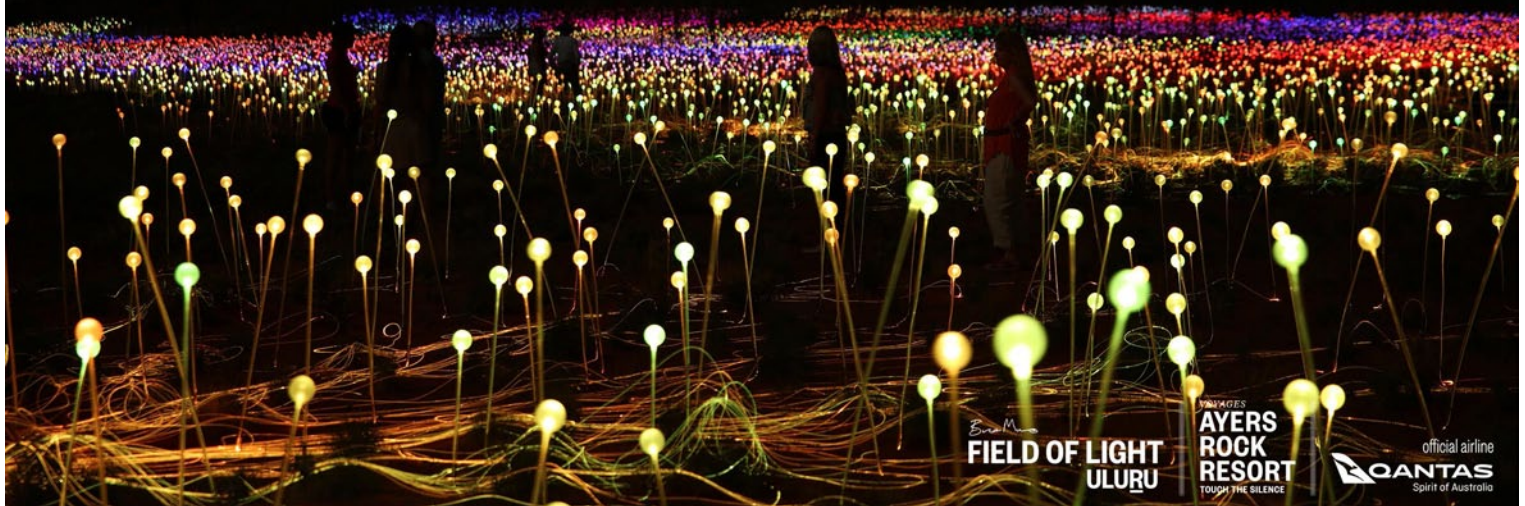
MORETON Hire has announced its appointment as the preferred event supplier for Beef Australia 2018, which will occur in Rockhampton from 06-12 May 2018.

Beef Australia 2018 will host delegates from more than 40 countries and accommodate more than 4,000 cattle across a series of competitions, in addition to 500 trade exhibitors.

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CVENT AUS GROWTH

CVENT will further expand its Australian operations after opening its Melbourne office earlier this year.

Jack Ukil, director of sales for Australia, said with Cvent recruiting 200 positions globally, Australia was at the forefront for expansion.

"We will continue to expand in Australia and hire more sales and customer service professionals," he said.

He added the company already had thousands of existing Cvent users in Australia and New Zealand, and believed there is plenty of room for growth.

"There is a lot of green field

ahead of us and Australia embraces event management technology," he said.

"We plan to continue to expand our team on the ground and capitalise on the event-tech boom in this region."

Cvent's Melbourne office employs sales and customer service professionals for both the event and hospitality sides of Cvent's Australian operations.

The company is also expanding its platform to offer a full array of meetings, events and travel solutions.

Cvent employs more than 2,600 people globally & signed 775 new customers this year.

Hawaii hosts MICE event

THIS month, the Hawaiian Islands hosted an international business summit, which welcomed over 100 international clients from the MICE sector.

The Experience Aloha Business Exchange was aimed at giving participants a chance to network with 50 of the islands' top MICE tourism suppliers including hoteliers, destination management companies, transport dealers and more.

Kerri Anderson, Australian country manager for Hawai'i Tourism Oceania (HTO), said the opportunity allowed 14 Australian and New Zealand participants to connect with the MICE sector.



WITH more and more organisers looking to hold eco friendly events, why not consider using pee power?

Organisers of this year's Glastonbury music festival in the UK have revealed they'll be using urine to generate electricity at the show.

It will be the first time tinkle has been used to run information boards, with output generated by a 40-person urinal that will also support festival lighting and charge mobile phones.

Pee power technology has been funded by the Bill and Melinda Gates Foundation.

More than a 1,000 litres of urine is expected to generate electricity at the festival.

Peter Gray, an independent Motivation Consultant, presents a regular **Business Events News** feature on current issues in the Conference and Incentive industries.

When innovation matters

ACCORDING to Malcolm Turnbull we need to embrace new ideas in innovation but there doesn't seem to be many examples of this in the lives of everyday Australians. Our television stations, for example, play 'follow the leader' in just about everything; program schedules are full of food shows and competitions (accompanied by the obligatory very loud music) and house and garden renovation shows. Then there are the endless so-called talent shows. We follow the formats dictated by our US cousins. Television stations, it seems, have little or no idea about how to innovate.

This lack of innovation runs into our radio stations too. When I'm driving I invariably listen to the radio and I'm amazed with the total lack of creativity when it comes to radio advertising. One real estate agent (or maybe their ad agency) came up with the idea of telling their listeners that they were better than the rest because they had 'local knowledge'. Now every ad for every real estate agency professes to have local knowledge too.

When I left university in the UK I joined a market research company and was involved with consumer research, testing brands and brand names, television ads and so on. I can't recall any of the brands with which I worked following any of their competitors in terms of their advertising content. All the ads were original, unique... innovative.

This lack of creativity and innovation is in danger of swamping the incentives industry. Incentives work because they offer an opportunity for participants in an incentive program to obtain a reward they feel is sufficiently worthwhile for them to want to achieve by attaining targets which stretch their abilities. These are typically business-to-business schemes rather than the endless number of loyalty schemes that are available now.

Loyalty programs serve their purpose - they provide a reason for customers to prefer one brand over another, to shop at one retailer instead of another - but they are increasingly becoming part of the landscape and it's almost taken for granted that wherever you shop, whatever you purchase, there will be 'points' to be earned by doing so! In this age of innovation even the humble coffee card can now rack up sufficient points to treat all your friends to coffee for a year (if the rules permit).

Incentive practitioners must be innovative; they should not go the way of their advertising brethren who, if an ad works for one client, have little compunction about using the same ad for another. Engagement is a vital part of every incentive program and you don't achieve that by suggesting that participants do for one sponsor exactly what they're doing for all the rest.

Peter Gray is an independent, Accredited Incentive Practitioner and motivation consultant. He can be contacted at peter.gray@motivatingpeople.net



Business Events News is Australia's newest online publication dedicated to the vibrant meetings, incentives, conferences and events sector. Sign up for a free subscription at www.businesseseventsnews.com.au. 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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If you're looking for a role that is challenging and rewarding then look no further than this amazing company. You'll be working with a truly Global Company with fantastic perks and career progression opportunities. You'll be spending your days working with groups of various sizes over phone and email. Organising flights, accommodation, and activities for weddings, corporate retreats, and incentive trips. To secure this role you'll need at least 18 months experience in the travel industry, strong GDS skills and a desire to succeed. So buckle up and get ready for the ride of your life!

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