



MOORE PARK EVENT PROPOSAL

PLANS released by the NSW government-established trust that manages Sydney's Moore Park (**pictured** right) has opened up the possibility for the Show Ring to be re-developed into an 'active multi-purpose sports and events venue.'

In the Centennial Park and Moore Park Trust's 'Moore Park 2040' plan, it touts its support for an overhaul of planning controls for the Entertainment Quarter, which has limited the use to only film, television and production industries.

At a stakeholder meeting, chief executive of Centennial Parklands Kim Ellis said he would love the Quarter to be utilised for sport and events.

The Master Plan called for the Show Ring to return to its former historical use as an exhibition, entertainment and



sports venue for multi-use.

Enhancing the Royal Hall of Industries and Hordern Pavilion is another proposal in the plan, with the Trust wanting to create the event space as 'Sydney's best multi-purpose entertainment venues.'

The Pavilion would also have

increased seating capacity and an upgraded arrival forecourt.

A new pop-up events and festival precinct would also be created at Kippax Lake.

There is also plans to build short term accommodation on the site.

CLICK HERE to view the plan.

Today's issue of BEN

Business Events News today has two pages of news.

Sunny Coast global events

VISIT Sunshine Coast (VSC) has appointed Kylee Daniel into a newly created role as events marketing specialist.

Previously, Daniel worked for clients including the World Master Games 2017 and was the senior sponsorship manager for ANZ New Zealand.

CEO of VSC, Simon Latchford said he was confident Daniel would bring fresh ideas and ensure Sunshine Coast events reach new global heights.



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RECORD MEA CROWD

MORE than 600 industry members and guests attended Meetings & Events Australia's (MEA) annual awards night at the ICC Sydney Ballroom on Tue, the last day of their successful national conference.

A record number turned out for the night which recognises excellence in the meetings and events industry across Australia.

Award winners included the Melbourne Convention & Exhibition centre for a meeting venue with more than 500 delegates and Associated Advertising & Promotions who won association or government meeting of the year.

The Star Event Centre won best specialty event venue and entered the MEA Hall of Fame for winning the award for three consecutive years.

Scene Change Adelaide (Technical & Creative Production – less than 8 employees), Business Events Geelong, (Regional Destination Marketing Organisation), and Adelaide Expo Hire (Exhibition Services) also entered the MEA Hall of Fame for winning their awards for three straight years.

The Opening of Student Hub & Plaza/Launch of 50th Anniversary Celebrations won the special event of the year.



EVER wanted to pay guests to turn up at an event?

Well don't take ideas from a Chinese groom who was arrested on his wedding day after his wife's family realised that the 200 guests he invited were paid actors.

According to local media, the wife's family became suspicious when guests from the groom's side said they were "just friends", and the groom's parents were nowhere to be seen.

It's not clear what law he broke, but he apparently paid the actors \$12 to attend.

Media speculate the groom's side were poor and didn't want to shame them in front of his wife's family.

Evt Manager for AIFS 2018

A TENDER by the Australian Government is asking for a provider of event manager services to manage the 2018 Australian Institute of Family Studies conference.

The event will be in Sep 2018, with submissions closing on 15 May.

The Star - new event menus

THE Star Event Centre has launched 19 new menus for events at the Sydney venue.

Created by executive chef Jason Alcock, the food combines fine-dining with visual elegance and experiential elements.

CLICK HERE to view the menu.

GENerating Change

conference
FOCUS
bringing events into focus

Director of Conference Focus, Max Turpin is sharing his insights on a range of topics with a regular column in **BEN**. Topics include new generation events and making events effective and valuable.

The signs your meeting is from the past (Part 3)

THIS is the final article of a series where I'm highlighting the signs that the meeting you're organising or attending is old-school and will never reach its maximum potential.

Technology & social media: There's so much to be said about these issues it will be hard to fit it all in. As such, this is my abbreviated take: As far as the end result is concerned, there's little difference between not implementing any new event tech at all into your events than implementing new tech or social media that has no purpose and no benefit to you and your attendees.

These should not be 'vanity purchases' (it will make me/us look good), they should not be 'copycat decisions' (everyone else is doing it so we should) nor should they be last-minute afterthoughts. Choices should be carefully considered and strategies planned from the start. If you want your event to have an app, what do you want it to do for you? What benefits will it bring to attendees? If you want your event to have a hashtag (if indeed it even warrants one at all), then promote it throughout the event lifecycle. Forcing the use of new tech or social media engagement onto attendees for no reason is simply annoying and foolish.

Post event feedback: Not collecting any feedback at all is bad enough. Collecting it and then doing nothing with

it is even worse. And yet this happens often. Thoughtless feedback forms stacked with conventional, aimless questions are a waste of time. Trying to collect feedback 2-3 weeks after the event is just a bad decision. Collecting it onsite via pen and paper is tedious when it can be done digitally or via an app. Again, careful thought and planning must go into your feedback strategy for it to have value. And why not share the feedback with your attendees – they'll appreciate you're taking it seriously and would like to know what everyone else is thinking.

Post event follow up: The event is over, attendees have been back at their desks for several weeks and....that's it. Nothing. Crickets. There's no more news about the event other than perhaps the clichéd gala dinner photos or a banal pic of the CEO or guest speaker on stage printed in a monthly newsletter accompanied by a brief self-appreciating write up trumpeting the event's success. As an attendee, you receive no personal follow-up, you're not sent an event report, a learning summary or action plan. You are given no encouragement to put into motion any new ideas or plans. You are left with your fading thoughts and a notepad full of scribbles to act alone.....or, as many do, simply take no new action at all.

If you'd like to learn more about how to make your events fresh, innovative and effective, please contact **Max Turpin** at Conference Focus on 02 9700 7740 or visit the website at conferencefocus.com.au



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