



## Today's issue of BEN

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

## New Minister

**SIMON** Birmingham has been appointed to the role of Minister for Trade, Tourism and Investment, working alongside new Prime Minister Scott Morrison.

Birmingham has held past roles at the Australian Hotels Association, the Winemakers' Federation of Australia and as chief of staff to a former South Australian Tourism Minister.



**IF ONE** idea doesn't work, or seems bland and unexciting, simply throw it out and try out another.

This is exactly what the town of Mayo in North Florida did when they decided to change their name from "plain old Mayo" to "Miracle Whip," reported the local media.

Although it was all a bit of a publicity stunt between the Mayor of the town and salad dressing company Miracle Whip, one local said, "It would have been ridiculous if it was real...but the whole thing was a cute idea".



# MELB STILL BRAVE AFTER C2 LOSS

**MELBOURNE'S** conference sector has vowed to continue taking risks in pursuit of innovation and disruption, despite the cancellation of the C2 Melbourne conference.

The Oct event had been expected to attract up to 3,000 delegates for a creative business event based around "inspiring talks, collaborative workshops, experiential brainstorming sessions, performances and festivities".

However organisers this week confirmed the Melbourne event - initially planned for 2017 and postponed to this year - would now be dropped to allow a focus on the established C2 event in Montreal in May.

"While we demonstrated our deep commitment to bringing C2 Melbourne to life, a series of circumstances outside of our control made it impossible for us to execute on the creation of the event," said C2 International president and chief executive officer Richard St-Pierre.

The organisation would not



elaborate on the reasons for the cancellation, but said all ticket holders would be refunded.

A Victorian Government spokesman said no taxpayer money had been lost as a result of the cancellation.

"This is unfortunate news, but the closure of C2 Melbourne is a company decision," he said.

Melbourne Convention Bureau ceo Karen Bolinger said the decision to enter into a relationship with C2 had been "about being brave, innovative and trying new things".

"Whilst we are surprised and disappointed to have received the news of the cancellation of C2 Melbourne, we have

been advised that it is in the best interests of Melbourne, our stakeholders, partners and prospective attendees," she said.

"We will continue to take risks and seek out opportunities for innovation and disruption in the conference market."

Melbourne Convention & Exhibition Centre ceo Peter King said the centre was currently assessing the prospect of an ongoing partnership with C2 International.

The centre was the host venue for the event and had also announced a partnership in which "Signature C2 Labs" and experiences would be available to other event organisers.

## Atura's Adelaide Airport arrival

### EVENT

Hospitality and Entertainment (EVENT) is set to open the new Atura Adelaide Airport on 01 Sep.

The seven-storey hotel will feature 165 rooms, Hangar Bar & Grill, a business centre, eight flexible function and meeting spaces, and an on-site gym.

The communal spaces will integrate with the airport plaza and terminal, making it accessible to all travellers.

"Atura Adelaide Airport will provide travellers the opportunity to experience the Atura philosophy of value-driven urban design and great local hospitality," said EVENT's director of Hotels, Norman Arundel.



## Wine Centre

**THE** National Wine Centre in Adelaide is hosting its Corporate Open Day on Fri 28 Sep, inviting industry to explore its function rooms, sample the on-site catering options and speak with the events team.

Attendees can also experience the venue's Wined Bar, which offers more than 120 wines.

For info and to register your interest, **CLICK HERE**.





## Greater China Showcase to Melbourne

**TOURISM** Australia has announced that the Business Events Australia Greater China Showcase will be held in Australia for the first time from 26 to 27 Nov in Melbourne.

“China is one of Australia’s most important markets for corporate incentive travel business and previous Showcase results have more than demonstrated the value of the event to Australian industry,” said Tourism Australia managing director John O’Sullivan.

“In 2017 over 135 business leads were generated by industry and sellers indicated 100% satisfaction with the showcase.”

The annual event provides the industry with an opportunity to meet, network and do business with qualified Chinese incentive planners and corporate decision makers.

Members of the Australian industry can register **HERE**.

## STAR EXPANDS IN QLD

**THE** Dorsett brand is set to enter the Australian market in early 2022 with The Star Gold Coast breaking ground on a \$400m development which will house the brand’s first hotel in Australia.

“The introduction of a Dorsett hotel will bring with it increased awareness in the global market, especially in Asia, where Dorsett Hospitality International owns and operates the majority of its 54 hotels,” said Star Entertainment Group chairman John O’Neill.

Situated in a 53-storey mixed use building, the 4.5-star hotel will offer more than 300 rooms, apartment accom with 423 one and two-bedroom options,

restaurant and bar concepts, a recreation deck with ocean views and a resort pool for hotel guests.

“We are delighted to further enhance the tourism appeal of the Gold Coast and south-east Queensland more generally with this latest joint venture development,” said O’Neill.

A render of The Dorsett development is **pictured**.



## WA: CROWN TOWERS PERTH

### venue spotlight

**AS PERTH** gears up to host a string of high-profile events including next year’s 40th annual Australian Tourism Exchange, many of the city’s top venues are getting ready to take their own place in the international spotlight.

Among them is Crown Towers Perth which has quickly become one of the city’s favourite event locations since its opening in late 2016.

The 500-room luxury property is the largest hotel in the city and overlooks the Perth skyline from its position on the banks of the Swan River.

It adjoins sister hotels Crown Metropal and Crown Promenade in the wider Crown Entertainment Complex, home to the city’s casino and a string of high-profile restaurants including Rockpool Bar & Grill, Bistro Guillaume and Nobu.

The property also boasts the largest event spaces of any Perth hotel, with capacity to host up to 3,000 delegates.

Among its facilities is the 2,000m<sup>2</sup> Crown Ballroom which can host 1,560 people in banquet format, or be divided

into combinations of smaller spaces of between 230m<sup>2</sup> and 1,300m<sup>2</sup>.

Alongside is the 1,850m<sup>2</sup> Grand Ballroom with banqueting capacity for up to 1,200 people, which can also be divided into two spaces of 925m<sup>2</sup> each.

A series of other event spaces range from 89m<sup>2</sup> to 1,000m<sup>2</sup> and can be configured in theatre, classroom, boardroom, dining or cocktail formats, while a series of four divisible meeting rooms have up to 97m<sup>2</sup> of space.

One of the property’s highlights is its Great Lawn, an outdoor space with sweeping views, ideal for cocktails, concerts, charity events and galas.


Other facilities include the hotel’s Crystal Club private lounge on the 15th floor and the Crown Spa.

The hotel’s events team can also arrange activities from team-building



exercises and cooking classes to day visits to Rottnest Island or local wineries. See [www.crownperth.com.au](http://www.crownperth.com.au).

# Christmas Venue Guide

  
business events news  
presents

Looking for a Christmas venue or staff celebration?  
*Business Events News* guide to 2018/19 Christmas venues is the place to showcase!  
To feature here email [advertising@businesseventsnews.com.au](mailto:advertising@businesseventsnews.com.au).

## Athol Hall Sydney, NSW

Spoil your team with Christmas in style, amongst unspoilt views of Sydney Harbour and the Bridge while enjoying drinks on your own private balcony. Recently restored, Athol Hall offers Christmas food and beverage packages to take the stress out of organising and is the ideal venue to celebrate and relax. Book your Christmas Party at Athol Hall now.

Contact us now for our special opening packages - [functions@atholhallvenue.com.au](mailto:functions@atholhallvenue.com.au) or 0425 356 713



## Cropley House Sydney, NSW

Celebrate Christmas 2018 in Sydney's newest venue. Opening in September this year Cropley House is undergoing a magnificent restoration. With 6 private rooms (2 with adjacent undercover balconies), the Baulkham Hills venue will be the place to unwind and enjoy your Christmas celebration in style. Onsite kitchen and wait teams will ensure a seamless event that guarantees your team feel highly valued.

Contact us now for our special opening packages - [sales@cropleyhouse.com](mailto:sales@cropleyhouse.com) or 0425 356 700



## Aitken Hill Yuroke, VIC

Discover Aitken Hill this Festive Season, just 15 minutes from Melbourne Airport! From picturesque private dining in one of our 23 event spaces for up to 400 guests to intimate cocktail soirees, our mouth-watering menus combined with 5-star service will impress! Surrounded by 170 acres of rolling hills 124 guest rooms each with a private balcony or terrace makes Aitken Hill the perfect backdrop for your end of year celebration.

For further information please contact Event Sales on [info@aitkenhill.com](mailto:info@aitkenhill.com) or 03 9217 4888



## ICC Sydney Sydney, NSW

### Experience a world class Christmas.

Celebrate in style this year at ICC Sydney. With a number of striking spaces to choose from and a dedicated events team, we will provide you with the flexibility and expertise to create a special event.

Your guests will experience award-winning catering comprised of the freshest NSW produce and delivered by our passionate team.

Contact us today to book your unforgettable end of year celebration.

