



Today's issue of BEN

Business Events News today has two pages of news and the final **BEN** Christmas Venue Guide for 2019.

Melb to host ICCA

MELBOURNE will host the International Congress and Convention Association (ICCA) Asia Pacific Client/Supplier Business Workshop 2019, next month.

The Melbourne Convention Bureau (MCB) announced the Melbourne Convention and Exhibition Centre had been awarded the event, this morning.

The workshop will bring 19 ICCA members and 16 of their association leaders to Melbourne from 16 to 18 Sep.

MCB Acting CEO, Julia Swanson, said the event represented an opportunity for the city to demonstrate its capacity and capability to deliver successful business events to key decision makers from organisations in the Asia Pacific region.

"Melbourne is where creativity and innovation come together to deliver great events, exciting places to explore and cutting-edge advancements that are globally acclaimed," she said.

"MCB and its partners are excited to be hosting the ICCA Asia Pacific Client Workshop in September. We look forward to welcoming ICCA members and international association executives from across the region and highlight our famed 'Team Melbourne' approach."

The ICCA Asia Pacific event was last held in Australia in 2014, when it was hosted on the Gold Coast.

CINZ IN CHRISTCHURCH IN 2021

CONVENTIONS and Incentives New Zealand's (CINZ) MEETINGS will return to Otautahi Christchurch in 2021 from 12-14 May.

The annual business events showcase was last held in the city 13 years ago, with CINZ Chief Executive Sue Sullivan announcing the plans at a networking event hosted by ChristchurchNZ at Christchurch Town Hall on Mon.

"It will be momentous to celebrate the evolution of this city and its world-class new facilities," Sullivan said.

"Otautahi Christchurch is a gold standard destination for business events and we can't wait to show it off to our New Zealand, Australian and international buyers and media.

"With the support of ChristchurchNZ, Air New Zealand, Te Pae Christchurch, Vbase, Christchurch Airport and Tourism New Zealand we will be bringing influential buyers into



the heart of the South Island for an unforgettable experience."

Christchurch last hosted MEETINGS in 2008, with the Event being held in Auckland and Rotorua since then.

Loren Heaphy, ChristchurchNZ's General Manager of Destination and Attraction, said Otautahi Christchurch has undergone pivotal changes in the last few years.

"We're excited to showcase

our progress to the delegates at MEETINGS 2021, who have such an impact when it comes to booking business events.

"Business events are crucial to our economy, tackling visitor seasonality by bringing visitors into our city during shoulder seasons, with delegates to Christchurch staying an average of four nights and spending an average of NZ\$372 per night."

Pictured, an artist's impression of Te Pae, Christchurch.

M&OP unveils CENTREPIECE

MELBOURNE and Olympic Parks (M&OP) will showcase its new function and media centre at IMEX America next month.

The venue, to be known as CENTREPIECE at Melbourne Park, will offer indoor and outdoor function spaces across three levels, with capacity for up to 3,000 guests.

M&OP Premier Events and Experiences General Manager, Laura Burnes, said the new venue in the heart of Melbourne Park "adds another string" to the area's bow.

"We're on the countdown to 2022," she said.

"We're looking forward to our newest venue coming to

life and delivering unparalleled event experiences; creating marvellous moments down under."

The venue will feature 8.5 metre floor-to-ceiling windows, steeping the 2,000m² pillarless ballroom in natural light throughout the day, with outdoor terraces providing uninterrupted views of the city's skyline.

CENTREPIECE at Melbourne Park will also house a 250-seat auditorium, an 800m² pre-function space, with 15 breakout rooms for smaller meetings.

The venue will also be connected to Melbourne's city centre by path, rail, road and river.

BCEC new menus

BRISBANE Convention and Exhibition Centre's (BCEC's) new menus will have a local flavour, with 80% of produce used sourced from suppliers in Queensland.

The new menus, developed by Executive Chef, David Pugh, will include dishes designed to provide delegates attending events at the BCEC with the necessary nutrition to focus the mind and energy for a healthy conference experience.

"We have focussed on fresh honest food where flavour, simplicity and freshness are the main ingredients," Pugh said of his first menu.

CLICK HERE for more.



See why the US and Hawaii are top of their game for business events in the August issue of *travelBulletin*.

CLICK to read
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ICC SYD CELLAR DOOR

INTERNATIONAL Convention Centre (ICC) Sydney has become a cellar door to the world since it opened, NSW Wine Industry Association President, Mark Bourne, believes.

Speaking after representatives from the ICC Sydney attended 2019 Hunter Valley Wine Show, Bourne said the venue has helped to put the region on the map for wine drinkers.

“Since opening in Dec 2016, ICC Sydney has quickly become a cellar door to the world, and it’s having a noticeable impact, particularly for boutique labels,” he said.

“With the venue’s backing, we’ve seen a considerable life in NSW source wines in Sydney restaurant cellars.

“It’s brilliant to see others are

now following ICC Sydney’s lead.”

The venue’s Beverage Operations and Cellar Manager, William Wilson, said Hunter Valley wines were becoming increasingly popular with delegates, accounting for almost a third of the wine consumed at the venue since it opened.

“The calibre of wines at this year’s show demonstrates that the Hunter continues to deliver its own unique style with quality that is on par with any other region in Australia,” Wilson said.

“I was delighted to see that most of the Hunter Valley wines already on our list picked up medals.

“We are proud to already support 12 Hunter-based wineries and this trip was a great opportunity to discover other great wines from the region.”

ICC Sydney CEO, Geoff Donaghy, said the trip to the wine show had been a good opportunity to meet with producers.

“92% of our wine collection is sourced from NSW, which wouldn’t be complete without the wines from this important and historic wine region,” he said.

“We’ve come away from the Hunter Valley Wine Show with deeper relations and the inspiration needed to expand our existing list of NSW wines, which we’ll be launching later this year in line with our new 2020 culinary menu.”



DUBAI has been named as the host of the World Vape Show in Jun 2020.

Event organisers revealed the show will take place at the Dubai World Trade Centre from 3-5 Jun, just 14 months after the United Arab Emirates legalised the use of e-cigarettes.

The announcement was made as news of the first potential e-smoking-related death came to light in the US over the weekend.

The global vaping market is expected to be worth US\$53.4 billion by 2024.

Gray's Say



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

Have we learned the lesson yet?

IF NOTHING else, the one thing the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry proved is that incentives work!

As I pointed out in this column in July last year, the main problems were caused not by the incentives but by a lack of incentive expertise; by failing to set out adequate rules for the protection of customers, in setting out precisely what was on offer in terms of the rewards and for what. There was a distinct lack of control and care at all levels. And yet little has changed. We still read of major financial bodies that have been discovered doing much the same thing for which the Banking Royal Commission criticised them.

It’s the attitude of “why change if we haven’t been caught” that’s destroying confidence in the use of incentives. Clearly the major institutions are still not using adequately qualified or experienced incentive practitioners who can design programs that work for the sponsor, the participants and the end-user. More importantly programs should be ethical in their application and this will only enhance the sponsor’s reputation.

While there is an expectation

that financial institution employees will participate in any number of incentive programs during their careers it’s the duty of the sponsors (the financial institutions) to ensure that pressure is not being applied for participants to be unethical in their dealings or, if they are discovered being so, to apply appropriate sanctions which will affect the employees’ ability to succeed or even continue in the program.

Financial incentive programs can produce extraordinary results and still be entertaining and exciting as well as personally challenging. While the regulation of the finance sector in the UK differs from that in Australia a six-to-one (or even higher) net incremental return on investment could be achieved in that market by tight program control, well communicated terms and conditions and the right reward. ‘Closed’ programs - whereby the number of successful participants is limited - can also increase competition. The use of incentives is a proven and successful marketing strategy; the incentive industry must ensure that it remains above the level of unscrupulous sponsors.

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



CHRISTMAS VENUE GUIDE



business events news
presents

Looking for a Christmas venue or staff celebration?

Business Events News guide to 2019/20 Christmas venues is the place to showcase!
To feature here email advertising@businessesnews.com.au.

POP UP CHRISTMAS CARNIVAL

Sydney Olympic Park, NSW

Back by popular demand, Sydney Showground's all-inclusive Pop Up Christmas Carnival provides a unique option for your next Christmas party or family fun day.

Features include:

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- Easy to execute and plan
- 4 hours of unlimited rides including dodgem cars and an ice rink
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- Award winning food options
- Packages starts from only \$84 per person (minimum numbers apply)
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STAMFORD PLAZA MELBOURNE

Melbourne, VIC

Celebrate in style this festive season at Stamford Plaza Melbourne hotel, in one of our eight private function spaces. Whether you are celebrating with family, friends, colleagues or playing host to a larger group, we look forward to making this festive season one to remember!

EARLY BIRD OFFER

For a limited time, we are giving you a very tempting reason to **BOOK EARLY** for your festive get-togethers.

Book your end-of-year celebration with Stamford Plaza Melbourne hotel **before 31 October 2019** and receive a **complimentary 30-minute beverage package*** for your event!

Let us take care of the planning, allowing you to focus on what is truly important – time with your family & friends.



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