



Today's issue of BEN

Business Events News today has two pages of news plus full pages from:

- Novotel Wollongong
- Pullman Magenta Shores Resort

Flight shame impact

WITH an increasing number of travellers shunning flights in favour of more eco-friendly travel options, meeting planners are being urged to consider the potential impact of the flight-shaming trend on the events industry.

"With climate change and sustainability being in the spotlight...event organisers and meeting planners are becoming much more conscious of their environmental footprint and the need to demonstrate their sustainability credentials," said CEO of the International Association of Conference Centres (IACC) Mark Cooper.

Philausophy events

BUSINESS Events

Australia has revealed it will leverage Tourism Australia's new Philausophy campaign for the incentive market.

The \$38 million global campaign promotes the Australian character and way of life.

"With appropriate refinement for our business events audience, we think there's an opportunity for the campaign creative to support our incentive sector marketing," said Executive General Manager for Events at Tourism Australia, Penny Lion.

MELB PARK ON SHOW AT IBTM

CENTREPIECE at Melbourne Park - the city's new events centre - will be on show at IBTM World Barcelona from 19-21 Nov.

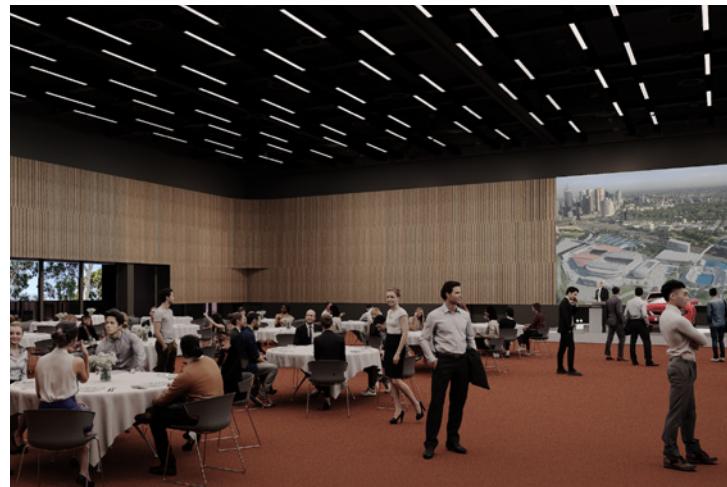
Scheduled for completion in late 2021, CENTREPIECE (**pictured**) will be architecturally designed to embody Australia's native landscape.

Part of a multi-year \$972 million redevelopment, CENTREPIECE will be set only minutes from downtown Melbourne, with the design to stream natural light across the venue through its floor-to-ceiling windows.

Offering both indoor and outdoor function spaces, CENTREPIECE at Melbourne Park will be able to cater for anywhere between 10 and 3,000 guests, with the main ballroom able to seat up to 1,400 and be configured for a variety of sizes of events.

"Our newest venue is set to enhance our city's marvellous moments, and we can't wait to guide delegates at IBTM World on how it can transform their upcoming events through a truly Aussie experience," said Melbourne & Olympic Parks General Manager Premier Events & Experiences Lara Burnes.

"CENTREPIECE at Melbourne Park will join our impressive



line-up of world-class venues including Rod Laver Arena, AAMI Park, Margaret Court Arena and Melbourne Arena.

"We are already seeing our vision come to life, with construction starting this month on the steel skeleton of the building."

The new development will incorporate a "paddock to plate" philosophy, which will see the kitchen and culinary team produce bespoke dishes using locally sourced and seasonal produce, complete with Victorian wines, locally brewed beers, small batch spirits and premium Melbourne-based coffee roasters.

Bookings for CENTREPIECE at Melbourne Park are now open for Feb 2022 and beyond.

MEANWHILE, IBTM World reported a surge in the number of first-time exhibitors, with over double 2018's number.

Of the 2,601 total exhibitors attending the event this year, over 35 have never attended before, with countries represented for the first time this year including Azerbaijan, Croatia, Greece and South Korea; China's Macau region and the Spanish island of Mallorca will also make their debut appearance.

New exhibitors this year include The Hoxton, Israel Ministry of Tourism, The Gleneagles Hotel, Renfe, Goyang Convention and Visitors Bureau, Maison Albar Hotels and Silver Tours, and Istanbul Convention and Visitors Bureau.

EEAA CEO going

EXHIBITION and Event Association of Australasia Chief Executive Officer Joyce DiMascio will step down on 27 Dec.

She will take up another as-yet unspecified position in the events and hospitality sector, with recruiting for a new CEO to start immediately.

BUSINESS EVENTS WITH BENEFITS

📍 GOLD COAST

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Thailand 2020

THAILAND will transform into a “global exhibition mecca” under the country’s Convention & Exhibition Bureau’s 2020 strategy.

Targeting 21 billion baht (AU\$1 billion) in 2020, the “Exhibition Redefined: 360 Exhibition Success” strategy will see UFI, the Global Association of the Exhibition Industry, host its 86th Global Congress in Bangkok in 2020.

According to the Bureau, the FY2019 saw the number of MICE travellers entering the country reach 264,005, a 13.2% increase, boosting the economy by 5.9%.

GCCEC is best

THE Gold Coast Convention & Exhibition Centre (GCCEC) was crowned Best Business Event Venue at the 2019 Queensland Tourism Awards on Fri night.

The centre, which is celebrating 15 years of success, contributed more than \$325 million to the economy in FY2019.

“Any future expansion would enable the centre to compete with larger venues to host some of the world’s biggest technology conventions, performances and events,” said General Manager GCCEC, Adrienne Readings.



OVER 1,000 Zumba-fanatics from across Australia, New Zealand and even further abroad gathered on the Gold Coast on Sat to celebrate 10 years of Zumba in Australia.

Colombian dancer, choreographer and Zumba co-founder Beto Pérez led the sold-out masterclass, transforming the shores of Surfers Paradise into one giant dance party.

Zumba is now the world’s largest branded fitness program, with more than 15 million participants across more than 180 countries.

Pullman \$1m refurb

THE Pullman Adelaide Hotel will undergo a \$1 million refurb of its top floor function and events space, with works scheduled to start in Dec.

The entire floor will receive new wall coverings, custom flooring, specialist lighting and state-of-the-art audio-visual equipment, while a new glazed facade will allow panoramic views across Hindmarsh Square and beyond.

Additionally, the pre-function space will feature an updated bar facility.

The new conference facilities are expected to open in early 2020.



Read how Arabia is hotting up for conferences and events in the October issue of *travelBulletin*.

CLICK to read
travelBulletin

NSW HOSTS WALKLEYS AWARDS FOR EXCELLENCE IN JOURNALISM



NEW South Wales will host the next two iterations of the Walkley Awards, the first to take place at the Int’l Convention Centre Sydney on 28 Nov.

“Sydney remains Australia’s major events capital so it is fitting for us to welcome the

Walkley Awards back as we host this significant event for the media industry,” said NSW Minister Stuart Ayres.

“The NSW Government is proud to support groundbreaking, world-class journalism.”

Advertising Coordinator

Macquarie Park, Sydney

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