

Today's issue of BEN

Business Events News today has two pages of news plus a full page from **RACV**.

Tourism Noosa CEO

MELANIE Anderson has been named the new CEO of Tourism Noosa, following an extensive recruitment process.

She replaces Steve McPharlin who has been acting as interim CEO for the last 12 months.

Anderson has held a number of executive roles in the past including GM of Tourism Industry Development within the State Department of Innovation, Tourism Industry Development and Commonwealth Games.

ACCC RULES ON BESYD'S TERMS

THE Australian Competition and Consumer Commission (ACCC) has granted authorisation in a draft determination for 20 years to allow Business Events Sydney member hotels to provide a common set of minimum terms to event organisers in a bid to lure more int'l events to Sydney.

The deal covers largescale events with more than 2,000 international delegates expecting to result in bookings of ten or more of the members' hotels for accommodation.

Common hotel terms are a major drawcard when it comes to selecting a host city.

Swift Senior Relationship Manager David Bridgeman, who manages the 7,500 pax global financial services congress Sibos, wrote in his submission that "a city that is able to provide the benefits



will have a clear competitive advantage over cities where this is not available – it makes the process of selecting a city and delivering a major event a more seamless experience".

"Sibos required in excess of 25 hotels in Sydney," Bridgeman explained.

"As the event organiser, Sibos must sign an individual agreement with each hotel which stipulates the amount of rooms to be offered to delegates, commercial terms and any benefits or penalties involved in booking or releasing accommodation rooms," he said.

"I commend BE Sydney on initiating this application as it will help to drive continued success for Sydney."

The consumer watchdog wrote in its draft determination "the agreement does not restrict or remove the ability for member hotels to compete against other hotels on price, service standards and facilities in the supply of hotel services for international business events".

Submissions in relation to the draft determination are currently being sought and final determination will be revealed by the ACCC later this month.

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business events news

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Find out why Tasmania is a popular choice for business events in the September issue of *travelBulletin*.

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CINZ 2020 REGOS LIVE

BUYERS interested in attending Conventions and Incentives New Zealand's (CINZ) business showcase, MEETINGS, in 2020 can now register their interest via the online portal.

To be held in Apr next year, CINZ brings together more than 190 exhibitors from 20 regions of New Zealand.

This year, an encouraging 98% of buyers said the show met or exceeded their expectations, CINZ CEO Sue Sullivan revealed.

"After 24 years we have a reputation for delivering to meet the changing needs of the industry with a dynamic exhibitor showcase, topped

with a series of unmissable networking events.

"Our hosted buyers all tell us they love the seamless process, and having everything organised in advance for them... all they need to do is apply and we do the rest," Sullivan added.

MEETINGS will be held 21 to 23 Apr in Auckland, NZ.

A number of regional destinations will also host pre-familiarisation programs, designed to specifically meet the needs of hosted buyers.

Hosted buyer applications close 21 Feb, and the 2020 Hosted Buyer Brochure can be accessed [HERE](#).



THE Western Australian town of Ravensthorpe has been put on the map for a pretty sweet reason - it is now home to the world's largest lollipop.

Standing at a tasty 7.4 metres high and 4 metres wide at the Yummylicious Candyshack, the unveiling of the lollipop was celebrated with a free community festival that saw hundreds of people enjoy cupcakes, balloons, sumo wrestling, jumping castles and a free lollipop for every child (don't worry, not the big one).

Ravensthorpe hosts the world's largest wildflower festival every Sep.

Iconic's acquisition

ICONIC Live has acquired Conference Events Group for an undisclosed amount.

The new purchase will enable the technical production company to establish a new corporate hospitality division at Iconic Live, which will deliver packages for premium sporting experiences including the Super Bowl, NBA Finals and English Premier League soccer.

"Conference Events Group offers Iconic Live an exciting opportunity to strengthen and expand our offering and deliver services at scale, while continuing the personal service we are known and respected for," said Iconic Live Managing Director Jordan Walsh.

Geelong on show to Mel Buyers



BUSINESS Events Geelong hosted a group of five Melbourne-based buyers (**pictured**) over the weekend on a familiarisation of the region.

The itinerary kicked off at Docklands, where the group boarded a transfer operated by Port Phillip Ferries, arriving into Portarlington Pier.

The first stop was golf at The Range at Curlewis, followed by lunch at Jack Rabbit Vineyard, gin tasting at The Whiskery, and wine tasting at Scotchmans Hill before they were whisked back to Geelong's waterfront via helicopter.

Later, the group checked into the freshly refurbished Novotel Geelong before heading out to 18th Amendment, a prohibition-style bar situated in Geelong's newly established entertainment precinct on Little Malop Street.



Convention Bureau Manager Mark Day said: "Geelong and The Bellarine is brimming with amazing product, and we were so excited to be able to have this group of buyers experience it first-hand."

"With Geelong just over an hour's drive from Melbourne's CBD, we wanted to not only show off the amazing venues and product we have available here, but also just how easy it is to get here."

The final finale was hosted by Highermark at GMHBA Stadium, the home of the local AFL team the Geelong Cats, where the group were treated to a progressive dinner held across several of its event and conferencing spaces.

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