



## ICC green tick

**SYDNEY'S** International Convention Centre has achieved EarthCheck's Silver Certification, recognising the facility's ongoing commitment to driving positive environmental outcomes via sustainability initiatives across energy, water, emissions and waste.

## INDUSTRY WELCOMES JOBKEEPER 2.0

**AUSTRALIA'S** business events leaders have hailed last week's Government announcement about the six month extension of the JobKeeper program, but are also calling for additional targeted support for the sector.

Andrew Hiebl, CEO of the Association of Australian Convention Bureaux (AACB) (pictured), said without JobKeeper 2.0 "the tourism and events supply chain would have faced financial ruin".

"For an industry that generated over \$35 billion in economic activity in 2018-19 and employs over 229,000 people, JobKeeper is a lifeline to 96% of industry businesses," he said, noting that the payments were supporting almost half of the business events workforce.

AACB has dedicated some of its resources to work alongside the Business Events Council of Australia (BECA) under its COVID-19 Business Events Recovery and Rebound Framework (**BEN** 21 Apr), noting acknowledgement last week by



Prime Minister Scott Morrison that some businesses were still experiencing a 90%-plus drop in turnover.

"Ahead of restrictions on the industry being lifted, Australia's convention bureaux are dedicated to supporting their members and stakeholders by working in close collaboration with event organisers, hotels, venues and service providers and continuing to plan for business events, which will drive jobs across the tourism and events supply chain and help aid the recovery of key industries beyond the visitor

economy," Hiebl said.

BECA warned that despite the extension of JobKeeper, more support was needed to save the industry and the "thousands of jobs that hang in the balance".

BECA Chair Vanessa Findlay cited a new survey of the sector highlighting the stark reality of COVID-19 which has seen major job losses already.

Key concerns highlighted including 67% of business confirming they have no events booked for 2020, while almost half reported they had nothing lined up for 2021 either at this stage due to ongoing uncertainty about borders.

Findlay said it was vital for the sector to engage closely with governments in a coordinated effort to ensure any support "targets those areas most critical to the industry's recovery and its successful rebound".

She noted that the industry hoped to emerge from the crisis in a position to grow Australia's share of global events in what will be a "highly competitive and disrupted market".

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## New China strategy for BEA

**BUSINESS** Events Australia has announced the development of a WeChat Mini Program to provide a platform for planners in China to save, download and share information about Australia's business events offering.

The existing platform at [businessevents.australia.cn](http://businessevents.australia.cn)

will retain a role in facilitating initial research and planning, but will aim to drive traffic to the WeChat account.

The new online Mini Program will see Tourism Australia as one of only two national tourism organisations worldwide with a dedicated offering on the platform.


## Melbourne wins

**MELBOURNE** has been chosen as the host city for the International Trade Union Congress 2022, the International Conference on Social Work in Health 2022 and the International Geographical Congress 2028, with a combined \$24.8m economic contribution.

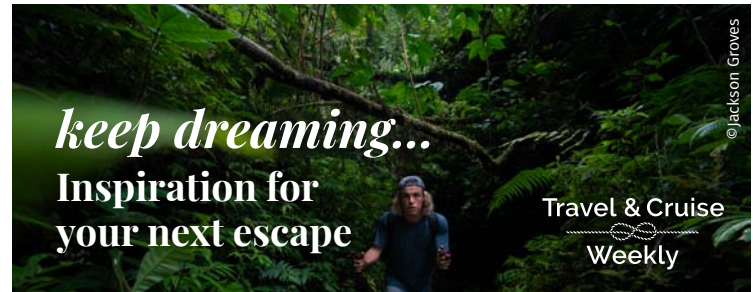
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 business events news





## EEAA YOUNG STAR SUPPORT

**THE** Exhibition and Event Association of Australasia (EEAA) will tomorrow launch a new Young Stars Pathway Program to assist young talent in developing skills that facilitate career progression.

Details of the initiative will be unveiled during a special virtual meeting which also aims to help target the key concerns affecting young people in the business events sector due to the coronavirus pandemic.

The move is part of the EEAA Young Stars Program, with the organisation's CEO Claudia Sagripanti (pictured) saying "we have been working closely with our Young Stars community since the onset of COVID-19 to ensure this sector of the business events workforce is supported and that their knowledge and skills are retained into the future".

She said EEAA's Young Stars Committee Co-Chairs, Kay Badakhsh from The Venues Collection and Rosyln DuPloy from the Melbourne Convention and Exhibition Centre would host the event.

The new Pathways Program will also include a group coaching program with participants including senior managers from a number of the EEAA's most valued members.

Tomorrow's virtual meet-up will feature a panel of experts who will each present on topics addressing social and emotional wellbeing as well as opportunities around upskilling and cross-skilling.

Real life case studies on how the industry is adapting to the



"new normal" will also form part of the event, Sagripanti said.

The panel includes Linda Sheahan, Workplace Engagement Director from Beyond Blue, alongside Natalie Britt from the International Convention Centre Sydney, Alan Ivory of Aventri and TAFE NSW's Paula Meyer.

The virtual event is available free of charge and will take place tomorrow from 10.30am to 12 noon AEST, with registrations available online now by **CLICKING HERE**.

### Famil opportunity

**DESTINATION** Southern Highlands in NSW is inviting Professional Conference Organisers and corporate clients to visit the region.

A fully hosted three day familiarisation is on offer in Oct, with expressions of interest able to be lodged online 21 Aug.

For more info **CLICK HERE**.

### Qld crackdown

**THE** Queensland Government has amended its restrictions on the tourism and events sector, including a new requirement for indoor or outdoor events with more than 500 patrons to advise the state's Public Health Unit at least 10 days before they take place.

Any food or drinks sold at any events must also be consumed sitting down, with the new measure applicable to all venues as well as indoor and outdoor events.

The changes are effective immediately.

### UK resumption

**THE** British exhibition sector is preparing its return under plans announced by the UK Government to permit large scale events effective from 01 Oct.

One of the first major events expected to take place is World Travel Market (WTM) which is scheduled for 02-04 Nov at the ExCel London centre, with organisers saying they expect to welcome international business delegates from across the globe.

As well as a live event WTM will also be presented online a week later, with the overall theme centred on recovery, rebuilding and innovation.



**COVID-19** is changing everything for venues - even those in the adult entertainment industry.

The Texas city of Houston is now home to the state's first drive-through strip club.

Naturally it's in full compliance with local regulations, with the dancers (pictured) wearing face masks - but not much else.

The idea is the brainchild of Gino DiLollo, the GM of the Vivid Gentleman's Club, who said it was an alternative to having to shut down during the pandemic.

Patrons drive through a large pop-up tent, and can order typical bar food while they enjoy the entertainment.

Every vehicle has a two-song limit "so you're able to get some live entertainment" while your food is being prepared.

"We racked the numbers and thought 'should we do it?' and realised that if we do it, we're doing it for the entertainers, the staff and employees," DiLollo said, adding that the operation was not able to make a profit until restrictions are lifted.

