



Today's issue of BEN

Business Events News today has two pages of news.

Melbourne wins

MELBOURNE has been selected as the host city for two upcoming high profile scientific conferences.

A total of 1,750 delegates will visit the Melbourne Convention and Exhibition Centre for the International Symposium on Lepton and Photo Interactions in 2023, and the 2024 International Mass Spectrometry Conference.

The conferences were secured by the Melbourne Convention Bureau with support from the Vic Government and Tourism Australia.

ICC SERVES THE CITY

SYDNEY's International Convention Centre delivered more than \$500 million in economic activity to Sydney and NSW in the 2019/20 financial year, despite the devastation wreaked by COVID-19 during the final quarter.

The ICC Sydney Annual Performance Review showed the facility generated \$510 million in delegate expenditure for the state and created 2,806 jobs.

The overall result was \$386m lower than in 2018/19 due to four months of lost operations.

Almost three quarters of the FY20 figure came from about 71,000 international visitors who contributed to 981,445 overnight stays in the NSW capital - in turn driving continued investment in hotel refurbishment and development.

ICC Sydney CEO Geoff Donaghy said in just over three years

of operation the Centre had generated more than \$2 billion in delegate expenditure and hosted about 3.5 million visitors.

"On top of this our world leading Legacy Program delivers enormous benefits and opportunities to Sydney's creative industries, First Nations businesses, start up and student communities.

"We also continue to build Sydney's reputation as a smart, world-class city," he said, with ICC operating with hybrid, virtual and in-person events in line with current regulations.

NSW Minister for Planning and Public Spaces, Rob Stokes, said "as we look towards recovery from a devastating year, I am confident that ICC Sydney will play a pivotal role in the future success of NSW and Sydney's continued success as a vibrant and culturally rich destination".

Harry's studio

SYDNEY Showground is now offering a full broadcast-quality studio space, after the completion of a new facility by Harry the hirer.

The fully equipped specialist studio features 2mm Black LED technology and a GigaBit pipeline which allows events to be broadcast publicly online.

Pre-record, live and on demand options are available along with pre- and post-production services.

Sydney Showground Head of Sales Andrew Roberts hailed the venue's partnership with Harry the hirer productions, saying "I look forward to seeing the studio support and take Sydney Showground events to the next level".

Submit your cocktail recipes!

We want your recipes from around the world for our weekly feature.

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business events news

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27th October 2020

Crystalbrook role

CRYSTALBROOK Collection has appointed Carl Taranto as GM of Kingsley, Newcastle's first five star hotel set to open in Q2 2021.

AIME partners with Delegate Connect

THE Asia-Pacific Incentives and Meetings Event (AIME) has announced a new partnership with Delegate Connect to power the hybrid event's 2021 AIME Online virtual platform.

The deal will include an "innovative meetings algorithm" to match connections between buyers and exhibitors from across the globe, based on criteria such as business objectives, industry requirements, budgets and region to evaluate a percentage rating for each matched meeting.

AIME Event Director Silke Calder said she believed the advanced tech would deliver a seamless user experience, adding "we understand the importance of delivering AIME as the industry's first successful hybrid event".

Australian and NZ event professionals interested in joining AIME's Hosted Buyer Program for 2021 are invited to register for a virtual gathering on Thu 05 Nov to experience the platform first hand - aimegathering.delegateconnect.co.

Darwin refurb

THE newly refurbished Waterfront Rooms at the Darwin Convention Centre are open for business, with the upgrade including state-of-the-art audio visual equipment & operable walls.

There's also LED Flexi lighting to help set the mood for any event - more info on 08 8923 9000.



IT MAY not be particularly scientific, but authorities in Scotland are being urged to announce the complete removal of all restrictions on events and gatherings.

The suggestion comes despite mounting cases of COVID-19 amid the onset of cooler weather - but it's just for one day, in the form of a Christmas "ceasefire" recommended by senior clergyman John Keenan.

The Bishop of Paisley said strict restrictions on holiday gatherings run the "risk of destroying all hope" and urged officials to implement a 24 hour break, similar to the Christmas ceasefire on the Western Front during the First World War when British and German troops laid down their guns and celebrated the festive season in no man's land.

"No one wants a digital Christmas," he said.

In response, the country's national clinical director, Professor Jason Leitch, told the *BBC* that unfortunately there was "absolutely no question" of a normal Christmas being allowed.



Travel & Cruise Weekly

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.

Thank goodness for Australia Post!

HAVING received countless invitations to participate in webinars throughout the pandemic, I'm suffering from webinar fatigue. Not only because many originate from the USA, a country which doesn't understand that people might live in a different time zone; or from Europe which believes that APAC stops at Singapore, but because incentives have clearly been excoriated from the business events lexicon and most webinars simply don't include any reference to motivation in any form.

Several of my industry colleagues have taken to LinkedIn or even Facebook to extol the virtue of B2B incentives and to suggest that planning for incentive travel rewards should have started weeks if not months ago. Programs which result in such rewards can often run for a year or more and it is to be hoped that the coronavirus will be well under control by the time achievers travel. Bravo to them and long may they continue.

However, nothing is more likely to attract the public's attention to 'incentives' than media headlines that are clearly more emotional than accurate. Such is the case, currently, with Australia Post. The revelation that executives were paid bonuses apparently came as a shock to our elected

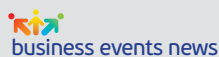
representatives and the furore which has resulted has gone viral.

Cash bonuses are an incentive. Because of the high tax rate they're not considered the most efficient except for the lowest paid; travel or merchandise is taxed at a lower level and are often more memorable. The financial sector has long paid bonuses that many would consider obscene but the fact is that they are paid as part of the recipients' salaries and have to be earned; they're not gifts.

Up to now, the Australia Post Chief Executive and Chair appeared to be doing a good job of inspiring daily initiative and performance well beyond the call of duty and the remunerative scope of limited overtime budgets. I'm not party to the goings-on at Australia Post so can't say whether the Cartier watches were part of the executives' bonuses or a gift. If the former this suggests that they, too, achieved results which qualified them. If the latter, then Christine Holgate has some explaining to do.

The media beat-up and Scott Morrison's shooting-from-the-hip reaction doesn't help. Incentives will form a large part of getting Australia back to productive work and help generate the results we badly need.

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



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EDITORIAL

Editor in Chief and Publisher – Bruce Piper
Contributors – Jasmine Hanna, Adam Bishop, Nicholas O'Donoghue, Myles Stedman

info@businessesnews.com.au

ADVERTISING AND MARKETING

Sean Harrigan, Hoda Alzubaidi
advertising@businessesnews.com.au

BUSINESS MANAGER

Jenny Piper
accounts@businessesnews.com.au

Suite 1, Level 2, 64 Talavera Rd
Macquarie Park NSW 2113 Australia
PO Box 1010 Epping NSW 1710 Australia
Tel: 1300 799 220 (+61 2 8213 6350)



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