



## Today's issue of BEN

*Business Events News* today has two pages of news.

## Cultural Sullivan

**CULTURAL** Attractions Australia has named Annabel Sullivan as its new Executive Officer.

The organisation is part of Tourism Australia's "Signature Experiences of Australia" program which also includes Great Walks of Australia, Great Golf Courses of Australia, Luxury Lodges of Australia and Ultimate Winery Experiences Australia.

Sullivan has three decades of industry experience including roles with Tourism and Events Qld, Voyages Hotels and Resorts and more than eight years as Director of Brisbane Marketing Convention Bureau.

## Gold Coast win

**DESTINATION** Gold Coast has won the bid to host the World Federation of Chiropractic Biennial Congress, which will see more than 1,000 delegates in attendance in Mar 2023.

Patricia O'Callaghan, Destination Gold Coast CEO said the event was expected to inject \$2.4 million into the local economy.

"We're delighted at the outcome of a collaborative bid with industry partners to attract this highly regarded international congress," she said, with the win regarded as a milestone after months of hardship due to COVID-19 shutdowns and restrictions.

"Our city is moving forward after an unprecedented year of challenges," she said.

# EVENT HERE THIS YEAR ROLLOUT

**TWELVE** months after its conception at the height of last year's bushfire crisis, a new campaign led by Tourism Australia will seek to drive demand for domestic business events (**BEN** breaking news).

The *Event Here This Year* promotion was put on pause as the COVID-19 pandemic arose, with the new iteration aiming to promote the value of face-to-face events and showcasing the "breadth and quality of Australia's business events offering," according to Tourism Australia MD Phillipa Harrison.

"There's no doubt that Australia's business events industry has been hit hard by the COVID-19 crisis," she said.

"This critical part of our visitor economy directly contributed \$35.7 billion last financial year and provided employment to 229,000 people across the country, so it is important that we continue to provide support to this valuable sector.

"With international borders likely to remain closed for the



foreseeable future, the recovery of Australia's business events industry will undoubtedly be driven by Australian businesses and associations choosing to hold events here," Harrison said.

Overseen by the Business Events Australia team, the promotion is also supported by the Business Events Boost domestic partnership program, which provides funding

for industry-led marketing and distribution projects to encourage local activity.

The new campaign will roll out over the next six months across traditional media, outdoor, digital and social media channels, alongside ongoing content and PR activity.

A full toolkit of collateral is also available for the industry to adopt in its own marketing activities, including a social media guide, suggestions to use the #EventHereThisYear hashtag, logos in a variety of formats and more - see [australia.com/businessevents](http://australia.com/businessevents).

The campaign was launched on the Gold Coast last week by recently appointed Minister for Trade Tourism and Investment, Dan Tehan, who also touted the \$50 million Business Events Grants Program which subsidises up to 50% of the cost of participating in more than 100 eligible shows this year.

More of the campaign creative can be viewed online at [facebook.com/busevenews](http://facebook.com/busevenews).

## Silky Oaks refurb

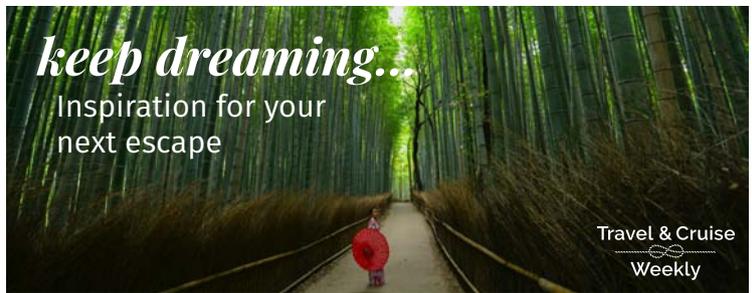
**QUEENSLAND'S** luxury Silky Oaks Lodge is set to reopen on 01 Oct this year, after a \$15 million makeover by its parent company Baillie Lodges.

The refurbishment will align the Daintree Rainforest experience with other Baillie Lodges properties in Australia and abroad - which now includes the recently added Huka Lodge in NZ.

Upgrade work will be overseen by the core team including Lodge Manager Sonya Boaden and Executive Chef Mark Godbeer who have remained on site since the property closed last year. See [baillielodges.com.au](http://baillielodges.com.au).

Travel Daily  
**Cocktail**  
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**NEXT** time you organise entertainment for an event, make sure you comply with all the relevant legislation.

That's the harsh lesson being learned by a folk singer, who has received a €3,000 fine for violating German labour laws because his four-year-old son joined him on stage one evening.

39-year-old Angelo Kelly was penalised over a 2019 appearance at an open air summer concert with his youngest son William.

In a moment of utter schmaltz, the pair sang *What a Wonderful World*, with the court finding that during the performance the boy "stood for at least 30 minutes on the stage" to perform.

"This is considered work by the Youth Labor Protection Act" the court ruled.

Kelly said he would appeal the verdict, with his lawyer saying "a brief appearance on the stage in the presence of one's mother and siblings at a concert given by one's own father" should clearly not be classified as child labour.

## Potter's Quest

**FORMER** Event Travel Management senior event manager Jason Potter has been appointed as Group Events Manager at Quest Apartment Hotels.

Potter's new role sees him sitting within Quest's marketing and digital team, delivering the organisation's internal events calendar.

## CWT certified

**CWT** Meetings and Events in Italy is claiming a world first after having been formally certified in "contagion risk management" by quality systems overseer TUV Rheinland.

The achievement has come as CWT takes on the role of technical partner for this year's FIS Alpine Ski Championships which is currently underway in Cortina d'Ampezzo, Italy.

CWT M&E has managed and coordinated on-site accommodation for 600 attendees from 70 countries, implementing full COVID-safe protocols.

## GEELONG GIVES GRANTS



**BUSINESS** Events Geelong has launched a new \$30,000 funding program to support events of up to 50 pax.

The organisation wants to spread the message that Geelong and The Bellarine is open for events and incentives, reinforced by a campaign tagline *You Belong in Geelong*.

Financial support is provided to the value of \$50 per delegate, with event managers, PCOOs, EAs and PAs invited to request funds to cover actual event costs including, but not limited to, accommodation, venue hire, transport and other event costs.

The funds will be accessible for events booked in Geelong, The Bellarine and Werribee by 30 Apr 2021, and events must take place before 30 Dec.

A minimum of 10 delegates applies and the offer is only available for new bookings.

"Following border closures

and mass-scale lockdowns, face-to-face meetings are now more valuable than ever," said Business Events Geelong Convention Bureau Manager, Mark Day.

"The *You Belong in Geelong* campaign hopes to re-engage event planners with the plethora of world-class experiences that we have available...from award-winning wineries to top-quality conference and event venues, a lively restaurant scene to vibrant cultural precincts - our region is ready and excited to welcome everyone back".

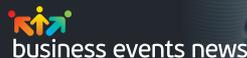
Event organisers with more than 50 delegates interested in accessing funding can contact Business Events Geelong for a confidential application.

For events up to 50 pax, planners must complete the appropriate application form at [businessesgeelong.com.au](http://businessesgeelong.com.au).

## Meeting space?

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**SPECIAL PACKAGES AVAILABLE**



[www.businessesnews.com.au](http://www.businessesnews.com.au)

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