



Today's issue of BEN

Business Events News today has three pages of news.

CCB appoints

CANBERRA Convention Bureau (CCB) has appointed two new executive roles - Head of Marketing Kimberley Roberts-Salee and Head of Sales Kimberley Wood.

Roberts-Salee's appointment will see her guide her team to position Canberra as a world-class conferencing and events destination, while Wood's will have responsibility for CCB sales efforts both domestically and internationally, building upon the organisation's pre-pandemic success.

BUSINESS EVENTS BOOST PROGRAM OPEN

APPLICATIONS are now open for the 2021/22 Business Events Boost Program from Business Events Australia.

The domestic partnership initiative supports industry-led business events marketing and distribution projects, with the 2021/22 program extended with an additional \$1 million.

Aiming to support the Australian business events industry in the wake of the COVID-19 pandemic, the Business Events Boost Program will provide the opportunity to leverage funding, as well as Tourism Australia's expertise, to deliver projects which help drive demand for domestic face-to-face business events.

Proposed projects should be innovative and creative, Business Events Australia said, and should demonstrate the potential to influence domestic



decision-makers to hold face-to-face events in Australia.

Projects can target corporate meetings, corporate incentives, conferences, exhibitions or association meetings, and activity can include content creation, PR, media buy initiatives, direct marketing and digital campaigns.

For full details of the Program and to download the Prospectus, **CLICK HERE**.

Applications close on 30 Jun at 5pm AEST.

You can also register for the Business Events Boost Program Information Webinar taking place next Tue at 2.30pm AEST - **CLICK HERE**.

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Auckland win

AUCKLAND has won the bid to host next year's 36th Annual Scientific Meeting for the Epilepsy Society of Australia.

The event, which will be held in Nov 2022, will bring together 250 specialists involved in the diagnosis, treatment and research of epilepsy from Australia and New Zealand.

The bid was secured by Auckland Convention Bureau in partnership with the Epilepsy Society of Australia, and with support from Tourism New Zealand.

It is expected to generate over NZ\$415,000 in economic impact for Auckland, including a total of 1,000 visitor nights over the course of the conference.

Auckland Unlimited Head of Major & Business Events Richard Clarke said attracting international conferences is important for Auckland's business events sector.

"Delegates will get to share their research while enjoying the best that Auckland has to offer, from outstanding conference facilities and spectacular landscapes to a sophisticated dining scene," Clarke said.

MEETINGS 2021 IN PERSON!



THE Australasian business events sector will finally be able to gather face-to-face next month at Business Events Industry Aotearoa's (BEIA) two-day showcase MEETINGS 2021.

More than 60 Australian business event organisers are set to arrive in Auckland on 01 Jun, with BEIA Chief Executive Lisa Hopkins saying the border opening last month provided much-needed international confidence for planners and organisers, with future business opportunities now arriving.

"This is a reflection of the way New Zealand has managed COVID, and BEIA is excited to help facilitate this vital connection with Australian buyers looking to bring business to our shores," she said.

"There is strong confidence in New Zealand's procedures and protocols and this has filtered through to how we deliver

business events.

"Our objective is to ensure the health and wellbeing of all our visitors stays top of mind while ensuring an excellent experience throughout the stay."

Hopkins added MEETINGS 2021, occurring two years after the last event (**pictured**), is a significant milestone for the business events industry.

Over 110 domestic event planners from across NZ will join MEETINGS' pre-scheduled appointment program with 145 exhibitors from 18 regions to converge upon ASB Showgrounds.

This year is also the 25th anniversary of MEETINGS, which has become a key driver of business bookings for the conference, incentives and meetings sector.

Key partners include Air New Zealand, Peek Design & Display and EventsAIR.

NSW Kickstart

BUSINESS Events Sydney is urging organisers to apply for funding support from the NSW Government's Kickstart 2021 Sydney Business Events Fund, with applications closing in less than a month's time.

Up to \$90,000 in matched funding is available for a new business event taking place in Greater Sydney, Newcastle or Wollongong between now and 31 Dec.

The program includes, but is not limited to, conferences and trade exhibitions ranging from 50 to 900 people - for more info see meetinsydney.com.au.

Events at Event

EVENT Cinemas has lifted the curtain on a new event and conference offer, with unique venue hire options starting at \$80 per person.

The company has more than 50 conveniently located - and virtually connectable - venues across the country, all equipped with best-in-class AV technology along with innovative food and beverage concepts - more at eventcinemas.com.au.

MCEC has done a pawsome job

MELBOURNE Convention Exhibition Centre (MCEC) has been given the Freedom Award by Guide Dogs Victoria, for allowing access to the venue while Melbourne was in lockdown.

MCEC also enabled Guide Dogs and their owners to continue vital training.

The award, which recognises an external organisation that has made an outstanding contribution to Guide Dogs Victoria, was presented to MCEC yesterday, on International Guide Dog Day.

The pups had their training disrupted when stage 4 lockdown was implemented.

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What's ICC cooking?

ICC Sydney has announced the promotion of Dylan Sanding to Executive Chef.

Currently in the role of Executive Sous Chef, Dylan will be joined in the kitchen by Rakesh Pillai.



IT'S a fairly rare occurrence, but believe it or not sometimes major events just seem to organise themselves.

That was definitely the case in Nebraska last week when a man named Josh contacted other Joshes online and challenged them to a fight to decide who would be the One True Josh.

The idea quickly gained traction, and as it trended the instigator moved the battle IRL (into real life) by posting a date, time and some local coordinates.

Social media posts confirm the 25 Apr gathering saw hundreds of Joshes get together - many in fancy dress, and armed with a vicious array of pool noodles.

All of the action was documented online under the #JoshFight hashtag - view some of the mayhem by [CLICKING HERE](#).



GEELONG VIRTUAL VISITS

BUSINESS Events Geelong has partnered with Australian television presenter and model Nicky Buckley (pictured) to present virtual site visits.

A dozen online walkthroughs will showcase some of the best venues on offer in the Geelong region, with the collateral produced with support from Business Events Australia's boost program (see [page 1](#)).

Presented in a *Getaway*- or a *Postcards*-style travel documentary format, the videos are aimed at event organisers who are interested in taking their event to the region, but for one reason or another, cannot yet attend an in-person famil.

Venues featured across the video site visits include, Geelong Art Centre, Higher Mark at GMHBA Stadium, Lancemore Mansion Hotel Werribee Park, Lon Retreat & Spa, Mt Duneed Estate, Novotel Geelong, Provenance Wines, The Pier Geelong, Rydges Geelong, Waurin Ponds Estate, and Werribee Open Range Zoo.

Tourism Greater Geelong & the Bellarine Business Manager Brendan Sanders said Buckley, a long-term resident of the Bellarine Peninsula, was the "perfect host" to present the virtual walkthroughs.

"We wanted to work with a household name, a local who was passionate about the region and keen to show-off some of the incredible venues we have on offer here...Nicky ticked all the boxes," he said.

To celebrate the launch, Business Events Geelong is inviting event organisers and



meeting planners to view all 12 videos and answer a range of questions by midnight on 14 May to go into a draw to win some fantastic regional prizes. Watch the site visits [HERE](#).

Exporters win

RED tape has been slashed on grants to support Australian exporters, including business events.

The simpler rules for the Export Market Development Grants program will ensure Australian small and medium enterprises are supported to start exporting and grow new markets, leading to jobs and opportunities.

The simplified process will mean more straightforward applications requiring less documentation, allow applicants to apply only once for two-to-three years rather than once per year, specify funding in the grant agreement, and produce a new, simpler online application portal.

Minister for Trade, Tourism & Investment Dan Tehan said the reforms would give upfront funding certainty to exporters before they committed to international marketing activities.

Events space?

Let's talk about how our space can help fill your space.



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business events news