



## \$43M FOR VIC EVENTS

**THE** Victorian State Budget handed down last week has helped provide certainty for the Melbourne Convention Bureau and Business Events Victoria, allocating combined funding of \$42.913 million over four years.

Melbourne Convention Bureau (MCB) will receive \$41 million, with CEO Julia Swanson saying the commitment was recognition of the “essential role business events play in the Victorian visitor economy, and their contribution to innovation, job creation, trade and investment opportunities, for the benefit of the whole community”.

She said the investment would boost MCB’s presence in the national business event space, allowing for a greater focus targeting short lead-time events.

Swanson noted that MCB had continued to work to secure high yield events for the city out to 2028, while the organisation is currently managing bids worth \$547 million with the potential to contribute 254,000 room nights to Melbourne.

Meanwhile on a smaller scale, Business Events Victoria (BEV) will receive a four-year allocation of \$1.7 million to continue its work in attracting business events to regional parts of the state, with the organisation’s Executive Officer, Chris Porter, saying the announcement allows BEV to ensure its continued long-term strategic planning.

However he added that BEV would “continue to strongly advocate for additional funding to support the ongoing attraction of business events in regional Victoria, through a Business Events Support Fund”.

Porter said this would ensure the state’s regional areas are competitive with other destinations across the country which already provide significant financial support.

“We see the Business Events Support Fund as being a critical missing element to ensuring that regional Victoria remains competitive in attracting these national business events, both now and into the future.”

### Vivid program

**THE** NSW Government today released the program for Vivid Sydney 2021, taking place 06-28 Aug with over 200 events celebrating the city’s “diversity, resilience, Aboriginal culture and vibrant creative community”.

In 2019 Vivid delivered \$172m in visitor spending.

### BEIA Meetings

**BUSINESS** Events Industry Aotearoa (BEIA) will next week welcome 66 Australian hosted buyers and industry media to Auckland for MEETINGS 2021.

The event takes place 02-03 Jun, with more than 100 locally hosted buyers and 149 supplier participants.

## GOLD COAST EVENT SUCCESS



**LAST** weekend the Gold Coast welcomed thousands of visitors in one of the city’s first major business events since the COVID-19 pandemic.

The 2021 Australian Pharmacy Professional Conference (APP) took place at the Gold Coast Convention and Exhibition Centre, under strict COVID-Safe protocols.

The pandemic saw last year’s APP, scheduled for 19-22 Mar 2020, pivot to a virtual event amid border closures and lockdowns, with the show’s convenor, Kos Sclavos (**pictured** cutting the ceremonial opening ribbon) telling **BEN** he was thrilled the event was once again able to be held in person.

“We’ve been fortunate enough that we’ve had a clear run in the last two weeks,” Sclavos said.

“But even up to nine weeks ago, at the height of the Melbourne scare, it would have been a multi-million dollar loss if we’d pulled the plug then, or if half our Melbourne companies had to

pull out.

“A lot of people have come to the conference confident, and it’s been great for the industry to show we can come together.

“But the lesson for Australia is we need more certainty with borders, because we’re still running enormous risk.”

While Sclavos noted there were delegates from across the country, Western Australian numbers were subdued due to concerns that attendees could find themselves locked out of the state if border closures were implemented.

Sclavos added that APP had highlighted the importance of face-to-face events and called for the continuation of the Government’s Business Events Grants program, with participants receiving more than \$1.36 million in funding.

“That support needs to continue until we have high vaccination rates, or until we get to a point where the shutdown of a region could no longer occur,” he said.

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### WHERE'S the cheese?

Well later this year it will be in Oviedo in the Spanish Principality of Asturias, which will host the World Cheese Awards as part of the International Cheese Festival.

Lactose-intolerant people will definitely want to steer clear of the massive event which is being billed as "an opportunity for the global cheese community to come together after a year of unprecedented challenges for cheesemakers".

The four-day festival is scheduled for 03-06 Nov, with expectations that thousands will attend.

As well as an exhibition, experimental tasting sessions and tours of the World Cheese Awards judging arena, the gathering will also include the Second Scientific Forum for Dairy Innovation.

## Luxico events

**LUXURY** home hotel service Luxico has launched into corporate events, filming and photoshoots.

The group, which exclusively manages 200 upmarket Australian properties collectively worth about \$700m, now offers "Luxico on Location" allowing brands to bring any lavish vision to life, with the support of an onsite location manager.

"Whether you're launching a brand on Instagram, hosting a media event, planning a health retreat, filming a commercial or shooting an editorial, we're sure to have a location with wow factor," said Luxico Managing Director, Alexandra Ormerod.

Several brands have already partnered with Luxico on the initiative including Levi's, Pandora, Dulux, Specsavers and Sheridan - [CLICK HERE](#).

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## EXHIBITIONS RECOVERY KEY

**GLOBAL** Exhibitions Day on 02 Jun this year will showcase the importance of exhibitions and business events to rebuilding economies in the wake of the COVID-19 pandemic.

The annual world-wide campaign established by UFI, the Global Association for the Exhibition Industry, is supported by more than 40 partner associations and industry bodies, including the Exhibition and Event Association of Australasia (EEAA).

The EEAA will mark this year's event by hosting a hybrid seminar featuring several high-profile speakers followed by networking drinks.

EEAA CEO Claudia Sagripanti said the business events sector contributed more than \$35 billion to Australia's GDP prior to the pandemic, running over

430,000 events each year and employing 229,000 people.

"The sector is a major contributor to Australia, both financially and for its ability to expand marketplaces by bringing buyers and sellers together and offering a platform for launching innovation and new product," she said.

The ICC Sydney hybrid event will provide both local and international perspectives from speakers including ASM Global Chairman Harvey Lister, HSBC Chief Economist ANZ Paul Bloxham, Adelaide Convention Centre GM Simon Burgess, Exhibitions & Events Australia & NZ CEO Jane Ford, and ICC Sydney CEO Geoff Donaghy.

It will take place on Wed 02 Jun from 2.30pm AEST with tickets and registration available by [CLICKING HERE](#).

## Village Roadshow MICE special

**VILLAGE** Roadshow Theme Parks Conferences & Events is offering Day Delegate packages from \$69 per person for bookings made before 30 Sep this year.

A total of 64 venues are available for events across Sea World Resort, Sea World, Warner Bros. Movie World, Wet'n'Wild, Paradise Country

and the Australian Outback Spectacular - including 12 function spaces for up to 1,000 guests and unique in-park pre-opening experiences.

Accommodation at Sea World is also available from \$159 per room per night, including unlimited entry for two.

For more information or to book call 07 5591 0020.

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