

# BUSINESS EVENTS AUSTRALIA



[meetings.australia.com](http://meetings.australia.com)





# Come on down

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### THE SIGHTS, SOUNDS, AROMAS AND FLAVOURS OF AUSTRALIA ARE POWERFUL MOTIVATION FACTORS FOR THE CLIENTS AND GUESTS OF CORPORATIONS THROUGHOUT THE UNITED STATES AND CANADA.

Discover what Australia can do for your valued clients and their guests. An excellent transportation network, world class hotels, luxurious resorts and the cheerful 'can do' attitude of your Australian hosts ensure a lifetime of happy memories for your guests and a positive return on your company's investment.

The lure of Australia is indisputable, with the prestigious *Conde Nast Traveller Awards* in 2004 voting Australia 'Favourite Country' for the third time. The ranking is achieved through its attractions in terms of climate, boundless scenery, diversity, lifestyle, sport and cutting edge cuisine.

The cities are modern and efficient, yet have retained the character of their pioneering days through intelligent conservation. The world's leading hotels provide the very best in service comfort, while retaining a uniquely Australian style of service.

Australia has enjoyed more than 12 years of continuous economic growth and boasts a dynamic business culture with a creative and innovative approach to problem solving. Australia also boasts a full calendar of well supported festivals and events that provide plenty of choice. This makes the country a

good meeting and incentive destination for corporations seeking to inspire, motivate and educate their highest achievers.

Australia has the experience, sophistication and understanding to fire up the enthusiasm and delight of incentive travel reward winners.

### Why Australia adds up

Australia is only 13.5 hours from Los Angeles – which is the same amount of time as flying to Rome or even less to Hong Kong.

Australian hotels provide tremendous value for money and the quality of food and wines available are world renowned. Companies which run incentive programs in Australia routinely flag the competitive food and beverage as a key contributor to delivering a quality incentive program on budget.

Australia is a dream destination for many and its appeal alone can help deliver an exceptional return on investment compared to 'cookie cutter' destinations.

The true return on investment will only be realised over time as the company's greatest assets, their people, embrace the cultural attributes of such a dynamic and innovative country.

### Australia is America's #1 dream destination – again

North Americans love Australia.

They want to visit the Sydney Harbour, dive the Great Barrier Reef, visit the stunning reds of the Outback and meet the friendly people.

Americans love the country so much that they have again voted it their number one dream destination for the eighth straight year according to the 2004 Harris Poll.

Offer a way to fulfill your client's dream and they will work to make it a reality.

Tourism Australia can show you how to make this dream a reality.

Turn the page to find out how Australia works for you.

Learn about case studies and see how corporate meetings and incentives are easy to plan, a great reward and most of all – are not as expensive as you think.

# Australia is not just another destination ...



Teamwork on Australia's magnificent beaches



Competitive sailing regattas



Company winners handsomely rewarded



Adrenalin rushes galore

IT IS AN OPPORTUNITY TO LIVE LIFE TO ITS FULLEST.

**BUSINESS EVENTS TRAVELLERS – WHETHER CORPORATE MEETING GUESTS OR INCENTIVE TRAVEL REWARD WINNERS – ARE ASSURED OF AN UNFORGETTABLE ADVENTURE. TRUE AUSSIE VALUES OF MATESHIP, IRREVERENCE, OPTIMISM AND A FIERCE DETERMINATION TO HAVE A ‘BLOODY GOOD TIME’ WILL HAVE THEM HEADING HOME WITH EVERY CORPORATE OBJECTIVE WELL ACHIEVED.**

**EVENTS SUCH AS THE SYDNEY OLYMPICS SHOWED THE WORLD AUSTRALIA CERTAINLY KNOWS HOW TO DELIVER ON ITS PROMISES. FOR A COUNTRY THAT INHABITS AN ENTIRE CONTINENT, AUSTRALIA’S EXPERIENCES FEEL LARGER THAN LIFE AND ARE LIMITED ONLY BY THE IMAGINATION.**



**SYDNEY, NEW SOUTH WALES**  
Bursting with character, Sydney is a vibrant city catering to every whim, including:

- Take a sunset cocktail harbour cruise.
- Climb Sydney Harbour Bridge.
- Attend a gala dinner in a clear-sided marquee on the lawns above the Sydney Opera House.
- Balloon over the vineyards of the Hunter Valley.

**QUEENSLAND CAIRNS AND TROPICAL NORTH QUEENSLAND**  
The twin jewels of World Heritage proportions, the Daintree rainforest and

the Great Barrier Reef, meet here in Tropical North Queensland. It is also a meetings destination of repute, with the Cairns Convention Centre being voted the ‘World’s Best Congress Centre’ by the International Association of Congress Centres (AIPC) in 2004.

- Dive the Great Barrier Reef.
- Enjoy a gourmet seafood barbecue on a deserted coral cay.

**BRISBANE**  
The Queensland capital, is one of Australia’s busiest convention centres and has a vibrant cultural life.

- Play a round of golf at Brisbane’s

championship golf course, designed by Greg Norman.

**WHITSUNDAY ISLANDS**  
A variety of resorts are used as a base for guests to experience the Great Barrier Reef.

**SUNSHINE COAST**  
To Brisbane’s north, enjoy sandy white beaches in cosmopolitan Noosa on the Sunshine Coast.

**GOLD COAST**  
Head south to the Gold Coast and its new dedicated convention centre which services its buoyant corporate meetings business.

**MELBOURNE, VICTORIA**  
Melbourne is one of Australia’s best “big

city” experiences. It is a town passionate about everything - food, wine, festivals, arts and most of all, sport!

- Go courtside at the Australian Tennis Open, the formula One Grand Prix and “the horserace that stops a nation”, the Melbourne Cup.
- Helicopter to, and play on, some of the country’s best golf courses.
- Thrive on culture - opera, musical theatre, drama, visual art exhibitions.

**TASMANIA**  
Tasmania is one of Australia’s absolute gems, with its friendly people, wilderness areas, historic sites and sophisticated services for visitors.

- White water raft along a pristine Tasmanian river.
- Walk through the treetops on the longest air walk in the world.

**ADELAIDE, SOUTH AUSTRALIA**  
Adelaide has a rich cultural life and is the centre of Australia’s much celebrated wine industry.

- Savour fresh coffee and artisan bread in the Adelaide Central Markets.
- Tour the Barossa Valley wine region in a fleet of classic vintage cars.

**NORTHERN TERRITORY**  
Multi-cultural Darwin is an ideal base from which to explore some of the great sites of Australia such as the Kakadu National Park and the rich Aboriginal culture of Arnhem Land.

- Experience sunrise over Uluru (Ayers Rock) in the company of an indigenous Australian.
- Enjoy a private dinner under a thousand stars.

**CANBERRA**  
Who would ever forget a tai chi session before breakfast on an island in Lake Burley Griffin in Canberra with the National Parliament as a backdrop?

- Wander through the ‘Valley of a Thousand Kangaroos’ and view ancient rock art.

**PERTH, WESTERN AUSTRALIA**  
Home to excellent facilities for meetings and events, and two of the world’s rising stars on the wine scene, the Swan River and Margaret River regions.

- Do the ‘jailhouse rock’ at Fremantle’s historic prison.
- Enjoy a gourmet picnic in Kings Park, overlooking the city of Perth.
- Sail the magnificent Swan River with Australia’s best yachtsman.

Those are just a few options. After dark there are musicals, concerts and theatre to attend, themed dinners in exotic settings, nightclubs to savour, bush bands to dance to, cafés and restaurants to discover.

And we have not even started on the museums, galleries, craft and growers markets, and the wonderful shopping across the length and breadth of this great land.

Do not just take our word for it. Ask anyone who has been. Better yet see for yourself.

# Theming and special events



*“There are not many countries with the expertise to deliver so large an event so smoothly. We are just so proud of what Sydney managed to achieve for our organisation.”*

Frank McManus

*Top performing McDonald's store managers were inspired.*

OUR AUSTRALIAN DESTINATION MANAGEMENT COMPANIES AND SPECIAL EVENTS PROFESSIONALS ARE BUBBLING WITH IDEAS THAT WILL SET YOUR EVENT APART AND PROVIDE AN EXPERIENCE YOUR GUESTS WILL TREASURE FOREVER. IT CAN BE DONE. IT IS ALL POSSIBLE.



## McDonald's world store managers go down under

**THE WORLD'S MOST HIGHLY RECOGNISED RESTAURANT CHAIN IS BY NO MEANS IMMUNE TO CHANGING TASTES AND THE NEED TO RE-ENERGISE THE BUSINESS FOR CUSTOMERS, SUPPLIERS, FRANCHISEES AND THEIR STAFF IS ONGOING.**

Oz', headed a stellar cast of entertainers for the opening ceremony at Sydney's Fox Studios which was followed by a big party. As most of the managers were in their twenties and early thirties, the atmosphere was charged with energy and high spirits.

A number of the countries held special dinners for their managers and key suppliers on the night after the opening while the following evening was a dine-around in 13 restaurants at Cockle Bay, directly across from the convention centre. Cockle Bay and the nearby King Street Wharf are perfectly designed for dine-arounds, with the restaurants concentrated in one large precinct and all enjoying the casual waterfront ambience. The evening was rounded off with a massive fireworks display over the bay.

Paul Kenny, managing director of Jack Morton Worldwide, the event producers, said: "This conference was remarkable for its irreverence, humour and richness of detail. We had several senior McDonald's

**Company:** McDonald's Restaurants  
**Event:** Global restaurant managers conference  
**Delegates:** 3,700, including 853 from North America  
**Destination:** Sydney

executives from the United States say it was the most professional communication event they had ever attended."

Frank McManus, head of People Resources at McDonald's Australia said the conference was a major milestone in the life of the organisation.

The delegates had a chance to let their hair down at a beach barbecue at Bondi Beach ahead of a closing party where the headline act was the internationally known Australian group INXS.

- Host your awards ceremony in the modern marvel of the Sydney Opera House.
- Host a black tie dinner in desert sand dunes, dining on delectable native foods such as kangaroo, crocodile and even camel. The marquee is styled with desert tones of brown and incorporates Aboriginal prints and materials. After dinner an astronomer makes sense of the billion stars that twinkle above.
- Dine on boats in Sydney Harbour with a different style of music on each vessel and a massive fireworks display culminating in a spectacular reveal of your company logo.
- Experience authentic outback hospitality at a vast cattle station in central Australia. Dance to a traditional Aussie bush band and spend the night wrapped in a comfortable bed under the stars.
- Attend a private concert and dinner amidst the casks or vines in one of Australia's premium wine producing regions.





Enjoy a round of golf

## Inspirational experiences

**SYDNEY AND THE GOLD COAST COMBINED TO DELIVER AN 'INCENTIVE CLASS' EXPERIENCE FOR THE 30 TOP ACHIEVERS OF A MULTINATIONAL CONSUMER GOODS COMPANY FROM THE UNITED STATES.**

They certainly did not let the grass grow under their feet! In Sydney they started with a pub-crawl around the birthplace of modern Australia – the Rocks area on the Sydney Harbour waterfront.

Dinner at a local establishment overlooking the Sydney Opera House saw everyone coming to realize they were actually in the picture postcard.

The next morning they took off for Queensland, the northern Australian state of famous beaches and the Great Barrier Reef. A luxurious sunset

cruise allowed them to explore the famous waters of the Gold Coast.

The next morning it was breakfast with tigers. The Tiger Island habitat at Dreamworld allows personal access for a lucky few to experience a close look at rare and magnificent Bengal tigers. After more fun at the popular theme park, it was time to take to the air on a scenic helicopter transfer to lunch at Queensland's largest and award-winning winery, Sirromet.

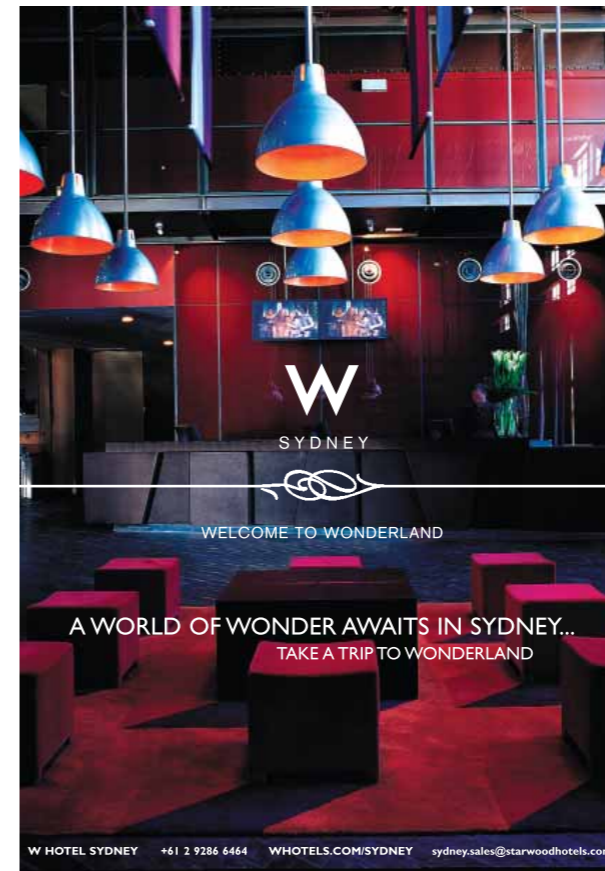
The next day a variety of options were on offer – golf at Queensland's number one resort course, designed by The Shark, Greg Norman; an off-road driving circuit counter for the wildly adventurous in the king of cars, the Subaru WRX; or, for the calmer souls, a spa treatment with massage, sauna, and beauty treatments for that total 'within body' experience.

They capped off the memorable trip with a relaxing and casual Blues event,

**Company:** Multinational consumer goods company from the USA  
**Event:** Incentive trip for top achievers  
**Delegates:** 30  
**Destinations:** Sydney and Gold Coast

complete with Harley Davidson rides to the dinner venue, jazz and blues musicians, a juke box and a camp oven dinner. It was a wonderful opportunity to share the memories of a great visit to Australia.

This program was organised by:  
**Southbound Australia Pty Ltd**  
 Tel: + 61-3 9534 8856  
 Fax: + 61-3 9534 8863  
 Email: [deenicholas@southboundaustralia.com.au](mailto:deenicholas@southboundaustralia.com.au)  
 Website: [www.southboundaustralia.com.au](http://www.southboundaustralia.com.au)



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For more information, phone  
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[sydney.sales@starwoodhotels.com](mailto:sydney.sales@starwoodhotels.com) or  
 visit [fourpoints.com/sydney](http://fourpoints.com/sydney)

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 Sydney NSW 2000  
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[sheraton.com/sydney](http://sheraton.com/sydney)

*“Congratulations for pulling off what was an incredibly logistically challenging program with extremely ‘high-maintenance’ guests ... Thank you so much for all of your efforts.”*

Reista Schad



## Australia in style

**IF EVER IT WAS A CASE OF THE JOURNEY BEING AS MUCH FUN AS THE DESTINATION, THIS INCENTIVE PROGRAM WAS IT.**

Charter jets, helicopters, luxury catamarans and SUVs were integral to how the 42 exuberant participants experienced four Australian states in ten days.

Arriving into the gateway destination of Sydney for just one day to relax after their trans-Pacific flights, the group checked into one of the city's leading hotels which enjoys panoramic views of the Sydney Opera House, the city skyline and vibrant waterfront.

A variety of tours were on offer to explore the historic Rocks area ahead of a sunset cocktail cruise on Sydney Harbour. The welcome dinner took place at a waterfront restaurant just a short stroll of the host hotel.

The next day, the group departed for the Great Barrier Reef in the Whitsundays. The guests boarded a luxury yacht for the scenic one hour transfer through the islands to the resort. On they way, they enjoyed chilled Australian sparkling wine and strawberries dipped in chocolate.

The guests were then at leisure to sample the resort spa, water sports, open bar and the company's dedicated hospitality area before a sunset barbecue at the Beach Pavilion.

Most guests visited the Great Barrier Reef by luxury catamaran the following day, with the option of a scenic sea plane or helicopter return. Other choices

were a day's reef fishing aboard 'Sun Aura', a round of golf on the mainland with sea plane or helicopter transfers.

A busy day of fresh air and activity ended with a dine-around in three of Hayman's restaurants.

The next morning, a charter jet swapped the exotic tropical north for the waterfront of Tasmania. Accommodation was at a newly opened deluxe hotel housed in sandstone walls of a 19th century building on the historic Hobart waterfront.

As a string quartet played, the 'Tastes of Tasmania Dinner' was a showcase of Tasmania's finest produce used in the creation of innovative dishes and celebrated cool climate wines, including an 'ice riesling'.

A fleet of 13 SUVs arrived the following morning for an off-road adventure where the guests were driven into the Tasmanian wilderness to experience kangaroos and wallabies at a wildlife park. There were also stops to enjoy more Tasmanian gourmet fare before lunch at a remote trout fishery where guests had the chance to try their hand at fly fishing.

The visitors also had a chance to meet with locals, undertake historic walking tours and purchase some of the produce and handicrafts for which Tasmania is renowned.

After a brief charter jet flight to

**Company:** Leading US luxury automotive company  
**Event:** Incentive program  
**Delegates:** 42  
**Destinations:** Sydney, Whitsunday Islands, Hobart, Melbourne

Melbourne, the capital of the southern Australian state of Victoria, guests had the chance to visit the Sunday Markets in St Kilda, attend a day spa and prepare for dinner, with the group splitting up to dine in four of Melbourne's premier restaurants.

The following day there was golf at Yarra Yarra, one of Australia's highest rated courses, whilst others took to the air in a three helicopter safari to view the Twelve Apostles, along the Great Ocean Road, west of Melbourne.

Other options included an Aboriginal Heritage Walk or shopping at the stores of some of Melbourne's top designers.

The program ended up with each couple being driven in a vintage automobile to a 'Marvellous Melbourne' party at the 1890s Block Arcade with strong theme – an elegant night with music, fine food and entertainment from '3 Divas'. The table and centrepiece theming reflected the late Victorian era in every respect. The 'host' for the night was 'Sir Stanley Block' who entertained the guests with stories from Melbourne's heyday.

This program was organised by:  
**ID Meetings and Events**  
 Tel: 408 266 4084; Fax: 408 266 4086  
 Email: lbaum@edestinations.com  
 Website: www.idaustralia.com

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**International Special Events Society (ISES) Social Event Planning – Winner 2004, Corporate Event Planning Award – Finalist 2003, Winner 2002**





The beautiful Whitsundays are the ideal location for an incentive trip

## Agents get a taste of the good life

**GE LONG TERM CARE INSURANCE CHOSE A COMBINATION OF SYDNEY AND HAYMAN ISLAND IN THE WHITSUNDAYS AS THEIR 2004 DESTINATION TO REWARD THEIR INDEPENDENT CAREER AGENTS.**

Barry Wolpa, Vice President of Meetings and Incentive Trips has been sourcing destinations for the Long Term Care Division of GE Financial for 15 years and selected Australia because of the unique and special activities and events he could create in both Sydney and on Hayman Island in the Whitsundays. With Pan Pacific Incentives as his Destination Management Company, he was able to create and deliver his vision of a truly fabulous Australian program.

From the very first event, where guests were welcomed to a special 'Australia on the Rocks' dinner, complete with all the flavours and wines of Australia, the guests were immersed in the local culture. The highlight of the group's time in Sydney was the elegant gala black tie dinner and dancing event at Sydney Town Hall. For this event, all 270 guests were transported to Town Hall in classic chauffeured cars. This lucky group also enjoyed a fabulous fireworks display over the Sydney Opera House while they dined 'al fresco' at The

Rocks on their final night in Sydney.

After a short flight to Hayman, guests could relax and enjoy their choice of special day activities ranging from Great Barrier Reef tours to spa treatments and romantic speed boat drop offs at secluded beaches. Everyone in the group was truly 'blown away' by the magical beauty of Hayman Island.

It was on Hayman that Barry's vision of a magical fairy party in the rainforest came to life. Surrounded by magical fountains, mist and dramatic lighting effects, little pixies and fairies danced and guests were treated to all manner of rainforest entertainment, culminating in spectacular fireworks. This incredible event was the true highlight of the company's memorable incentive trip.

This program was organised by:  
**Pan Pacific Incentives**  
 Tel: 212 989 4410  
 Fax: 1 212 989 753  
 Email: philippadurant@thedmcgroup.com  
 Web: www.panpacifictavel.com.au

**Company:** GE Long Term Care Insurance  
**Event:** Incentive trip for top independent sales agents  
**Delegates:** 270  
**Destinations:** Sydney and the Whitsunday Islands.



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**simplythebest** Head off for the incentive or meeting of your dreams on beautiful Hayman, Australia's most celebrated private island destination, lapping the waters of the Great Barrier Reef. Hayman presents a unique resort lifestyle, fabulous cuisine prepared by acclaimed chefs, pampering health and rejuvenation treatments, exciting Reef adventures, including snorkelling and diving, plus tennis, squash and various other resort activities.

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For more information contact your Australia Specialist or Elizabeth Clyde, Hayman North American Office  
 T 212 352 3171 E [eclyde@hayman.com.au](mailto:eclyde@hayman.com.au) or visit [www.hayman.com.au](http://www.hayman.com.au)

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# Travel made easy



## Visa Matters Simplified

The application and processing of visas to visit Australia have been significantly simplified, with the Electronic Travel Authority System allowing online applications from a number of countries. Business travel agents and travel fulfilment companies can provide all the necessary information in this regard, as can your Tourism Australia representative in North America.

## International Event Coordinator Network (IECN)

The Department of Immigration and Multicultural and Indigenous Affairs (DIMIA) has established a national support service for international events.

Contact: DIMIA encourages event organisers to contact the IEC Central Office  
Email: [IECN@immi.gov.au](mailto:IECN@immi.gov.au)  
Telephone: +61 2 6264 3921 Fax: +61 2 6264 2005

# Turn Aussie dreams into reality

**SO YOU HAVE HEARD HOW GREAT AUSTRALIA IS? YOU KNOW IT WOULD BE THE PERFECT DESTINATION TO WOW YOUR CLIENTS BEYOND THEIR WILDEST DREAMS? PERHAPS YOU NEED THE SALES FIGURES TO EXCEED THE LAST FEW YEARS BEYOND BELIEF? AUSTRALIA IS THE PERFECT MOTIVATION AND HERE IS HOW TO MAKE IT REALITY.**

Tourism Australia has an office in North America with a department dedicated to helping you or your client make an Australian program happen. This office is the ideal resource for corporations planning to take meeting and incentive groups down under.

Providing in-depth information on the various destinations and facilities in Australia for the meetings and incentive market, Tourism Australia staff also assist incentive and meeting planners by directing them to the right partners in Australia who will assist in making every event a success.

"We know that Australia has huge appeal as an incentive destination as research shows that Americans have voted Australia as their number one aspirational destination for the eighth year in a row," says Tourism Australia Partnership Development Director, Michelle Gysberts.

"Our job is to help clients make the

dream become a reality by showing how easy and affordable it is to plan that incentive trip. Plus, we want our clients to reap the accolades of organising the best incentive the company has ever experienced."

For further information on Australia for your next program, contact:

**Heidi Sandison**  
Business Tourism Sales  
Email: [hsandison@tourism.australia.com](mailto:hsandison@tourism.australia.com)  
Tel: (800) 626-6615  
Fax: (310) 695-3201



**Monica Wilson**  
Business Tourism Sales  
Email: [mwilson@tourism.australia.com](mailto:mwilson@tourism.australia.com)  
Tel: (800) 626-6615  
Fax: (310) 695-3201



## Team Australia works for you

**IT IS A FIERCELY COMPETITIVE WORLD FOR INTERNATIONAL BUSINESS EVENTS AND ONE THAT INVOLVES A WIDE RANGE OF SUPPLIERS WORKING HARMONIOUSLY TOGETHER TO ACHIEVE A POSITIVE OUTCOME FOR CORPORATE INTERESTS USING AUSTRALIA TO FURTHER THEIR BUSINESS OBJECTIVES.**

Business events such as incentives and corporate meetings have long been recognised as a vital ingredient in Australia's inbound tourism. To further promote Australia as a cost effective and desirable destination for business events, Team Australia provides a unique co-operative marketing alliance between Tourism Australia and many of the state and regional convention and visitors bureaux.

Team Australia also shows corporate end users and meeting and incentive planners that Australia has a united approach in catering to their needs from the regional and state levels to the national.

## Tourism Australia's Online Services

**LET US HELP YOU PLAN YOUR NEXT BUSINESS EVENT IN AUSTRALIA**

The dedicated website for business events in Australia is [www.meetings.australia.com](http://www.meetings.australia.com).

This is an invaluable resource for incentive travel planners and corporate decision-makers to assist with the organisation of their event in Australia and keeps the business events and meetings community informed on Australia's business events, destinations and services.

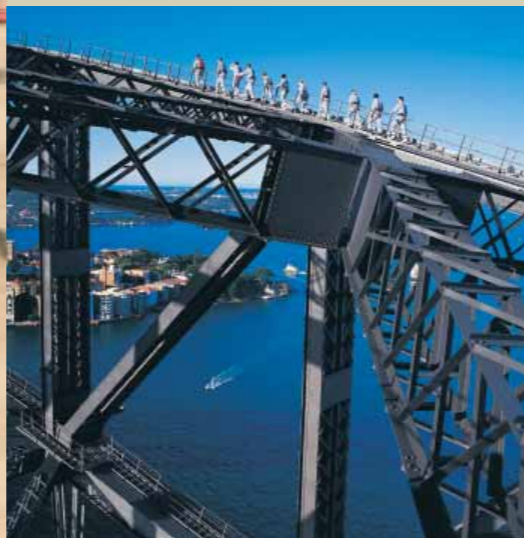
The site has generic trip planning information, including,

- Air services
- Climate
- Entry and visas
- Geographical locations to highlight what Australia has to offer in terms of experiences for a corporate meeting or incentive
- Incentive and corporate meeting itineraries
- Information on how Australia delivers team building and special events
- Information on event services providers - convention and visitors bureaux, destination management companies/inbound tour operators, professional conference organisers, event management companies, team building companies
- Calendar of events to assist with event planning
- Information to subscribe to coming trade shows and activities showcasing Australia eg Dreamtime
- Marketing - presentation tools to assist planners in promoting Australia to their client/company, CDs/M-Pegs, ePostcards.

Register to receive our free e-newsletter *WalkAbout* and receive the latest information on Australia. The e-newsletter provides updates on new products and services to keep the business tourism community across North America fully informed. To register, click on [www.meetings.australia.com](http://www.meetings.australia.com).



# Sydney itinerary sampler



*Experience mini beach Olympics, 'Aussie style'*

*One of Sydney's most memorable moments, climbing the Harbour Bridge*

## DAY ONE WELCOME TO AUSTRALIA!

- Aussie bush band welcome.
- Board a luxury catamaran and sail around the spectacular harbour.
- Sumptuous seafood buffet.
- 'Welcome Australiana' gala dinner with local food, wine and entertainment.

## DAY TWO REACHING NEW HEIGHTS

- Morning breakfast at Taronga Zoo overlooking glorious Sydney Harbour.
- Exclusive tour of the zoo grounds and Australian animal displays.
- Mini beach Olympics, competing with genuine Australian Surf Life Savers.
- Experience the thrill of climbing the

world famous Sydney Harbour Bridge.

- Champagne and freshly shucked Sydney Rock oysters at one of Sydney's famous museums.

## DAY THREE WINE AND DINE – SYDNEY STYLE!

- Private limousine tour of Australia's oldest wine growing region, the Hunter Valley.
- Wine tasting of award winning wines.
- Lunch at an elegantly converted farmhouse.
- Champagne monorail tour around Darling Harbour.
- Formal farewell dinner aboard the decommissioned Australian Navy destroyer, the HMAS Vampire.

## DAY FOUR WATER AND ROCKS

- Experience the wonders of the Great Barrier Reef an underwater aquarium.
- Enjoy the fine restaurants of the historic Rocks area at a progressive lunch meal.
- Afternoon at leisure before departure to the airport.

For further information contact:  
**Sydney Convention and Visitors Bureau – USA Office**  
 Tel: 212 529 8484 Fax: 212 539 9997  
 Email: [info@mcintl.com](mailto:info@mcintl.com)  
 Web: [www.scvb.com.au](http://www.scvb.com.au)

## THERE'S NO PLACE IN THE WORLD LIKE SYDNEY



## AND DELEGATES EVERYWHERE AGREE

Consistently voted 'World's Best City' by Travel + Leisure Magazine and Condé Nast's Traveler, Sydney enjoys an enviable reputation for delivering significant and successful business events.

Sydney is the ultimate destination to meet and motivate your industry peers in a spectacular environment.

It's also the ideal location to reward and excite your employees with a wide range of luxury facilities and adventurous activities.

Contact the dedicated team at the Sydney Convention and Visitors Bureau to receive a copy of our Event Planners Guide or Incentive Planner to help you plan your next event in Sydney:

<b>North America Office</b>	<b>Sydney Office</b>
T: +1 212 460 8628	T: +61 2 9331 4045
E: <a href="mailto:info@mcintl.com">info@mcintl.com</a>	E: <a href="mailto:info@scvb.com.au">info@scvb.com.au</a>
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# Melbourne itinerary sampler

MELBOURNE, THE STATE CAPITAL OF VICTORIA IS A CLASSICALLY ELEGANT CITY, WITH A RICH AND VARIED CULTURE AND LIFESTYLE, AND WHERE THE ARTS AND SPORT ARE EQUALLY CELEBRATED WITH VIGOUR. HERE ARE JUST A FEW OF THE OPTIONS ON OFFER.

## DAY ONE

### VINTAGE MELBOURNE

- Experience a lunch and city tour on a vintage restaurant tram.
- Discover the upmarket shopping districts in the heart of the city.
- Revel in a fusion of Modern Australian and Asian cuisine in historic Chinatown.
- Explore the night life of the largest casino in the Southern Hemisphere.

## DAY TWO

### RELAXATION – THE AUSTRALIAN WAY

- Choose between a scenic helicopter flight to one of Victoria's historic courses for a round of golf; or pampering in a deluxe day spa.
- Savour Australian architecture, alfresco dining and wine tasting for lunch at a premium winery.
- Experience the Aboriginal Dreamtime

and dot painting classes.

- Get acquainted with Australian wildlife.
- The legendary Luna Park becomes your exclusive playground for the night.

## DAY THREE

### AS AUSSIE AS IT GETS

- Enjoy the fresh atmosphere at the Queen Victoria Market, the largest fresh product market in the southern hemisphere.
- Get to know your team better on a rowing regatta on the Yarra River with a member of the Oarsome Foursome (Olympic Gold Winners).
- A riverside, silver service banquet barbecue with Aussie tucker from the Queen Victoria markets.
- Finish the day with a truly memorable Australiana experience – from two-up and sheep shearing to bush bands and whip cracking. Tuck into great

country food, wine, damper and billy tea before the line dancing starts!

## DAY FOUR

### GOOD SPORTS ONE AND ALL

- Depart Melbourne with speed – a drive around the Grand Prix Circuit.
- Visit Melbourne Cricket Ground for a walk onto the hallowed turf to meet an Australian football identity and learn how to kick 'Aussie style'.
- Lunch at a casual beachside restaurant on Port Phillip Bay before departure to the airport.

For further information contact:

**Melbourne Convention & Visitors Bureau - USA office**  
Tel: 212 575 2262; Fax: 212 719 5763  
Email: melbourne@mondotels.com;  
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Head Office - Melbourne

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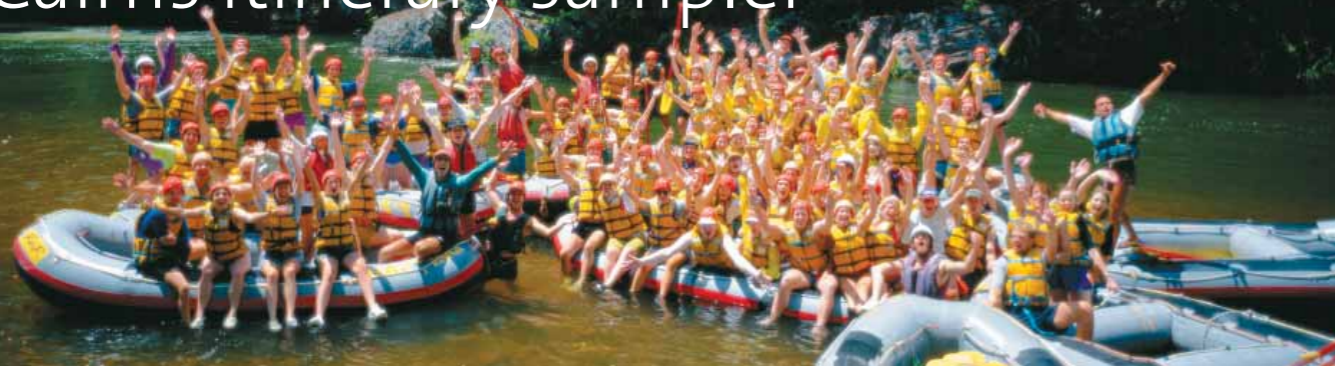
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\*World's Most Liveable City, voted by members of the Economist Intelligent Unit, London, UK.

# Cairns itinerary sampler



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**DAY ONE  
ABORIGINAL CULTURE**

- Meet the Australian locals – the native animals and your chance to cuddle a koala.
- Welcome gala dinner at Tjapukai Aboriginal Cultural Park.

**DAY TWO  
ON THE WATER**

- A fleet of helicopters or luxury catamarans whisk guests to a floating platform in the middle of the waters of the reef.
- Be entertained with a delicious spread of fresh Australian seafood.

**DAY THREE  
ADRENALIN AND TEAM WORK**

- Experience the adrenalin rush of white water rafting on the magnificent Barron River.
- As a team, navigate your way back down to Cairns.
- Cruise to the Northern Beaches of Cairns for a sunset greeting by traditional islander dances before dinner.

For further information contact:  
**Cairns & Region Convention Bureau**  
 Tel: +61-7 4031 7676; Fax: +61-7 4051 0127  
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Email: melbourne@mondotels.com  
Website: www.mcvb.com.au



**Northern Territory Convention Bureau**  
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Sydney New South Wales 2000  
Tel: 61 2 8281 9628  
Fax: 61 2 8281 9611  
Email: info@ntconventions.com.au  
Website: www.ntconventions.com.au



**Sydney Convention and Visitors Bureau**  
USA office  
Tel: 212 529 8484  
Fax: 212 539 9997  
Email: info@mcintl.com  
Website: www.scvb.com.au

## Accommodation and Resorts



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## PALAZZO VERSACE

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Website: www.palazzoversace.com



**Sheraton Mirage Port Douglas**  
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**Star City Hotel & Casino**  
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**Starwood Sydney Hotels**  
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Fax: 61 2 9286 6668  
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antony.meguerdijian@starwoodhotels.com  
Website: www.starwoodhotels.com

## THE WESTIN SYDNEY

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Website: www.westin.com/sydney

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## Meetings and Event Management



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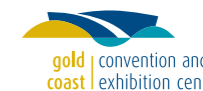


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## Venues



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**Cairns Convention Centre**  
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Cairns Queensland 4870  
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**Gold Coast Convention and Exhibition Centre**  
PO Box 1407 Broadbeach  
Gold Coast Queensland 4218  
Tel: 61 7 5504 4000  
Fax: 61 7 5504 4001  
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Website: www.gccec.com.au



**Melbourne Exhibition and Convention Centre**  
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Melbourne Victoria 3000  
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Website: www.mecc.com.au



**Sydney Convention and Exhibition Centre**  
Darling Drive, Darling Harbour  
Sydney New South Wales 2009  
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Fax: 61 2 9282 5041  
Email: info@scec.com.au  
Website: www.scec.com.au



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