

# 74 finalists vying for national award titles

Seventy-four finalists have been named in 23 categories for the 2011 Australian Event Awards.

Entertainers, educators, venues, services and caterers covering community, corporate, charity and major cultural and sporting events across the nation are among the finalists.

"The awards program now covers accolades for venues and services through to education and training programs," says Australia Centre for Event Management foundation director Johnny Allen, who led the judging panel alongside

Sandy Hollway.

"The calibre and range of entries have continued to grow ... and are a true reflection of Australian excellence in the events arena," says Allen.

Several winners from the first two years of the awards are again among the finalists, and Australia's regions are well represented, including Broome (WA), Byron Bay (NSW), Coonawarra (SA), Gold Coast, Greater Geelong (VIC), Mackay (QLD), Tasmania, Terrigal (NSW) and Warrnambool (VIC).

Winners will be announced at the

Industry Night of Nights at Acer Arena, Sydney Olympic Park, on October 6, with the Australian Event of the Year Award going to one of the category winners.

## 2011 finalists

Sydney Olympic Park Best Sporting Event: 2010 UCI Road World Championships, 2011 Santos Tour Down Under, Australian Open 2011, City of Greater Geelong.

Best Tourism Event: 2011 Formula 1 Qantas Australian Grand Prix (Australian Grand Prix Corporation), 2011 Santos Tour Down Under,

Oprah's Ultimate Australian Adventure (ID Australia).

Best Charity or Cause-Related Event: Eat Street (Sofitel Melbourne on Collins), Emerald Ball for Kids Rehab at The Children's Hospital at Westmead (Sydney), Mother's Day Classic 2011 (national).

*CIM Magazine* Best Meeting or Conference: International Trumpet Guild Conference (Conexion Event Management, Sydney), Mint Directors Conference XXVI (This Space Event Studio, Sydney), Mumbrella360 (Focal Attractions, Sydney).

Best Cultural, Arts or Music Event: L'Oreal Melbourne Fashion Festival (A-live), Melbourne Festival, Sydney Festival 2011, Ten Days on the Island (Tasmania).

Best Corporate Event: Ford Ranger global launch (Imagination Australia, Sydney), Oprah's Ultimate Australian Adventure welcome party (Cambridge Events, Sydney), WynnsDay 2010 (A-live, Richmond, VIC).

Best Exhibition supported by EEAA: 2011 Central Coast Buy Local Festival with a Twist (Events with a Twist, NSW), Taste of Sydney (Brand Events), Queensland Mining & Engineering Exhibition 2010 (Reed Exhibitions Australia).

Best Community Event: 2010 Fun4Kids Festival (Warrnambool, VIC), 2010 New Year's Eve Family Festival (City of Melbourne), NRL All Stars Bumehla Festival (Out There Productions, Sydney), Tropfest 2011 (Splendid Communications, Sydney).

Academy of Wedding Planners Best Private Event: Arabian Nights 40th birthday party (Eventify, Sydney), Kuvesh & Vyda wedding (Staging Connections, Sydney), Nikki & Alex wedding (Georgeous, Melbourne).

Best New Event: *MasterChef Live 2010* (Brand Events, Sydney), Melbourne Music (City of Melbourne), NRL All Stars Bumehla Festival (Out There Productions, Sydney).

Best Regional Event: 2010 Fun4Kids Festival (Warrnambool, VIC), Bluesfest Byron Bay 2011 (NSW), Ten Days on the Island (Tasmania).

Best Achievement in Design, Look or Theming: 2Fish Brand Experience Creators, Melbourne (for Formula 1, Australian Grand Prix 2011), Decorative Events & Exhibitions, Sydney (for Paspaley Polo in the City), Imagination Australia, Sydney (for Ford stand



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Tania de Jong (left) with Dame Elisabeth Murdoch and Edward de Bono at Creative Innovation 2010.

## High note set for innovation event

Soprano and law graduate turned organiser Tania de Jong has pulled together some of the most innovative business minds in the world for a three-day event in Melbourne.

Lateral thinkers Dr Edward de Bono and Raymond Kurzweil are key speakers for Creative Innovation 2011, at Sofitel Melbourne on Collins from November 16 to 18. The event centres on doing business in a super-connected digital world.

De Bono has written more than 82 books while entrepreneur Kurzweil has been called "the restless genius" by *The Wall Street Journal* and "the ultimate thinking machine" by Forbes Inc.

More than 35 international and Australian speakers will feature in the event, being presented by Creative Universe and ANZ. They include British education

technology guru Stephen Heppell, philosopher Daniel Dennett (US), Stanford Professor in Design Thinking Brendan Boyle, and Dr Paddy Miller from Spain, who taught leadership at Harvard Business School and has among his clients the Boeing, Ericsson and the World Bank.

Social researcher Hugh Mackay will be speaking, as well as Graincorp CEO Alison Watkins, Microsoft Australia MD Pip Marlow and Australian of the Year Simon McKeon.

Futurist and author James Moody, Mojo chief creative Craig Davis and Telstra director Steve Vamos are also in the line-up.

De Jong, the founder/executive producer of Creative Innovation 2011, says the event will focus on activating left and right sides of the brain to optimise learning and

engagement. It will include 10 master classes, a gala dinner and performances by Australian artists.

Asked by *CIM* about her inspiration for the event, de Jong credits the TED talks. "I wanted to create a conference more focused on business and innovation, bringing together leading world innovators under one roof.

"I also wanted to have cross-sectoral conference rather than industry-specific. It is wonderful to look at the challenges everyone faces."

De Jong started work on the event about two years ago, and once de Bono came on board she knew she had an event, and now has a waiting list of 300 speakers for future years.

Her first such event last year attracted 1200 people. "One of the key things was to bring creativity into the conference – artists in residence, a poet, a composer, song, visual art. It helps to balance out and involves the right side of brain. This is really about unlocking right side of the brain."

A PCO was engaged last year and there was a team of four plus volunteers from all around Australia. All sessions were recorded and made into podcasts.

De Jong's new company Creative Universe was set up to bring about transformational business events and leadership programs. It includes entertainment consultancy and event production company Music Theatre Australia and covers other interests.

• *Creative Innovation 2011*, [www.ci2011.com.au](http://www.ci2011.com.au)