



THE ASSOCIATION  
MAGAZINE

BUILDING BRIDGES IN THE MEETINGS INDUSTRY

# Headquarters

MAY 2017 - N°77

**BRISBANE NOW**

**CITY OF GROWTH ON A  
PATH TO GREATNESS**

**THINK NOW, THINK  
BRISBANE**

**BEST OF AUSTRALIA ON  
YOUR DOORSTEP**

**MEDICAL  
BREAKTHROUGHS  
CHANGING LIVES**



# THERE IS A LOT HAPPENING IN BRISBANE NOW

**With unprecedented levels of international visitation and infrastructure investment, Brisbane is flourishing as Australia's New World City.**



**ROB NELSON**

General Manager,

Brisbane Convention Bureau

[WWW.CHOOSBRISBANE.COM.AU](http://WWW.CHOOSBRISBANE.COM.AU)

As a premier business events destination, our city has many advantages. The Brisbane Convention & Exhibition Centre holds the title of "best in the world", and the Brisbane Airport is consistently awarded for excellence on the international stage.

Recognised as a knowledge hub in the Asia Pacific region, Brisbane is a world leader in research and innovation across key global growth industries such as health and life sciences, food and agriculture, energy and resources, and digital technology. It is a city of many medical breakthroughs, a place that lures top talent and allows entrepreneurs to thrive.

When business event delegates visit Brisbane, they are welcomed to a vibrant and contemporary city featuring stylish hotels, an eclectic dining and entertainment

scene, and cultural attractions ranging from world-class galleries and museums, to bohemian markets and international sporting events.

As a convenient urban hub, Brisbane is also a gateway to some of Australia's most iconic tourism experiences including the Great Barrier Reef, World Heritage-listed rainforests, surf beaches, idyllic islands and encounters with koalas, kangaroos and wild dolphins.

Brisbane consistently exceeds the expectations of associations, conference organisers and delegates through an enterprising city-wide approach to bidding for and hosting exceptional business events.

I welcome you to discover the opportunities in Brisbane now.

## 10 REASONS TO CHOOSE BRISBANE



### PROFESSIONAL NETWORKS

Ranked within the top 10 cities globally for attracting talent, Brisbane is a hub of world-first research and expertise across multiple growth industries.



### EXCEPTIONAL VENUES

Home to the "World's Best Convention Centre" and an expanding selection of hotels and venues, Brisbane hosts remarkable conferences of all sizes and styles.



### SUBTROPICAL CLIMATE

With over 300 days of sunshine every year, Brisbane is a reliable destination for alfresco functions, events and activities, and offers a vibrant outdoor lifestyle.



### NEW ACCOMMODATION

The Brisbane skyline is transforming with 17 new hotels since 2014 and 10 more under construction, including the city's first six-star Ritz-Carlton set to open by 2022.



### AIRLINE CAPACITY AND ACCESSIBILITY

Direct flights to Brisbane are set to soar with major airport upgrades underway. The city's network of public transport including buses, trains and ferries makes exploring stress-free.



"Brisbane is Australia's New World City and an enthusiastic participant in the global economy. Since our successful hosting of the 2014 G20 World Leaders Summit, Brisbane continues to break records in visitor numbers and expenditure. We are a city where government, business and academia work in a unified approach to deliver conferences and events worthy of the world stage. And with so much happening in Brisbane now, delegates are met with an ambitious spirit, a contagious vibrant energy and a genuine warm welcome."

Brisbane Lord Mayor Graham Quirk



**WALKABLE CITY**

The compact and walkable city centre makes on-the-ground navigation easy and cost effective between venues, accommodation and leisure activities.



**SAFE AND CLEAN**

Brisbane is a warm and welcoming city, where all visitors experience not just our hospitality and friendly atmosphere, but also benefit from a pro-business environment and stable political climate.



**AUTHENTIC AUSTRALIAN EXPERIENCES**

Brisbane offers a wealth of quintessential Australian experiences from cuddling a koala to hand-feeding kangaroos, whale watching in Moreton Bay or climbing the iconic Story Bridge.



**LOCAL EXPERTISE**

The well-connected Brisbane Convention Bureau provides the highest level of strategic advice and support to help organisers plan, promote and stage unforgettable events.



**UNIFIED SUPPORT**

In Brisbane, the Convention Bureau and the city's network of venues, hotels and service providers work as a team to stage events that exceed expectations.

# ASSOCIATE PROFESSOR MIA WOODRUFF – **MAKING SCIENCE FICTION REALITY**

**Imagine having the ability to give a young child a new ear created from living 3D tissue. Sounds too futuristic? Well the future will soon be here thanks to the work of Associate Professor Mia Woodruff and her team at the Queensland University of Technology-based Biofabrication and Tissue Morphology Group.**

A superstar of science, Professor Woodruff is attracting global attention with her world-first 3D body parts and inspiring the next generation of researchers at events like Brisbane's World Science Festival.

Last year QUT received seed funding to start to develop removable prosthetic ears that mimic cartilage tissue. In a partnership with the not-for-profit Hear and Say organisation, the research is focussed on using 3D printing and biofabrication technology to transform the lives of children with microtia (born with no ear or an underdeveloped ear).

Professor Woodruff hopes to make the prosthetic ears available to buy within a couple of years and eventually for less than the cost of a pair of glasses. The next step will be to create ears using 3D printing and including cartilage cells from the child's own ear, which may be implanted into the body for a permanent ear construct.

Professor Woodruff's extraordinary vision includes the future use of specially designed 3D printers to print biocompatible materials to augment other parts of the body and its organs. This could be life-changing, including for soldiers injured while on deployment.

Born in Yorkshire, UK, Professor Woodruff arrived in Brisbane in 2006 after completing her PhD at the University of Nottingham followed by postdoctoral research at the National University of Singapore. An internationally recognised expert in bone tissue engineering and biofabrication, her many accolades include winning the Queensland Young Tall Poppy Science Award in 2013.

Her work and that of other leaders in the field will one day soon see the routine 3D printing of anatomically precise replacement body parts happening on the spot as needed in the operating theatre, enabling a cost-effective, immediate solution to tissue loss.

It's a dream that others share and one requiring collaboration between biologists, engineers, clinicians, materials scientists, mathematicians, doctors and nurses as well as the support of research and education facilities, industry and government.

Brisbane is at the forefront, with the announcement at the end of 2016 of a new Biofabrication Institute to image, model and manufacture 3D patient-specific tissues in a partnership between QUT and Metro North Hospital and Health Service.

Co-located within the Royal Brisbane and Women's Hospital and Herston Health Precinct, the institute is predicted to change the face of healthcare. The fact it is in Brisbane helps cement the city's growing reputation as a global hub for ground-breaking, world-first medical research.

"I'm fortunate to be working with an incredibly talented multidisciplinary team. Together with Metro North Hospital and Health service, QUT recognised the importance of co-locating medical technology research on a hospital campus, with access to patients and clinicians to really drive new technology development and have an impact on patient quality of life. To lead this initiative is a dream come true," Professor Woodruff said.

"The Herston Precinct is one of the largest integrated health, education and training and research precincts in Australia and is currently undergoing large investment into clinical services expansion and clinically driven research institutes.

"This is a truly innovative approach which ensures that scientists, clinicians, patients, industry partners, educators and entrepreneurs are working closely together to really impact and improve health care solutions and ensure Australia is leading the world in this space. There's simply no other place to be right now to realise this opportunity; it's exciting times."



# PROFESSOR MICHAEL GOOD AO – ON A MISSION TO DEFEAT MALARIA

**The World Health Organization estimates over 200 million cases of malaria every year cause hundreds of thousands of deaths, mostly children under the age of five. In Africa, a child dies every minute from malaria.**

To Professor Michael Good AO, Principal Research Leader and National Health and Medical Research Council Senior Principal Research Fellow at Griffith University's Institute for Glycomics, those statistics are unacceptable.

He has made it his life's work to develop a vaccine capable of protecting the four billion people in 90 countries at risk of developing malaria – and he is getting seriously close.

The internationally-renowned immunity expert has just announced a major breakthrough; the result of world-first clinical trials of a whole blood-stage malaria parasite vaccine with humans. The vaccine was tested on 11 Queenslanders, including himself, and was proven to be safe and effective in inducing an immune response.

A larger study will now be conducted in Australia which, if equally successful, will be followed by trials in Uganda with the vaccine projected to be on the market within five to 10 years.

Professor Good's journey to make a difference on a global scale began in the 1970s when he graduated from Brisbane's University of Queensland medical school. He chose to dedicate himself to medical research rather than practising as a doctor because he realised it was the key to keeping people from getting sick in the first place.

He embarked on a PhD in immunology at the renowned Walter and Eliza Hall Institute in Melbourne where his supervisor was the distinguished

Australian research biologist Sir Gustav Nossal, who encouraged him to pick an area to specialise in and make it his life's passion.

Professor Good went on to work at the National Institutes of Health in the US and travelled to Africa. During this period his other research interest – parasitology – helped him see that the answer to developing a vaccine for malaria was inextricably tied to generating an immune response in the human body to the whole parasite.

On his return to Australia he joined the Queensland Institute of Medical Research (QIMR) and at the Molecular Immunology lab began in earnest his work towards a vaccine in earnest. Almost 30 years later and his proposed cure for malaria is giving real hope to millions worldwide. At the same time he is trialling a vaccine for rheumatic fever, the cause of many cardiac problems in indigenous Australians.

He was Director of the QIMR for 10 years and is now at the Institute for Glycomics. He is also a past president of the Association of Australian Medical Research Institutes, and a past chairman of the National Health and Medical Research Council. In 2009 he won the prestigious Australian Museum CSIRO Eureka Prize for Leadership in Science. In 2010 he was the Queensland finalist for Australian of the Year.

As his international reputation in the field of scientific research grows, along with his generosity in fostering collaboration and lobbying governments for critical infrastructure, Professor Good's story is forever linked to South East Queensland, where he was raised, studied and conducts most of his research

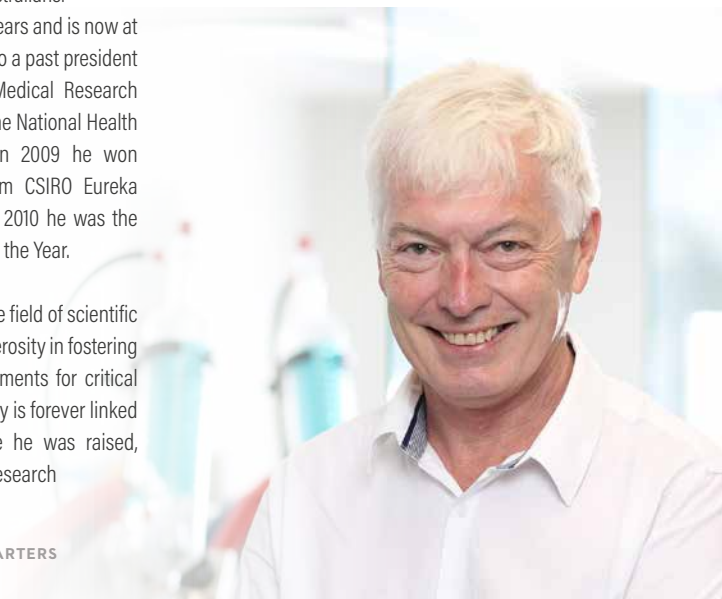
"As a participant, I look for a conference that is centrally located, has all the facilities for complex meetings, and has a strong participation of specialists. Brisbane as a conference destination ticks all of these boxes. The multiple research institutes here, including QIMR Berghofer, mean there is a diverse local pool of expert research talent."

**Frank Gannon, Director, QIMR Berghofer Medical Research Institute**

He is among a rapidly expanding medical research hub which is an integral part of the region's story.

"South East Queensland, including Brisbane and the Gold Coast, is one of the best places in the world to conduct scientific research," Professor Good said.

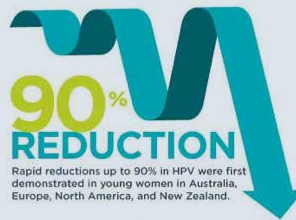
"Not only are we well supported by world-class educational and research institutes like Griffith University but we also have a government that celebrates and promotes scientific excellence in medicine and other fields. When you factor in our climate and lifestyle, it's impossible to imagine being anywhere else but in this part of the lucky country."





# PROFESSOR IAN FRAZER - **GLOBAL EFFECT OF THE CERVICAL CANCER VACCINE 10 YEARS ON**

It's been 10 years since Professor Ian Frazer's vaccines, which protect against two human papillomavirus (HPV) strains known to cause about 70 per cent of cervical cancers, started to go global.



✓ APPROVED IN 129 COUNTRIES



# BRISBANE – GATEWAY TO AUTHENTIC AUSTRALIAN EXPERIENCES

Delegates to Brisbane are spoilt for choice when it comes to authentic Australian experiences they can enjoy before, during and after an event. From once-in-a-lifetime animal encounters to world-famous beaches and awe-inspiring natural beauty – it’s all easily accessible in Brisbane and its surrounds.



BRISBANE



## KOALAS

Enjoy a river cruise to Lone Pine where you can hand feed Australia's unique wildlife and cuddle a koala.



## ADVENTURE

Kayak or stand up paddle board on the Brisbane River, or get your adrenalin pumping by abseiling down the Kangaroo Point Cliffs.



## INDIGENOUS

Meet the local Yuggera Aboriginal tribe as they share their history of the first Australians through traditional storytelling, dance and music.



## WHALE WATCH

Sail Moreton Bay on the Eye Spy for a magnificent encounter with the mighty humpback whales from June-November.



## BEACH

Swim at Australia's only inner-city beach at South Bank, dine riverside and discover the internationally acclaimed Gallery of Modern Art and Queensland Museum.



1 HOUR



## OUTBACK SPECTACULAR

Tuck into a gourmet barbecue dinner and watch a show filled with outback music, drama, action and our local fauna.



## OVERNIGHT HIKING

Combine luxury glamping and gourmet food alongside harmony and nature on this three-day hike across vast mountain ranges and escarpments.



## FEED DOLPHINS

Enjoy a leisurely one-hour cruise to Moreton Island and choose your own adventure including the hand feeding of dolphins in the early evening.



2 HOURS



## THE ROCK

Take a direct flight to Alice Springs, and on to one of the world's great natural wonders – Uluru (Ayers Rock).



## GREAT BARRIER REEF

Fly to the Whitsundays or Cairns for the chance to find Nemo, swim with turtles and be dazzled by other tropical creatures.



# CITY OF GROWTH ON A PATH TO GREATNESS

**Brisbane is undergoing an era of unprecedented transformation. Right now, more than \$10 billion worth of investment is giving rise to stunning new tourism, retail and residential offerings. These significant developments are cementing Brisbane's reputation as a powerhouse in the Asia Pacific; a destination that offers it all.**





## BRISBANE AIRPORT

Voted best airport in the Australia-Pacific region for two years running, Brisbane Airport is a key driver of long-term growth. Brisbane Airport Corporation is one of Queensland's largest private investors in infrastructure, with a further AUD2.5 billion planned for the next decade.

The construction of a new runway is currently underway – a AUD1.35 billion project that will give Brisbane the most efficient runway system in Australia when complete in 2020, and capacity on par with Singapore's Changi Airport and Hong Kong's International Airport.

In 2016, 5.4 million international and 17.3 million domestic passengers passed through Brisbane Airport. Those numbers grow each year as additional flight routes open up.



**10 HOTELS**  
set to open  
in the next two years,  
with Brisbane's first  
**6 STAR HOTEL**  
to open by 2022



## HOTELS

Brisbane City Council's hotel investment strategy, which was awarded for its tourism development focus by the Financial Times' fDi Intelligence magazine, has attracted more than AUD880 million in investment since 2013, with a further AUD1.07 billion in the pipeline.

This investment has created a world-class hotel scene that caters to every taste. By 2018, visitors to Brisbane will benefit from an additional 27 hotels, boosting the city's supply to 13,496 rooms and offering a range of new state-of-the-art meeting spaces.

Accommodation in Brisbane ranges from five-star hotels to boutique and more cost-conscious options, all conveniently located close to conference venues, transport and entertainment precincts. By 2022, the city will offer its first six-star Ritz-Carlton hotel.

**11,300**  
hotel rooms available  
in Brisbane City as at 2017.  
**13,500**  
hotel rooms by 2018

"Brisbane is a thriving multi-cultural hub with a vibrant personality offering a welcome like no other city in Australia. The world-class facilities, from the multi-award winning Brisbane Airport to our conference centres, along with exciting cultural attractions, restaurants, shopping and natural attractions, are just the beginning of what's on offer. As Australia's best-connected city, visitors can also easily explore Queensland and Australia direct from Brisbane."

**Julianne Aroe, Brisbane Airport Corporation  
CEO and Managing Director**

**28**  
INTERNATIONAL  
DESTINATIONS  
from Brisbane

## MULTI-BILLION DOLLAR, MULTI-FUNCTION DEVELOPMENTS

Construction has begun on one of the most dazzling and transformational projects Brisbane has ever seen – Queen's Wharf. Set to open in 2022, Queen's Wharf promises a stunning integrated resort featuring five and six-star hotels, 50 bars and restaurants, a cross-river pedestrian bridge, boutique shopping, vast green spaces, a dazzling sky deck, casino, meeting spaces, theatre and nine restored heritage buildings.

From 2018, another truly unique and exciting events precinct located on 3.4 hectares of riverfront land underneath Brisbane's iconic Story Bridge will come to life. The 1880s-era Howard Smith Wharves is being revitalised to include a five-star Art Series Hotel, chic dining, an exhibition and events centre, craft brewery, bikeways and 2.7 hectares of public space for markets and festivals.



**\$7 BILLION**  
worth of  
TRANSFORMATIVE  
PROJECTS  
currently under  
construction



# THINK NOW; THINK BRISBANE

**A calendar bursting with major festivals and events is attracting more than just record visitor numbers to Brisbane. By aligning with one of Brisbane's headline events, conference organisers can enhance their conference program and create unforgettable delegate experiences.**

## ASIA PACIFIC SCREEN AWARDS (APSA)

Celebrates cinematic excellence and the cultural diversity of the Asia Pacific, a region that encompasses 70 countries, is home to 4.5 billion people and is responsible for half the world's film output.

"APSA is recognised as the region's highest accolade in film and it continues to grow in size and stature each year. There really is no better place to be in November if you are in the business of making films; be it as a producer, director, actor, cinematographer, screen writer, animator, film school or in any other industry role. APSA is the ultimate networking event to connect business events with industry."

**Michael Hawkins, Chairman of the Asia Pacific Screen Awards.**



## WORLD SCIENCE FESTIVAL BRISBANE

The World Science Festival Brisbane brings science out of the labs and into the streets where it can inspire thousands of people to appreciate its enormous impact on our world and showcase the latest scientific developments and the significant positive impact they have on our world.

"With many of the world's most urgent public debates centred on science, it is vital that we leverage every opportunity to develop science literacy across communities, industry and academia. Aligning conferences and business events with World Science Festival Brisbane is an ideal way to inspire, inform and engage delegates."

**Professor Suzanne Miller, CEO and Director of the Queensland Museum Network, and Queensland Chief Scientist.**



## BRISBANE FESTIVAL

Transforming the city over three dazzling weeks every September. A thrilling program of theatre, music, dance, circus and opera and Queensland's ultimate fireworks display Sunsuper Riverfire spectacle.



© Justin Nicholas, Atmosphere Photography

## BRISBANE INTERNATIONAL

Eight days of world-class action every January at the Queensland Tennis Centre that draws tens of thousands of spectators to watch the very best players go head to head.



© Tennis Photo Network

## BRISBANE GLOBAL RUGBY TENS

300-plus elite players from Australia, New Zealand, France, South Africa, Japan and Samoa competing in an exciting new concept in rugby over a whirlwind two days in February.



© Duco Sport



# WHEN STARS ALIGN

**People visit Brisbane for many reasons, but in November each year the city becomes a hub for the “who’s who” of the Asia Pacific film industry. Film practitioners, actors, directors, producers, cinematographers and screen writers from 70 countries in the region can be seen walking the red carpet for the industry’s night of nights – the Asia Pacific Screen Awards (APSA).**

This pre-eminent celebration of inspiring cinematic works spanning a rich diversity of cultures is just one of an increasing number of festivals and events held exclusively in Brisbane.

While it attracts film buffs and industry insiders from across the globe, APSA also proved a magnet for two major entertainment-focussed conferences in 2016.

For CILECT – the International Association of Film and Television Schools – the prospect of holding its 2016 Congress in Brisbane while APSA was in full-swing proved too good an opportunity to ignore.

CILECT is made up of more than 160 audio-visual educational institutions from 60 countries on six continents with more than 10,000 teachers and staff who train over 60,000 students in film, television and new media.

By aligning with APSA, CILECT Congress delegates had the opportunity to attend the awards, witness the latest achievements in film, and network with influential industry players – all priceless opportunities no other destination could offer.

Adding to the unprecedented numbers of film industry professionals in Brisbane at the time, organisers of the 2016 Asian Animation Summit also seized the opportunity to hold their event while key film industry decision-makers were in the city.

Attracting around 200 delegates including animators, broadcasters, distributors and investors, the summit showcased new children’s TV and web series concepts from Australia, Korea, Malaysia, Thailand and elsewhere seeking financial backing and industry support.

As a result of connections made in Brisbane during the Asian Animation Summit, many of these animation projects were able to secure funding and partnerships.

The Asian Animation Summit will return to Brisbane in 2018.

“What makes Brisbane one of the best places in the world to hold an international conference is its world-class infrastructure, its world-leading science and research and its location at the heart of some of the Australia’s most iconic attractions. BCEC contributes to this in a major way with significant investment increasing our activities in Europe and North America, continuing to grow our BCEC Advocates Partnership with our local leaders in science and research and developing new international conferences in key sectors that remain anchored in Brisbane which showcase our world-leading research.”

**Bob O’Keeffe, General Manager, Brisbane Convention & Exhibition Centre**



# BIG LANDSCAPES INSPIRE BIG THINKING

VISIT [AUSTRALIA.COM/BUSINESSEVENTS](http://AUSTRALIA.COM/BUSINESSEVENTS)  
AND DISCOVER WHY THERE'S NOTHING LIKE AUSTRALIA FOR BUSINESS EVENTS.

