

March 2010, Issue 1

### In this issue:

- Matchstick Events Goes International
- Melbourne Italian Festival
- Venue Spotlight on Crown Melbourne
- Matchstick Turns Pink for a Great Cause

### From the Director's Desk



Welcome to the inaugural Matchstick News!

The newsletter will give you a glimpse into the world of

Matchstick Events and keep you up to date with what's new and happening in the meetings and events industry.

Just a few weeks ago Matchstick Events celebrated it's 1st year birthday. And what a year it's been!

While the year commenced on a sombre note in supporting Melbourne-based PR company, The Launch Box deliver the Whittlesea live site for the Victorian Government's National Day of Mourning, it ended on a high with the company securing international client *bwin* – the world's largest online gaming company.

In between, Matchstick Events managed a variety of events ranging from gala dinners to an arts festival.

This edition features just some of the events managed in the last year. In each instalment we will profile an industry sector representative, turn the spotlight on an events venue and provide some useful event tips.

In Issue 1 we feature Kris McCartney from Saxton Speakers Bureau and turn the spotlight on Crown Melbourne with a feature on new and exciting developments to enhance the Complex.

Finally, a big thank you to our clients, venues, suppliers and service providers across the industry and across the country for your support.

We look forward to continuing working with you and to welcoming new friends to the Matchstick family in 2010.

Yours in events,

Maria Pasquale  
Director

“ Just a few weeks ago, Matchstick Events celebrated its 1st year birthday...And what a year it's been! ”



### Matchstick Events Supporting the Victims of the Italian Earthquake



In April 2009, the Abruzzo region of Italy was hit by a devastating earthquake that left 298 people dead, more than 4,000 injured and almost 70,000 people displaced. Fundraising efforts were launched

worldwide, with Australia quick to respond, immediately setting up the Australian Abruzzo Earthquake Appeal.

In August 2009, the Appeal Committee engaged Matchstick Events to provide services for two major events it was hosting as part of its efforts. Events included the Italian Community Gala Dinner with special guest, Prime Minister Kevin Rudd on the eve of his visit to Abruzzo for the G8 Summit and the official Appeal Fundraising Gala held at the Peninsula, Docklands attended by 1,100 people.

Matchstick Events provided a range of event services including speaker and MC brief and speech writing, consultancy advice on event programming and media relations activities.

The hugely successful event was key to the national fundraising efforts which have to date raised over \$3.7M, including a \$1.5M contribution from the Australian Government and \$250,000 from the Victorian Government.

### Tip Corner



#### Themeing and Branding

If you're thinking of hosting an event, you should be thinking of a theme and / or branding. An exciting, fun or well-themed event can really make your next function stand out from the rest and give you the competitive edge you've perhaps been missing. And there are so many ways to do this that needn't cost a bomb. Look at what has worked with other events or speak to us.

CAPTIONS (clockwise from top): 1. *bwin* team heads to St Kilda Beach 2. Welcome Dinner in the River Room, Crown Melbourne 3. The Amazing Race around Melbourne 4. Lunch at Rochford Winery, Yarra Valley

### Royal Flush - Matchstick Events Goes International!

To cap off an eventful 1<sup>st</sup> year in the industry, in late December 2009, Matchstick Events secured a major international client by the name of *bwin* – the world's largest online gaming company, based in Vienna. The company brought a group of 100 people to Melbourne in January to compete in the Aussie Millions Poker Championships at Crown Melbourne.

In essence, the brief was: 6 events in 10 days for a bunch of 50 international poker players plus partners arriving in Melbourne from more than 10 countries including Germany, Austria, Greece, Spain, New Zealand, Sweden, Switzerland to name a few (*and keep it fun and interesting!*)

So over the course of the following three weeks (and over the Christmas break!), Matchstick Events worked frantically to devise an exciting and premium level entertainment program to commence on 21 January.

The program kicked off in style with a lavish dinner in Crown Melbourne's River Room with spectacular views of Melbourne followed by an exclusive nightclub event at Co at Crown.

The following day, guests participated in their very own Amazing Race – a fantastic way for a group of competitive thrill seekers to enjoy the sights and sounds of Melbourne.

On Saturday 23 January the group hit iconic St Kilda beach complete with a sumptuous Aussie BBQ lunch at Republica (St Kilda Sea Baths), beach volleyball, stand up paddle boarding, long boarding and kite surfing (all to the tune of their very own DJ!)

On Australia Day the group enjoyed a day of wine tasting and a gourmet lunch in the Yarra Valley visiting the beautiful Domaine Chandon, Rochford Winery and Yering Farm.

To wrap up an amazing two weeks on the Aussie Millions poker circuit, a private farewell cocktail event was held at Crown's Lagerfield Bar and Beer Garden. And then in what seemed like the blink of an eye, it was all over!

Thanks to an extremely positive working relationship with the Crown Events team and suppliers and venues across Victoria, Matchstick Events was able to effectively deliver (at short notice and in short time) a hugely successful event program that was thoroughly enjoyed by all guests and exceeded the client's expectations.



Visit [www.bwinpokerblog.com/blog/aussie-millions](http://www.bwinpokerblog.com/blog/aussie-millions) for more pictures and stories

### Tip Corner



#### Event Contracts & Event Orders

Event contracts and event orders are full of restrictions, requirements and fine print. Make sure you read in detail before you sign with a venue. In particular, check the policies around minimum guest numbers – a top tip is to make sure your event RSVP date correlates with the date you are required to specify minimum numbers with your venue.



### Spotlight on... Crown Melbourne

New and exciting things are taking place at Melbourne's premier hotel and events venue.

*Crown Metropol*, Melbourne's much-anticipated 658-room, \$300 million hotel, is scheduled to open in May. The architecturally striking design includes a stunning, futuristic podium entry, sky bar (Level 28), day-spa *Isika* and Australia's first Gordon Ramsay-owned restaurant, *Maze*.

Australia's newest property will attract international leisure guests and cater for global convention and conference delegates with extensive meeting rooms and a retail precinct showcasing brands previously unavailable in Australia. With a dramatic Manhattan, boutique-style feel, it will offer all of the service and amenities expected of a Crown hotel.

Crown's CEO, David Courtney, says, "The new hotel demonstrates the confidence Crown has in the future of Melbourne as one of the world's leading tourist destinations. Employing over 300 people it will provide accommodation for approximately 340,000 guests including 100,000 overseas visitors."



In other news, Crown has recently unveiled the extension to the Crown

Conference Centre, Australia's newest purpose-built hotel convention facility. The spectacular extension will enable the Centre to cater for conferences of up to 840 delegates with 20 concurrent rooms, all on one site. Its clean, modern design provides the ideal backdrop for any conference, boasting an abundance of natural light in all breakout rooms. Together with a flexible layout, the latest in audio-visual technology such as wireless internet, data technology, web-casting and video conferencing facilities, the Centre will set a new benchmark for conference venues in Australia.

In addition to the Crown Conference Hall and Promenade Room, 16 individual meeting rooms are now available with exclusive offices for conference organisers including private facilities and meeting areas. To date, more than 30 conferences and 100 meetings have been booked at the new Centre for the first 6 months of operation.

The extension will complement the existing Centre and seamlessly join Crown Promenade Hotel and Crown Entertainment Complex. So, in total, across 3 distinct properties, Crown is now able to offer guests, conference organisers and event planners over 1,600 rooms and suites from which to choose - not hard to see why it remains a premier and world class venue of choice.



### 5 Minutes with...

*Kris McCartney is a Senior Consultant for Saxton Speakers Bureau, Australia's first and foremost speakers bureau (www.saxton.com.au)*

#### **How many speakers does Saxton represent?**

Exclusively we have direct access to a large number of wonderful Australian speakers and entertainers plus access to virtually any international speaker or celebrity – so quite a lot!

#### **What do you love most about working at Saxton?**

Researching and securing the best solution for clients and getting feedback after an event from all parties that it was a huge success and exactly what was required. And after 5 years I still love my job so that's another great bonus!

#### **What's the hardest part about your job?**

Of course there can be challenging moments, like with any job, but I guess that's all part of it.

#### **Most famous person you've met?**

I've been lucky to meet a vast number of famous people but one that stands out is Sir Bob Geldof. He's just an amazing person who has done extraordinary things for the less fortunate, not to mention he's frighteningly intense.

#### **Three people you'd like to have dinner with... and why?**

Anh Do because he's so funny and has such a very inspiring story of his family and their journey from Vietnam. James Tomkins because anyone who's been in 6 Olympic Games is astounding and my clients all rave about him plus Olivia Newton John because she's just a gorgeous Australian. And if anyone had to pull out, David Attenborough.

### Tip Corner



#### **Let me check the diary**

When your event is scheduled to take place could be influenced by a number of factors. For a product or policy launch, be time sensitive – think of what is current in the media or in the relevant industry climate. For conferences and meetings, look at the availability of key contributors; and generally for all events, look into what other events are taking place around the same time or same location that could have an impact on participation.

**CAPTION (above): The new Crown Conference Centre**

Contact Matchstick Events if you would like to take a site inspection at any of Crown's hotels or event spaces.

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### Matchstick & La Dolce Vita: Melbourne Italian Festival

More than 50,000 people from Melbourne and beyond took part in the two-week long Melbourne Italian Festival, held from 22 May to 7 June 2009. Featuring high-profile international and local artists, the rich tapestry of traditional and contemporary Italian culture was showcased through a diverse and exciting program of food and wine, fashion, film, theatre, exhibitions and visual and performing arts.

Matchstick Events was engaged as the principal event manager for the Festival and managed the festival launch, two gala dinner events including the Australian Final of Miss Italy in the World 2009 and a one-day outdoor event at Piazza Italia (Argyle Square, Carlton).

The Festival kicked off in jazzy style at Federation Square's BMW Edge with a concert tribute to Italian film director Sergio Leone (*The Good, the Bad and the Ugly; Once Upon a Time in America*) and legendary film composer to many of his films Ennio Morricone. The Minister Assisting the Premier on Multicultural Affairs, James Merlino officially opened the event, which was followed by a VIP opening night party at Beer Deluxe.

The Festival closed with the *Ieri e Oggi* (Yesterday and Today) outdoor celebration at Piazza Italia, themed as a real life Italian piazza with DJs from Melbourne and Adelaide, special guests, live entertainment, children's rides and educational activities and authentic Italian food, wine, coffee and gelato.

Event services provided by Matchstick Events ranged from venue liaison and

negotiation, to event marketing and publicity, logistics programming, volunteer management, development and distribution of event collateral and media relations activities.

*Matchstick Events takes this opportunity to pay tribute to the Festival Director, Franca Smarrelli who is moving on, for her outstanding efforts in programing successive and successful Festivals. We wish her well for the future.*



CAPTION (above): 1. Serving up Italian treats 2. Home-made pasta  
3. 2009 Australian Finalists for Miss Italy in the World

### Gelicious Gelato - A Grand Opening!

In May 2009, Matchstick Events managed *The Big Gelicious Weekend* for Richmond's new gelato café, Gelicious (179 Swan Street, Richmond).

Held across an entire weekend, the event featured a series of activities and promotions (for kids and 'big' kids!) and helped to raise funds for the Victorian Cancer Council's Biggest Morning Tea.

### A Pink Matchstick for a Good Cause

Matchstick Events is committed to giving back to the community and supporting important charities.

In October 2009 the company hosted a *Girls Night In* to raise awareness of and much needed funds for research into women's cancers. During a pink night of cocktails, pampering, movie and TV trivia, 35 women managed to raise over \$2,000!

We take this opportunity to thank more than 40 suppliers across Melbourne for their generous contributions or products and services for raffle and door prizes. All funds were donated to the Victorian Cancer Council and Pink Ribbon Day charities... and we look forward to doing it all again in 2010!



**Matchstick Events** is a member of the meetings and events industry body *Meetings and Events Australia*, dedicated to fostering professionalism and excellence in all aspects of event management. This exposes the company, and subsequently our clients, to the latest innovations in the event industry.