



ICMS
AUSTRALASIA
50
1966 to 2016

ICMSA DISCOVER MACKAY'S MAGIC

Leading Australian PCO and event planner ICMS Australasia (ICMSA) recently took their annual staff conference to the tropical Queensland city of Mackay.

The conference itinerary encompassed a range of quirky and interesting venues and enabled the group to visit some of the region's outstanding locations.

Celebrating its 50th year, staff came from Melbourne, Sydney and Brisbane, with only two staff members having previously visited Mackay. All were amazed by the depth and diversity of the meeting and social venues, the service, food and beverage, its natural beauty and the warmth of the people.

Delegates stayed at the Riviera Mackay which offers spectacular river and city views. Its direct access to the city's iconic Bluewater Trail walkway was ideal for those who attended the optional early morning yoga sessions, as well as riverside walks during their leisure time.

Professional development sessions were

held at the Clarion Hotel Mackay Marina Marquee, with its extensive garden and marina views. Mackay's riverfront Paxton's Warehouse, which dates back to 1889 and is one of the oldest buildings in Mackay, was another location for business sessions.

Special Touches The surprises started with the welcome at the Mackay Entertainment and Convention Centre. On arrival, drinks were served in the foyer, and then the doors to the centre's halls A and B were opened to reveal a surprise venue bedecked in ICMSA birthday banners and featuring a magnificent ICMSA birthday cake centrepiece.

Enroute to their 'Carnivale-themed' gala dinner at the convention centre, delegates were greeted by a professional dance troupe who delivered a lively performance to a Latin beat atop the Civic Lawns fountains, before leading the group in a conga line to their dinner venue.

With time for sightseeing limited, a truly unique luncheon served atop one of the city's massive water tanks provided delegates with a fantastic 360-degree view of the region and enabled them to enjoy a perspective of the city that no other group had ever experienced. (See image on page 32). On the first evening, the group took a 15 minute journey to Mackay's Northern Beaches region to the historic Eimeo Pacific Hotel, with its panoramic ocean and off-shore island views. Cocktails and canapes, the funky sounds of local musician Will Anderson on guitar and didgeridoo, a spectacular tropical sunset and migrating whales cavorting off-shore, completed an impressive 'first taste' of Mackay.

ICMSA general manager, Emma Bowyer, summed up the group's impressions when she said Mackay is a destination that surprises. **m**

A new meetings destination dawns.



The 1000+ seat Mackay Entertainment and Convention Centre delivers the venue, and Mother Nature does the rest. 2015 Winner Australian Performing Arts Centre Association (APACA) Drover's Award for Performing Arts Centre of the Year.

mackayecc.com.au

meccsalesandmarketing@mackay.qld.gov.au

The Mackay Region
Queensland Nature. Reserved.

MACKAY ENTERTAINMENT & CONVENTION CENTRE
MECC
A BUSINESS UNIT OF MACKAY REGIONAL COUNCIL