



autumn2009

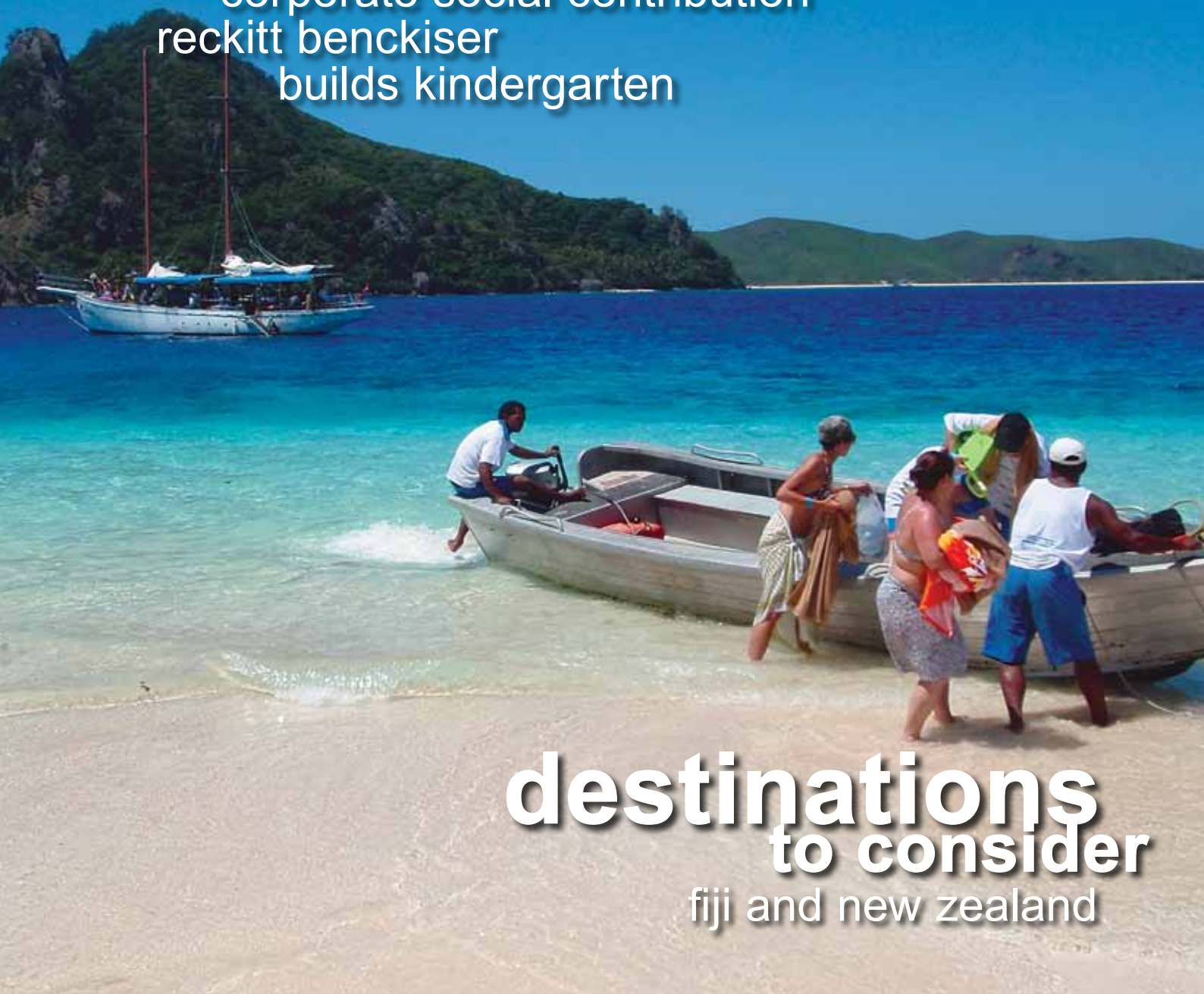
mpactivity

NEWSLETTER

*Image taken on a recent Impact program
to beautiful unspoiled Fiji*

what an impact event!

corporate social contribution
reckitt benckiser
builds kindergarten



destinations to consider

fiji and new zealand

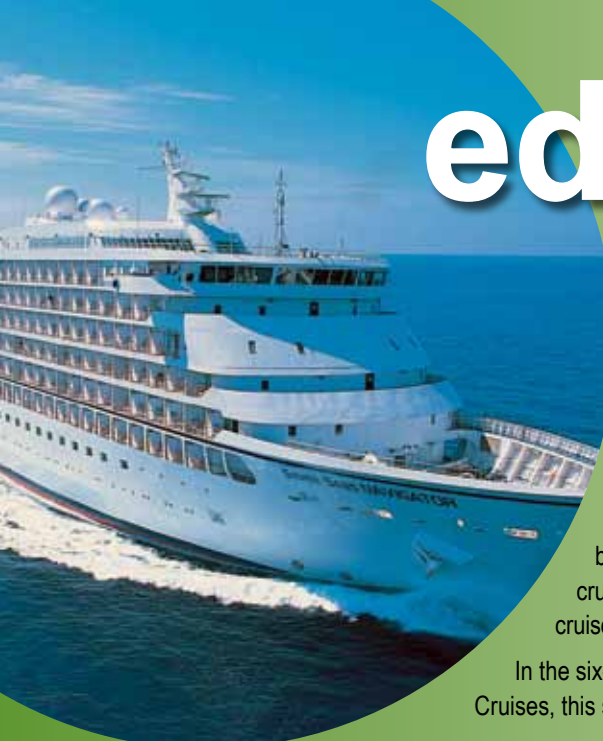
**our customers
say**

**special events
to consider**

**impact team
member profile**

editorial

2009: what's ahead for Impact



This year has seen us working for a range of clients with various group sizes. Destinations visited include Penang, Fiji and a conference of 260 persons travelling to Stockholm, Tallinn and St Petersburg.

After incredible success in October 2007 and due to customer demand we will be again heading off on a Mediterranean cruise charter aboard the luxurious six-star cruise liner Regent Seven Seas 'Navigator'.

In the six-star tradition of Regent Seven Seas Cruises, this seven night cruise sails from Rome

and visits ports such as Sorrento, Malta, Livorno (Florence, Pisa), Corsica and concludes in Monte Carlo.

Regent Seven Seas Cruises offer all suite accommodation, beverages, entertainment, meeting space and production support for one all inclusive set price.

We look forward to continuing to work with our valued clients, facing the challenges that lie ahead and, as always, sharing some wonderful travel experiences.

Cheers, Mike Tuzee

destinations to consider

spotlight on new zealand & fiji



Reduced spending, value for money, shorter travel times and what is your carbon footprint? These are catch phrases we are hearing every day and will continue to feel more and more compelled to take them into serious consideration. Fortunately on Australia's doorstep we have some gems of the South Pacific that tick many of these boxes.

New Zealand

New Zealand is small but what it lacks in size it makes up for in amazing scenery, fabulous outdoor activities and world class food and wine. The city of Auckland has many wonderful surprises and Queenstown is an adventure capital.

New Zealand is easily accessible from Australia with frequent services on major airlines from all capital cities. Attractive exchange rates for the Australian dollar also puts a tick in the box next to "declining budgets".

Fiji

There are few things warmer than lying in the sun on a Fijian beach except perhaps when a local gives you a friendly Bula smile.

Fiji has an excellent choice of superb 5 star hotels providing great value for money and excellent meeting space. The quality of hotels to choose from is reflected in the Sheraton Fiji Resort on Denarau Island which has recently reopened following a \$22 million refurbishment.

The six-month refurbishment has upgraded guest rooms, restaurants and bars and introduced new recreational facilities, including a 13,000 square-foot, lagoon-style swimming pool that includes a dedicated family-friendly area and quiet zone.

If you would like to know more about New Zealand and Fiji contact **Impact Organisation** on (03) 9535 3600.



Without the barriers of "red-tape" and with the passion and foresight of a few individuals a kindergarten was built.

The Idea

- Our client, Reckitt Benckiser, is asked to consider giving up the dollars they normally spend on a specific component of their conference and donate it to build a village kindergarten in Fiji.
- The kindergarten is constructed over a 2 month period preceding the conference.
- As a team-building exercise during their conference in Fiji, the Reckitt Benckiser sales and marketing team complete the finishing touches to the kindergarten.

The Planning

- Meeting organised with village elders to discuss their requirements.
- Meeting held with Reckitt Benckiser management to discuss concept of idea and seek approval.

The Outcome

- Reckitt Benckiser embraces the idea and donates the money normally spent on some conference activities to build the entire kindergarten.
- 130 delegates arrive at Sonaisali Island Resort and the team-building exercise is announced and received with overwhelming excitement.
- A morning team building exercise sees the Reckitt team complete the kindergarten fit out, construction of outdoor bench seats for the children,

planting of many trees to provide shade and with so many extra hands available, the existing community hall also receives a coat of paint inside and out!

The Celebration

- Korovuto Village community hold opening and welcoming ceremonies for the Reckitt team, where Lindsay Forrest the CEO from Reckitt Benckiser was presented with a Tabua (polished sperm whale tooth) that is an important cultural symbol for Fijians, as a sign of the community's appreciation.

The People

- The Korovuto Village Kindergarten was built through the vision and idea of contributing to the local community where the conference was to be held. Both Reckitt Benckiser and their enthusiastic 130 strong sales and marketing team embraced the concept and have created something of lasting value and importance to the development of the youth of Korovuto Village as well as a lasting memory of a lifetime for themselves.

If you would like to discuss opportunities to make your own difference, please contact April Humfray at **Impact Organisation** on (03) 9535 3600.



reckitt benckiser
builds
korovuto village
kindergarten

what an event!





team member in profile

meet **april humfray** account manager

"I find my job as Account Manager extremely rewarding especially at the completion of an event.

In the lead up to the event/trip/conference you get caught up in dotting the i's and crossing the t's, but still can't afford to lose sight of the overall picture. When the event actually comes to fruition and everything goes off without a hitch, you really do get a feeling of achievement. The flight home is always much more enjoyable than the flight over!

"The position really has no limitations in

that I am able to be as creative as I want when it comes to planning the itinerary of the trip and the supporting marketing of the program. An example of this is the building of the Kindergarten for the Reckitt Benckiser conference. This has allowed me to benefit a community in need as well as create a memorable experience for my client.

"This job really is what you make of it – the sky is the limit when it comes to planning an event ... then you just need to work out how to get it in on budget."

Hard work and dedication does not stop for April once she leaves the office. In her spare time, she recently competed in the Busselton Iron Man event in WA as well as being a regular competitor in the Sydney City to Surf.

why not consider taking your top achievers ...

Around the Globe

- South Africa: 2010 FIFA World Cup
- China: WORLD EXPO Shanghai 2010
- Canada: Vancouver 2010 Winter Olympics
- UK: 2012 London Olympic Games

Or Stay Down Under

- 2010 Formula 1 Australian Grand Prix: March 2010

- Super Cheap Auto Bathurst 1000: 08–11 October 2009
- Melbourne Spring Racing Carnival: November 2009
- 2009 Toyota AFL Grand Final

For more information on these events and how we can tailor a program to suit your needs contact **Impact Organisation** on **(03) 9535 3600**.

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impact

ORGANISATION

lifestyle business events & rewards
www.impactevents.com.au

our customers say

Sigma recently engaged Impact Organisation to organise a conference in Dubai for our key pharmacists and doctor customers. Our decision to engage Impact to run this conference for us was based on the successful cruise/conference run by them in the Mediterranean during the previous year.

The variety of activities organised for delegates in Dubai were absolutely spectacular. The "extra" are what provide conferences with a "wow" factor that is an area that Impact excelled in.

The true measure of success of any conference is what the delegates think of their experience and the extent to which they are provided with a truly unforgettable conference. That is exactly what Mathew and his team delivered on Sigma's behalf. I have received so much feedback from delegates thanking me for what was a truly memorable week and asking when the next Sigma conference is. While I accept their thanks on behalf of Sigma, I know for certain that it would not have been possible without our conference partners – Impact Organisation.

I highly recommend them to anyone considering putting on a memorable conference! Sigma has already engaged them for our 2009 overseas conference!!

Elmo de Alwis
CEO and Managing Director
Sigma Pharmaceuticals Limited

