



summer 2010  
**mpactivity**  
NEWSLETTER

LIFESTYLE BUSINESS EVENTS

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Senior Account Manager

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# 2010: year of milestones

This year seems to have flown faster than any other year I can recall. It seems like only yesterday plans for the year were in front of us and now we are counting down to Christmas.

For Impact Organisation fortunately it has been a year of solid progress and a chance to achieve a number of milestones.

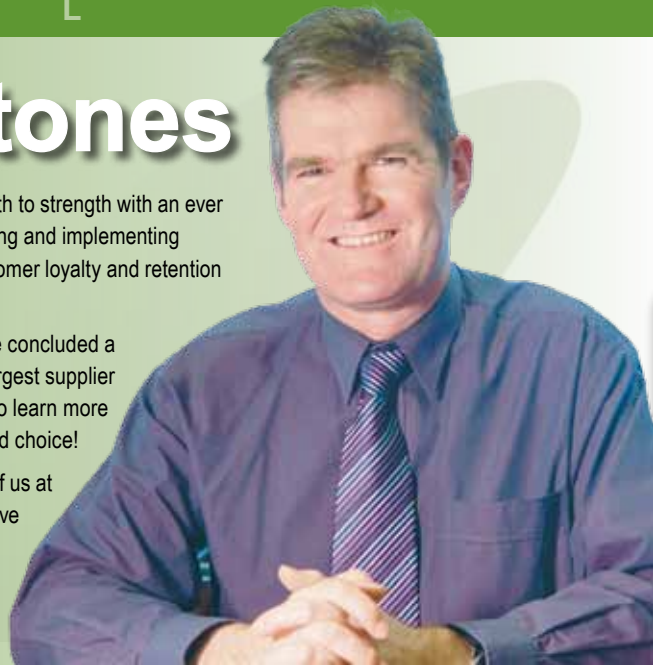
This year has taken us to a number of customer events in places which include the very popular China and neighbouring Malaysia. Closer to home we have staged conferences or incentive trips of up to 400 guests in the Barossa Valley, Gold Coast and Port Douglas.

Our rewards program is going from strength to strength with an ever increasing number of organisations planning and implementing loyalty programs. In this day and age customer loyalty and retention appear to be the buzz words.

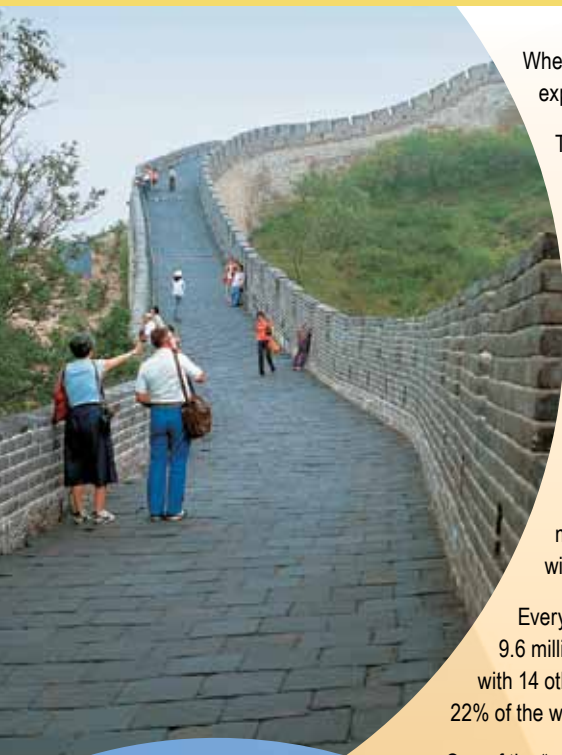
We are pleased to announce that we have concluded a partnership agreement with the world's largest supplier of gift cards. Read our "gift card" feature to learn more about why they provide the ultimate reward choice!

As we head closer to the end of 2010, all of us at Impact wish you a safe and enjoyable festive season as we all take a breather to get ready for another busy year ahead.

**Cheers, Mike**



## L I F E S T Y L E   B U S I N E S S   E V E N T S



When staging lifestyle business events we like to deliver experiences not otherwise thought possible.

This year's PSA annual conference travelled to the amazing yet traditional country of China with a pre conference extended program option to Guilin and Xian including a visit to the Terra Cotta Warriors and Yangtze River Cruise aboard a private luxury charter for 150 people.

Post conference options included a day at the famous Shatin Racecourse and a welcome dinner with a view only possible on the neighbouring fabulous island of Hong Kong!

During the nine day main conference program we managed to combine a jam packed business program with some extraordinary events.

Everything in China is extraordinary from its land area of 9.6 million kilometres and its massive border which it shares with 14 other countries to the incredible 1.3 billion people or 22% of the world's population that call China home.

One of the "money can't buy highlights" was the welcome dinner in Beijing held in the magnificent Great Hall of the people.

During the program in Beijing which itself is home to 17 million people there was time to visit the Great Wall, Tiananmen Square and the Forbidden City.

Business sessions continued on day 6 of the main conference program in the economic hub of China, the contemporary city of Shanghai.

Although it is hard to ignore the size of the skyscrapers that tower over the Huangpu River there is an appealing European aspect of the city with Art Deco features appearing at regular intervals.

Highlights of our time in Shanghai included the flip side of this thriving city with a visit to the 16th century Yu Garden and the Jade Buddha Temple, Zhujiajiao water village and silk factory and embracing the modern city a sky walk at the Shanghai World Financial Centre and a closer look at the site of World Expo.

China certainly proved to be an incredibly valuable educational experience and perhaps more important gave our clients life experiences and wonderful memories to treasure from this amazing country.

If you would like to discuss options for your next business event, please contact Impact Organisation on (03) 9535 3600.

the magic of  
**china**



# gift cards



Every major retail name in the world, and then some, have their brand on a gift card!

Whether your goal is to reward a client, congratulate a staff member, promote a product or provide incentives for your sales force, a gift card from a favourite brand provides flexibility and the ultimate choice for the recipient.

The gift card market is worth more than \$2 billion dollars in Australia and growing. Observing the growth in more mature markets, you can see the extraordinary potential gift cards hold in Australia. In the U.S. for example gift cards currently account for more than US\$80 billion in sales.

Impact have entered into partnership with one of the largest global distributors of gift cards, providing access to 50 different types of gift card including retailers, accommodation, adventure, movie chains and various other suppliers. Those who want the ultimate in flexibility, we also offer VISA fixed value and re-loadable cards.

For more information contact Impact Organisation on **(03) 9535 3600**.

## C O R P O R A T E   S O C I A L   R E S P O N S I B I L I T Y

CSR has been redefined throughout the years but in short the commitment by businesses to behave ethically and contribute to the economy and community concerns remains the same.

Recently CSR has turned its focus towards nature conservation and wildlife management, particularly in South Africa where poaching is a forever growing issue.

Companies choosing to get involved can become an integral part of this process with hands-on involvement. The activities involve conservation procedures and wildlife management giving guests an opportunity to give back to the community.

Experience a Rhino Conservation Safari in the Pilanesberg National Park offers companies a "capture excursion" where guests will be involved in the immobilisation and tagging of a rhino from a helicopter.

Once the animal has been darted you can assist the capture team with a number of actions to prepare the animal before it is worked on.

*Combine your Rhino Conservation Safari in the Pilanesberg NP with a stay at the nearby Palace of the Lost City pictured (right)*

While the animal is unconscious the eyes and ears will be covered to minimize stimulation of those senses which gives guests every opportunity to touch and handle these wild animals, monitor their breathing and heart rate and keep the animals cool.

After wiping the dust from your face and the sweat from your brow, you will be off again to capture another rhino.

The conservation work often required on white rhinos includes:

- Microchip implants in horns to deter poaching
- Ear notching for visual identification
- Capture for relocation
- Capture for various research purposes

The conservation game capture safari is rewarding for all parties concerned. Participants do not merely sit back and watch as the conservation activity unfolds but instead are 'hands-on' in all the critical

aspects of the conservation procedure.

This unique concept not only achieves a huge tick to a company's CSR policy but offers a team building experience hard to rival.

For more information on revitalising your CSR program contact Impact Organization on **(03) 9535 3600**.



# focusing on nature conservation





# meet **anne blucher**

senior account manager, impact organisation

Anne has been organising conferences and events for nearly 20 years and is still passionate about the job. "I can honestly say that I love what I do, and look forward to going to work each day. It's the variety I love, everyday is different, every client and event is different, so there's never a dull moment."

Anne's career saw her working in Shanghai for 18 months in 2005/06, working with clients like General Motors, BMW and HSBC. "My time in China was one of the most interesting and challenging periods in my career. Being a part

of a city that was experiencing such incredible growth and hurtling towards the 21st century was very exciting. I worked on some great events including HSBC Golf Tournament with Tiger Woods. The language barrier, technology issues, cultural sensitivities and training young eager Chinese staff to become Event Managers . . . well, that's another story!"

Back home, Anne had a short break to have her daughter then started work with Impact in January. "Balancing a busy job and travel commitments, with having a young family is the latest challenge for me, but I love to travel and wouldn't feel complete without it. I also thrive on being busy and this job is certainly that!"

Give me a call to discuss your next incentive on **(03) 9535 3600**.

Situated less than an hour away via catamaran from Singapore, Bintan is located on the largest of Indonesia's enchanting Riau islands in the South China Sea.

Recently one of Impact Organisations team members, Fiona Fahey experienced this excellent resort. The quick ferry ride from Singapore emphasises great value for money and

convenience arriving shortly at a tropical paradise beach and golf resort.

Bintan offers incentives the perfect combination of the big city experience with neighbouring Singapore and tropical escape.

For more information contact **Fiona Fahey** at Impact Organisation on **(03) 9535 3600** or visit [www.clubmed.com.au/Bintan](http://www.clubmed.com.au/Bintan)

# club med bintan

Voted in the Top 3 Best Resorts for Families in Asia



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# impact

ORGANISATION

lifestyle business events & rewards

"helping business build enduring partnerships"

[www.impactevents.com.au](http://www.impactevents.com.au)

Don't miss a minute of the Rugby World Cup and the experience of a lifetime at the sporting event of 2011!

Offering a choice of 2 cruises; including an Auckland to Sydney 13 nights or an Auckland to Auckland 8 nights.

Rugby World Cup fans have access to booking cabins with tickets to all the matches. As the ship moves from location to location, often docking within walking distance of the stadium's this is the ultimate, painless way to experience all the action.

Visit [www.impactevents.com.au](http://www.impactevents.com.au) and click on the link to the cruise brochure on the event tab of the homepage or call Impact Organisation on **(03) 9535 3600**.

all aboard the  
**rhapsody**  
**of the seas**  
for rugby world cup  
new zealand 2011

