



THE HUB



ABOVE SINGAPORE'S MERLION STATUE **LEFT** KATY GALLAGHER, ACT CHIEF MINISTER HOSTS SINGAPORE'S PRESIDENT TAN ON A RECENT VISIT TO CANBERRA.

SINGAPORE LINKS FIRM UP

A VISIT TO CANBERRA BY TONY TAN KENG YAM, PRESIDENT OF SINGAPORE AND A HIGH LEVEL TRADE MISSION HAVE HIGHLIGHTED THE CLOSE TIES BETWEEN CANBERRA AND THE ISLAND NATION.

As a major international air transport hub, Singapore is perfectly placed as a destination for passengers from the Capital Region travelling to Singapore as well as destinations beyond.

Canberra Airport is in ongoing discussions with Singapore Airlines and other carriers to provide direct international services to Australia's National Capital, and local business links to Singapore already exist and are strengthening all the time.

"Our product is a well-designed, safe and secure city delivering good hotel accommodation and lots of restaurants with visits to the major National Attractions mixed with nature experiences, golf with kangaroos, mountain biking or self-guided tours to our wineries, the Snowy Mountains or through the South Coast and on to Sydney.

"Singapore has an 86 percent repeat visitation back to Australia – they just want some new product and it is us," Mr Byron said.

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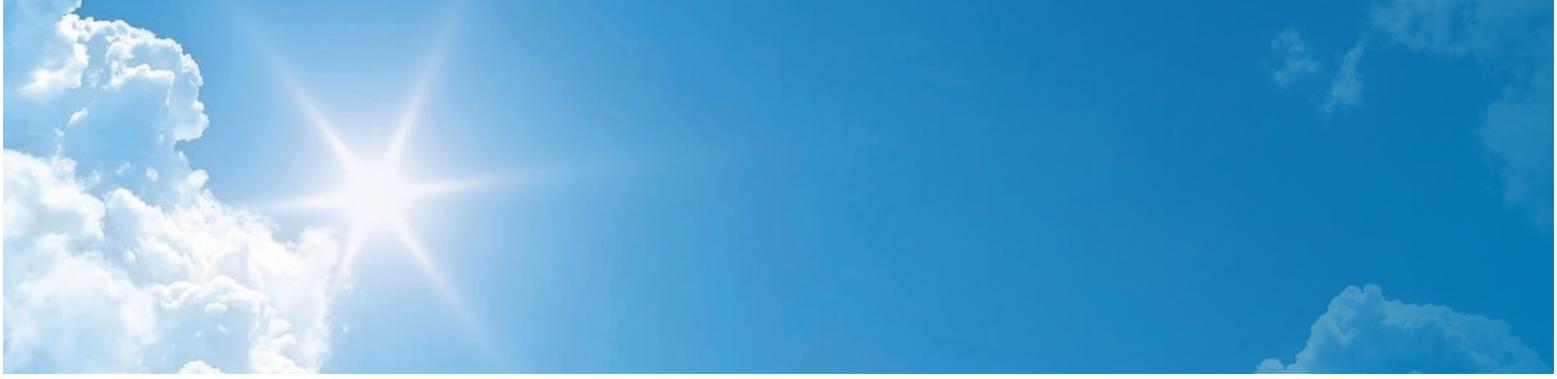
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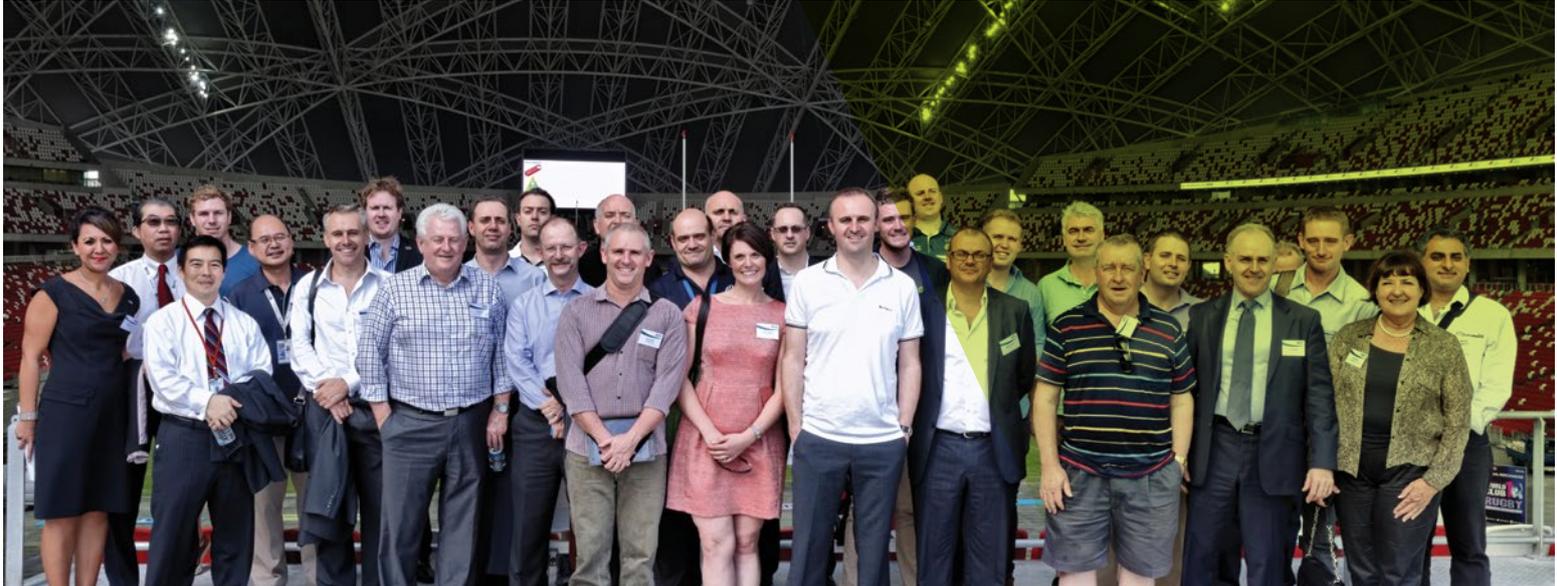
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WHY SINGAPORE?



“SINGAPORE HAS AN 86 PERCENT REPEAT VISITATION BACK TO AUSTRALIA - THEY JUST WANT SOME NEW PRODUCT AND IT IS US.”



TOP CANBERRA'S EAST HOTEL WINS AHA NATIONAL AWARD. **ABOVE** THE TRADE MISSION FROM CANBERRA TO SINGAPORE, HEADED UP BY TREASURER ANDREW BARR.

CBR STORY SINGS IN SINGAPORE

THE RECENT TRADE MISSION BY BUSINESS AND ACT GOVERNMENT DELEGATES SELLS CANBERRA.

“The significance of Singapore as a commercial centre and the potential it offers our local economy cannot be underestimated,” said Canberra Airport Managing Director Stephen Byron, who travelled to Singapore in June on the ACT Government trade delegation with other ACT business leaders and led by the ACT Treasurer, Andrew Barr.

“The mission overall was an enormous success with many meetings and presentations to engaged people at high levels in the tourism, banking and property sectors.

“We attended a briefing hosted by the Head of ANZ in Singapore, which included half a dozen key property investors who between them represented about \$15-20 billion in funds under management.

“VisitCanberra hosted a tourism industry lunch which included Pialligo Farm smoked salmon and Clonakilla wines, which made a huge impact on the local travel operators. The ANU Alumni function was the largest turnout they have ever had. The University of Canberra function with the Brumbies was similarly successful,” said Mr Byron.

LATEST CBR WINS

CANBERRA IS BECOMING NOTICED BOTH NATIONALLY AND INTERNATIONALLY. SOME OF OUR RECENT ACCOLADES:

- The Australian War Memorial was named the number one 'Traveller's Choice' landmark in Australia, according to TripAdvisor (beating the Sydney Opera House).
- East Hotel wins AHA's Best Apartment Hotel in Australia
- Aubergine and Monster restaurants are both listed in Australia's Top 100 restaurants by Australian Gourmet Traveller.
- Local business, the Inland Trading Company, was awarded the contract to supply wines for Singapore Airlines' First Class, including local wine Clonakilla Shiraz Voignier.
- Canberra Airport wins Capital City Airport of the Year.
- Hotel Hotel awarded Australian Gourmet Travellers' Australian Boutique Hotel of the Year.
- Local Pialligo Farm Smokehouse was awarded the title 'Australia's Best Artisan bacon' by Australian Pork.

WAR MEMORIAL TOP OF THE 'MUST SEE' LIST

THE AUSTRALIAN WAR MEMORIAL WAS RECENTLY NAMED THE NUMBER ONE AUSTRALIAN LANDMARK DESTINATION AND THE MOST POPULAR 'GO TO' FOR VISITORS FROM SINGAPORE.

The Hub spoke to AWM Director General Dr Brendan Nelson about why the AWM in Canberra was a "must-see" destination.

"More than any other institution, I think the Australian War Memorial embodies the soul of Australia and through its commemoration of service and sacrifice helps visitors understand what makes us tick, the values by which we live and what we are prepared to die for," Dr Nelson said.



ABOVE PAINTING SHOWING THE SIGNING AROUND THE TABLE OF THE SURRENDER DOCUMENTS, 1942. IMAGES FROM THE AWM COLLECTION # 135867.



ABOVE AUSTRALIANS DEFENDING SINGAPORE IN 1942. IMAGE # 012449.

"The War Memorial has a reputation as a friendly, welcoming, dignified and interesting place, filled with stories.

"The fall of Singapore in February 1942 is, I believe, is the most significant event in Australian history, after European settlement: almost 1000 Australians died in the defence of Singapore, five days later bombs fell on Darwin in the first of many attacks on Australia; 22,000 Australians went into Japanese prisoner of war camps and 8,000 did not survive.

"There are many Australian war graves in Singapore and here in Canberra visitors can learn more about the men and women who fought and died there, as well as view many artefacts like the table on which General Percival signed the surrender of Singapore to the Japanese," Dr Nelson said.

Next year, to celebrate the 50th Anniversary of Singapore independence, the AWM will lend that table to the National Museum of Singapore, where it will be reunited with the two chairs also used on that fateful day.



ABOVE STEPHEN BYRON DISCUSSING THE ADVANTAGES OF CBR WITH BILL FOO, ANZ BANK AS MICHELLE MELBOURNE, FOUNDER OF INTELLEDOX, LOOKS ON.

WHY CBR → SIN?

- Singapore is already a primary investment market for Canberra eg. ActewAGL/Singapore Power, Canberra Airport's Vibe Hotel/Toga Far East, Hyatt Hotel/Frasers Hospitality Group.
- Over 7,800 people/week travel between the Canberra Airport catchment area and Asia/Europe.
- There are growing trade links between Canberra and Singapore. Recent agreements include Intelledox, SchoolPro, Link Digital, On-the-Go, and Inland Trading Co.
- Chinese enrolments in Canberra universities are growing by 15% p.a with both universities offering linked programs with universities in Singapore.
- Canberra Airport can offer an overnight flight option for the 7 hour trip.
- Canberra Airport is now international ready, with an integrated domestic terminal and a hotel being built on site.



ABOVE (LEFT TO RIGHT) MELINA SAUNDERS (AIME), CLEVELAND MCGHIE (AIME), SCARLETT GAFFEY (SNOW FOUNDATION), GEORGINA BYRON (CEO, SNOW FOUNDATION), PIERINA LUCCHESI (SMITH FAMILY) AND CRAIG BETTS (SNOW FOUNDATION). PHOTO BY GINETTE SNOW.



ABOVE CONSTRUCTION UNDERWAY OF THE VIBE HOTEL AT CANBERRA AIRPORT. PHOTO BY GINETTE SNOW.

THE SNOW FOUNDATION UPDATE

A JUVENILE JUSTICE MENTORING PROGRAM, A WEEKEND HOME FOR HOMELESS FATHERS TO ENJOY WITH THEIR CHILDREN AND A COMPUTER CLUBHOUSE FOR MARGINALISED YOUTH.

The Snow Foundation, established by brothers Terry and George Snow in 1991, continues to have a strong focus in Canberra with a growing commitment to more rural areas as well as a few key strategic national projects. Recently announced were the 48 community organisations and 22 individuals receiving grants from the \$1.2 million donated by the Snow Foundation in 2014.

Chief Executive Officer, Georgina Byron said “We are reactive to community need, and proactive in identifying new evidence-based programs, and supporting them to establish in Canberra.”

Some of the programs include Friends of the Brain Injured that provides therapy for children with cerebral palsy, Karinya House which is a warm home for new mothers, as well as various educational rural scholarships.

This year’s grants bring the total donations made by the Foundation since its inception to in excess of \$9 million given to more than 200 community groups and individuals.

For more information go to www.snowfoundation.org.au

AIRPORT VIBE HOTEL ON STEADY CLIMB

OUR VIBE HOTEL IS ON TRACK TO OPEN AT THE END OF 2015, PROVIDING CONVENIENT ACCOMMODATION FOR TRAVELLERS AS WELL AS STATE OF THE ART CONFERENCE FACILITIES.

Within walking distance from the terminal, the new on-airport hotel will have a business travel focus and consist of 191 rooms, suites and serviced apartments over seven storeys. With industry-best acoustic treatments, rooms will have sweeping views over Lake Burley Griffin to Parliament House, and across the runway to the east.

The conference facilities will include flexible set up options for up to 175 delegates, allowing for more options for Business Parks tenants as well as providing a convenient hub for national and international business travellers.

Vibe Hotels are owned by Toga Far East (TFE) Hotels which is part-owned by Far East Orchard Limited, a member of Singapore’s largest private property developers - Far East Organisation. TFE operates the Adina Apartment Hotels, Medina Serviced Apartments, Rendezvous and Travelodge Hotels as well as Canberra’s Hotel Kurrajong.

Hotel construction is well underway with the ground floor concrete in place with each of the 7 floors scheduled to take two weeks each to build. The concrete structural works are due to be complete by the end of this year, with first guests welcomed in November 2015.

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