

2019 WA Regional Tourism Conference

Host Town Expression of Interest

The WA Tourism Conference was introduced in 2015 as a collaboration between a number of industry associations, including Tourism Council WA, Visitor Centres WA and Caravan Industry Association WA. It was held in Perth in 2015, 2016 and 2018, attracting more than 400 delegates in the most recent iteration.

In 2017, the Conference was taken to a regional location, being held in Albany. In 2019, the WA Tourism Conference will once again travel to a regional town, giving the host location a unique opportunity to welcome delegates and showcase their region.

Conference organisers are seeking Expressions of Interest from regional towns to host the 2019 WA Regional Tourism Conference, which also incorporates the GWN7 Top Tourism Town Awards.

This document outlines the requirements to successfully bid to host this event and what must be included in your application. Smaller communities or regions may consider a collaborative approach, submitting a bid as a regional group.

Please note, Expressions of Interest must be received via email to tcwa@tourismcouncilwa.com.au by **close of business Tuesday, 6 November 2018**.

Host Town Benefits

Hosting the WA Regional Tourism Conference can deliver substantial economic, media and visitation benefits to your destination. Based on analysis of the previous WA Regional Tourism Conference in Albany, this can equate to:

- More than \$270,000 total expenditure by delegates in the destination;
- More than \$50,000 of destination promotion through the media;
- Creation of tourism and trade connections with Visitor Centres and tourism operators who can package and upsell the destination;
- Significant intention by delegates to visit the destination again in the next three years.

Host Town Requirements

With tourism emerging as a significant growth industry for the future of WA's economy, the WA Tourism Conference is an opportunity for industry representatives to engage in industry-specific training, engage with colleagues and hear from speakers on critical issues facing the tourism sector. The conference plays a vital role in networking and connecting delegates with the wider tourism community and stakeholders, while also experiencing all the host town and region has to offer.

Dates

It is preferred that the 2019 WA Regional Tourism Conference be held in August or September of 2019. Please provide three suitable dates as part of your submission.

Please ensure dates are mindful of school holiday periods, public holidays and key events in the WA calendar.

Program Outline

Although the program for the conference is at the discretion of the conference organisers, they are looking for originality, unique selling points and the opportunity to offer delegates an insight into the host town, as well as networking and valuable learning experiences.

Below is a suggested format for the conference, however this can be flexible to encompass the host town's key features. There is also the opportunity to offer pre and post conference touring options throughout your region.

It is suggested that the host town/city plans to expose the various attractions and facilities by staging hosted functions at various locations. This provides delegates the opportunity to gain first-hand knowledge of your town/city.

There are a number of opportunities for the host town/city to organise and provide local and regional tours and famils for visiting delegates in order to showcase your location.

Day 1 - Monday

8.30am – 5.00pm	–	Delegates commence arrival Training workshops hosted by Tourism Council WA
6.00pm – 8.00pm	–	Official Opening Cocktail Function, hosted by the Shire/Town

Day 2 - Tuesday

7.15am – 8.45am		Visitor Centres WA Breakfast and announcement of GWN7 Top Tourism Town category award winners
9.00am – 4.30pm	–	Conference Sessions, incorporating breakout sessions and lunch

6.00pm 11.00pm	–	Conference dinner, incorporating GWN7 Top Tourism Town Awards
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Day 3 – Wednesday

9.00am 5.00pm	–	Optional industry association individual meetings/session Town/city famils
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Venues

The following venue sizes and facilities are required to host the 2019 WA Regional Tourism Conference.

Training workshops	Two rooms to host workshops with seating for approximately 50 delegates in total with tea and coffee facilities.
Opening Cocktail function	Venue for up to 200 delegates, stand up drinks and canapes, stage and audio visual equipment for speeches. Local entertainment.
Conference sessions (Day 2)	Venue for VCWA breakfast to seat 60 delegates banquet style with audio visual facilities. Capacity to provide catering. Venue for up to 200 delegates, audio visual equipment, banquet style seating, and area for stand up morning/afternoon teas and lunch. Capacity to provide catering. Dinner venue for up to 200 delegates, banquet style seating, stage and audio visual equipment (including screen) for speeches and presentations. Capacity to provide catering.
Optional industry association meetings (Day 3)	Venue for up to two industry association meetings, seating up to 50 people each, banquet style with audio visual facilities. Room available for catering if required and capacity to provide catering.

Bid Requirements

It is important that financial and in-kind support can be provided to ensure attendance at conference is maximised. To be considered, bidding documents must include the following **Essential Requirements** at a minimum. To tender a competitive bid, applicants are encouraged to address the **Additional Commitments** where applicable.

Essential Requirements

- At least \$20,000 cash sponsorship;
- All costs covered for the Welcome Function to be hosted by the local Shire/City Council;
- Free of charge venue hire plus approximately \$5,000 in-kind sponsorship (eg. Catering, AV, transport);
- A letter showing support and relevant commitments of the local City or Shire Council;
- Assistance with approaching suitable accommodation providers to organize accommodation for conference delegates at a discounted rate;
- Assistance with coordinating local sponsorships (both cash and in-kind);
- Arrangement of local famils for delegates to showcase your town/city/region;
- Assistance with transfers between accommodation and selected conference venues.

Additional Commitments

As well as meeting the essential requirements, applicants are encouraged to include additional commitments to ensure a competitive bid. Applicants which meet the essential requirements will be compared and selected with other applicants on the basis of these additional commitments.

Additional commitments could include:

- Additional cash sponsorship contributions;
- Assistance with travel to non-drive destinations, e.g. charter flights;
- Additional in-kind contributions such as venues, accommodation, food & beverage, or entertainment;
- Any other proposals which will reduce the costs for delegates or increase the appeal of the destination to attract more delegates.

Sponsorship Benefits

In return, the host town will receive benefits including:

- Platinum Sponsorship of the 2019 WA Regional Tourism Conference, which includes the following:
 - Three complimentary full conference registrations, plus three additional dinner tickets;
 - Verbal acknowledgement as Platinum Sponsor and Host City throughout the conference;
 - Sponsor slide on PowerPoint with sole logo branding;
 - Company profile and logo included in conference prospectus, distributed across the WA tourism industry;
 - Half page advert in conference program, distributed to every delegate at the conference;
 - Sole recognition as host and provider of Welcome Cocktail Function, including speaking opportunity;
 - Placement at conference of two pull up banners (supplied by host city);
 - Logo at conference on sponsor pull up banner (supplied by conference organizer).
- Opportunity to host Welcome Cocktail Function;
- Opportunity for Mayor to provide a short address to open the Conference;
- A comprehensive marketing package to promote your city/town (details TBC);
- Additional delegate tickets discounted by 20 per cent.

Travel

One pre-conference site visit will be conducted prior to the event and accommodation will need to be provided free of charge as part of this application.

Assessment, Selection and Closing Date

Formal bids/proposal documents to host the 2019 WA State Tourism Conference are required by **close of business Tuesday, 6 November 2018**, and should be forwarded to: tcwa@tourismcouncilwa.com.au.

Proposals will be assessed in line with the following criteria:

- Bid has successfully demonstrated that the hosting requirements are met, indicating discounts or cost-neutral elements for the conference;
- Letter indicating level of support from local City/Shire of Council;
- Details of venues to be used including full costings;
- Plans to showcase town or region to delegates through famils;
- Any other hosting plans, e.g. transport and transfers, entertainment;
- Accessibility/viability for delegates to attend the conference;
- Accommodation venues and discounted rates;
- Brief summary as to why the town/city should be selected.

Please ensure your submission includes the following at a minimum:

- Covering letter;
- Overall bid proposal encompassing suggested accommodation and venue options;
- Evidence of financial commitment (both cash and in-kind) from host body;
- Evidence of support from the local community and tourism businesses.