



REQUEST FOR BID PROPOSAL  
2024 DEVELOPING NORTHERN AUSTRALIA CONFERENCE  
AUGUST 2024

## Conference Overview

Developing Northern Australia Conference is an annual Conference addressing the opportunities and challenges for Northern Australia, in a forum to focus on outcomes, collaboration and prospering the north.

The conference attracts a wide range of participants who are forward thinking and support a resilient Australia. In particular:

- Federal Government inter-agency representatives
- State Government representatives from QLD, WA and NT
- Local Government representatives including CEO, General Managers, Mayors and Elected Officials
- Economic and Community Development Managers and Groups
- Sustainability and Environment Groups
- Organisations representing indigenous affairs
- Town Planners, Architects, Builders, Project Managers and Engineers
- Chamber of Commerce, RDA and Economic Development Groups
- Banking, Finance and others interested in Economic Development
- Academics and Researchers, Education Bodies with representation in Northern Australia
- Local Business Owners and Managers
- Resource Sector, Tourism Operators and Agricultural bodies
- Northern Australia Special Interest Groups

The program addresses topics of interest to all sectors interested in participating in developing Northern Australia.

The program includes:

- Keynote presentations by influential speakers
- Concurrent sessions and forums
- Welcome Reception
- Trade exhibition
- Poster presentations
- Access to presenter video recordings
- Educational conference tours
- Conference dinner

## Program overview

### Pre-Conference

- Bump in audio visual and registration/ secretariat set up

### Day One

- Exhibitor bump in
- Half Day – Plenary & Tours
- Networking Function

### Day Two

- Full day – Plenary and Breakout rooms
- Conference Dinner

### Day Three

- Full day – Plenary and Breakout rooms
- Exhibitor bump out

## Conference Outcomes & Statistics

### Outcomes for the Host Destination

- Contribute to driving progress, growth and investment in the development of northern Australia.
- Provide a platform for attendees to participate in information exchange, research, presentations and networking regarding northern Australia's future.
- Increase awareness of the host city's commitment to growth and investment in Northern Australia
- Contribute to raising awareness of the host city's initiatives that promote growth and employment in Northern Australia
- Increase the host city's access to stakeholders interested in northern Australia
- High level attendance at the Initiative (300+ attendees)
- Generate a state-wide media profile of the Initiative in the lead up and during the initiative
- Engagement with local businesses, community groups, local government authorities, volunteers, regional tourism organisations and visitor centres
- Positive economic impact to the local economy (local procurement, visitor spend, additional tours/events)

## Previous Delegate Daily Spend

Estimated total delegate conference spend based on 300 delegates over 3 days: \$497,275.00

Average length of stay 3.5 nights per delegate

Average daily spend \$640.16 per delegate. Includes:

- Transfers
- Tours
- Food and Beverages
- Entertainment
- Accommodation

## Historical Local Conference Expenditure

1. Catering and venue hire (Conference, Exhibitor Space, Networking Function & Dinner)	\$180,836.50
2. Flower Pieces for Stage	\$310.00
3. Conference Dinner Entertainment	\$600.00
4. Welcome Reception Entertainment	\$600.00
5. Conference Bus Transfers	\$3,960.00
6. Post-Conference Tours	\$4,352.50
7. Accommodation	\$90,000.00
8. Car Hire	\$717.15
9. Welcome to Country	\$1,100.00
10. Live Streaming Videographer and Photographer	\$15,800.00
11. Security	\$2,000.00
12. Design and print	\$5,000.00
<b>TOTAL</b>	<b>\$305,275.15</b>

## Attendee origin

Number of attendees **350-450 attendees**.

The following is a snapshot of attendees in 2022 in Mackay and 20219 when last in Karratha, WA.

**2022 Mackay, QLD:** 59% QLD, NT 15% and WA 10%, 16% other states

**2019 Karratha, WA:** 57% WA, 21% QLD, 5% NT, 17% Other states

## Benefits of Hosting the Developing Northern Australia Conference

### Official Designation

HOST CITY PARTNER/SPONSOR (Exclusive position)

### Entitlements

- **Special announcement** of the conference location and relationship with the host partner, by a senior representative, at the close of the 2023 conference, in the presence of the plenary delegation, government representatives and media delegates including promotional video of the conference destination (supplied by host partner).
- **Dedicated email notification** launching the Developing Northern Australia 2024 Conference and Host Council Partnership (to go to databases including email subscribers, blog, Twitter, Facebook and LinkedIn for Developing Northern Australia Conference).
- **Primary exposure** of the host partner on event collateral and publications as Host Council Partner including conference handbook and website of the 2024 conference.
- At Developing Northern Australia Conference 2024, **acknowledgement** at the opening and closing ceremonies
- Council logo to appear on **title slides**
- Opportunity to do a complimentary **arrival gift or brochure/flyer** (host partner to supply product)
- Recognition as Host Partner with a **100-word company description** and logo in the Initiative App, handbook and website
- **Logo and links** to company website included in all HTML email marketing campaigns
- **Full page advertisement** in Initiative Handbook
- **Initiative App advertisement** (banner on bottom of main screen) - 640 x 90 pixels
- **1 x digital banner** on northaust.org.au website - asap - 1920x280 pixels - with hyperlink
- **3 x social campaign** (blog post, LinkedIn, Twitter and Facebook) to be used at host partner's discretion (we just require 3 working days to schedule)
- 1 x Prominent display of **banner on the plenary stage**
- 1 x question inclusion in conference **post event survey**
- Company logo included on **door and venue signs**
- **Double (6m by 2m) booth** in a prime location within exhibition area
- **6 x full registrations** to the Initiative including attendance to the networking function
- Option to **chair a concurrent session**
- Two members onto the **Program Advisory Committee**.
- Host partner city **Mayor invited** to open the conference and address the Welcome Reception

## Requirements of venue:

### Venue cost (venue hire, bump-in and bump-out fees, conference furniture)

- Plenary Room - min. 500sqm (seat 450pax theatre style)
- 5 x breakout rooms – min. 200sqm (seat 80 – 100pax theatre style)
- Speakers Prep room
- Registration desk & Secretariat Office
- Exhibition & Catering Area - 45 x 3m x 2m booths + 2 catering stations
  - Refer to **appendix 1** for further details

### AV equipment

- Audio visual equipment setup for all 5 conference rooms
  - Refer to **appendix 2** for further details

### Mayoral Reception/Conference Welcome Reception

- Welcome Reception held on day one of the Conference.
- 1.5hr cocktail event with drinks and canapes
  - Refer to **appendix 3** for further details

## Financial Support

- The expectation of a valued contribution for the successful destination is based on a benefaction of \$142,000.00 (EX GST) which will assist the conference in covering the costs of the conference with local suppliers and organisation of the event in a regional location.

## CITY SUPPORT

- The City to provide a Welcome from City Mayor and Minister at the Welcome Reception – Monday.
- The City will to assist with connection to any local providers to assist with booking catering, entertainment, accommodation.
- The City will facilitate connections with tour providers (that are different from 2019) so that the conference can effectively showcase the city's new and current initiatives and programs.

## Other Conference Requirements

Action Points	Information
Work with conference organiser to identify suitable conference dates	3 Day Conference from <b>12 – 14 AUGUST 2024</b>
Provide details on travel accessibility e.g. flight and road access	The majority of delegates are drawn from the main centres of northern Australia of Cairns, Darwin, Karratha, Broome, Mt Isa, Mackay, Townsville and to a lesser extent the southern cities of Perth, Brisbane, Sydney, Canberra, Melbourne. Cost and ease of travel to/from the conference to the venue is a major consideration.
Conference catering	Day Delegate package for 3 days <ul style="list-style-type: none"> <li>• Arrival tea, coffee and juice</li> <li>• Morning tea, 1 sweet, 1 savoury item and tea, coffee and juice</li> <li>• Full Buffet Lunch</li> <li>• Afternoon tea, 1 sweet, 1 savoury item and tea, coffee and juice</li> <li>• Separate dietary station</li> </ul>
Conference dinner	Offsite conference dinner to be held on day 2 of the conference. <ul style="list-style-type: none"> <li>• Venue hire</li> <li>• 3 course dinner</li> <li>• Drinks package options</li> <li>• AV: Stage, lectern and mic</li> <li>• Seating for 200-300pax</li> <li>• Table centerpieces</li> <li>• Entertainment (e.g. musician)</li> <li>• Bus transfers</li> </ul>
Provide ideas for educational conference tours	Optional educational tours that celebrate and showcase local key initiatives, which support the Developing Northern Australia Agenda, will be held on day 1 of the conference. Tours will be at an additional cost to delegates and will run for 2-3 hours.
Provide accommodation options, room rates and availability of rooms or introductions to accommodation venues	Accommodation will be needed within a short walking distance to the venue. Please consider standard of accommodation and reasonable pricing for delegates. Approximate room block will be: Pre-Conference – 100-150 rooms Day one – 100-150 rooms Day two – 100-150 rooms Day three – 100 rooms
Provide details on airport transfers available	Availability of transfers to and from the airport
Provide any advice on additional costs	E.g. Anticipated higher costs that may be incurred for Keynote Speaker travel, exhibition hire, delivery of collateral and miscellaneous expenses due to location.

# Appendix 1

## Venue requirements

### **Plenary Room– minimum 500sqm**

- To seat 450pax, theatre style
- Large stage with draping, needs to fit lectern, water table and 6 tub chairs
- Lectern, screen, projector
- Clothed table with water next to lectern
- Small table next to stage for fold back screen
- Water, mints, pads and pens at the back of the room
- Draping, lighting and AV

### **5 breakout rooms (plenary can be used as a breakout)**

- 80 – 100 people - minimum 150sqm – 250sqm
- Theatre Style
- Water, mints, pads and pens at the back of the room
- Lectern, screen, projector
- Clothed table with water next to lectern
- Stage in each room

### **Speakers Prep room**

- Power access
- Clothed trestle tables x 3
- Internet access, complimentary WIFI for all delegates

### **Registration desk/ Secretariat Office**

- Internet access
- 4 x 1.8m clothed trestle tables in u-shape/ or existing registration table
- 2 chairs
- Power access
- Bin

### **Exhibition Area/ Catering**

- Catering station in the middle of exhibition area (min two double sided buffets)
- Scattered water and coffee stations throughout
- Sufficient scattered high bars or seating for lunch
- 30-40 3mx2m booths for exhibitors
- 10-15 Poster Boards
- Power, bin and 2 chairs at each table
- Electronic signage/ printed signage

## Appendix 2

### *AV requirements*

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**Each room to include the following:**

- Screen and projectors (up to 3 required for the plenary)
- Laptops at lectern
- Lectern and microphone (1 in plenary – and 1 in each break room)
- Sound
- Panel table and chairs within each breakout room (as required)
- Panel table and chairs in plenary (as required)
- Roving mic in breakout rooms

**Additional Plenary Requirements:**

- Fold back screen
  - Clicker
  - Stage lighting
  - 2 Lapel microphones and 2 roving microphones
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## Appendix 3

### *Welcome reception requirements.*

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**Welcome Reception held on day one of the Conference. Standing function with dry bars.**

- Venue hire (at conference venue or offsite)
  - Canape Package
    - Including 6 canape options
  - Drinks package options or drinks on consumption
  - AV: Stage, lectern and mic
  - Clothed dry bars
  - Tealight candles
  - Entertainment (e.g. musician)
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