



## **2018 South Australian Tourism Conference**

Host city/business expression of interest outline

**Due date: 5pm Thursday 31 August 2017**

## 2018 South Australian Tourism Conference - Host city/business expression of interest

This document outlines the opportunity for a city or business to host the 2018 South Australian Tourism Conference.

Tentative dates for this conference are Tuesday/Wednesday, May 29 and 30, 2018.

Further details of the partnership would be discussed with the SATIC team once a host city/business provides an expression of interest.

### Purpose and outcomes of the Tourism Conference:

#### Conference Purpose

- To facilitate the continuous development of a dynamic, innovative, competitive tourism industry in our State.
- To continue to build the professional capabilities of tourism industry operators by inspiring, engaging, informing and connecting.
- Assist delegates to develop new ideas, strategies and ways of thinking.

#### Conference Outcomes

- Opportunity for delegates to be informed, learn and apply back in their own work environment, take home the latest tourism news, thinking and ideas.
- Opportunity for tourism industry and key stakeholders to network with peers and industry experts, connect and reconnect with each other.
- Provide a forum to examine the business values and practices needed to provide professional tourism services in South Australia.
- Encourage ongoing support for sustainable tourism growth in South Australia.
- Learn from senior industry executives and speakers who are experts in their fields.
- Be inspired to create new solutions to tourism challenges.
- Encourage thought leadership, service excellence and best business practice across various streams.

#### Background information: Previous Attendance:

In 2014, there were a total of 215 delegates.

In 2015, there were a total of 282 delegates .

In 2016, there were a total of 340 delegates.

Conference guests are typically small business owner/operators, accommodation operators, wineries, tour operators, Local Councils, Food produce companies, larger hotels from across South Australia, joined by a number of guests from related industries, including suppliers to the industry, regional tourism bodies and local governments, key stakeholders, government bodies – state and federal.

#### Host region benefits:

- Opportunity to showcase your city/business to a captive audience with a vested interest in tourism across South Australia.
- Opportunities to participate in the Conference Working Group throughout the year.
- Recognition as host city /business for the conference on all promotional materials, website, registration forms, brochures, signage, presentations and all Social Media and eDms.
- Showcases tourism environments and product in the region and provides an opportunity to promote benefits of local tourism to local CEO, Senior Executives and Councillors.
- Opportunity to invite key partners, CEO, Senior Executive and Councillors to Conference Dinner.

## Roles and responsibilities for host City/business and SATIC:

Host City/business	South Australian Tourism Industry Council
Attend and input in Working Group meetings	Chair and facilitate Working Group meetings
Source suitable venues for conference	Program design & speakers
Source venue/s for casual first night dinner and drinks	Conference marketing and promotion
Source a venue for Industry Dinner Venue	Registration processing and management
Source local food produce and wine sponsorship and/or entertainment for Industry Dinner	Source local food and wine sponsorship; Invoicing and finance processing
Provide cash sponsorship or in-kind contribution to support the running of the conference Source potential accommodation options and discounted rates for delegates	Event management Source overall accommodation rates, communicate potential travel options and discounted accommodation rates for delegates and presenters
Input into program, where appropriate	Sponsorships acquisition and management
Connect SATIC to potential local sponsors, where appropriate	Promotion to VIC network and stakeholders
Support in promotion to potential delegates across South Australia	Post-event evaluation and feedback survey

### Host City/ Business:

#### 1. Attend and input in Working Group meetings

The Conference Working group consists of:

- SA Tourism Conference Host City/business representative
- SATIC Service Excellence Manager, Membership Manager and Event Manager

Other people may be invited into and out of this working group, as required.

#### 2. Working Group - Time commitment:

- The working group will meet together for between one and two hours monthly, either face-to-face or via teleconference for the duration of the planning period.
- These working group meetings can occur at either SATIC's Victoria Square office, the Host's offices or at another location determined by the Working Group.
- Outside of the working group meetings, it is expected that the Host and SATIC staff spend a reasonable amount of time fulfilling the commitments outlined in the roles and responsibilities table.

#### 3. Source a venue for conference including 4 masterclasses

- Venue must be able to seat up to 370 delegates in the main plenary – cabaret style seating.
- Must have a main 'plenary' room, and at least 4 other breakout rooms able to seat up to 60 delegates in each break our rooms – need to have av and screens
- Must have 4 rooms for the half day 'masterclass session
- Must have suitable space allocated for catering breaks i.e. morning tea, lunch and afternoon tea
- Must have catering available for morning tea, lunch and afternoon tea.
- Good public transport connections and / or close proximity to accommodation is an advantage.

- 4. Source venue/s for first night Welcome Reception**  
Selection of one or multiple venues for the first night networking function. The preference is that this can be included in the overall conference program price.
- 5. Source a venue for Industry Dinner**  
Selection of one venue for the Industry Dinner. This is an excellent opportunity to showcase the region and to invite guests. The Industry Dinner must seat up to 180 delegates,
  - Be of a standard suitable for such an event,
  - Offer a three course sit down meal.
- 6. Wine and beverages for Industry Dinner**  
The Industry Dinner provides an opportunity for the Host to showcase the city's winemakers, breweries and / or cideries. Note: This is more relevant for some regions than others.
- 7. Cash sponsorship or in-kind support**  
The Host would provide some financial or in-kind support to contribute to venue hire, Industry Dinner or event other costs, as discussed with the working group.
- 8. Input into program, where appropriate**  
The Host is welcome to provide local input and guidance into the program, where appropriate. This could include suitable presenters, topics or workshop facilitators.
- 9. Connect SATIC to potential local sponsors, where appropriate**  
The Host is encouraged to provide introductions for SATIC to potential sponsors, via their existing contact network, where appropriate to assist with the hosting of the Tourism Conference.
- 10. Support in promotion to potential delegates, where appropriate**  
The Host is encouraged to assist SATIC promote the Conference to potential delegates through their avenues of communications.

**Submission format and review:**

- The host is encouraged to submit an expression of interest that is no longer than six A4 pages in length.
- Submissions will be reviewed by Conference Working Group.

**Submission deadline:**

Deadline: 5pm Thursday 30 August 2017

Email to: [info@satic.com.au](mailto:info@satic.com.au)

**For further information or to express interest in hosting the Summit, please contact:**

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