

Expression Of Interest invitation

To host the:

Sustainable Economic Growth for
Regional Australia (SEGRA) Conference



*"Australia's most credible
independent voice on issues
affecting regional Australia".*

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This document details the benefits of hosting the *SEGRA* Conference, the Expression of Interest process (EOI) and further background information on the event and Management Solutions (QLD).

1.0 An invitation to host *SEGRA*

SEGRA, Australia's premier conference on regional issues is about assisting regional, rural and remote Australia to source and identify the techniques, skills and issues they need to address to achieve successful economic growth and development.

"As the world becomes more accessible, it is important that people also feel a sense of connection to place".

Submissions are being sought from regions to host future annual *Sustainable Economic Growth for Regional Australia (SEGRA)* conferences. This proposal is for regions in Australia that have the necessary attributes to contribute to, as well as benefit from, the aims and objectives of the national *SEGRA* conference.

SEGRA includes all regions large and small, remote or close to amenities, fast growing or stable. Each year *SEGRA* is held in a different region to capture different regional challenges and attributes.

Hosting *SEGRA* provides regions with an important opportunity to profile their success stories and gives people in their region access to the wide range of experts and practitioners who present and participate at *SEGRA*.

Not only does *SEGRA* benefit the region during the conference, at the conclusion of the conference, a communiqué is distributed highlighting key themes and issues raised for anyone to access these essential learning's.

Objectives of *SEGRA* include regions:

- Taking the initiative and control of their own economic development destinies;
- Identifying their positions - economic, social and cultural - and maximising their worth in the new global economy;
- Identifying and exploiting emerging issues and trends to maximise benefits;
- Developing innovative strategies and implementation processes to ensure community support and relevant action to meet regional needs;
- Identifying key decision makers, processes and points of access in government and the corporate sector;
- Identifying the issues essential for regional sustainability;
- Actioning strategies for real influences and impact;
- Raising regional profiles; and
- Setting the policy agenda and changing the choices and present options.

2.0 The Host Region Advantage

An invitation is extended to you to participate as a Host Region Sponsor in what is seen as Australia's most credible, independent voice on issues affecting regional Australia.

The advantages of participation include:

2.1 Building Relationships

SEGRA provides your organisation with the opportunity to meet key people and stakeholder groups and to maintain a high profile. Target groups include - local government authorities, regional economic development practitioners, policy makers in local, state and federal government, business and industry associations and organisations, academics, community organisations, business, indigenous groups and the media.

"Business events and conferences are equipping the Australian workforce with skills, cutting-edge knowledge, global networks and collaborative projects to drive innovation".

2.2 Demonstrating organisational capability

SEGRA highlights your organisation's capability in regional economic, environmental and community development.

2.3 Raising organisational profile

SEGRA lifts the status, awareness and profile of your organisation through the relevant national publications, print and e-newsletters, conferences and media exposure it receives and in previous years the conference has had extensive national radio coverage.

2.4 Building organisational and professional reputation

SEGRA enhances you and/or your organisation's reputation either broadly or specifically within a particular sector.

2.5 Promoting your organisation

Partnership arrangements such as a Regional Expo Display, delegates mail out, satchel inserts and media releases highlight your organisation to the *SEGRA* community.

2.6 Opportunities to advance your organisation's critical issues

Your organisation's critical issues can be addressed, discussed, debated and progressed with a broad range of key players. It is possible for sponsors to address delegates and have their presentation included in the electronic conference proceedings.

2.7 Demonstrating involvement, commitment and support to regional Australia

Your involvement, commitment and support of **SEGRA** will be openly demonstrated and widely acknowledged before, during and after the conference. Your organisation's logo can be presented on the program, conference banners and at any event you sponsor.

2.8 Networking

SEGRA gives you and your organisation the chance to mix informally with delegates in an environment conducive to listening and learning, away from the competition of normal, everyday distractions. Complimentary, non transferable registrations are available commensurate to the level of partnership. **SEGRA** will also facilitate functions with keynote speakers if desired.

2.9 Supporting Regional Australia

SEGRA engages a large sector of the community and fosters a forum of sharing ideas and experiences to educate other; encourages participation; and enables the community to move forward with a wider sense of knowledge and wisdom.

2.10 National targeted exposure of your organisation

Hosting **SEGRA** gives your organisation access to Management Solutions (Qld) exclusive database featuring over 13000 key members of local, state and federal government departments, private sector organisations including environmental interest groups, commercial developers and operators and Academic institutions from across Australia. Electronic Communication includes regular media releases and *The Meeting Post*, an e-newsletter addressing professional development and training in regional Australia.

3.0 Hosting SEGRA National Conference

The successful conduct of **SEGRA** requires, as a guide, previous host regions providing cash sponsorship ranging from \$80 000 - \$120 000 (excluding GST). Often, regions have combined with a number of organisations and state departments in preparing a bid. Additional in-kind support, such as subsidising of the venue, can also assist a host region's proposal.

3.1 Host Region Entitlements

As Host Region for **SEGRA**, you receive exposure to the substantial positioning, promotional and marketing benefits associated with such a high profile national conference, as well as:

"More than ever, we need to plan and carefully consider future prospects, issues and the dynamics impacting on our regions, their industries and future opportunities".

- **Contacts:** Access to Management Solutions (Qld) exclusive databases featuring over 13, 000 key members of local, state and federal government department, private sector organisations including environmental interest groups, commercial developers and operators and academic institutions from across Australia. The database has been compiled by Management Solutions (Qld) over the last 15 years and all contacts are regularly updated to ensure currency.
- **Logo Profiling:** Presentation of your logo on all materials associated with the conference including:
 - Call for Papers Electronic Brochure;
 - Conference Registration Brochure;
 - Conference Program (Forward and Official Welcome); and
 - Conference e-proceedings.
- **Satchel Inserts:** Inclusion of your marketing material and brochures in delegate carry bags.
- **Pre and Post Conference Touring Opportunities:** This will further profile and highlight your region to the conference delegates and stakeholders.
- **Website Profiling:** Presentation of your logo on the **SEGRA** conference website with links to your own institution's website.
- **Keynote Speaking Space:** Allocation of a keynote presentation by a speaker/s of your choice - which will allow you to address academic institutions as well as private and public sector organisations from throughout Australia.
- **Concurrent Speaking Spaces:** Allocation of concurrent session speaker opportunities (within agreed themes) should staff wish to be involved
- **Promotion of your organisation:** Through all conference media liaison with print, radio and television outlets including:
 - Display of your logos and information in media packages
 - Recognition in all media releases prior to, during and following the conference
 - The Meeting Post - industry e-newsletter

- Pre and Post Conference Mail Out
- Invitation letter to delegates of previous years

- **Display:** Complimentary display space for your organisation at the **SEGRA** Regional Expo. As well as banners allocated at the plenary venue and keynote presentations as well as the *networking activities conducted including hosted breakfast sessions and conference dinners.*
- **Registrations:** Complimentary full registration including networking functions for each major sponsor (valued at \$2225 per person).
- **Advertisement:** A full page colour advertisement in the conference delegate's book.
- **Planning Committee Involvement:** The Host Region Sponsor is ensured of *maximum input into planning the content of the conference* and its execution and appoints one senior officer as the contact for the conference and together with appointed **SEGRA** industry experts and Kate Charters as Convenor, will comprise the Planning Committee.
- The role of the committee is detailed below:
 - develops the conference theme, sub-themes and program of keynote speakers;
 - develops the topics and speakers of the specialised pre-conference forums;
 - advises on media management; and
 - advises on marketing of the conference.

3.2 Host Region Requirements

The Committee considers *three main requirement areas in selecting a host region*:

1. The *unique character of a region* and the regional economic development features that the region demonstrates;
2. The *commitment of regional and state level stakeholders* to bringing **SEGRA** to a region;
3. The *financial viability of conducting the conference*. **SEGRA** must operate on a full cost recovery model. Considerations by the Committee include: cost of venues, accommodation, technology and functions. An additional consideration is accessibility for delegates and speakers in terms of travel and registration expenses.

3.3 Host Region Criteria

The Selection Panel will assess each expression on its merits against a range of criteria set out below:

Desired Destination Capabilities

- 1) Options of conference *venues with a capacity* of no less than 250 theatre style, break-out facilities sufficient for 4-5 concurrent break-outs.
- 2) High quality *audio visual technology* on offer.
- 3) **Display areas** for sponsors adjacent to morning tea/lunch/afternoon tea areas.

- 4) *Accommodation options* ranging from budget to 5-star within easy access of the conference facility.

Financial and In-Kind Contribution

- 5) Provide an appropriate level of cash and in-kind sponsorship. This support enables us to involve high-profile, well respected speakers, reduce registration costs to delegates, stage the conference in a regional centre and provide a diversity of field trips.
- 6) Provision and organisation of a *pre-conference familiarisation* for the convenors to visit the host region, meet with key stakeholders, assess venues and examine field trip options. This normally involves two senior staff from Management Solutions (Qld).

Support and Engagement

- 7) Pre-conference support to enable the convenors to tap into local case studies, innovations and business networks.
- 8) Where possible, provide support for the distribution of conference material to prospective delegates by supplying a database of local contacts and with printing and postage of conference flyers and brochures promoting your region
- 9) Assist with promotional and media opportunities through the use of government publications and established media contacts.
- 10) Assist with administrative support during the conference - e.g. at registration time and for set hours during the day to assist delegates to move around the conference and explore the region.

Please note: The SEGRA Secretariat is responsible for all convening, secretariat, marketing and reporting aspects of the conference.

3.3 Host Region Considerations

There are a number of additional steps you can take to ensure your bid to host **SEGRA** makes an impact. The following information is useful in helping select the region which will host the **SEGRA** conference and should be included, where possible, in your bid:

1. An overview of the region highlighting its unique story of sustainable economic regional development. Include relevant details for study tours such as the attraction, activities, and particular economic initiatives available in your region. *Tourism promotional brochures for your region may be included* as well as details of the key economic development contact.
2. Demonstrated regional support and capacity of regional and state level stakeholders to bringing **SEGRA** to a region such as letters from supporting agencies. Supporting correspondence must include a clear commitment of

sponsorship value (cash and in-kind) in order for the business case to be considered.

3. Data Analysis

The following information should be provided in order to assist the business case:

- Access
 - Location for the conference
 - Distance from major transport terminals (e.g. Airport, Train Station, Bus Station)
 - Information on getting to the region including transport schedules (e.g. Flight Schedule, Bus/Train Timetable) from major cities to your region and returns around the proposed conference dates

- Potential Conference Venues
 - Number of conference rooms
 - Theatre and Round-Table Style seating capacity of each room
 - Number of Accommodation Rooms
 - The availability of an audio-visual technician and equipment
 - Menus for breakfasts, lunches, morning and afternoon teas, dinners and cocktail functions
 - The associated costs of each of the items above.

- Marketing
 - Outline the support offered for famil visits for two members of staff. For example, flights, accommodation, meals and any other support offered
 - Events and conventions previously hosted by the region as well as any relevant references
 - The size and general demographic of databases available for conference promotion and any other marketing support available
 - Key marketing contacts as well as a liaison contact

- Accommodation
 - Alternative accommodation options including their distance from the conference venue, number of accommodation rooms and types as well as rates and commission.

This list is not exhaustive. Please include any additional information which you feel will strengthen your bid to host the **SEGRA** conference.

4.0 Lodging your Expression of Interest

Expressions of Interest should be forwarded by post (**3 full copies**). An electronic copy should also be lodged. Contact details below:

Contact:

Kate Charters (Director)
Ground Floor, The Mansions
40 George Street
Brisbane QLD 4001

GPO Box 2301
BRISBANE QLD 4001

Phone: 07 3210 0021

Fax: 07 3210 0044

Email: info@segra.com.au

Web: www.managementsolutions.net.au

Web: info@segra.com.au

4.1 Critical Dates

- Expressions of Interest must be lodged with the **SEGRA** Secretariat by **April 2014**.

4.2 Checklist

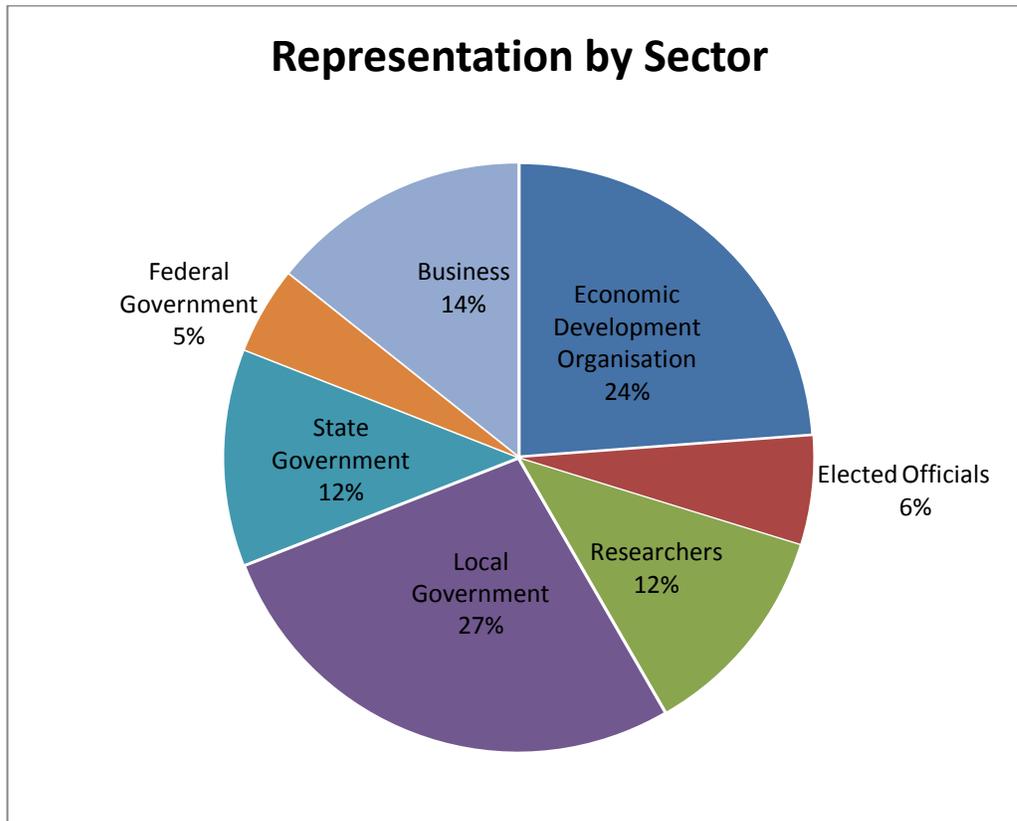
Your Expression of Interest should include:

1. Completed pro-forma attached;
2. Criteria response as outlined above **no more than 10 pages**
 - Ensure you have addressed **all 10 criteria**
 - **Financial support** totals should be nominated
 - Additional responses to the above suggested considerations;
3. Electronic lodgement by **30 April 2014**

Attachment A - Additional Conference Background and Information

A.1 Delegate Composition by Organisation

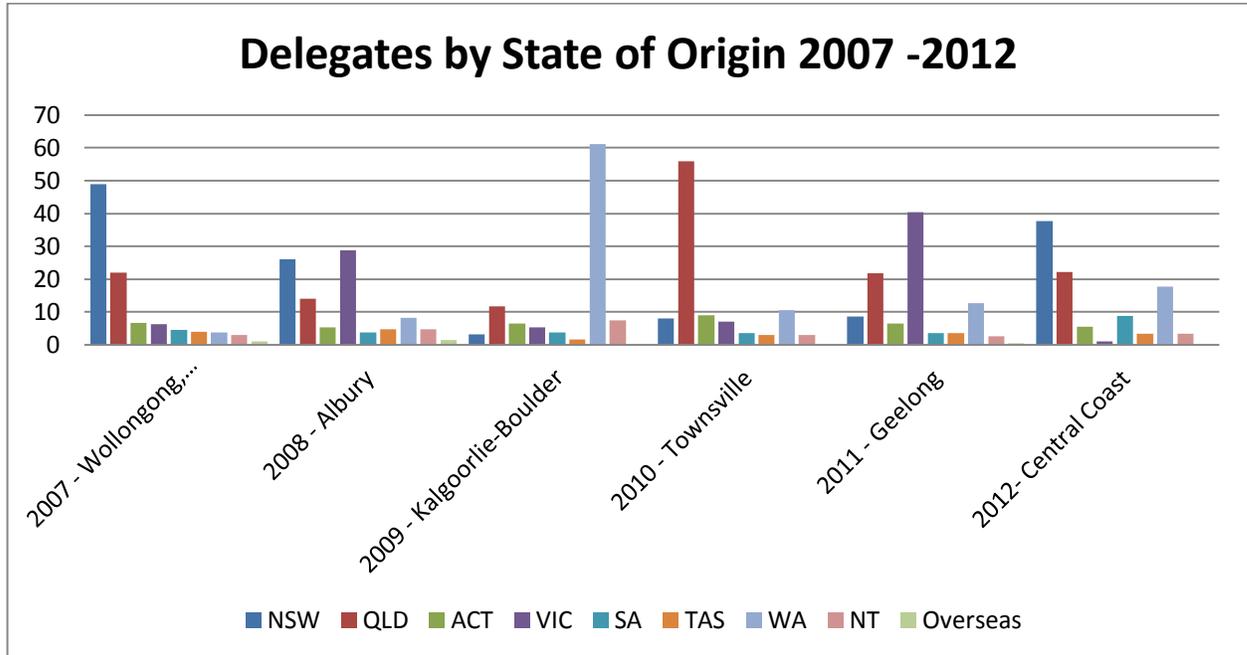
The graph below demonstrates the broad policy community for sustainable economic growth in regional Australia within the **SEGRA** delegation.



Data Collected from **SEGRA** 2012 Registration Information

A.2 Delegate Composition by State

All states and territories are represented at **SEGRA**. The state of the host region typically is more represented.



A.3 Previous **SEGRA** Themes and Action Agendas

SEGRA Conferences are themed to help focus on current issues surrounding rural and regional areas in Australia.

Previous themes:

SEGRA 2013 held in Coffs Harbour NSW themed Regions: *‘Unleashing their mojo in an interconnected world’* focussed on empowering regional communities and business as a means to sustainable development.

SEGRA 2012, held at Terrigal, Central Coast NSW, focused on ensuring regions leverage maximum benefits from regional growth, town centre renewal and large scale developments.

SEGRA 2011 was themed around *‘Promoting Regional Australia: regions and their cities’*.

SEGRA 2010 was all about *‘Regions Delivering a Big Australia’*. At the forefront of discussion were issues regarding population, migration, growth management, sustainability and interregional capital transfers.

The **SEGRA** 2009 Conference looked at exploring *new frontiers for regional Australia*. Key program themes include riding the cycles and managing change, the economic outlook for regional Australia and how to position small to medium enterprise businesses for the next boom.

SEGRA 2008 was '*Creative Solutions - expect them to be different*'. Key program themes included scenario planning, invigorating local communities and climate change with challenges to use creativity and innovation strategically and deliberately.

SEGRA 2007 looked at the critical elements in achieving productive change and how to use these to establish and maintain sustainable economic growth for regional Australia. The theme was '*Changing Regions: the road to success*'.

SEGRA 2006 was about *how regions need to be increasingly adaptable*, have open minds to new opportunities, and be able to respond and seize these opportunities with appropriate and timely actions that can be effectively implemented.

SEGRA 2005, themed '*Sustainable Regional Development: getting down to business*', was about business, industry, government and community working in partnership to grow regions'

'Big Ideas for Regional Australia: breaking new territory', formed the theme for **SEGRA** 2004.

Building Resilient Regions: sustainable economic growth for regional Australia was the theme for **SEGRA** 2003.

'Smart Paths to Regional Growth: servicing regions for economic growth' from **SEGRA** 2002, which focused on assisting regional, rural and remote Australia to be more creative and innovative.

SEGRA 2001 had the theme '*Regions Driving Decision Making: raising regional profiles*'.

A.4 Program Features

The **SEGRA** Conference provides a unique opportunity for all sections of the Australian community, rural and urban to explore the key issues affecting regional, rural and remote Australia and be part of providing positive sustainable outcomes to ensure future growth and development.

The **SEGRA** Conference comprises of a range of:

- Keynote addresses and speakers
- Plenary and concurrent sessions
- Applied workshops
- Relevant field trips
- Policy Development Opportunities
- Roundtable Discussions

The feature of the **SEGRA** Conferences has been the focus on relevant issues facing regional Australia and the extremely high quality of keynote addresses by national recognised and respected commentators and opinion leaders on these issues.

During the **SEGRA** Conference, different functions are held at popular venues and attractions. These include:

- Welcome Drinks
- Networking Dinners
- Showcase Nights
- Business Breakfasts; and
- Private Luncheons

Following each **SEGRA** conference, a Communiqué is developed and distributed to key individuals and organisations with influence in issues affecting regional Australia.

In response to ongoing demand for specialised professional development and training **SEGRA** now incorporates two significant workshops.

- The pioneering Climate Change Workshop targets regional issues and has been developed with specific focus on adaptation and mitigation
- Regional Economic Development Policy Skills which provided an opportunity for regional players to develop the skills to better influence and drive the decision process across government and corporations.

The latter identifies the key steps, processes and issues that are required to initiate successful regional economic development.

A.5 SEGRA Conferences Sponsors - Last Five Years

Management Solutions (Qld) initiated the **SEGRA** National Conference in 1997 to focus on the problems and issues facing regional Australia and to propose positive solutions. The conference has been conducted annually since its inauguration.

- ✓ **SEGRA** 2013 was held in Coffs Harbour NSW themed '*Regions: Unleashing their mojo in an interconnected world*', it focussed on empowering regional communities and business as a means to sustainable development. Sponsors for the **SEGRA** 2013 were Coffs Harbour City Council, Enterprise & Training Company Limited (ETC), Southern Cross University (SCU), Online Interactive, Novotel Pacific Bay Resort, Bellingen Shire Council, Nambucca Shire Council and Coffs Coast Marketing. The conference partners are Regional Development Australia - Mid North Coast (RDA) and Chamber of Commerce and Industry.
- ✓ The **SEGRA** 2012 conference was held at Terrigal, NSW hosted by the Central Coast Region. Sponsors of the conference were Gosford City Council and Wyong Shire Council, Central Coast NSW; Central Coast Tourism; Regional Development Australia Central Coast NSW; NSW Trade and Investment, NSW Central Coast Regional Development Corporation; The University of Newcastle

- and Centre for Institutional and Organisational Studies; TAFE NSW; Rural Industries Research and Development Corporation.
- ✓ The **SEGRA 2011** conference was conducted from 24-27 October, hosted by the City of Greater Geelong, Victoria. Sponsors of the conference were Australian Government Department of Regional Australia, Regional Development and Local Government, and Rural Industries Research and Development Corporation; State Government Victoria, Barwon Water, Deakin University, Keystone Business Park, Warralily Armstrong Creek, Avalon Airport, Indigenous Business Australia, and National Institute for Rural and Regional Australia.
 - ✓ **SEGRA 2010** was held in Townsville. Sponsors and supporters include: Townsville City Council, the Queensland Government through the Department of Employment, Economic Development and Innovation, James Cook University, Port of Townsville, Townsville Enterprise, Regional Futures Institute, Southern Cross University, Rural Industries Regional Development Corporation, Department of Infrastructure, Transport, Regional Development and local Government and Indigenous Business Australia.
 - ✓ **SEGRA 2009** was conducted in Kalgoorlie-Boulder, WA. It was hosted by the City of Kalgoorlie-Boulder and sponsored by Goldfields Esperance Development Commission, Regional Development Australia Kalgoorlie-Boulder, KCGM and Desert Knowledge Australia. Supporters included Water Corporation, WALGA, Kalgoorlie-Boulder Chamber of Commerce and Industry, Chamber of Minerals and Energy WA, Telstra Country Wide, Miles Consulting Services and the University of the Sunshine Coast.
 - ✓ **SEGRA 2008** was conducted in Albury, NSW. Major sponsors were Australian Government Department of Infrastructure, Transport, Regional Development and Local Government; AlburyCity; and Murray Darling Basin Commission. Supporters include The Neville Freeman Agency, NSW Department of State and Regional Development; CLIMsystems, CQUniversity and the University of the Sunshine Coast.

Attachment B - About Management Solutions (Qld)

Established in 1996, Management Solutions (Qld) delivers a high quality service in:

- Conference and Event Management
- Strategic Planning and Policy Development
 - Consultation and Facilitation
 - Policy and Program Implementation
 - Organisational, Policy and Program Evaluations and Reviews

B.1 Previous Conferences

Management Solutions (Qld) is committed to conducting national conferences convened in order to drive the national agenda on significant emerging policy issues. The company has convened a number of highly successful national conferences on emerging policy agendas including:

- The Sustainable Economic Growth for Regional Australia (*SEGRA*) Conference first held in 1997 is recognised as Australia's most credible independent voice on issues' affecting regional Australia
- Best Practice Eco Tourism
- National Parks: Private Sector's Role
- PPAMcon (Parks and Protected Areas Management Congress)

B.2 Conference Theme and Program Development

Management Solutions (Qld) provides maximum conference value by ensuring a:

- Rigorous understanding of issues
- Diverse range of views are brought to the table
- The widest possible range of program options is canvassed
- Combination of both project management and policy implementation strategies are applied to bring ideas to fruition
- Practical outcomes oriented approach
- Comprehensive evaluation strategy is built into the organisation and administrative culture.

B.3 Conference and Event Management

You can be assured of a seamless flow of your conference by accessing our professional conference organiser's functions which include:

- Program Design Structures and Time Frames
- Speaker Identification, Invitation and Liaison
- Database Development and Maintenance

- Venue Selection, Contracting and Liaison
- Technical and Audio Visual Management and Coordination
- Project Management and Administration
- Website Design
- Publications and Promotional Strategies
- Post Conference Evaluation

B.4 Consultation and Facilitation

Management Solutions (Qld) brings together a range of experts with practical experience at senior levels of government and academia to offer high quality consultation of facilitation services including:

- Capacity to work across broad policy communities
- Undertaking of organisational structure, culture and the link to performance
- High level skills in problem analysis, option development and policy proposal.

B.5 Management Solutions (Qld) Professional Capacity

Management Solutions (Qld) engages only leading educators and practitioners to facilitate and develop our conferences and workshops.

Kate Charters, Director

As a Director of Management Solutions (Qld), Kate is responsible for the development, conduct and administration of a number of national conferences including the Parks and Protected Areas Management Congress (PPAMcon) and Sustainable Economic Growth for Regional Australia (*SEGRA*) Conference.

Conference responsibilities include managing a Steering Committee, servicing the needs of up to 10 major sponsors, 100 speakers and 300 delegates from all levels of government, industry and research institutions across Australia. Additionally Kate has extensive experience in development and implementation of social policy and community consultation. Prior to commencement at Management Solutions (Qld), Kate was employed at senior levels of government in both service delivery and policy development roles.

These positions have required Kate to exercise both foresight and strategic thinking. Kate has a strong understand of all spheres of government, government process and the interactions of Government, the non-government sectors and business. Kate's excellent communication, negotiation, conflict resolutions and interpersonal skills ensures the needs and interests of all parties are considered appropriately.

For All Your Management Solutions

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