

**Expression of Interest Invitation to host  
the Annual Sustainable Economic Growth for  
Regional Australia**



# Table of Contents

1.0	An Invitation to Host <b>SEGRA</b>	3
2.0	The Host Region Advantage	4-5
2.1	Building Relationships	4
2.2	Demonstrating organisational capability	4
2.3	Raising organisational profile	4
2.4	Building organisational and professional reputation	4
2.5	Promoting your organisation	4
2.6	Opportunities to advance your organisation's critical issues	4
2.7	Demonstrating involvement, commitment and support to regional Australia	5
2.8	Networking	5
2.9	Supporting regional Australia	5
2.10	National targeted exposure of your organisation	5
3.0	Sponsorship Opportunities	6-8
3.1	Other sponsorship	6
4.0	Supporter Opportunities	9-10
5.0	Who attends <b>SEGRA</b> ?	10-11
5.1	Delegate Composition by Organisation	10
5.2	Delegate Composition by State	11
6.0	Previous <b>SEGRA</b> Themes and Action Agendas	12-13
7.0	Program Features	13-14
8.0	Previous <b>SEGRA</b> Conferences	14-15
9.0	Host Region Requirements	15-16
10.0	Host Region Benefits	16-17
11.0	Host Regions Considerations	18-19
12.0	About Management Solutions (Qld)	19-21

## 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.

Submission 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*.

At the conclusion of *SEGRA*, a communiqué is issued highlighting key themes and issues of the conference.

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
- 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 which 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 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.

### 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. 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 18 000 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 Sponsorship Opportunities

### Major Sponsorship

As a guide previous sponsors have provided cash sponsorship ranging from \$70 000 - \$120 000. Often regions have combined with a number of organisations and state departments in preparing a bid. In-kind sponsorship can also support a host region proposal.

### 3.1 Other Sponsorship

#### International Keynote Sponsor

As an international keynote sponsor, you are enabling the funding of a global expert in the field of regional economic development to travel to Australia and present a keynote address. **\$13 750 including GST**

In recognition of sponsoring an international keynote, you would receive:

- Recognition as an international keynote sponsor in all collateral;
- One full conference registration;
- Logo recognition on all conference collateral and website.

#### National Keynote Sponsor

As a national keynote sponsor, you are enabling the funding on a national expert in the field of regional economic development to travel to the conference and present a keynote address (this support would cover travel, accommodation and speakers fee). **\$8250 including GST**

In recognition of sponsoring a national keynote, you would receive:

- Recognition as a national keynote sponsor in all collateral;
- One full conference registration;
- Logo recognition on all conference collateral and websites;

#### Function and Specific Program Sponsorship

This sponsorship includes:

- Hosting a conference breakfast, lunch or evening function (Welcome Cocktails, Official Conference Dinner and Networking Dinner);
- Hosting a VIP function, private briefing session or business breakfast;
- Sponsoring a workshop or Communiqué.

Specific function sponsorship ranges from **\$5 500 - \$7 700 including GST**.

Commensurate with sponsorship value, sponsors receive the following range of benefits:

Up to \$5 500: Recognition as host for the function in all collateral and placement of a collateral piece at each table setting. An opportunity to present an address to delegates for a specified time; placement of a logo in signage in the function room; and an opportunity for the Chair to present a brief welcome address to delegates for 5 minutes.

Up to \$7 700: The \$5 500 inclusions plus a complimentary full registration.

## **Business Breakfast Sponsor**

In recognition of hosting this function, you will receive the benefits of a sponsor up to \$4 400.

- The Breakfast address to delegate would be for 10-15 minutes.

The sponsor is not expected to pay for the full delegate breakfast costs, sponsorship reflects a contribution to the costs of staging the event. Delegates will opt into this event at an additional cost to registration. **\$5 500 including GST**

## **Lunch Sponsor**

The sponsor is recognised as the host of the Lunch on the day selected.

In recognition of sponsoring this function the sponsor would receive the benefits of a sponsor up to \$5 500.

- The Lunch address to delegates would be for a maximum of 10 minutes.

Audio Visual Requirements beyond public address and portable stage/rostrum will be the responsibility of the sponsor. **\$4950 including GST.**

## **Welcome Cocktails Sponsor**

This function will be a 1.5 hour cocktail function and delegates opt into this event at an additional cost to registration. The function would run 5.30pm to 7pm as a pre-conference event. In recognition of hosting this function, you will receive the benefits of a sponsor up to \$5500.

The sponsor is not expected to pay for the full delegate cocktails cost, sponsorship reflects a contribution to the costs of staging the event.

Audio visual requirements beyond public address and portable stage/rostrum will be the responsibility of the sponsor. **\$5500 including GST.**

## Networking Dinner or Official Conference Dinner Sponsor

In recognition of sponsoring this function, you would receive the benefits of a sponsor up to \$7700 as well as an opportunity to address the plenary session for up to 20 minutes.

The sponsor is not expected to pay for the full delegate dinner costs, sponsorship reflects a contribution to the costs of staging the event.

Audio Visual Requirements beyond public address and portable stage/rostrum will be the responsibility of the sponsor. **\$7700 including GST.**

## Workshop Sponsor

As a host of a half day or one day workshop on the last day of the conference, you have the opportunity provide your input on speakers and help design the agenda and program.

Benefits associated with this sponsorship include:

- Two full registrations;
- Display space in the foyer area of the conference centre;
- A half page colour advertisement in the conference program;
- Recognition as a sponsor of the workshop in all collateral; and
- Two invitations to attend the Networking Dinner and Official Conference Dinner.

**\$13 750 - \$20 000 including GST.**

## 4.0 Supporter Opportunities

### Display Space in *SEGRA* Regional Expo

Provision of space in the foyer area outside the conference centre for a portable display structure. Promote your product or organisation during conference breaks (morning and afternoon teas, lunch) as well as during registration time and some networking functions. A real opportunity to stand out from the crowd.

- Display Space (total floor space of 3m x 1m) **\$1500 including GST.**

### Program Advertisement

Advertise in the program booklet received by all *SEGRA* Conference delegates. A variety of options are available ranging from logo placement to half and full page advertisements. One colour artwork to be supplied by the sponsor to specifications provided by the *SEGRA* Secretariat.

- Full Page Advertisement **\$1650 including GST**
- Half Page Advertisement **\$1045 including GST**
- Quarter Page Advertisement **\$715 including GST**

### Registration Brochure Advertisement

Promotional Flyer provided by the sponsor to be included with the mail out of registration brochures for the *SEGRA* Conference. Our database reaches over 11 000 people. **\$3850 including GST** (subject to weight of insert).

### Delegate Carry Bags

Have your logo printed on delegates bags, received by all registrants upon registration. Also the opportunity to include promotional material. Where the *SEGRA* Secretariat arranges printing, one colour artwork to be supplied by the sponsor to specifications provided by the *SEGRA* Secretariat. Cost is subject to negotiation and is dependent upon final requirements. In previous years, carry bags have been sponsored at a value of **\$1100.**

### Insert in Delegate Bags

Opportunity to insert one item of print material or gift into the delegate bag.  
**\$1045 including GST**

## Sponsor of Communiqué

As the sponsor of the publication that reflects the theme, action agendas and key issues of the conference, you will receive:

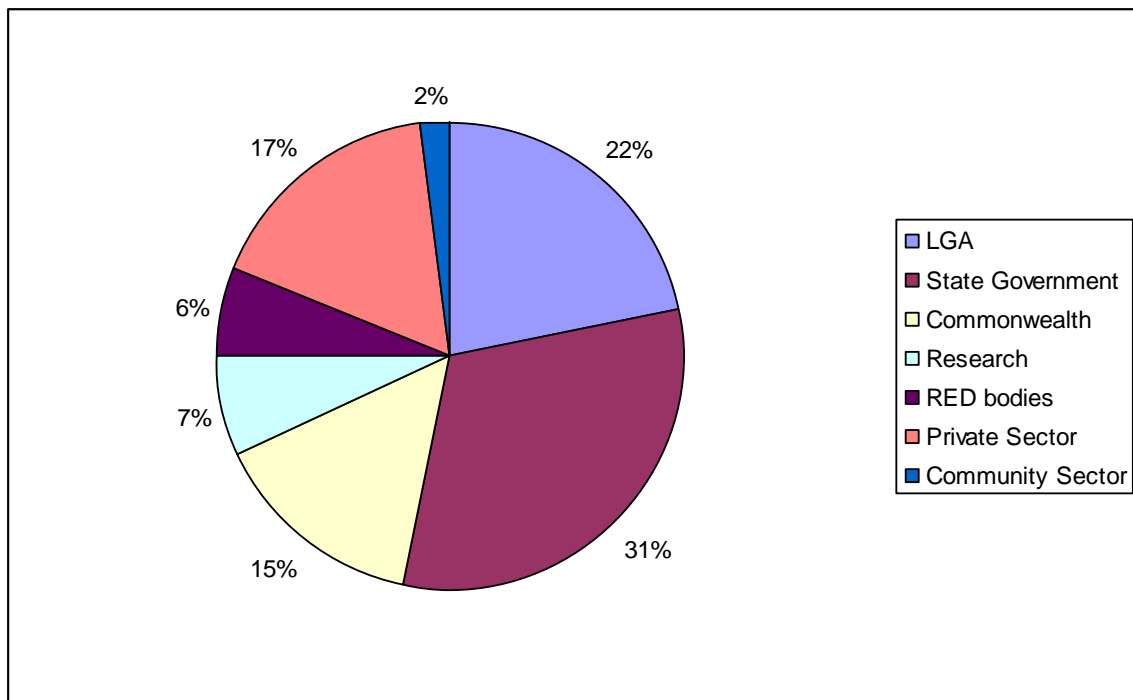
- Recognition as sponsor of the Communiqué in all collateral as well as the publication itself;
- An opportunity to provide a brief invitation to the read in the Communiqué; and
- Input into the direction of the Communiqué.

**\$5500 including GST**

## 5.0 Who attends *SEGRA*?

### 5.1 Delegate Composition by Organisation

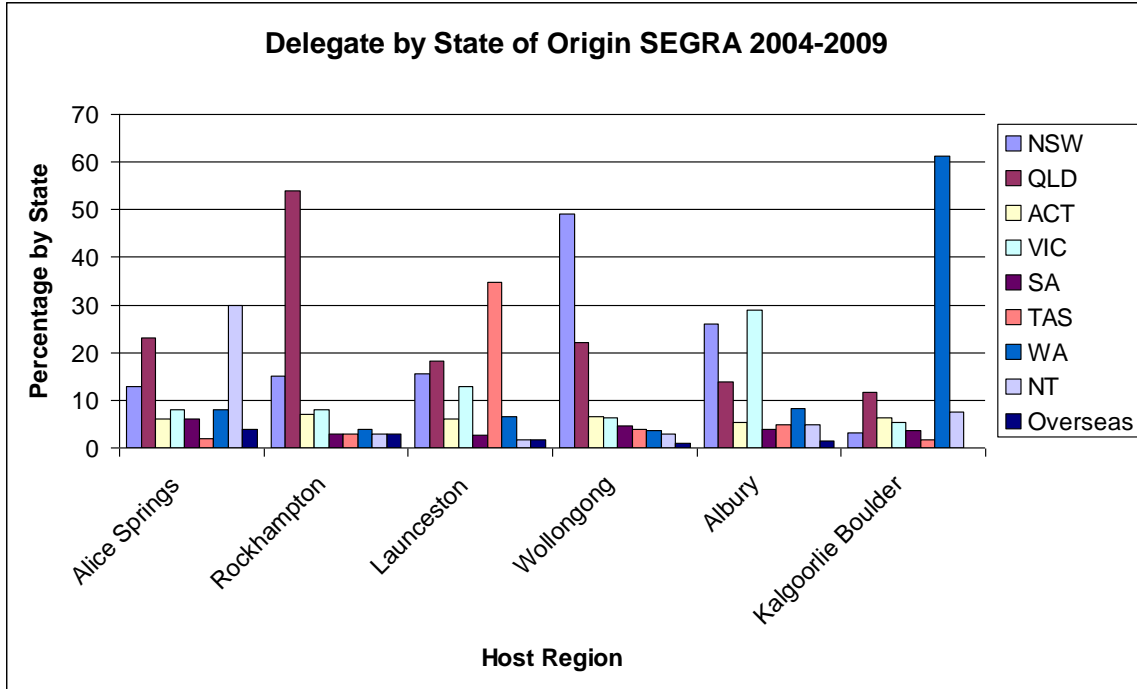
The graph below demonstrates the broad policy community for sustainable economic growth in regional Australia within the *SEGRA* delegation.



Data Collected from *SEGRA* 2009 Registration Information

## 5.2 Delegate Composition by State

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



## 6.0 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 2010** is all about Regions Delivering a Big Australia. At the forefront of discussion will be 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.

The theme for **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 deliberatively. It featured close to 50 case studies around these ideas.

**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 2007** helped set the national agenda for regional Australia for the next 10 years.

**SEGRA 2006** is 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. Adaptability and recognising opportunities are the essential lessons for successful regional economic development.

**SEGRA 2005**, themed Sustainable Regional Development: getting down to business, was about business, industry, government and community working in partnership to grow regions, no matter how large or small, how remote or close to amenities, how fast growing or stable. 'Getting down to business' means looking at the hard edge of business and practical actions to tackle key problems.

Big Ideas for Regional Australia: breaking new territory formed the theme for **SEGRA 2004**, and focused on big ideas to solve current government problems, building business sustainability, upcoming trends: social, economic and environmental as well as enhancing regional attractiveness.

Building Resilient Regions: sustainable economic growth for regional Australia was the theme for **SEGRA 2003**. It focused on defining regional resilience, managing economic, social and environmental sustainability, regional tourism, urbanisation and regions as well as skills for regional work.

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, beyond the boundaries of existing responses to reshape the way in which soft and hard infrastructure is developed and can be developed in ways that bring sustainable growth to regions.

**SEGRA** 2001 had the theme 'Regions Driving Decision Making: raising regional profiles, which focused on Marketing Regions, Understanding Drivers of Regional Change, Community Engagement for Better Decisions, Action and Impact, Innovative Regional Governance and Processed, Collaborative Projects across Regional, Organisation and International Boundaries, Economic Development Strategies, Changing the Issues, Implementing Sustainable Development Practices and Promoting Regional Tourism.

## 7.0 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:

- Cocktails
- 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.

**SEGRA** achieves a very significant national profile through electronic print media. Over past years **SEGRA** has gained significant coverage from ABC nationally, through television, regional and national newspaper and radio coverage. ABC Online News has also given prominent and extensive coverage to the **SEGRA** conferences.

## 8.0 Previous **SEGRA** Conferences

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** 2010 is being held in Townsville, the business capital of North Queensland from 19-21 October. 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 on the 27-29 October. The theme was 'Regional Australia: exploring new frontiers'. **SEGRA** 2009 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 on the 18-20 August. The theme was 'Creative Solutions - expect them to be different'. 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.

**SEGRA** 2007 was held at Wollongong, Illawarra Region NSW during the 17-19 September. The theme was 'Changing Regions: the road to success'. Major sponsors were Illawarra Regional Development Board, Wollongong City Council and Australian Government Department of Transport and Regional Services. Sponsors and Supporters included Murray Darling Basin Commission, The Neville Freeman Agency, NSW Department of State and Regional Development, University of Wollongong, University

of the Sunshine Coast, Institute for Sustainable Regional Development (Central Queensland University) and CLIMsystems.

**SEGRA** celebrated its 10<sup>th</sup> Anniversary in Launceston, Northern Tasmania on the 28-30 August 2006 and was themed ‘Adaptable Regions: open mind open opportunities’. Sponsors included Northern Tasmania Development, Launceston City Council, Telstra Country Wide, Tasmanian Convention Bureau, Tasmanian Department of Economic Development, University of Tasmania, Area Consultative Committee Tasmania, Commonwealth Bank, Tasmanian Chamber of Commerce and Industry, The Cradle Coast Authority, Local Government Association of Tasmania, Dorset Economic Development Group, Hotel Grand Chancellor and J. Boag and Son.

**SEGRA 2005** was hosted by the Rockhampton and Capricorn Coast Region and attracted over 330 delegates. Sponsors included Rockhampton Regional Development Ltd, Institute for Sustainable Regional Development, University of Central Queensland, Central Queensland Area Consultative Committee, Department of Transport and Regional Services, Telstra Country Wide, Rockhampton City Council, Fitzroy Shire Council, Livingston Shire Council, Rydges Capricorn Resort, QANTASLink, Stanwell Corporation, Central Queensland Development Alliance and Department of Primary Industries and Fisheries as well as the Gladstone Economic and Industry Development Board.

**SEGRA 2004** was conducted in Alice Springs and attracted over 350 delegates from across Australia. Its sponsors included the Northern Territory Government, Northern Territory Area Consultative Committee, Desert Knowledge Australia, Alice Springs Town Council, Alice Springs Convention Centre, Desert Knowledge Corporate Research Centre and Department of Transport and Regional Services.

The 2003 Conference attracted over 240 delegates and was sponsored by the Gold Coast City Council, Gold Coast Regional Area Consultative Committee and Beaudesert Shire Council with support from Bendigo Bank, Bond University, Gold Coast Airport, KPMG and Telstra Country Wide. The conference was addressed by over 90 speakers.

**SEGRA 2002** was conducted in Queanbeyan, NSW. The conference attracted over 220 delegates and heard more than 80 speakers.

The fifth national **SEGRA** Conference was hosted by the Thuringowa region, with major sponsors being the City of Thuringowa, James Cook University, the State Departments of Primary Industries and State Development and the Federal Department of Transport and Regional Services. This conference and forums attracted over 250 delegates and incorporated the ‘Lobbying for Regions: strategies and steps’ forum.

The **SEGRA 2000** conference attracted over 180 delegates. Ninety speakers addressed a wide range of issues including global trends, telecommunications/IT, services, economic development, politics, agricultural innovation, regional capabilities and strengths, strategic alliances, tourism, media and marketing, local-regional governance and environmental sustainability.

## 9.0 Host Region Requirements

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

- The unique character of a region and the regional economic development features that the region demonstrates
- The commitment of regional and state level stakeholders to bringing **SEGRA** to a region
- 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.

To host a National **SEGRA** Conference, a host region is required to:

- 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. As a guide, previous sponsor's each provided a small amount to contribute to the final sponsorship cost. It is suggested, as is the case with previous sponsors, that regions should approach state and federal government for assistance with cash sponsorship funding
- Organise 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)
- Pre-conference support to enable the convenors to tap into local case studies, innovations and business networks
- Demonstrate suitable accommodation and conference facilities including an auditorium for at least 250 delegates and suitable rooms for four concurrent sessions, with a capacity of at least 50 people each
- Assist with audio-visual equipment to suit a main plenary room and up to six concurrent rooms. Equipment needs includes data-projectors, laptop computers and whiteboards
- 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
- 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
- Assist Management Solutions (Qld) with promotional and media opportunities through the use of government publications and established media contacts.

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

## 10.0 Host Region Benefits

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:

- Access to Management Solutions (Qld) exclusive databases featuring over 18 000 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 12 years and all contacts are regularly updated to ensure currency
- Presentation of your logo on all materials associated with the conference including:
  - Call for Papers Electronic Brochure;
  - Conference Registration Brochure;
  - Conference Registration Update;
  - Delegate Carry Bag;
  - Conference Information Brochure;
  - Conference Program (Forward and Official Welcome); and
  - Conference e-proceedings.
- Inclusion of your marketing material and brochures in delegate carry bags
- Pre and Post Conference Touring opportunities
- Presentation of your logo on the **SEGRA** conference website with links to your own institution's website
- 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.
- Allocation of concurrent session speaker opportunities (within agreed themes) should staff wish to be involved
- Involvement in the identification of key issues and themes to be addressed at **SEGRA**
- Involvement in the selection of keynote and concurrent session speakers
- Promotion of your organisation in all media liaison with print, radio and television outlets including:
  - Display of our logos and information in media packages
  - Recognition in all media releases prior to, during and following the conference
  - The Meeting Post
  - Pre and Post Conference Mail Out
  - Invitation Letter to delegates of previous years
- Complimentary Display Space for your organisation at the **SEGRA** Regional Expo
- Banners allocated at the plenary venue and keynote presentations as well as the networking activities conducted including hosted breakfast sessions and conference dinners
- Complimentary full registration including networking functions for each major sponsor (valued at \$2225 per person)
- A full page colour advertisement in the conference delegates book

Hosting **SEGRA** ensures your organisation has sole major sponsorship status and all the potential positioning benefits associated with an event of this nature and size. Benefits are allocated on a pro-rata basis.

## 11.0 Host Region Considerations

There are a number of steps you can take to ensure your bid to host **SEGRA** makes an impact. In addition to the information outlined on the previous pages, 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.

Considerations for **SEGRA** conference submissions:

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. Cost Analysis Data  
**SEGRA** must be conducted with full cost recovery. 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.

## 12.0 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

### 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 conference 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)

### 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.

## 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

## 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.

## Management Solutions (Qld) Professional Capacity

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

## Kate Charters

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.

## Jessica Shelton

Jessica holds a Bachelor of Leisure Management (majoring in Leisure Studies) from Griffith University. Major fields of professional interest include event management, planning, research methods, leadership, communications, tourism, ecotourism and parks and protected areas management. Prior to joining Management Solutions (Qld), Jessica worked at a Manager level in the retail industry. Jessica uses her detailed organisational, administrative and management skills to oversee the day to day operations of events.

## For All Your Management Solutions

### Contact

Kate Charters  
Director

Or

Jessica Shelton  
Business and Event Manager

Ground Floor, The Mansions  
40 George Street  
Brisbane QLD 4001

Phone: 07 3210 0021

Fax: 07 3210 0044

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

Web: [www.managementsolutions.net.au](http://www.managementsolutions.net.au)

Web: [info@segra.com.au](mailto:info@segra.com.au)