

Expression of Interest Invitation to Host

Ecotourism Australia's

20th Annual Conference in 2012
or
21st Annual Conference in 2013



Global Eco
Asia-Pacific Tourism Conference



October – December 2012-2013



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I.0 Introduction

I.1 Ecotourism Australia

Ecotourism Australia was formed in 1991 as an incorporated not-for-profit national association with extensive links to the global sustainable tourism and the ecotourism sector. In 2008, Ecotourism Australia was awarded the prestigious international Tourism for Tomorrow Award for Conservation at the World Tourism Summit which underlines the respect that Ecotourism Australia enjoys at an international level.

Ecotourism Australia is the peak industry body for the nature and ecotourism sector and has approximately eight-hundred (800) members throughout Australia. The leading ecotourism certification program *Eco certification* was developed and is managed by Ecotourism Australia. In 2008, Ecotourism Australia assumed responsibility for the highly regarded *Respecting our Culture* certification scheme for Indigenous tourism enterprises and also launched another international first with the *Climate Action Certification* program for the tourism industry.

Ecotourism Australia has a large and diverse national membership throughout Australia that includes key industry sectors such as ecotourism accommodation; tour and attraction operators; sustainable tourism operators; tourism planners and policy makers; protected area managers; conservationists; academics and students; consultants; and State, Local and Regional tourism associations.

I.2 Conference Background

The Ecotourism Australia Conference, *Global Eco Asia-Pacific Tourism Conference*, has established a very strong and credible reputation over the last eighteen (18) years as the leading conference on Ecotourism and Sustainability. Climate Change has been a vital component of the conference agenda since 2005.

The Conference was developed to provide a platform for the industry to examine and debate issues influencing the industry and its further development and sustainability. Over the years each Conference has dealt with contemporary issues and deliberately seeks to engage the key stakeholders of sustainability and ecotourism: operators; government; industry associations; the conservation sector; high tech sustainability providers and services.

In 2009, Ecotourism Australia renewed its annual premier event, the *Global Eco Asia-Pacific Tourism Conference (Global Eco)*. This annual conference brings together leading players from across the globe to examine best practice across sustainability, ecotourism and climate change response. Critical new research, policy and best practice case studies feature at *Global Eco*.

The 2010 *Global Eco Conference* in Noosa achieved an increase in attendance with a total of two-hundred-and-ninety (290) delegates of which nearly twelve (12) per

cent originated from overseas. All states and territories were represented as were all sectors of the industry, from operators to government, academics and protected area managers.

Each year the theme and program is updated and reviewed to reflect the current industry issues and topics. In 2010 the focus was on examining best practice across sustainability, tourism in protected areas, ecotourism, indigenous tourism, engagement and interaction, marketing, strategic industry partnerships, biospheres, operator case studies and climate change response.

Increasingly, industry organisations recognise the benefit of aligning one of their regular meetings with the Conference in order to directly benefit from the Conference's delegation and speakers and the fact that many of their stakeholders attend this conference. This creates a further depth in delegate sector composition and provides a platform for creating strategic partnerships. In 2010 Biosphere Reserve Managers conducted a pre-conference workshop and the Tourism and Protected Areas Forum and EA met post conference for their annual meeting.

1.3 Conference Convenor

Tony Charters, Conference Convenor, has outstanding links into, and understanding of the international and national tourism industry, in particular ecotourism, sustainable tourism and the impacts of climate change on tourism. The success of *Global Eco* is derived largely from the diversity of its delegation as it brings together sectors that have a direct and indirect role in delivering sustainable tourism and ecotourism.

Tony Charters has convened numerous national and international tourism conferences throughout Australia. These events established new records in attendance, delegate satisfaction and quality of speakers.

1.4 Purpose

Global Eco, as the conference is now recognised, takes a whole of industry approach on the industry with protected area managers, the conservation sector, indigenous management bodies and research organisations all taking an active part alongside tourism organisations. The Conference takes a very strong national and global agenda and seeks out issues emerging for the industry. Additionally the Conference takes an important role in commenting on best practice trends and implementation.

The program is primarily developed around an Australian context however enjoys great interest from the Asia-Pacific region with leading national and international speakers providing world class insights across ecotourism, sustainability, tourism in protected areas and climate change response.

The Conference Program is designed to meet the needs and interests of the delegates and features:

- 🌀 High Profile Keynote Speakers;
- 🌀 Plenary Sessions;
- 🌀 Concurrent Sessions;
- 🌀 Workshops; and
- 🌀 Regional Field Trips

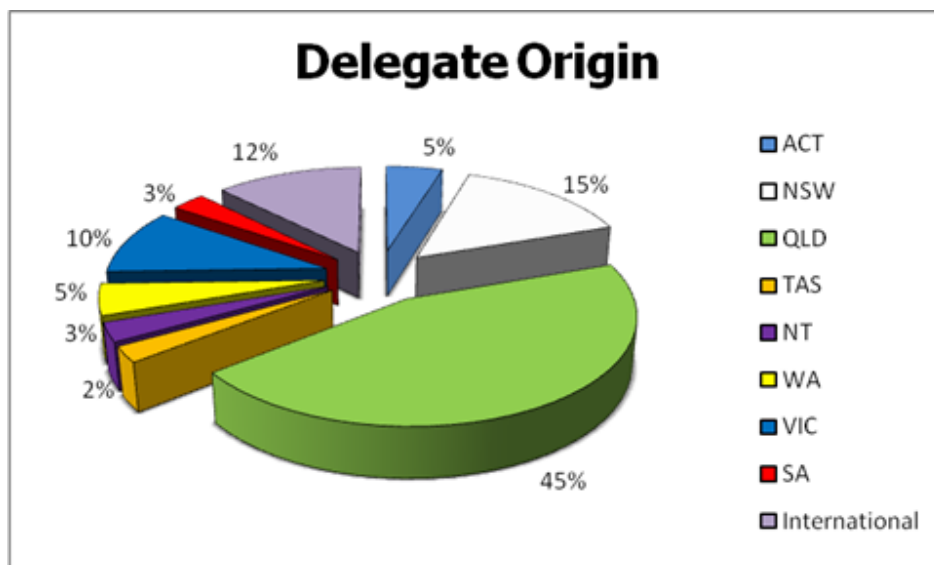
The extensive social and networking program is a major drawcard to the established delegate base.

Considerable media attention is generated in the lead up to, during and subsequent to the Conference through an active media plan managed by an experienced senior journalist.

1.5 Profile

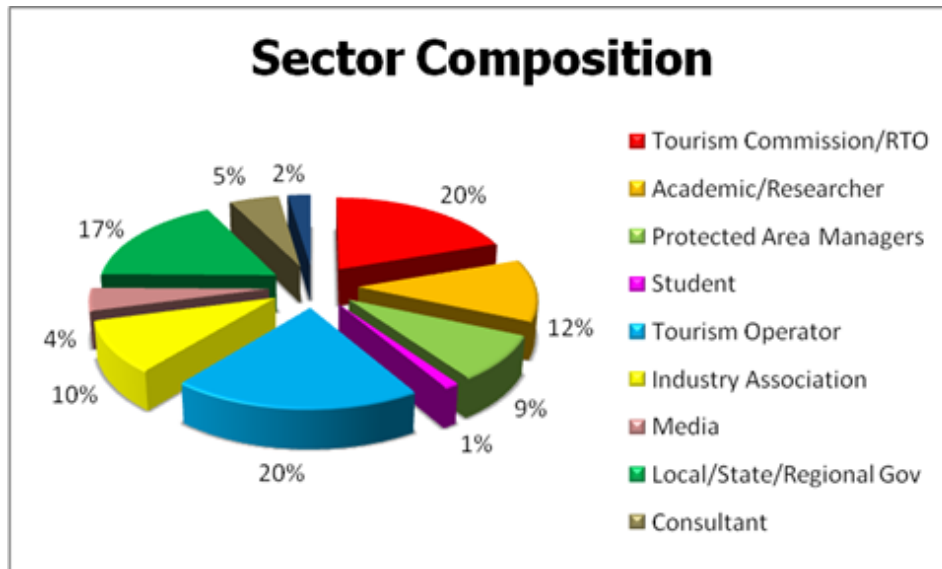
Global Eco is a major event involving around 300 national and international delegates, the orchestration of over a hundred (100) speakers from all over the globe, up to eight (8) additional functions, press conferences, policy launches and industry meetings. The event together with its year round secretariat support involves the equivalent input of three (3) person years.

The host region attracts the majority of delegates as indicated by this year's delegate origin breakdown, with Queensland providing 45% of the delegation. The conference holds a strong international contingent with 12% of the audience from international origins.



The delegate mix at this conference reflects the major stakeholder groups involved within the Australian Ecotourism industry with a 20% of delegates consisting of tourism

operators, 20% tourism commissions and 17% of local, state and national government.



The conference methodology involves:

- 🌀 **Broad stakeholder engagement** through paper/workshop presentations, displays, hosting opportunities and networking.
- 🌀 **A highly experienced convenor** with strong credibility in the tourism industry particularly in ecotourism, sustainable tourism, tourism in protected areas and climate change response. As well as major experience in staging national and international conferences.
- 🌀 Promotion of the conference through a **dedicated Media Director**
- 🌀 Marketing campaign centred around a **purpose designed database** and involving **three-phase brochure release**: date claimer (electronic), call for papers (electronic), and final conference program (printed).
- 🌀 Purpose designed **networking program** to optimise delegate interaction.
- 🌀 **Top level national and international speakers** that appeal to the range of delegate perspectives.
- 🌀 A **final report** and **conference evaluation** with recommendations for future events.

1.6 Timing

The conference is traditionally held in the window of the second half of October to the first half of December and will continue to do so. Exact timing of the conference will depend on host region factors, non-school holiday periods, parliamentary sitting dates and other tourism industry conferences and events.



2.0 Becoming a Host Destination

The *Global Eco Asia-Pacific Tourism Conference 2011* will be held in Australia or New Zealand. Any State Government, State Tourism Organisation, Regional Council, City, Regional Tourism Organisation or Local Tourism Organisation is welcome to submit an expression of interest to host the conference.

The Selection Committee supports the principle of the Conference moving to different locations across Australia and New Zealand. While this may be achieved by moving the Conference through each State and Territory it does not support the absolute obligation to rotate through each State and Territory. Large States such as Western Australia or Queensland may support a northern location and a southern location.

2.1 Two Decades of Ecotourism Australia Conferences 2012

2012 represents a unique year to host **Global Eco** as it marks the twentieth conference of Ecotourism Australia – the World's second oldest ecotourism society (The International Ecotourism Society was established in 1990). Ecotourism Australia's annual conference has proven to be an invaluable event for stakeholders in sustainability, ecotourism and tourism in protected areas. The Conference has contributed significantly to the further development and sustainability of the industry and is set to continue to do so in future years.

2.2 Host Destination Benefits

The Host Region Sponsor of the *Global Eco Conference* receives considerable promotion, marketing and media attention as well as an uplift in local economic activity from the staging of the event.

Furthermore the Host Region Sponsor will receive the following benefits:

- ➊ One (1) full complimentary registration (not transferable) per \$10,000 (excl GST) of cash sponsorship support;
- ➋ One (1) invitation to networking functions for each complementary registration;
- ➌ Recognition as Host Sponsor in all communication materials;
- ➍ Website recognition and link to host website
- ➎ Three (3) full page advertisements in the delegate handbook including the back cover (full colour);
- ➏ Two (2) display spaces at the conference venue;
- ➐ Prominent signage at the conference venue in all rooms;
- ➑ Opportunity to present at the conference;
- ➒ Opportunity for policy/product launches; and
- ➓ Three (3) inserts in delegate satchel (3 items).

2.3 Input into the program

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 Ecotourism Australia board members and Tony Charters as Convenor make up the Conference Committee.

The Conference Committee:

- 🌀 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.

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

The Host Region Sponsor carries no financial responsibility for the event beyond the support offered as part of the hosting role.

2.4 Host Destination Cash Support

Financial support from the host state is essential in the staging of the event. As an indication of costs associated with hosting the **Global Eco Asia-Pacific Tourism Conference**, over the past five (5) years host state contributions have ranged from \$125,000 to \$175,000 (excl GST). Most frequently, the state tourism commission and parks service have jointly funded the event.

2.5 Host Destination In-kind Support

In addition to the cash contribution outlined above, the host region/state should stage and fund either the Welcome Cocktail Function or Gala Award Dinner for delegates and speakers (a function for approximately 200 guests).

Finally the host destination must be prepared to fund:

- 🌀 Provision of a familiarisation trip for two (2) secretariat staff to undertake the initial assessment of the bid (air transport, accommodation and meals) for:
 - 1) initial establishment meetings (post selection) and
 - 2) final venue and networking selections.
- 🌀 Expression of Interest Invitation

This in-kind contribution is recognised by the Conference Secretariat as part of the total sponsorship in terms of providing sponsorship benefits in return. Marketing support is also highly valued – for example through industry newsletters, e-magazines and website links.

2.6 Multiple Expressions of Interest

This is an Australian and New Zealand process, the Selection Panel shall consider all Expressions of Interest and shall seek such other information, as it believes it requires from applicants. The decision of the Selection Panel shall be final and is not subject to appeal.

2.7 Critical dates

- ② Expressions of interest must be lodged with the Global Eco Secretariat by **COB Friday 25 February 2011**.
- ② Ecotourism Australia and The Global Eco Secretariat comprise the Selection Panel and this panel shall review the Expressions of Interest, clarify any questions it has and select a host State/Territory and notify all applicants by **COB Friday 25 March 2011**.
- ② The official announcement of the Host Region for the 2011 conference will be made at the 2011 Global Eco Conference in **October/November 2011**. Release of the successful bid will remain confidential until that time.

2.8 Lodging Expressions of Interest

Expressions of Interest should be forwarded by post (3 full copies). An electronic copy should also be lodged to info@globaleco.com.au. The Expression of Interest document must be lodged with the Conference Secretariat by **COB Friday 25 February 2011**.

Global Eco Secretariat
GPO Box 2301
BRISBANE QLD 4001

or (if being couriered):

Ground Floor, The Mansions, 40 George Street, Brisbane, QLD, 4000

Email: info@globaleco.com.au

3.0 Guidelines and Criteria

3.1 Criteria

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

Destination Elements

- 1) Capacity for the destination to **attract a national and international delegation**
- 2) Frequency of Jet **air access** for domestic services within 60 minutes drive/cruise of the Conference venue
- 3) Conference **venue capacity** of no less than 350 theatre style, break-out facilities sufficient for 4-5 concurrent break-outs
- 4) High quality **audio visual** technology in each room
- 5) **Display areas** for sponsors adjacent to morning tea/lunch/afternoon tea areas
- 6) **Accommodation** ranging from budget to 5-star within easy access of the conference facility
- 7) **Field trip options** suitable for a diversity of ecotourism, sustainable tourism, tourism in protected areas and Indigenous tourism operations to be visited within the field trips offered with the Conference. These operations should be within ninety minutes drive/cruise of the venue

Sustainability and Climate Change Response

- 8) Ecotourism and Climate Change **accreditation/certification**
- 9) National **reputation and standing** of the location for ecotourism and sustainable tourism
- 10) Pre and post conference **Ecotour Options**

Capacity to Engage Target Groups

- 11) Capacity and preparedness to **involve the local community, industry and government** in the conference delivery
- 12) Preparedness to **recognise the international nature** of this event and its need for Asia-Pacific and national agendas, speaking programs and commentators
- 13) Capacity to **promote the conference** to local, state, national and international media, organisations and industry

Financial and In-Kind Contribution

- 14) **Financial and in-kind support** for the staging of the conference
 - ☉ As an indication of costs associated with hosting the Asia-Pacific Global Eco Conference, over the past years host region contributions have ranged between \$125,000 and \$175,000 (excl GST)
 - ☉ Provision of an educational trip for two (2) staff to undertake the initial assessment of the bid (air transport if required, accommodation and meals)
 - ☉ Provision of two (2) host region field trips for two (2) staff (in the event that the bid is successful) to undertake preparatory meetings
 - ☉ In addition to the cash contribution outlined above, it is traditional for the destination to host and pay for the **welcome cocktail function** for

delegates and speakers (a function for approximately 200 guests). This in-kind contribution is recognised by the Conference Secretariat as part of the total sponsorship in terms of providing sponsorship benefits return.

Cash Host Region Sponsorship monies are paid to Ecotourism Australia. The payment schedule is:

- 🕒 Upon the public announcement by the Conference Secretariat of the host destinations – 35%
- 🕒 Upon payment by the Conference Secretariat of holding deposit to the conference venue – 35%
- 🕒 Upon release of the Call for Papers by the Conference Secretariat – 30%

Host destinations may prefer to make one payment in full upon the public announcement of the host destination. Alternatively they may wish to split payment across the financial years 2010/2011 and 2011/2012.

3.2 Assessment

Criteria will be scored as follows:

10	Greatly exceeds the requirements of this criterion	high success
8	Exceeds the requirements of this criterion	moderate-high success
5	Meets the requirements of this criterion	moderate success
3	Below the requirements of this criterion	low-moderate success
0	Unable to rate	low success

3.3 Contact Details

For further information please contact Tony Charters (Conference Convenor) on 07 3012 9575 or info@globaleco.com.au

3.4 Expression of Interest Checklist

Your expression of interest should include:

- ☐ Completed pro-forma attached
- ☐ Criteria response as outlined above **no more than 10 pages**
 - Ensure you have addressed **all 14 criteria**
 - Note: hotel accommodation and venue/audio visual quotes **are not required**
 - **Financial support** totals should be nominated
- ☐ Electronic lodgement by COB Friday 25 February 2011



Attachment A – Pro-forma

Expression of Interest

Contact Details

Name of organisation					
Contact person					
Position					
Address					
Suburb/town		State		Postcode	
Email address					
Telephone	()	Fax	()		

I,(Full Name)

of(Organisation)

hereby express interest in hosting the *Global Eco Conference 2012/2013* and wish to record our organisation as a party interested in becoming Host Region Sponsor for the Conference.

Date

Signature of interested party.

Please lodge this pro-forma together with the Expression of Interest document (3 copies) to Global Eco Secretariat, GPO Box 2301, Brisbane, QLD, 4001 or (if being couriered) Ground Floor, The Mansions, 40 George Street, Brisbane, QLD, 4000 by COB Friday 25 February 2011. See paragraph 2.8 for lodging details.

This form and Expression of Interest document are to indicate an interest in hosting the Global Eco Conference 2012 or 2013.

Global Eco Conference Secretariat Use Only

Received

Date

By _____
Signature .

