



Expression of Interest to host the:

Sustainable Economic Growth for Regional Australia (*SEGRA*) Conference

**“Australia’s most credible independent voice
on issues affecting regional Australia.”**

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.

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.

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

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 learnings.

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.

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.

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 e-blasts, media releases and posts on social media 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, conference website, e-brochures, rolling sponsor slides 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.

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 13,000 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 **SEGRA Walks the Talk** 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 23 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 Electronic Registration Brochure;
 - Conference Program (Forward and Official Welcome);
 - Conference Signage;
 - Rolling Sponsor Slides; and
 - Conference e-proceedings.
- **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
 - *SEGRA* Walks the Talk - industry e-newsletter
 - Pre and Post Conference e-blasts
 - Invitation letter to delegates of previous years from host region's Mayors

- **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.
- **Registrations:** Complimentary full registration including networking functions for each major sponsor (valued at \$1800 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.
- 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)

PO Box 4261

ST LUCIA SOUTH QLD 4067

MO 0408 882 871

Email: info@segra.com.au

Web: info@segra.com.au

4.1 Critical Dates

- Expressions of Interest must be lodged with the **SEGRA** Secretariat by **April the year preceding the conference year you are looking to host**

4.2 Checklist

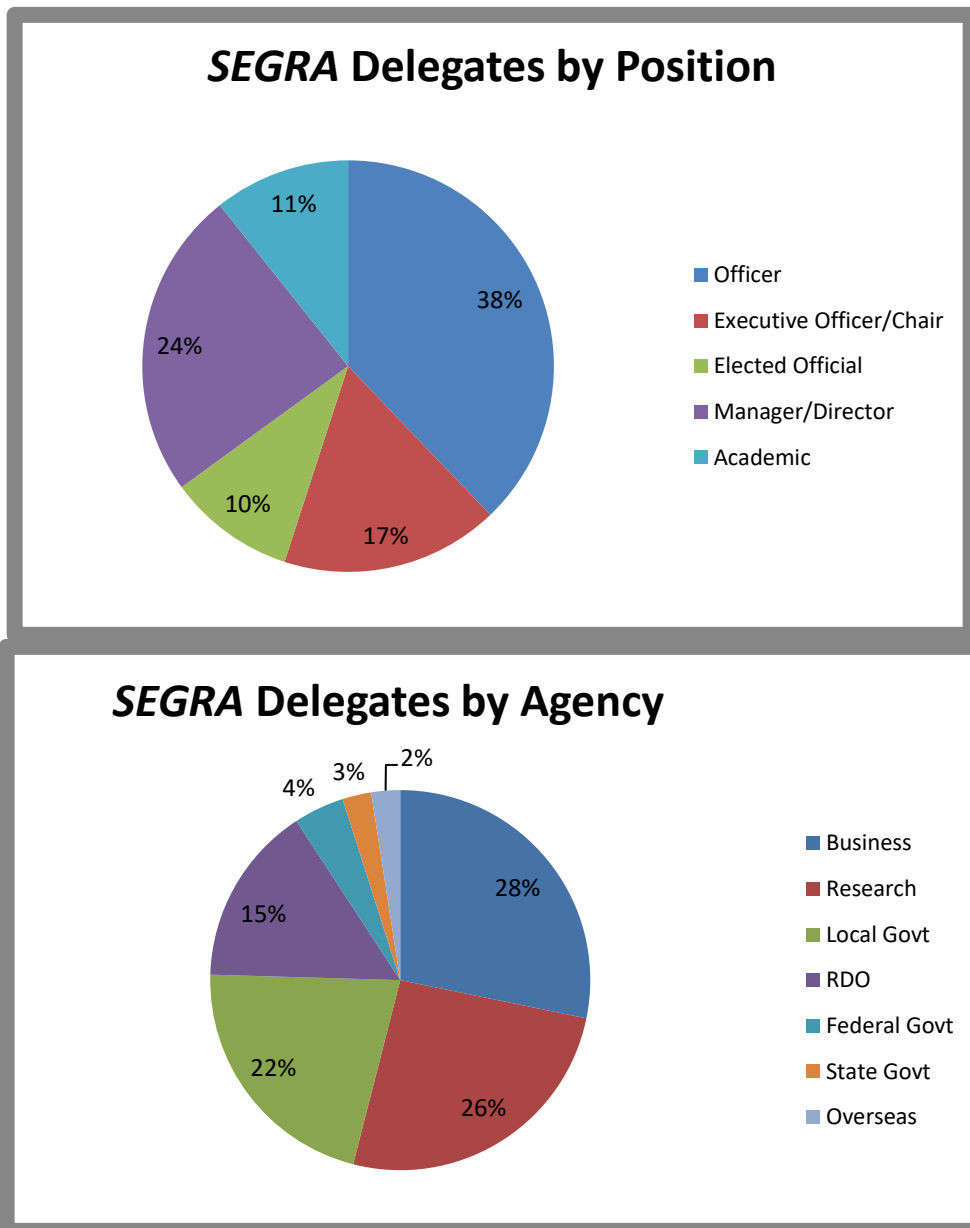
Your Expression of Interest should include:

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;
- Electronic lodgement by **April the year preceding the conference year you are looking to host**

3. 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.



A.2 Previous SEGRA Themes and Action Agendas – the last five years

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

Previous themes:

SEGRA 2019 Hosted by Cobram Barooga, NSW and conducted at the Cobram Barooga Golf Club. The conference theme was “Rivers of Opportunity: activating your potential”. In discerning ways for activating potential opportunities for growth and vitality in regional Australia, the conference was very much focused on applying strategic foresight, understanding and applying place-based approaches, creating healthy and vibrant communities and ensuring a sustainable future, particularly in regard to water.

The action agendas included:

- Forming dynamic and vibrant healthy communities.
- Integrated lifelong learning and employment in the regions.
- Delivering quality freight and logistics and distribution services and connectivity networks.
- Implementing best practice landscape scale planning and management.
- Delivering place-based regional development.
- Regional Australia and the national agenda.

SEGRA 2018 Hosted by Mackay, Queensland and conducted at the Mackay Entertainment and Conference Centre. The conference theme was “*Beyond the Boom: opportunities for growth and vitality*”. In discerning opportunities for growth and vitality, the conference was very much focused on the major future trends that will affect regional rural and remote Australia including understanding the major disruptors and the opportunities they will provide. The action agendas included:

- Regional Australia and the national agenda - what does policy and practice look like in regional, rural and remote Australia?
- How to attract private sector investment into regional, rural and remote economic development partnerships
- How places in regional, rural and remote Australia make the best decisions
- How technology and innovation provide business growth and social inclusion opportunities for rural, regional and remote Australia
- How to grow sustainable regions: supporting economic, social and environmental assets of regional, rural and remote Australia
- How Regional Australia adds value and value adds What does good decentralisation look like?

SEGRA 2017 Hosted by the Upper Spencer Gulf and conducted in Port Augusta looked at regional development through the lens of “Disruption: a Catalyst for change”

The action agendas included:

- Politics and the regions – government, political and business leadership
- What will the market want into the future?
- Are growth regions born or made?
- Funding the regions – let’s compare
- The Great Energy Debate – fossil fuels, renewables, nuclear, gas
- Future of Food Supply Regions

- Innovation and Technology: opportunities for regional Australia
- Entrepreneurship and Investment in Regional Australia.
- Geotourism

SEGRA 2016 was hosted by the Great Southern Development Commission and conducted at the Albany Entertainment Centre. The theme was *Naturally Stronger Regions: realising the potential* and focused on the factors that enable regions to transform their natural assets and drive growth whilst maintaining and retaining the local values of environment and lifestyle. The following action agendas discussed were:

- Regional policy - Speaking up for Regional Australia
- Diversity, specialisation and creativity - building resilience
- Sustainability of land, water and community - a sense of place
- Regional hubs and nodes - improving connectivity
- Regions as providers of education, health and lifestyle services
- Attracting investment to regions - finding funding partners
- Sustainable industries - the regional advantage
- Maximising Free Trade Agreements - ensuring your region is ready
- Aviation and regional economies
- Innovation, technology and entrepreneurship in regional Australia

SEGRA 2015 was hosted by Charles Sturt University and conducted at their Bathurst campus. The theme '*Leading and Growing Sustainable regions*' and focused on the capacity of regions to adjust to a constantly transitioning new economy. Action agendas included environment, productive landscapes, attracting investment, emerging industries, human capital, export and trade and the policy setting needed to ensure regional Australia's continuing role in the national agenda

Alice Springs hosted **SEGRA 2014** with a local planning committee drawn from across Northern Australia. The theme '*Connecting Matters*' implied dynamic and relational, and focused on connecting ideas, strategies, opportunities, people, new technology government and business. It offered eight master classes and spotlight session to ensure people actively shared knowledge and practice experience.

A.3 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 may 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 Industry Forum highlights local industry development in the region and highlights cutting edge innovative strategies in real time
- Regional Study Tour which provides an opportunity to see first hand the unique attributes of the region and the strategies and steps taken to advance the local economy.

Each of these workshops enables delegates to identify the key steps, processes and issues that are required to initiate successful regional economic development.

A.4 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** 2019 is hosted by Cobram Barooga, New South Wales and is to be held from 20-22 August. The 2019 Sponsors are Destination NSW, Berrigan Shire Council, Moira Shire Council, Cobram Barooga Business and Tourism, Cobram Barooga Golf Club, RDA Murray and RDA Hume.
- ✓ **SEGRA** 2018 was hosted by Mackay City Council and was held on 22-25 October. The 2018 Sponsors comprised of Mackay Regional Council , CQ University and RDA Mackay-Isaac- Whitsunday.
- ✓ In 2017, the Upper Sencer Gulf hosted South Australia’s first **SEGRA** conference. It was a collaborative effort involveing the SA government, all three cities in the Gulf, the relevant RDA’s and University of South Australia.
- ✓ The Great Southern Development Commission hosted **SEGRA** 2016 in Albany and the Great Southern Region in conjunction with 17 other regional organisations.

- ✓ Charles Sturt University hosted **SEGRA** 2015 with a local planning committee of sponsors and supporters comprising TAFE Western; Department of Industry, Regional Development Australia, Orana, Central West; Central NSW Councils, Western Research Institute Ltd; Regional Development Australia Riverina; Verto; Rydges and Bathurst Regional Council.
- ✓ Alice Springs hosted **SEGRA** 2014 with a local planning committee drawn from across Northern Australia. The theme Connecting Matters implied dynamic and relational, and focused on connecting ideas, strategies, opportunities, people, new technology government and business. It offered eight master classes and spotlight session to ensure people actively shared knowledge and practice experience.

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

Kate has worked in community development and public policy at senior levels of government prior to establishing her own professional development and training company. 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.

Kate was actively involved in the establishment of **SEGRA (Sustainable Economic Growth in Regional Australia)** in 1997 and since then has guided the development of this nationally recognised body. Kate is currently the Chair of the **SEGRA's** National Steering Committee. Over the years, Kate has sat on various state and national advisory groups in strategic public policy implementation and evaluation, regional development, aged care and transport and co-edited the recently published book: "Regional Advantage and Innovation: achieving Australia's national outcomes."

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.

These positions have required Kate to exercise both foresight and strategic thinking. Kate has a strong understanding 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.

Kate holds qualifications in Corporate Governance and sits on the St John's College Council, Brisbane.

For All Your Management Solutions

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