



CONFERENCE & ANNUAL GENERAL MEETING 2014

BID SPECIFICATIONS

INTRODUCTION:

As an Incorporated Association, Cruise Down Under is required by law to have an Annual General Meeting each year.

CDU has held a highly successful combined conference and AGM since 2001. The conference provides an opportunity for members of CDU, and those interested in learning about the cruise industry, to meet and listen to global cruise industry leaders. There are also workshops and networking opportunities available over the duration of the conference.

Each year the reputation and number of delegates to the conference continues to grow. As a conference host, a destination has the opportunity to showcase their credentials as a cruise ship destination to the industry.

BENEFITS TO A HOST DESTINATION:

- Opportunity to showcase your town/city to the CDU members.
- Opportunity to showcase your cruise credentials to cruise executives and shore excursion operators.
- Enhance the relevance of the cruise segment to internal and external stakeholders in your region.

PAST DESTINATIONS:

| Year | Destination | No. of Attendees | Date |
|-------------|--------------------|-------------------------|---|
| 2013 | Cairns | yet to be held | 11 th -13 th Sept |
| 2012 | Hobart | 128 | 29 th -31 st Aug |
| 2011 | Newcastle | 108 | 24 th -26 th Aug |
| 2010 | Brisbane | 120 | 25 th -27 th Aug |
| 2009 | Adelaide | 95 | 27 th -29 th Aug |

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|------|------------|--------------|--|
| 2008 | Melbourne | 106 | 29 th -31 st Aug |
| 2007 | Darwin | 85 | 29 th -31 st Aug |
| 2006 | Cairns | 115 | 23 rd -25 th Aug |
| 2005 | Fremantle | 49 | 31 st Aug -2 nd Sept |
| 2004 | Noumea | 59 (inc CNZ) | 21 st -22 nd Aug |
| 2003 | Launceston | 42 | 27 th -28 th Aug |
| 2002 | Adelaide | 40 | 24 th -25 th Sept |
| 2001 | Melbourne | 39 | 28 th -29 th Aug |
| 2000 | Darwin | 20 | 18 th Aug |
| 1999 | Sydney | 27 | 18 th Aug |
| 1998 | Brisbane | 23 | 30 th September |
| 1997 | Cairns | 28 | 2 nd -4 th Nov |

Members or organisations wishing to bid for the 2014 AGM and Conference should submit their bid to the General Manager by no later than 31 May 2013. The bid should address the following criteria:

ABOUT THE HOST AND THE COMMITMENT TO CRUISE INDUSTRY:

- Provide a brief description of the host and the history/commitment shown to the cruise industry.
- It is preferable that a host has the support of the STO, RTO and Port Authority where possible.

HOST DESTINATION SPECIFICS:

- **City or town**
- **Available dates in early September 2014**
For auditing purposes the event must be held after the 20th August. The event has traditionally been held from a Wednesday to Friday.
 - a. Preferred dates
 - b. Alternate dates
- **Nearest airport:**
 - a. Distance from airport to hotel/hotels
 - b. Transfer time from airport to hotels by bus
 - c. Approximate cost to hotel
- **Type of Conference Facilities (i.e. hotel, conference centre etc)**
- **Location of conference facilities & hotels:**
 - a. Proximity of conference facilities to delegate accommodations (Please submit a locator map showing hotels & conference centre).
 - b. Transfer time from hotel/s to conference facility during hours which the Conference will be in session.

- c. Approximate cost from hotel/s to conference facility.
- **Unique Selling Point of the destination:** Provide a short description of the area and the advantage for holding the AGM/Conference at this destination.
- **Availability of day touring attractions, pre/post cruise programs etc.**

FINANCIAL CONTRIBUTION BY HOST:

The CDU conference has a reputation as being highly informative and relevant for those working in the cruise ship segment. This has been achieved by bringing key international and national speakers to the event and conducting highly targeted workshops as a part of the conference.

In order for the conference to continue to deliver a high quality result, CDU seeks financial support for the staging of the conference. Both cash and in-kind contribution is sought.

Examples of in-kind support include:-

- Hosted functions
- Registration brochure design
- Program printing
- Delegate and speaker gifts
- Conference signage
- Distribution of registration information
- Media support
- Staff support at the conference

The conference sub-committee will require the host to assist with sourcing additional sponsorship for a variety of events within the conference program.

The successful tender will be required to forward 50% of the financial support to Cruise Down Under at the time of being awarded the tender. The other 50% will be required two months prior to the event.

SUB COMMITTEE REPRESENTATION:

It is a requirement that the host body provide a staff member to sit on the Cruise Down Under Conference Sub Committee. This person will be required to meet with the sub-committee up to four times prior to the conference at no cost to Cruise Down Under (note these meetings will normally take place by teleconference or in the host destination).

ACCOMMODATION:

Approximately 60 hotel rooms in a four – five star hotel will be required for the Conference delegates. Rates for rooms should represent, as far as possible, a substantial saving on normal Group or Tour Group rates. Cruise Down Under,

depending on the bid proposal, will decide what rate is published in the registration form.

Please confirm the following:

1. Names and classification of all hotel/s, and the allocations within hotel/s, needed to provide the number of rooms required by the Conference.
2. The hotel rates to be charged to be not more than the lowest rate being charged to preferred tour operators by the hotel in question where possible, one rate should be charged for single or double occupancy, and should include applicable taxes and service charges. The host guarantees that the rates quoted at the time of bidding should be honoured irrespective of subsequent changes in local market conditions.
3. The number of hotels with variable rates should be kept to a minimum of 2 hotels. These rates should be available from 2 nights prior to the conference and one night after the conference.
4. The hotels to confirm a favourable breakfast rate.
5. Complimentary (FOC) rooms to be available plus upgrades to suites where possible for the Guest Speaker/s of Cruise Down Under.

RECEPTION & TRANSFER FACILITIES:

The process of receiving and transferring large numbers of people impacts directly upon the success, or failure, of the conference. It is essential that delegates be transported with minimum delay and inconvenience from the airport to hotel/s, and between hotel/s and the conference centre for official functions. Also, arrangements are necessary to enable swift passport control, baggage collection and customs clearance (if applicable), as well as to provide information desks or personnel at the airports and hotel/s.

Please confirm the following facilities and/or services will be provided:

- a. Reception desk and welcome staff on arrival at hotel. Host to provide 2 staff to assist at the conference desk on all days.
- b. Welcome and transportation for guest speakers from the airport to the hotel and return
- c. Transportation between conference hotel/s and venue of the business sessions, break-out sessions and social functions.
- d. Transportation schedule and brochure for the duration for the conference.
- e. Transportations for tours and spouse programs (as applicable).

DELEGATE REGISTRATION & SERVICE COUNTERS:

A delegate registration area must be set up and in operation from lunch time onward on the first day of the Conference and continuing for the duration of the conference. Also a service counter/ personnel for handling delegate inquiries is required for the duration of the conference.

A welcome satchel or bag containing visitor and conference information should be presented upon registration.

Please confirm the Registration Area with the ability to provide following facilities:

- a. Registration area with signage, power supply to run computer, printer etc.
- b. Distribution of conference materials
- c. Message board
- d. Spouse/sport/tour programmes.
- e. Local transportation & transfer information.
- f. General local information.

MEETING FACILITIES:

Please provide details of the meeting facilities, plans, brochures and photographs of the venue with detailed information on capacity and room configurations.

- a. One room for plenary sessions with the capacity for 140 people for 1 ½ days
- b. Breakout areas for 3 groups of 50
- c. Details of available white boards, butchers paper & easels, photocopying facilities etc.
- d. Meeting facilities for AGM

CATERING

Please provide details and costs for the following:

- a. Morning Tea x 2
- b. Lunch x 2
- c. Afternoon Tea x 1

WELCOME FUNCTION

Please provide details of a welcome function that should be held on the evening prior to the Conference. The function provides an opportunity for the conference host to welcome delegates and present conference satchels/bags. It also enables new and old members to be introduced. It is assumed that this event is sponsored and not an additional cost to delegates or CDU.

MEMBERS' ONLY DINNER

Suggestions should be made for a casual 2 course dinner, to follow the welcome function, for members of CDU.

GALA DINNER

Please confirm details and cost/sponsorship of a Networking Dinner to be held on the second night. The dinner often occurs at a landmark restaurant of the destination. If the restaurant is more than walking distance from the accommodation then transport should be included in the package.

AGM

The AGM is to be held following the workshop session on the second morning. This may be scheduled by CDU either prior to lunch or following lunch. The AGM format will be discussed with the host however, included in this bid should be a facility capable of hosting up to 60 delegates.

OPTIONAL TOURING ACTIVITIES:

A host destination can derive further benefits from hosting the CDU Conference by offering pre and post touring activities.

Please provide details of pre/post touring activities available for delegates. This should include full-day sightseeing trips, half-day excursions, suggested spouse/partner programme and sporting facilities.

Brochures to support the above activities should be provided.