2018 Conference Destination
Invitation to Respond

Who is ASCA?

Australian Smart Communities Association (ASCA), formerly Broadband Today Alliance (BTA) started as a collaborative coalition of local government, RDA and Regional Organisations of Councils' (ROCs) built on the premise of sharing information and advocating for the resources to assist the localised transition to a digital economy.

ASCA has a vision for Australia to significantly advance its digital economy. As a member-based organisation with representatives from Government, business / industry and communities across Australia, we reflect the three sectors that need to take action.

Our vision and determination is proving infectious. More than eight million Australians are now represented across all states and Territories.

The adoption of smart technology in city/town management, energy, water, health and transport, along with high-speed broadband, could add more than 70,000 jobs to the Australian economy and bring 1.5 percent growth to Australia's Gross Domestic Product within five years. ASCA wants all Australian communities to have the infrastructure and capacity, and to demonstrate the innovation, to forge thriving digital economies.

ASCA is the Peak Industry Association in Australia for Smart Digital Community, Broadband and Digital Economic Development.

What is the ASCA Conference?

The Australian Smart Communities Conference is the only event in Australia organised and hosted by smart city professionals for smart city professionals.

The inaugural **Australian Smart Communities Summit**, held on Queensland's Sunshine Coast in 2016, was the first all-inclusive opportunity in Australia to connect with, be introduced to, learn from, and become inspired by national and international leaders at the very forefront of what it takes to become a smart city or smart community.

This was followed up by the **Telstra Australian Smart Communities Conference** in Adelaide in May 2017. This conference proved to be a standout opportunity for Australian Smart Communities, Local Government Authorities, Smart Technology Suppliers and service providers who came together to connect and discuss the challenges for the creation and administration of communities to help bring about transformational change to the way cities and communities are managed.

More than 350 participants attended the two-day conference plus social program, associated site tours, Meeting of the Mayors, and one-day Future Ready Co-Learning Lab. Austrade reached out to developing countries and international delegates gained pivotal insights and learned about Australian technology.

Speakers included smart-city, futurist, utility technology and smart Government management experts from Britain, the Netherlands, Germany, the United States, Hong Kong, and of course Australia, while exhibitors hailed from Germany, the United States and from across Australia.

National and global technology and smart-savvy organisations, including Telstra (National), KPMG (Global), CISCO (Global), Fujitsu (Global), Silver Spring Networks (Global), Atos (Global), Urban Institute (Global) and esri (Global), joined the Australian Government in sponsoring and supporting this pivotal smart cities event.

THANKYOU TO OUR GENEROUS SPONSORS

The 2018 conference will cover all elements of what it takes to become and remain a Smart City or Smart Community, with breakout or stream sessions for:

Smart Foundations - Connectivity, Power and Urban Infrastructure

Smart Integrated Systems - Platforms, API's and Real Time Information

Smart WiFi – Data, IoT, Location Analytics

Smart Analytics & Open Data

Smart Utility Systems – Water, Power & Energy, and Waste

Smart Solution Evaluation and Community Engagement

Financing Smart Cities – Procurement & PPPs

Smart Disrupters – Driverless vehicles, Drones, Artificial Intelligence & Robotics

Smart R&D and Innovation

Smart Mobility - and more

Your Bid

The search for a location for 2018 is a nationwide initiative with the overriding goal being to select a destination and main venue which will allow ASCA to deliver the best possible innovative and stimulating environment for the purposes of bringing together people working to transform and manage smart communities.

Local government bodies working with their STO, RTO or LTO and venues are encouraged to bid to host the next ASCA conference. Creative and partnership bids are likely to be the strongest, so venues, destinations and government organisations should consider collaborating.

The Opportunity

The Australian Smart Communities Association is seeking a destination partner who is keen to see the 2018 conference held in their city or community, and has availability preferably in the **week starting 5 March 2018**.

The benefits of this to the chosen destination, the venue and the industry are considerable:

- Firm positioning of your State / Territory / City / Community and main venue in the Smart Space
- Prominence as the chosen State / Territory and venues for this innovative conference
- Drawing attention to your destination as a Smart Host
- Access to speakers, exhibiters and delegates
- Ability to showcase smart technology innovations and projects through site tours
- Significant income to your region from ASCA, accommodation and delegate spend. Using the Business Events Council of Australia's most recent (2015) figures for direct delegate expenditure, your community will enjoy a direct delegate economic injection of no less than $659,750 and indirect injection of another $180,000+. We would welcome as part of your bid inclusion of your economic feasibility assessment.
- Regular communication between ASCA and its industry database including both Australia-wide and International organisations and individuals promoting the destination and venues
- Dedicated Media Release announcing your success as the host destination for 2018
- Delegate registrations (commensurate with the agreed level of financial support)
- Regular media announcements concerning the ASCA conference, speakers, venues, hosts, sponsors and general news to provide additional promotion of the destination and venues
- Prominent positioning in all collateral (brochure, website, eDMs etc) of the destination logo
- Hero imagery of the destination to be integral to the promotion of the conference
- Participation of at least one Smart City or Smart Community professional
- Your Mayor will host the prestigious ASCA Meeting of the Mayors (an invitation-only half-day forum of Mayors from Australia's "smartest" communities) and be given the opportunity to demonstrate your Smart City and Community leadership at this ASCA-managed event
- Opportunities for your Lord Mayor or Mayor to welcome and participate in the program.

Benefits will be agreed-upon by both parties pre-announcement and will form part of the contract.

What ASCA is seeking?

In return for the above, ASCA requests specific outcomes and contributions:

1) **Site tours:** The two 2017 site tours proved extremely popular and ASCA was unable to meet demand with the tours selling out early. In 2018 ASCA will require that the host propose, draft a comprehensive budget for, and manage three or four smart-focused tours. The tours can cover one or more of the smart city elements listed previously. ASCA will meet the costs of agreed tours.

Each tour:

- Must have "host guides" who possesses high-level, relevant knowledge
- Should provide tour visitors with an experience that they otherwise could not access
- Must suit people of all physical abilities
- Can be to one or more locations, and of either a half or full-day in duration
- Must cater to no less than 60 visitors
- Can include surrounding areas or regions.

These tours will be held prior to the conference as an optional value-add at a price to be determined by ASCA, taking into account the host destination's budget outline. ASCA will manage the booking of these tours through the Conference website and will reimburse the host destination for all tour-related supplier costs incurred. This includes elements such as transport, meals and entry costs. This does NOT include tour guide or human resource-related costs.

Tour inclusions, maximum numbers and budgets will be confirmed before the host destination is announced.

2) **Welcome Reception**: This stand-up, two-hour function will be held on the first night of the conference, after site tours, the Meeting of the Mayors and the First Timers' welcome session. The official opening of the conference will be the next morning.

The Welcome Reception is to be held in an off-site location or unique venue (not at the main conference venue), and provides you with the opportunity to showcase the distinct character of your city or community. The host city / destination will provide the management and coordination of this function, including:

- Managing the venue booking and venue liaison for this function on behalf of ASCA
- Sourcing and securing suppliers, including ground transfers (if necessary), catering, AV and entertainment
- Briefings to destination-related VIPs, such as your State or Territory Premier, Ministers or Mayor.
- Working with ASCA's Conference Organiser to confirm all elements of the function.

ASCA will manage function bookings as part of the Conference Registration process, and the host destination will be reimbursed for all agreed supplier costs incurred. This includes elements such as transport, catering, beverages, AV and entertainment. This does NOT include human resource-related costs.

The Welcome Reception venue and date will be confirmed before the host destination is announced.

3) **Meeting of the Mayors:** This two-hour, invitation-only forum will be held on the first day (proposed as the very first gathering) and will conclude with a meal. ASCA requests that the destination host subsidize or provide lunch with beverages for up to 50 attendees. This meal should be of a medium to high quality at a nearby restaurant (within 5 minutes' walk) or be catered within the meeting venue.

4) **Speaker gifts:** ASCA is keen to again choose speaker gifts that assist in promoting the host destination, and therefore seek suggestions on potential suppliers and / or gifts up to the value of $45 each. As an indication, 2017 gifts were a Maggie Beer items and the 2016 gifts were Boxes of Sunshine local produce hampers.

5) **Site visit:** ASCA will short-list two destinations as potential hosts. Both short-listed destinations must be willing to provide a fully-supported site visit for one person of no less than one day and one night, including return airfares from either Brisbane or the Sunshine Coast (Queensland), ground transport and one night's complimentary accommodation in a bid-related property.

6) **Other**: The host city/destination is welcome to offer other services and/or benefits that are not outlined in this document, and which would be appropriate and beneficial to Smart City conference attendees.

7) **Financial contribution:** This contribution will be in return for benefits that will be commensurate with the level of support provided. As a guide, the 2017 conference was supported by a $45,000 host destination contribution. Terms will be negotiated between the successful destination and ASCA.

Selection Criteria

ASCA uses a scoring tool to evaluate destinations and conference sites. This tool is a guide to help choose the destination that best meets the needs of the conference, delegates, sponsors and exhibitors.

There are three assessable areas:
1. The city or community – Smart City initiatives and tour options. Be specific and name the projects that you would include in site tours.
2. Conference venue and accommodation options – quality, flexibility, variety of accommodation, conference capacity and location in relation to each other and main transport hubs.
3. The destination - Ease of access (for both domestic and international delegates and speakers) and overall appeal to delegates.

In responding to this bid, please provide information on each of the seven aspects that ASCA is seeking plus the three criteria.

In addition, **please answer the following questions**:

a) Does the nominated community have conference facilities (in the one venue) capable of providing plenary session space for up to 375 pax, allowing for three concurrent sessions of approx. 125 pax each (one of which could be the plenary room), plus space for 40+ 3 x 2m exhibition booths, and on-site catering preferably in the trade exhibition area?   **Yes □   No □**

If yes, please provide attached details about those facilities, including property name/s, contact details and floor plans showing plenary and exhibition layouts.

b) Does the nominated community have the capacity to accommodate up to 500 delegates in hotel style and apartment accommodation rooms adjacent to or within 10 mins easy walking distance to the proposed conference venue? **Yes □   No □**

If yes, please provide attached details about those properties, including property name/s, contact details, room types, distance to main conference venue, and indicative room rates.

c) What is the distance in kms and the average travelling time on business days from the proposed conference venue to the nearest airport serviced by national domestic airlines?

Please include the airport name, which airlines service it daily, the distance from the conference venue, and the vehicular travelling time.

d) Please list names and title descriptions of 2 people from the nominated community who are willing and able to work alongside ASCA as part of the local organizing committee. Note: ASCA will be primarily responsible for the conference program but will require advice and assistance from the host city community. It would be preferable for one of these people to have Smart City experience and the other to have business events / tourism experience. These support roles will be honorary and will not be remunerated.

e) A budget projection for all key elements of the conference should be provided, based on the below program outline.

Proposed Program

The ASCA Conference will be held over 3 days, preferably in the **week starting 5 March 2018**.

Day one:

8.00 am – 5.00 pm	Exhibition build and exhibitor install (40+ exhibitors)
9.00 am – 5.00 pm	Site tours x 3 or 4 (Minimum 60 pax each)
10.30 am – 12.30 pm	Invitation-only Meeting of the Mayors (Meeting room at main venue - 50 pax)
12.30 – 2.00 pm	Meeting of the Mayors hosted lunch (at main venue or nearby restaurant - 50 pax)
2.00 – 4.00 pm	Annual ASCA board meeting (Same meeting room as above – 20 pax)
4.00 – 5.00 pm	First Timers' Welcome Session (150 pax)
5.00 – 5.30 pm	First Timers escorted to Welcome Reception venue
5.30 – 7.30 pm	Welcome Reception (Offsite or unique venue – 300 pax)
7.45 – 9.45 pm	Invitation-only major sponsors' dinner (Restaurant – 50 pax)

Day two:

8.30 am – 5.15 pm	Conference (Plenary room – 500 pax)
11.00 am – 5.15 pm	Conference (Breakout rooms x 3 – 175 pax each)
6.30 – 10.30 pm	Conference dinner (Prefer separate venue – 350+ pax)

Day three:

7.00 – 8.30 am	ASCA Member invitation-only breakfast (Room at conference venue – 100 pax)
8.30 am – 5.15 pm	Conference (Plenary room – 500 pax)
8.00 am – 4.30 pm	Conference (Breakout rooms x 3 – 175 pax each)

Access
Access to the loading dock must be provided for the duration of the period the venue is in use. Preconference delivery of items?

Spaces & Storage
All spaces must be accessible and have accessible facilities for people with mobility issues and for easy equipment access. Storage space must be available for packing cases, materials for the organizer, preferably in a room provided free of charge.

Plenary Space
A plenary space suited to fit up to 500 pax theatre style should be provided. The space should include:
- Stage, lectern & small table for water
- Ops desk
- Projector and dual screens, plus foldback and timer
- All seating and tables as required.

Breakout Spaces
Three breakout spaces, large enough to seat 175 pax per room. The spaces should include:
- Stage, lectern & small table for water
- Ops desk
- All seating and tables as required

Exhibition Space
An exhibition space suited to accommodate up to 40+ x 3m X 2m exhibition booths should be provided. The space should be large enough to accommodate the booths plus allow for catering stations in the exhibition.

Registration

An area, ideally located near the Plenary Space, should be provided for Registration. Furniture for the Registration is to be included:

- 9m long booth or Registration Desks
- 3 x chairs
- WiFi connected
- Access to power located close by.

Secretariat

A secretariat room should be provided which is located close to the Plenary and Breakout spaces. The room can be a small boardroom style room, suited to seat 12 pax plus some storage space, with printer.

Technical

The venue must be able to provide full access to all fixtures and fittings that are seen within the venue. For the avoidance of doubt, the following items should be available:

- Access to power
- Room lights
- Power points
- In house AV or access to an AV supplier with business events experience.
- Dedicated charging station(s) for up to 10 devices concurrently.

Internet

High speed WIFI access for delegates and exhibitors is required for the duration.

Security and Cleaning

All associated requirements for security and cleaning are to be included in the venue.

Bid Lodgment

Completed Host Community Bid Documents should be returned to ASCA by no later than 5pm Friday 7 July 2017. They may be lodged by email with the Subject: 2018 ASCA Conference Bid to: liz@awardsabsolute.com

The ASCA Committee and a conference organiser will assess bids to identify the two short-listed destinations for site visits. These site visits will be organized as quickly as possible and more information will be made available to the successful short-listed destinations at the time.

Should any additional information be required it can be obtained by contacting Liz Rivers on 0409 071 816 or by sending a request by email to liz@awardsabsolute.com