

# unconventional



*Focus group.*



*Chairman of the board.*



*Pier support.*

DESTINATION PORT STEPHENS  
**PROSPECTUS 2014**  
MEETINGS, INCENTIVES, CONFERENCES & EVENTS



*P.S. I love you xx*

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## From the Chairman

### MR MICHAEL AYLMER

The strategic direction for Destination Port Stephens prioritises the development and fostering of markets that provide return and opportunity to our members and, of course, the wider Port Stephens region. The MICE (Meetings, Incentive, Conference and Events) market is one of those markets that has been identified as a key market for Port Stephens especially given the high yield and midweek business that it has the potential to generate.

Destination Port Stephens, is proud to have supported the 'pilot program' of MICE Port Stephens during 2013 along with 20 members and 4 sponsors. Through our dedicated marketing effort and education, we have confirmed \$441, 090 worth of business in 9 months. In addition to that, we have also made strong contacts with 1730 key decision makers, responded to 29 warm enquiries and 89 cold enquiries worth a potential of \$4.4 million and welcomed a host of VIPs in this market to Port Stephens which has, in turn provided a greater interest in not only Port Stephens but regional New South Wales as well.

We are now destined to take this growth to the next level. The new MICE marketing plan includes increased provision for face to face sales calls to key agents, new regional collaboration and the efficiency of new website and digital media to support. Destination Port Stephens is proud to be able to contribute funding and resources in association with our members to facilitate these initiatives. We look forward to assisting our members in making Port Stephens THE number one regional destination for MICE business within New South Wales.

## MICE Market Overview

The Australian Business Events industry aims to attract \$16 billion per year from overnight business events delegates by 2020. Overall international business arrivals increased 2% from June 2012 to June 2013. (Source: Business Events Arrivals – Business Events Australia)



In New South Wales, a total of 25 million domestic overnight visitors were recorded with 17.3% travelling for the purpose of ‘business’. This has decreased slightly by 0.8% compared to YE June 2012. Business nights however showed an increase with 0.4% improvement on YE June 2012. (Source: Destination New South Wales Fact Sheet; NSW Time Series YE June 2013).

Port Stephens offers an ideal destination to attract the MICE market; one which can offer high yielding returns in traditional low and shoulder seasons.

## MICE Port Stephens - Calendar of Events

MICE Port Stephens are working in regional collaboration with Newcastle Convention Bureau and Hunter Valley Wine and Tourism Association. Under the communal brand of “Altogether Perfect” we have applied to Destination New South Wales to support our initiatives through the provision of funds. We will know the outcome of this submission by the end of March 2014.

The following table gives you a snapshot of some of the sales and marketing activities that are available to you through Tier 1 and Tier 2 levels of MICE membership.

The blue colour activities are specifically branded under “Unconventional Port Stephens” and will not involve any regional partners.

The green coded activities are in partnership with Newcastle and Hunter Valley and branded under “Altogether Perfect”. These activities will be subsidised under state funding if successful.

The pink indicates activities that are currently scheduled to be included under “Altogether Perfect” brand but if funding is not successful we will still attend these events in our own right.

### Calendar of Events

AIME	Melbourne	17th – 19th February 2014
Regional MICE Showcase	Newcastle	TBA 2014
Post AIME Famil	Port Stephens	20th – 23rd February 2014
Sydney Executive Assistants Network	Sydney	27th – 28th March 2014
Associations Forum	Canberra	16th – 17th July 2014
Canberra Executive Assistants Network	Canberra	24th – 25th July 2014
Inspire Ex (Formerly known as Australian Business Events Expo)	Sydney	18th – 19th August 2014
Inspire Ex Dinner	Sydney	18th August 2014
Brisbane Executive Assistants Network	Brisbane	September – Dates TBA 2014
Business Events Sydney Market Update	Sydney	14th October 2014
MICE Roadshow	Brisbane	Coincide EAN show 2014
Melbourne Executive Assistants Network	Melbourne	November – Dates TBA 2014
MICE Roadshow	Melbourne	Coincide EAN show 2014
Regional Famil	HV/PS/Newcastle	September 2014
Regional MICE Roadshow	Newcastle	Dates TBA 2014
AIME 2015 in conjustion with BE Sydney	Melbourne	21st – 22nd February 2015
Sydney Executive Assistants Network Showcase	Sydney - Luna Park	27th - 28th March 2015

# Familiarisation Program

Destination Port Stephens have hosted many successful media and industry familiarisations over the last 12 months which has resulted in increased awareness, promotion and business for our area. It is vital that MICE buyers as well as key MICE media have the opportunity to experience all that Port Stephens has to offer so they in turn can assist us in attracting, promoting and influencing decisions to host meetings, conferences, incentives and large scale events in our area.

In 2014 we have two formalised famils that are being offered to members. Destination Port Stephens will co-ordinate these programs in conjunction with our destination and industry partners on behalf of our MICE members. Should your product and/or service be included in the famils, operators will need to provide them with in kind products and services.

The first of these is the Post AIME Famil which is taking place from the 20th – 23rd of February, 2014. A group of 20 buyers; majority of whom are international, will be personally escorted from the AIME tradeshow and enjoy 3 days of experiencing products around Port Stephens, Hunter Valley and Newcastle.

The second of these will be the Regional Famil which is due to take place in September 2014 over 3 days. We are currently working with our destination partners; Hunter Valley Wine & Tourism Assosciation and Newcastle Convention Bureau to organise this event which will include one day and one night in Port Stephens. We are looking at a hosting a group of approximately 20 people in size and the famil will be themed around what our combined areas have to offer.

## Public Relations / PR Campaigns

As part of your MICE membership, Destination Port Stephens offers you the opportunity to present press releases and stories that may appeal to a MICE audience. There will be a number of opportunities to work with key MICE media including Spice magazine, CIM magazine and Executive PA magazine as well as the opportunity for individual businesses to showcase any new or unique product offerings that may appeal to this market. To date, we have been able to generate \$53, 082 amount of PR for MICE products that are available within Port Stephens.

All media releases will be considered by Destination Port Stephens and forwarded through to Peak PR who will distribute to appropriate media contacts. Sometimes the media may follow up with a familiarisation request to experience your product first hand. In these instances, you will need to provide them with products and services that may need to be provided in kind.

## MICE Port Stephens Branding - “Unconventional Port Stephens”

During 2013, MICE Port Stephens developed the brand proposition of “Unconventional Port Stephens” to showcase the unique and unconventional attributes our area has to offer. The new branding takes into account the growth in incentive business being attracted to our region whilst also providing a new take on our destination as a typical destination for a conference, meeting and/or event.

Prior to Christmas, our photo shoot was completed and collateral is being prepared and developed for use in 2014. A branding style guide will be made available for members to use in their MICE marketing which will allow for a more streamlined, professional and motivational message.



*End of dune figures.*



*Focus group.*



*P.S. I love you xx*

# Website and Lead Generation

Currently the Destination Port Stephens Tourism website ([www.portstephens.org.au/conferences](http://www.portstephens.org.au/conferences)) features a Conference page whereby viewers can glean information, download the E Book and fill out an enquiry sheet. This enquiry form is then forwarded onto specific properties for them to respond individually back to the client with a tailor made proposal.

Now that our branding has been finalised, we are able to move forward in improving the current website. The improvements will provide generic information such as access, weather and venue capacities but also provide a number of suggested itineraries and MICE related product updates. MICE membership will allow members to provide information on their facilities as well as being able to promote conference specials and seasonal offers throughout the year.

The improvements will also allow for tailor made enquiries to be presented to clients in an effective, accurate and timely manner. The enquiries will still be sent out to individual properties but the co-ordination and follow up will be taken up by Destination Port Stephens in an effort to ensure the highest sales conversion.

## E Book, E Newsletter and Social Media

In lieu of a large scale Conference Guide, we have decided to offer members an opportunity for their products and services to be displayed in our E Book which can be primarily promoted on the Destination Port Stephens (MICE) website and can be offered as support collateral for all members' proposals, conference bids (Destination Port Stephens office) and to be used as main form of sales collateral for tradeshows and the like.

The E newsletter provides an opportunity for regular and relevant information to be distributed to industry and trade. The E newsletter will be distributed every 3 months. Destination Port Stephens will send these E newsletters out on behalf of MICE members however individual businesses are encouraged to also send out to their individual databases of MICE contacts as well. Members are also encouraged to offer seasonal prizes to further promote their individual businesses.

We are currently investigating social media opportunities such as LinkedIn to create a profile, following and, ultimately, business through these channels.

## Industry Memberships and Showcases

It is vital that Port Stephens is recognised as a serious MICE destination not only for potential clientele considering our Region but also for those stakeholders who hold influence in this sector of the tourism industry. Destination Port Stephens has become a member of Business Events Sydney (BE Sydney) and Meetings & Events Australia (MEA). These two organisations are at the forefront of MICE promotion throughout New South Wales and are well positioned to be able to assist us in the development of our MICE product and success into this market.

BE Sydney is a convention bureau based in Sydney that provides practical free assistance to those who are planning or bidding for events in Sydney and regional New South Wales.

As well as the membership benefits listed below, Destination Port Stephens are working closely with BE Sydney in organising support for our two famils and Sydney showcase.

**Benefits as part of Port Stephens membership of BE Sydney include:-**

- Opportunities to quote on leads from BE Sydney's event delivery service
- Access to bid win calendar which will allow for possible pre and post business opportunities
- Opportunity to participate in one client networking event per year
- Opportunity to participate in one international market update per year
- Global exposure with online supplier search listing
- Global exposure with listing in Sydney and New South Wales Event Planner's Guide



*PS I love you xx*

Meetings & Events, Australia (MEA) is a national, independent not-for-profit organisation dedicated to fostering professionalism and excellence in all aspects of meetings and event management. It also promotes the value and effectiveness of meetings and events as an important high-yield sector of business travel and tourism. MEA offers Professional Development programs, accreditation, recognition, disseminates information, provides a forum for its members to discuss current issues and represents the industry to government.

**Benefits as part of Port Stephens membership of MEA include:-**

- Sponsorship and advertising opportunities
- Listing in Who's Who directory
- Eligibility to enter industry awards
- Access to members website, networking events and business opportunities

## Tradeshows

Tradeshows are a wonderful way to showcase our MICE product and services to those who are in a position to buy. Some of the tradeshows we have selected will allow for member representation whilst others will allow Destination Port Stephens to present on behalf of members.

Destination Port Stephens has allowed for a range of shows; some of which we will attend in our own right and others we will partner with Hunter Valley Wine and Tourism Association and Newcastle Convention Bureau to secure co-operative rates and share the resources.

The outcome for all of these shows is lead generation; clients have business enquiries available and we need to be ready to confirm the business!

### EXECUTIVE ASSISTANTS NETWORK SHOWCASES

Executive Assistants Network is a unique professional networking group with an online centre for senior Executive Assistants (EA's) and Personal Assistants (PA's) working for leading executives in Australia's top companies such as Ernst & Young, Commonwealth Bank, Department of Defence and Ausgrid to name a few. The Executive Assistants Network Showcase offers a host of professional development seminars and allows for delegates to network with businesses who provide services specifically to them.

As a sponsor, we have confirmed 3 stands (subject to funding) and have the opportunity to showcase our region and your company to relevant buyers by way of pre show publicity, sales presentations and networking events.

#### EXECUTIVE ASSISTANTS NETWORK SHOWCASE – Sydney

Date: 27th – 28th March 2014

#### EXECUTIVE ASSISTANTS NETWORK SHOWCASE – Canberra

Date: 24th - 25th July 2014

#### EXECUTIVE ASSISTANTS NETWORK SHOWCASE – Brisbane

Date: September – Dates TBA

#### EXECUTIVE ASSISTANTS NETWORK SHOWCASE – Melbourne

Date: November – Dates TBA



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## EXECUTIVE ASSISTANTS NETWORK ROADSHOWS

As a major sponsor of the Network showcases, we have organised to host a roadshow event to help our operators have exposure to the key buyers. The event will be hosted close to the venue and will be promoted in conjunction to the Showcases. We would encourage operators to attend individually and have the opportunity to meet and communicate their MICE offerings to this market. We are still finalising the venues but we are looking for unconventional activities and venues so that we can maximise the numbers of PAs and EAs for the event. More details will be available to members as they come to hand.

As a sponsor, we have confirmed 3 shows (subject to funding) and have the opportunity to showcase our region and your company to relevant buyers by way of pre show publicity, sales presentations and networking events.

### EXECUTIVE ASSISTANTS NETWORK ROADSHOW – Sydney

Date: 27th – 28th March 2014

Venue: TBA

### EXECUTIVE ASSISTANTS NETWORK ROADSHOW – Brisbane

Date: September – Dates TBA

Venue: TBA

### EXECUTIVE ASSISTANTS NETWORK ROADSHOW – Melbourne

Date: November – Dates TBA

Venue: TBA



*Board meeting.*



*Suit yourself.*

## INSPIRE EX (Formerly known as Australian Business Events Expo) - Sydney

Date: 18th and 19th August, 2014

Market: Professional Conference Organisers, Intrastate Corporate

Inspire Ex is the market place for business events in Australia and provides a two-day tradeshow that brings together buyers and sellers who provide products, destinations and services that are integral in delivering business events and conferences in Australia.

Delegates may include diverse sectors of: Association/Society, Charity, Corporate Meeting Planners, Education/Training, Event Management Company, Exhibition Organisers, Government and Professional Conference Organisers to name a few.

Destination Port Stephens have booked a stand with Newcastle Convention Bureau and Hunter Valley Wine Country and there is the opportunity for scheduled appointments with buyers as well as industry functions, networking opportunities and the like. We would encourage Tier 1 members to be available throughout the show and attend appointments. We will also be hosting a Gala dinner for buyers of this event. This will take place on the evening of 18th August (venue to be decided) – we would encourage all MICE members to attend this event in Sydney along with regional counterparts.



*P.S. I love you xx*

# MICE Membership

## Tier 1 Member @ \$3300.00 inclusive of GST

Your membership benefits include:-

- Automatic inclusion in scheduled Familiarisation Program as premier MICE operator
- Primary consideration and inclusion for all unscheduled Familiarisation requests
- Opportunity for your product and / or service to submitted to key MICE media publications
- Ability to use all revised Port Stephens MICE Unconventional branding tools including logos, images, fonts etc
- Featured product on Port Stephens Conference webpage for 3 months
- Business listing on website enquiry form
- Product listing on Port Stephens Conference website
- Featured product including “Business Spotlight” in Port Stephens E Newsletter for 2 months
- 1 page advertisement in MICE Port Stephens Facilities E Book
- Access to all leads, information & educational opportunities through industry memberships
- Primary exhibitor – EAN tradeshows includes pre publicity, stand presence, lead generation
- Opportunity for EAN roadshow participation
- Primary exhibitor – Inspire Ex includes pre publicity, stand presence, lead generation
- Attendance at MICE meetings includes 5 minute product update when you are the host
- Access to reports, MICE databases, resources, Port Stephens MICE collateral as needed

## Tier 2 Member @ \$1650.00 inclusive of GST

Your membership benefits include:-

- Consideration of inclusion in scheduled Familiarisation Program
- Consideration and inclusion for all unscheduled Familiarisation requests
- Opportunity for your product and / or service to submitted to key MICE media publications
- Ability to use all revised Port Stephens MICE Unconventional branding tools including logos, images, fonts etc
- Product listing on Port Stephens Conference website
- Provision for product update in Port Stephens E Newsletter for 3 months
- ½ page advertisement in MICE Port Stephens Facilities E Book
- Access to all leads, information & educational opportunities through industry memberships
- Member Representation – EAN tradeshows includes pre publicity, lead generation
- Opportunity for EAN roadshow participation
- Member Representation – Inspire Ex includes pre publicity, lead generation
- Attendance at MICE meetings includes 5 minute product update when you are the host
- Access to reports, MICE databases, resources, Port Stephens MICE collateral as needed



# DESTINATION PORT STEPHENS

## Application For MICE Membership

Destination Port Stephens ABN 96 080 458 733 ACN 080 458 733

### Applicant Business Information

\*Applicant Name - First Name \_\_\_\_\_ Surname \_\_\_\_\_

Company Name \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ABN \_\_\_\_\_

\*Trading Name \_\_\_\_\_

\*Are You Registered For GST? YES  NO

Description Of Your Business: (Please include MICE Services Provided Specifically For MICE Market)  
(Max 100 Words)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Conference Sales / Marketing Delegate Applicant (Leads Will Be Sent To This Person)

First Name \_\_\_\_\_ Surname \_\_\_\_\_

Phone Number \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_



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## MICE Membership Payment Options

Port Stephens Tourism accepts payment in the form of cash, cheque, money order and electronic funds transfers. We also accept MasterCard and Visa. If you would prefer we send you an invoice, please email [sales@portstephenstourism.com.au](mailto:sales@portstephenstourism.com.au)

Please tick the box of your payment option:

**CHEQUE**

Please make cheque out to Destination Port Stephens

Mail to: Port Stephens Tourism, PO Box 435,  
Nelson Bay NSW 2315

**DIRECT DEPOSIT**

BSB 637000

Account Number 781 020 028

**CREDIT CARD**

Visa (2% surcharge)

MasterCard (2% surcharge)

Name Of Card Holder \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_

Ccv Number \_\_\_\_\_

Card Holders Signature \_\_\_\_\_

## Terms & Conditions

In making this application for membership it is acknowledged that:

1. Applicant must be a legal entity in accordance with the Articles of Association Section 2 (d).
2. MICE Membership category was selected after viewing the appropriate Membership Fee Schedule.
3. Email address is where notices are served and where newsletters/updates are sent.
4. All relevant approvals, licenses from Local, State or Federal Authorities have been obtained to allow me to operate the business associated with this application.
5. Privacy statement must be completed and signed before membership can be accepted.
6. Members agree to abide by all provisions in the Memorandum and Articles of Association, a copy of which is available for viewing at the Office of Port Stephens Tourism Ltd (by appointment) or download from [www.portstephenstourism.com.au](http://www.portstephenstourism.com.au)



P.S. I love you xx

## Membership Acceptance

I have read and agree to abide by the Membership Terms and Conditions

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Privacy Statement – Please Read Carefully

Destination Port Stephens maintains a database of its MICE members for the purpose of regular communication on industry matters. I acknowledge that limited details such as business name, marketer name, address, main phone number, fax and email address will be available to people engaged in MICE marketing initiatives with Destination Port Stephens as is necessary and to other financial members of Port Stephens.

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please return this form by 28th February 2014, along with the information below to help us assist and plan upcoming events:-

- Completed Membership form
- 100 word description of your business including MICE products and services
- 2 x high resolution photos depicting your product that would be suitable for the corporate market
- I wish to be involved in the series of famils that Destination Port Stephens are organising for the MICE market
- Press release outlining information on MICE products and services

## OFFICE USE ONLY

Proposed by: \_\_\_\_\_

Receipt #:\_\_\_\_\_



P.S. I love you xx 10



*P.S. I love you xx*

**MICE PORT STEPHENS** • **MOBILE** 0401 720 120 • **EMAIL** mice@portstephenstourism.com.au

**CONSUMER WEB** portstephens.org.au • **CORPORATE WEB** portstephenstourism.com.au/conferences