



2023 Conference Host Invitation

The Queensland Visitor Centre Association (QICA) is seeking expressions of interest from interested parties to host the 2023 Annual Visitor Information Centre Conference. 2022 QICA Conference in Noosa will deliver another successful event on the tourism calendar. In the past, these events have proven to be beneficial to the host town, their tourism stakeholders, and the local community.

The conference has been held in the following locations:

- 2005 – Redcliffe, Brisbane Region
- 2006 – Winton, Outback Queensland
- 2007 - Maryborough, Fraser Coast Region
- 2008 – Rockhampton, Capricorn Region
- 2009 – Stanthorpe, Southern Queensland Country
- 2010 – Townsville, Townsville North Queensland
- 2011 – Ipswich, Brisbane Region
- 2012 – Gladstone, Gladstone Region
- 2013 – Mission Beach, Tropical North Queensland
- 2014 – Mackay, Mackay Region
- 2015 – Caloundra, Sunshine Coast Region
- 2016 – Roma, Outback Queensland
- 2017 – Redcliffe, Brisbane Region
- 2018 – Hughenden, Outback Region
- 2019 – Bowen, Whitsunday Region
- 2020 – Postponed due to COVID
- 2021 – Miles, Western Downs Region
- 2022 – Noosa, Sunshine Coast Region

In addition to the conference agenda, the program also includes the presentation of the **Annual VIC of the Year Awards** which commenced in 2006. In 2022 we are very proud to be celebrating the 16th year of these prestigious awards. Essentially, the combined activities present the host town/city with a wonderful opportunity to showcase its attractions, facilities and overall tourism product to approximately 60-85 delegates, who are working at the

“face“ of Tourism. These delegates include key stakeholders from all over Queensland who service our visitors each year!

The conference plays a vital role in networking and connecting our delegates with the wider Tourism community and stakeholders, whilst learning about the host town region and the tourism facilities that are available. If you are a smaller community or region, you may want to consider a collaborative approach and putting in a bid as a regional group.

It is suggested that the host town/city plan to expose the various attractions and facilities by staging hosted functions at such locations. Members are reminded that the majority of delegates have a “hands on” role at their respective Visitor Centres and by gaining first-hand knowledge; they can encourage visitors to include your part of the state in their itinerary.

Criteria to Host 2023 QICA Conference

The annual conference has approximately 65 – 80 attendees, is held over a 2–3-day period in October. The conference requires a conference venue and accommodation (not necessarily on the same site; however, transport from accommodation to conference venue will need to be included, should they not be within reasonable walking distance). Preference will be given to locations where the conference has not previously been hosted. However, this should not preclude any location from submitting an expression of interest.

Expressions of Interest will only be accepted from fully paid members of QICA

The submission should address the following criteria (one page maximum per section):

COST BREAKDOWN

- Meals
- Room hire
- Equipment
- Pre and post conference tours

SPONSORSHIP

- Evidence of LGA, RTO and local business support as a minimum

TRAVEL

- Nearest airport and if transfers are required
- Cost from airport and also if venue is not with accommodation transfers are noted

ACCOMMODATION

- Options and range of accommodation is clearly spelled out

VENUE

- Main conference room/auditorium
- Breakout rooms
- All rooms available for the duration of the conference

EQUIPMENT

- Show if this needs to be hired or can be provided by venue or organisers

VIC OF THE YEAR AWARD

- Venue
- Local entertainment options

MENUS / CATERING

- Cost breakdown

REPRESENTATIVE

- The successful town or city will be required to nominate a representative to be part of the QICA Executive for 2022/23 to prepare for the Conference in 2023. This representative should be noted in the application.

SURVEY & REPORTING

- The successful town or city will also be required to conduct a survey of conference delegates and prepare a post-conference report for the QICA Executive.

Expressions of interest must be received by the QICA Executive by 5pm on 15 September 2022 and submitted via email to qldvic@gmail.com (maximum file size: 3MB).

The successful applicant will be named at the 2022 conference being held in Noosa, Sunshine Coast region.