



2025 Conference Host Invitation

The Queensland Visitor Centre Association (QICA) is seeking expressions of interest from interested parties to host the 2025 Annual Visitor Information Centre Conference. 2024 QICA Conference in the South Burnett region 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

2023 – Agnes Water and Town of 1770, Gladstone Region

2024 - Kingaroy, South Burnett 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 2024 we are very proud to be celebrating the 19th year of these prestigious awards.

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 put 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 2025 QICA Conference

The annual conference has approximately 65 – 80 attendees and is held over a 2–3-day period in November. 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 financial members of QICA. The submission should address the following criteria (one page maximum per section): COST BREAKDOWN – please consider approx. costs

which can be confirmed once the host is confirmed.

- Meals
- Room hire
- Equipment if applicable
- Pre and post conference tours if applicable
- Study Tour(s) and Famils

SPONSORSHIP – consider how much support and sponsorship may be available locally.

The QICA executive will assist to secure industry sponsorship including high level speakers.

- Evidence of LGA, RTO and local business support as a minimum (this can be a letter of support, or supporting email)

TRAVEL

- Nearest airport and if transfers are required
- Cost from airport
- and also if venue is not within the accommodation – transfer costs considered.

ACCOMMODATION

- Options and range of accommodation available
- Make a suggestion on where the executive team should be located in terms of staying at the same location for ease of access to venue and support for the local team

VENUE

- Consider main conference room/auditorium – is it suitable for the set up and audience?
- Breakout rooms and other rooms if applicable
- Are all rooms available for the duration of the conference? Or will a change of venue be required each day?

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
- Food and Beverage Package
- IT/Audio Costs for presentation

MENUS / CATERING

- Cost breakdown for breakfast, lunch dinners where applicable

REPRESENTATIVE

- The successful town or city will be required to nominate a representative to be part of the QICA Executive for 2024/25 to prepare for the Conference in 2025. 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.
- The Executive team can assist with comms to send the survey

Expressions of interest must be received by the QICA Executive by COB on 1 November 2024 and should be submitted via email to qldvic@gmail.com (maximum file size: 3MB).

The successful applicant will be named at the 2024 conference being held in Kingaroy, South Burnett Region on Thursday 28 November 2024.