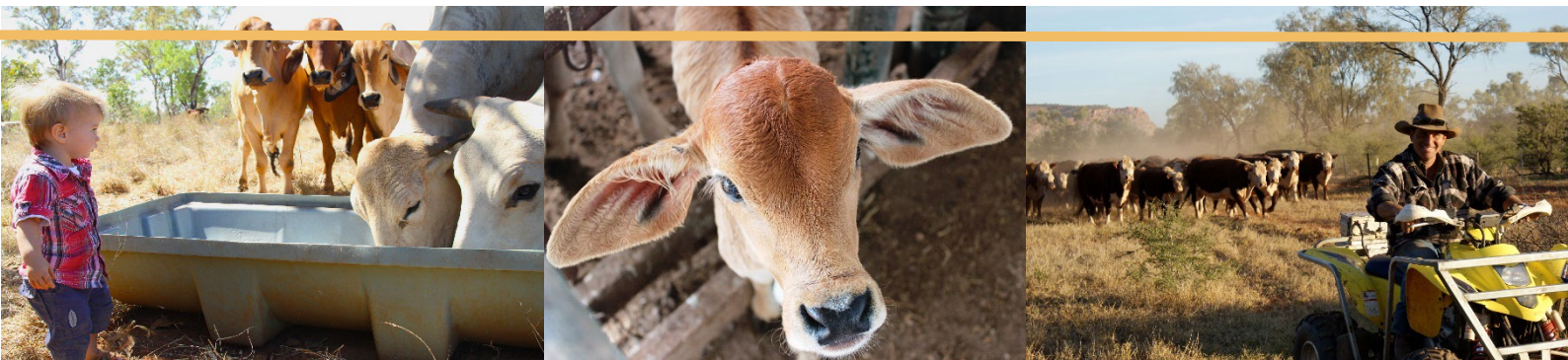




NORTHERN TERRITORY CATTLEMEN'S ASSOCIATION



Event Management Request for Tender

2021 NTCA Conference & Gala Dinner



NORTHERN TERRITORY CATTLEMEN'S ASSOCIATION

Advancing and protecting the interests of cattle producers of the Northern Territory

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Event Management Request for Tender

Lodgement of Responses

Responses shall be accepted in soft copy only.

Proposals must be emailed to the following address; if necessary multiple emails may be used. (subject to technical requirements and the size of submitted documents):

public.engagement@ntca.org.au

Closing date is 4.30pm Friday, 25th September 2020

Further assistance with regards to this document may be obtained from:

Annie Hesse

Public Engagement Officer

public.engagement@ntca.org.au

08 8981 5976



1. SECTION 1 – INVITATION & INFORMATION

1.1. PURPOSE OF TENDER

Proposals are invited from Professional Conference Organisers (PCOs) to organise the 2021 NTCA conference and gala dinner, including trade exhibitions.

The NTCA are seeking a PCO with whom they can develop a long term, mutually beneficial partnership. The contract may be extended if a successful relationship is developed.

1.2. SELECTION PROCESS

The selection process will be in two stages:

- Review of proposals and shortlisting of applicants
- Interviews of shortlisted applicants

The PCO Selection Panel will assess all tender submissions (including contact referees) and shortlist applicants for an interview.

All shortlisted PCO's will be required to attend a formal interview via video conference or in person.

1.3. LODGEMENT OF TENDER

The proposal should be locked by e-mail no later than 4:00pm ACT on Friday, 25 September 2020 to public.engagement@ntca.org.au. The following should be provided:

- A copy of the proposal, in PDF format with a maximum of twenty (20) pages plus appendices
- A completed submission form
- Any supporting information that may assist the selection panel

Confirmation of receipt of the proposal will be sent by return mail.

Responses to the tender must provide full details addressing the selection criteria in section 2 and must indicate your company's capability to provide the services listed in Section 3.

PCOs are welcome to discuss requirements, the submission process, or other issues with the NTCA Public Engagement Officer, Annie Hesse on 08 8981 5976 or public.engagement@ntca.org.au.

1.4. CONFERENCE ORGANISATION

1.5.1 The PCO will be able to manage all funds in an audited, transparent manner.

1.5.2. Strict monitoring of the conference budget and financial operations will be a key area of liaison between the PCO and the conference owner. The conference account may be audited by the conference owner or by a third party selected by the conference owner.



1.5.3. The PCO shall be transparent with the conference owner regarding the conference's finances and any commissions or incentives received via and by third parties.

1.5.4. Strong links will be maintained between the PCO, the conference owner and the conference committee (as designated by the conference owner) at all times.

1.5.5. Any pre-existing and new intellectual property related to each conference remains with the conference owner.

1.5.6. The PCO will attend conference committee meetings as agreed with the conference owner.

2. SECTION 2 – TENDER REQUIREMENTS

The respondent should provide details for each item including any supporting documentation that would be useful for the selection panel.

2.1. CRITERIA FOR SELECTION OF THE PCO

2.1.1. Evidence of previous successful conference and gala dinner experience.

2.1.2. Evidence of ability to manage conferences and events in the Northern Territory.

2.1.3. Evidence of ability to maintain excellent long-term relationships with clients.

2.1.4. Evidence of ability to provide excellent customer service to clients, delegates, speakers, sponsors and suppliers.

2.1.5. Evidence of ability to raise sponsor and exhibitor revenue.

2.1.6. Experience with conferences related to the cattle industry (favourably considered).

2.1.7. Experience with mixed-mode conferences, where some delegates attend in person and some attend online.

2.1.8. Evidence of the effectiveness of organisational systems, e.g. staff experience, technology capability and ICT resources.

2.1.9. Estimated fees for the consultancy.

2.1.10. Breakdown of fee structure.

2.1.11. Details of staff and resource commitment to manage this conference during the agreement term.

2.1.12. Evidence of competence in forecasting, budgeting, cost control, financial management and the provision of financial reports.

2.1.13. Details of your company's current intellectual property (IP) policy with regards to designs, developments, concepts, statistics, conference data, contact information, sponsor information, publications and conference reports.



2.1.14. Details of your company's policy with regard to transparency and openness of conference finances, including the conference account and any fees, commissions and incentives received by the PCO.

2.2. MANAGEMENT FEES

Proposals are required to breakdown the PCOs management fees into the following. If a fee type is not applicable, please indicate this. Proposals with a simple fee structure will be favourably considered.

2.2.1. Conference Management Fee.

2.2.2. Expense Recovery.

2.2.3. Schedule for payment of fees.

2.2.4. Termination/Cancellation Policy (including refund fee and policy).

2.2.5. Onsite fees.

2.2.6. All other fees and commissions.

2.3. REFEREES

2.3.1. Proposals should include at least three client referees who can be consulted for comments and feedback.

2.3.2. Referrals and testimonials from other clients and suppliers (including venues) should also be included.

3. SECTION 3 – SERVICES TO BE PROVIDED BY PCO

PCOs are required to indicate whether or not their company is able to provide services as part of this contract. More detailed information pertaining to Section 3 will be sought from shortlisted tenderers prior to interviews.

3.1. CONFERENCE & DINNER MANAGEMENT

3.1.1. In consultation with the conference owner, prepare a planning schedule for the conference and dinner, with action items and deadlines for all parties involved.

3.1.2. Update and present this plan to the conference owner fortnightly or as agreed with the conference owner.

3.1.3. Meet via video or telephone with the conference owner fortnightly during the period of 6-12 months from the conference and then weekly during the period within 6 months of the conference, or as agreed with the conference owner. If located in the same city, meetings may be face-to-face.



3.1.4. Provide conference insurance.

3.1.5. In consultation with the conference owner, prepare a detailed room plan including theme and seating arrangement for the dinner.

3.1.6. In consultation with the conference owner, prepare a 3-course dinner meal plan. Main ingredients to be sourced by PCO through sponsorship arrangements.

3.1.7. In consultation with conference owner, develop a drinks menu and identify sponsorship opportunities.

3.1.7. Ensure that all dinner guest's dietary requirements are recorded and catered for.

3.1.8. In consultation with the dinner venue coordinate and manage the wait staff.

3.2. FINANCIAL MANAGEMENT

3.2.1. Prepare an itemised conference budget in Excel format, including how figures are calculated, for approval by the conference owner and provide regular updates on expenses and income tracked against this budget.

3.2.2. Manage the conference within budget or to a surplus target agreed with the conference owner.

3.2.3. Obtain quotes for budgeted items and negotiate purchases as agreed with the conference owner.

3.2.4. Remit payment for conference outgoings on behalf of the conference.

3.2.5. Invoice delegates and sponsors and receive conference income, banking all monies received without deduction into the conference account.

3.2.6. Provide a complete and accurate list in Excel format of all outgoings and incomings to the conference owner upon request.

3.2.7. Provide all bookkeeping and accounting services to the conference.

3.2.8. If requested, cooperate and assist with an audit of the conference account by the conference owner or by a third party selected by the conference owner.

3.2.9. Follow up all outstanding debts within three months after the conference.

3.2.10. Provide a final reconciliation of income and expenditure and transfer any surplus to the conference owner's nominated account within three months after the conference.

3.2.11. Manage issues related to international currencies and taxation requirements.



3.3. VENUES

3.3.1. Investigate potential conference venues based on conference requirements including preferred dates, expected numbers, size of exhibition space, number of stream, budget, catering, accommodation options, etc.

3.3.2. Provide advice to the conference owner on the selection of conference venues, including a cost breakdown in Excel format of the venues for the conference, delegate accommodation and social events.

3.3.3. Negotiate best rates for accommodation, manage block bookings and cater for special requirements

3.3.4. Once venues are selected, act as the primary point of contact with them.

3.4. SPONSORSHIP

3.4.1. Work with the conference owner to develop a list of prospective sponsors and exhibitors.

3.4.2. Work with the conference owner to develop and execute a sponsorship strategy for the conference, including sponsorship levels.

3.4.3. Provide regular estimates and updates on anticipated sponsorship in Excel format to the conference owner.

3.4.4. Prepare the sponsorship prospectus in consultation with the conference owner.

3.4.5. Contact prospective sponsors to achieve sponsorship of the conference.

3.4.6. Contract with sponsors on behalf of the conference.

3.4.7. Manage sponsor requirements, in accordance with the sponsorship prospectus and in consultation with the conference owner, for exhibition space, speaking opportunities, collateral, sponsored events, sponsored services and delegates.

3.4.8. Canvas feedback about the conference and exhibition from sponsors, compile results and provide these to the conference owner.

3.4.9. Ensure all conference communications, including the conference website, contain up-to date sponsor information with consistent formatting of sponsorship details (for example in alphabetical order grouped by sponsorship level).

3.4.10. Collect high resolution sponsor logos for print materials and web-ready versions for upload to the conference website. Provide to the conference owner as required.

3.4.11. Provide sponsor contact details in Excel format to the conference owner upon request.

3.4.12. Collect full contact details for contact persons for any government sponsors, including press contact, and provide to conference owner. Immediately notify the conference owner of any



prospective government sponsor and provide an electronic copy of any government sponsorship agreement to the conference owner.

3.4.13. Facilitate the collection of prizes and raffle in accordance with the Gaming Control Act 1993 and the NT Code of Practice for Responsible Gambling

3.4.14. Provide any required post conference reports to government sponsors by the date specified, after prior approval of the draft by the conference owner. Provide an electronic copy of the report to the conference owner by the report due date as specified in the sponsorship agreement

3.5. DELEGATES

3.5.1. Manage a secure online conference registration and payment facility and manage delegate registrations and payments.

3.5.2. Provide support for delegates to make accommodation bookings with the conference hotel(s), or alternatively make these bookings on their behalf according to their preferences on the registration form.

3.5.3. Respond to delegate queries before, during, and after the event in a timely manner, providing feedback as necessary to the conference owner.

3.5.4. Provide friendly, effective and efficient service to delegates, recognising that this is crucial to the success of each conference.

3.5.5. Provide regular status updates about delegate registration types and numbers in Excel format to the conference owner.

3.5.6. In consultation with the conference owner, design and coordinate the distribution and collection of delegate evaluation survey for sessions and conference, if required.

3.5.7. Ensure delegates are aware of any special conference policies, for example that photographs may be taken during the event and uploaded to the Internet.

3.6. SPEAKERS

3.6.1. Once speakers are selected by the conference committee, make contact with speakers, provide registration information, collect additional contact details, collect their biographies and collect the titles and abstracts for their talks. Provide these details to the conference owner if requested.

3.6.2. For speakers such as keynotes for whom the conference provides travel assistance, provide a travel bursary or organise the speaker's travel arrangements, as agreed with the conference owner.

3.6.3. Collect information on speaker requirements, including audio visual requirements and ensure these are in place for the event.



3.6.4. Follow up speakers to ensure they are registered for the conference by the deadline agreed with the conference owner. Advise the conference owner as soon as possible if a speaker withdraws from the conference.

3.6.5. Prepare speaker gifts if required, in consultation with the conference owner.

3.6.6. Coordinate the collection of speaker presentations and ensure these are uploaded to the AV system prior to the speaker's scheduled talk.

3.6.7. Manage speaker consent for publishing their presentation slides and a video recording of their presentation.

3.6.8. Collect presentation slides and video recordings of sessions (subject to speaker consent). Assist in publishing these on the conference website.

3.6.9. Ensure rooms are setup correctly for each session, including tools to assist chairs with timing, and any speaker AV requirements.

3.6.10. Work with sponsors to identify speakers, topics and the schedule for the sponsor stream if required by the conference owner.

3.6.11. Prepare and distribute instructions to session chairs, including the bios of speakers in their session and step-by-step instructions of what they need to do as chairs.

3.6.12. Coordinate rostering of session chairs and provide a schedule to the conference owner if required.

3.6.13. Collect attendance number in each session and provide in Excel format to the conference owner.

3.7. TECHNOLOGY COORDINATION

3.7.1. In consultation with the conference owner, negotiate, book and coordinate the supply and delivery of audio-visual requirements and other underlying technology required by the conference. Be willing to work with preferred providers if directed by the conference owner. Examples of other underlying technology include network installations, wireless network, power boards, video recordings, mobile application and conference streaming.

3.7.2. Act as the point of contact between the conference venue and any external providers including audio visual, network and technology providers to ensure these aspects of the conference experience run smoothly.

3.8. SOCIAL EVENTS

3.8.1. Make arrangements for conference social events, including, but not limited to venue, catering, entertainment and transport of delegates, in consultation with the conference owner.

3.8.2. Advise on the food and beverage menus for the various activities (taking into account any special dietary requirements).

3.8.3. Contract with third parties involved in social event arrangements and act as the primary point of contact with them.



3.8.4. Ensure sponsors of social events are recognised as outlined in the sponsorship prospectus and as agreed with the conference owner.

3.8.5. Ensure that conference social events run smoothly including that food and beverage service is on time and as requested.

3.9. COMMUNICATIONS AND MARKETING

3.9.1. Work with the conference owner to develop and execute a marketing and communications strategy for the conference.

3.9.2. Assist in adding content to and managing content on the conference website, including program and sponsor details.

3.9.3. Negotiate prices and assist NTCA graphic designer with printing and distribution of the conference electronic and printed material such as announcements, brochures, sponsorship prospectus, delegate handbook and promotional materials. Work with a preferred supplier if directed by the conference owner.

3.9.4. Send electronic and printed communications to delegates, sponsors and prospective sponsors, and other parties as agreed with the conference owner.

3.9.5. Provide a draft of all electronic or printed materials for the conference owner's approval prior to publishing.

3.9.6. Ensure the personal information of all individuals who interact with the conference is protected in accordance with applicable privacy laws.

3.10. EXHIBITION

3.10.1. Manage the design of the exhibition space, including size and placement of booths, in consultation with the conference owner. Be willing to work with preferred suppliers if directed by the conference owner.

3.10.2. Provide all necessary information to exhibitors to assist them in planning and preparation.

3.10.3. Manage the exhibition logistics directly with all the exhibition sub-contractors including floor plan management, booth construction and dismantling, furniture hire, internet provision and power requirements. Be willing to work with preferred providers if directed by the conference owner.

3.11. CONFERENCE COLLATERAL

3.11.1. Prepare and coordinate the printing of the delegate handbook for the conference, containing program and sponsor information and other information as agreed with the conference owner.

3.11.2. Collect collateral from sponsors and others to be distributed to delegates. Collate material for delegates.



3.11.3. In consultation with the conference owner and in accordance with the sponsorship prospectus, arrange for the production, assist NTCA graphic designer with design and distribution for the conference satchels, shirts and other branded collateral.

3.11.4. If required, prepare and include a final printed delegate list with the conference collateral to be distributed to delegates (consistent with privacy requirements).

3.11.5. Organise the collection and distribution of conference electronic collateral. Test any media for viruses before distributing.

3.11.6. Distribute satchel and conference collateral to delegates at the conference (usually upon registration).

3.12. TOURS AND TOURIST INFORMATION

3.12.1. Liaise with the conference owner on requirements for any professional tours offered in association with each conference.

3.12.2. Ensure that information and booking facilities for commercial tours and other tourist information is available online and in information packages.

3.12.3. Liaise with tour operators and other tourist venues and services, for example to arrange for concession rates for group theatre bookings and other events.

3.13. ONSITE SERVICES

3.13.1. Act as the main liaison with the venue management and all sub-contractors including caterers, audio visual and exhibition hire companies, to ensure the smooth running of all aspects of the conference and exhibition.

3.13.2. Operate a desk throughout the event for delegate in-person registration and for responding to queries.

3.13.3. Make announcements, such as notifications when sessions are about to begin

3.13.5. Ensure all onsite staff are fully briefed and trained.

3.13.6. Assist speakers and VIPs with their onsite requirements.

3.13.7. Assist sponsors and exhibitors with their onsite requirements.

3.14. POST CONFERENCE

Within two months of the end of the conference provide reports to the conference owner included but not limited to:

3.14.1. Statistical information relating to conference delegates attendance numbers, including a percentage breakdown by delegate categories.



- 3.14.2. Statistics on the number of delegates attending each session, workshop and social functions.
- 3.14.3. Booked accommodation statistical information.
- 3.14.4. Details of all delegates in Excel format, including delegate name, delegate category, organisation, title/role and contact details.
- 3.14.5. Assessment of the marketing and promotion of the conference.
- 3.14.6. Details of all sponsors and exhibitors in Excel format, including company, primary contact name, contact details and level of sponsorship.
- 3.14.7. Sponsorship and exhibition summary and analysis.
- 3.14.8. Financial details for income, expenses, sponsorship income, exhibition income.
- 3.14.9. Copies of all promotional material, graphic design elements and announcements produced for the conference.
- 3.14.10. Information collected from delegate evaluation survey.
- 3.14.11. Information collected from sponsor/exhibitor evaluation survey.
- 3.14.12. A report giving details of surplus/loss compared with budget from the conference and all financial records In addition:
- 3.14.13. Finalise all banking and credit card accounting and produce a final budget and account reconciliation report.
- 3.14.14. In consultation with the conference owner prepare thank you letters for all key individuals.



4. APPENDIX A – CONFERENCE INFORMATION

Northern Territory Cattlemen's Association Conference

Conference owner: Northern Territory Cattlemen's Association

Underwritten by: Northern Territory Cattlemen's Association

Date: Thursday 25th & Friday 26th March 2021

Delegates: 400-600

Trade exhibition: 50-70 exhibitors

Occurrence: Annual

Location: Alice Springs / Darwin

Background

The NTCA is the peak primary industry body in the Northern Territory, representing over 90% of the Territory's pastoral industry, from small family pastoral holdings and Indigenous enterprises to large corporate entities. The NTCA's mission is to 'Advance and protect the interests of cattle producers in the Northern Territory'. The NTCA Annual Industry Conference is a two-day intensive program that challenges industry to consider and discuss the emerging issues facing current and future generations of producers.

The NTCA's AGM, Conference and Gala Dinner is one of the premier agricultural conferences in Australia and is the highlight of the North Australian calendar.

The event attracts over 400 delegates and aims to challenge and inform attendees, as well as inspire and stimulate conversations and ideas about the past, present and future directions of our industry. The conference agenda delivers unprecedented access to world class domestic and international experts who speak about critical issues relevant to today's industry, and the industry of the future.

It is one of the best attended and most widely engaged conferences on the national calendar. It is attended predominantly by north Australian producers and industry members, along with Federal and Territory Ministers, a delegation of Indonesian officials and other government representatives.

Information about the most recent conference is available at <https://www.ntca.org.au/conferences>.



NORTHERN TERRITORY CATTLEMEN'S ASSOCIATION

Advancing and protecting the interests of cattle producers of the Northern Territory

Indicative Schedule

Thursday 25th

7am – Future NTCA breakfast

11am – Ladies Lunch

3.30pm – Annual General Meeting

5.30pm – Welcome Drinks

Friday 26th

7.30am – Conference Registrations Open

4.50pm – Conference Concludes

6pm – Gala Dinner



5. APPENDIX B – SUBMISSION FORM

Respondents are asked to address all tender requirements referencing the item numbers.
Additional information and documents can also be supplied to support the tender application.

Please complete and sign the below declaration and attach with submission.

Declaration, company information and contact details

I declare the information contained in this submission is true, accurate and binding

Signature:	Date:
Printed Name:	Official Position Title:
Duly authorised to sign offers for and on behalf of: State full name of company or firm or trading name as appropriate.	Australian Company No. (ACN): Australian Business No. (ABN)
Physical Address:	Website:
Primary contact for enquiries and service of notices: Name: Telephone: Email:	