ECONOMIC DEVELOPMENT FUND – APPLICATION FROM STUDY CAIRNS FOR ASSISTANCE WITH A BID FOR THE 2011 AUSTRALIA NEW ZEALAND EDUCATION AGENTS CONFERENCE

Mark Seedhouse: 1/59/13-01: #2364004

RECOMMENDATION:

That Council supports Study Cairns by way of a cash grant from the Economic Development Fund in support of a bid to host the 2011 Australia New Zealand Agents (ANZA) conference on the following basis:

a) That Study Cairns meet all travel costs for their representatives;
b) That a first instalment of $32,791.91 be paid by Council in 2009-10 to Study Cairns to support the lodgement of the bid; and
c) That a second instalment of $26,589.91 be paid in the 2010-11 financial year to Study Cairns, conditional upon the bid for ANZA 2011 being successful.

INTRODUCTION:

This report seeks funding to assist Study Cairns to win the bid to host the 2011 Australia New Zealand education agents conference in Cairns and to then host a welcome dinner at the event should the bid be successful.

BACKGROUND:

The Economic Development Fund was established by Council in 2009-10 and is open to applications at any stage throughout the course of the financial year. Applications are assessed against a range of Council approved criteria.

COMMENT:

The attached application (Attachment 1) has been received from Study Cairns and seeks $65,581.82 (ex GST) in support. Their key objective is to promote Cairns to students from outside of the region as more than a magnificent tourist and working holiday destination, but also a safe and serious education option when considering studying in Australia.

Following a comprehensive strategic international marketing plan, the board of Study Cairns identified a bid for Cairns to host the ANZ agents’ conference as a priority project for immediate attention and action.
Efforts to date have resulted in Cairns being shortlisted as one of the three top locations for the 2011 ANZA conference. An announcement on the bid is expected in February 2010, prior to the 2010 ANZA Conference which is to be held in April in Melbourne.

Winning the bid will allow Cairns to showcase the region as a premier education destination, thus increasing the likely “Export Education” potential of the region for years to come. Note that Export Education is Australia’s number one service export market.

The bid proposal is based around:
- Documentation and DVD production – this material will have residual marketing value to Study Cairns whether the bid is successful or not - $23,700
- Gold Sponsorship commitment to the ANZA 2010 and 2011 conferences – this secures a marketing presence at each Conference and is intended to raise the profile of Study Cairns - $9,090.91 x 2 = $18,181.82
- A Famil to entice agents - $5,500
- A sponsored event for delegates at ANZA 2011 - $12,000
- Travel by Study Cairns representatives to visit educators and to attend conferences - $6,200

The following is an assessment of the applications stated claims relative to the Economic Development Fund criteria:

**Assessment: High, Medium or Low Fit with the criteria**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Assessment</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential of the project to deliver immediate economic benefit</td>
<td>Medium</td>
<td>If successful, the bid will create demand for 600 rooms for 3-4 nights from attending participants. Also Cairns Convention Centre will be booked out for three days.</td>
</tr>
<tr>
<td>Estimated size of the expected boost to the local and/or regional economy through direct and indirect expenditure generated</td>
<td>Medium</td>
<td>~$3m to 5m net benefit.</td>
</tr>
<tr>
<td>Potential for project outcomes to provide a lasting legacy for the economy</td>
<td>High</td>
<td>The Cummings report suggest that by 2014, international student visitor enrolments in the region will increase to over 34,000 per year and that related earnings will rise from $50m to approx $140m. Hosting the conference will boost and support this growth.</td>
</tr>
<tr>
<td>Criteria</td>
<td>Assessment</td>
<td>Comment</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Potential for the funded activity to grow in size over time</td>
<td>Low</td>
<td>This is a one off bid to host a conference. A repeat hosting may be on offer sometime in the future.</td>
</tr>
<tr>
<td>Potential for attracting more visitors to the region (tourism marketing potential)</td>
<td>High</td>
<td>The main effects of this initiative will be in longer term growth of Export Education i.e. long stay visitors</td>
</tr>
<tr>
<td>Potential to impact the diversity of the local economy</td>
<td>Medium</td>
<td>Export Education is an important growth industry. It is somewhat diverse from the main short stay tourism industry, however it is still dependent upon international visitors.</td>
</tr>
<tr>
<td>The significance of Council's support in the applicant's decision to proceed with the project</td>
<td>Low</td>
<td>It is suggested that the bid will not proceed without council support. Some of the activities requiring funding this year (e.g. attending the present year’s conference) were funded directly by Advance Cairns last year. Why is Advance Cairns not funding it this year too?</td>
</tr>
<tr>
<td>Capacity to generate favourable media coverage for the community or region</td>
<td>Low</td>
<td>The national and international media will have some limited interest in reporting the conference.</td>
</tr>
<tr>
<td>Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council and/or Advance Cairns if relevant)</td>
<td>Medium</td>
<td>Corporate plan strategy &quot;Strengthen Council's support for economic development including tourism and economic diversification&quot;</td>
</tr>
<tr>
<td>Demonstrated success with previous projects of this type</td>
<td>Low</td>
<td>No previous experience with bids to host conferences. High success rate on other projects.</td>
</tr>
<tr>
<td>Requirement for direct support from or involvement of staff from Council or Advance Cairns</td>
<td>Medium</td>
<td>Advance Cairns shares an office with Study Cairns and has committed to being a part of the working party for the conference.</td>
</tr>
</tbody>
</table>
Criteria | Assessment | Comment
---|---|---
Level of financial support from partners, other sources and from the organisation itself (i.e. the greater the leveraging of other funds, the better the application will be viewed) | Medium | No support was indicated in the table at section 4, however in the main body of the report, member contributions of around $53,400. Subsequent to a request for further information it is now apparent that support from other parties amounts to $43,400.

Level of potentially negative impacts on surrounds, environment, others | Low | No or low impact expected.

Based on the above assessment, the application appears to be worthy of support.

Funding Options:

- The cost of travel by Study Cairns representatives, $6,200, could be assigned back to Study Cairns as a further contribution by it to the project.
- The first instalment of funding from Council would cover expenditure to be incurred by Study Cairns prior to the announcement of the bid in Feb 2010 is $32,791.91.
- A second instalment of funding, conditional on the success of the Conference bid, would cover post-announcement costs, excluding travel, i.e. $26,589.91.

CONSIDERATIONS:

Corporate and Operational Plans:

One of the key actions identified in the Corporate Plan in relation to Goal 5 "Creating a Prosperous Region" is to "Strengthen Council’s support for economic development including tourism and economic diversification".

The Community, Sport and Cultural Services Department has responsibility for managing these types of proposals.

Statutory:

There are no statutory considerations unique to this type of proposal.

Policy:

Supporting a proposal of this nature is consistent with Council’s Regional Economic Development Policy.
Financial and Risk:

Council is being asked to commit $65,581.82 ex GST, although $26,589.91 of this will be dependent upon the successful outcome of the bid, and $6,200 relates to travel expenses for Study Cairns representatives.

Study Cairns has requested an immediate drawdown of $44,490.91. If the bid is successful then a further drawdown of $21,000 is requested in April 2011 ($12,000 to fund a sponsored event and $9,090.91 in “Gold Sponsorship” of the 2011 event).

The Economic Development Fund (EDF) currently has an unallocated balance of $189,170.

There are EDF applications totalling $109,236 listed on the Agenda for Council’s Ordinary Meeting of 28 October 2009.

There is a substantial risk (66%) that the bid will not be successful. In this event, the majority of the bid costs will be lost and/or will need to be repeated in a future bid. However some of the money invested will have a residual marketing value and increase goodwill and awareness of Cairns as an Education Destination for the longer term.

The risks to Council from this project should it proceed are considered low. Study Cairns has submitted a detailed Profit and Loss Statement with this proposal. It does not give rise for concerns about the future of Study Cairns.

Sustainability:

The amount of the contribution is relatively small when compared to the estimated long term economic benefits that it will bring.

CONSULTATION:

Advance Cairns has independently reviewed the application. The results of their assessment are as follows:

<table>
<thead>
<tr>
<th>REVIEW OF PROJECT CRITERIA</th>
<th>C VERY HIGH</th>
<th>C HIGH</th>
<th>C FAIR</th>
<th>C POOR</th>
<th>C VERY POOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential for the project to deliver IMMEDIATE economic benefit</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>Potential for the project to deliver LONG TERM economic benefit</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>Potential for attracting tourists and/or permanent residents into the region</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>Potential to create employment</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>Demonstrated synergies with strategic direction of Advance Cairns</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>Inclusion and level of collaboration with other regional stakeholders</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>Quality of application presented</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>Adequacy of letters of support provided</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
<tr>
<td>For known initiatives that are already in place under this theme, the application demonstrates that this new project will support (not replicate or become detrimental to) these existing activities</td>
<td>C VERY HIGH</td>
<td>C HIGH</td>
<td>C FAIR</td>
<td>C POOR</td>
<td>C VERY POOR</td>
</tr>
</tbody>
</table>

Support for Application

Based on our review of this project using the process outlined on this form (no separate due diligence has been undertaken), the application made to the Cairns Regional Council for project funding:

C IS SUPPORTED BY AD  C IS NOT CONSIDERED APPROPRIATE BY AD  C WE BELIEVE REQUIRES FURTHER INVESTIGATION BY CRC

Economic Development Officer: [Signature] Date: 20.10.2009
Advance Cairns declared an interest in the application through their close working relationship with Study Cairns.

They recommended that further information be sought from Study Cairns, but indicated that upon receipt of such information the application would have their full support.

Study Cairns subsequently did respond to the request for further information (See attachments 3 and 4), thus Advance Cairns’ support for this application is assumed.

It should also be noted that Advance Cairns had previously funded sponsorship and travel costs for Study Cairns involvement in ANZA 2009, as part of a bid to secure ANZA 2010. They advise that they do not have funds available to support the 2011 bid.

OPTIONS:

1. That Council supports the proposal and agrees funding to the amount requested (i.e. $65,581.82 ex GST); or

2. That Council support the proposal as submitted on the following basis
   - That Study Cairns meet all travel costs for their representatives
   - That a first instalment of $32,791.91 be paid up-front to Study Cairns to support the lodgement of the bid
   - That a second instalment of $26,589.91 be paid in the 2010-11 financial year to Study Cairns, conditional upon the bid for ANZA 2011 being successful

3. That Council not support the proposal.

CONCLUSION:

Analysis of the key features of the proposal indicates that there will be considerable economic benefit in the event that the bid is successful, with a lesser return even if the bid is not successful. The application is recommended for support in line with Option 2 above.

ATTACHMENTS:

Attachment 1: Application from Study Cairns (#2329269)
Attachment 2: Study Cairns application to EDF Executive Summary (#2364237)
Attachment 3: Study Cairns response to request for further information (#2365148)
Attachment 4: Study Cairns revised budget (#2365157)
Attachment 5: Excerpt from Polish Zone Magazine (#2365158)

Ian Lowth
General Manager Community, Sport and Cultural Services
18th September 2009

Cairns Regional Council
119-145 Spence Street
Cairns QLD 4870

Dear Cairns Regional Councillors,

Please find enclosed Study Cairns' Economic “Development Fund Grant Application” for your consideration. Study Cairns is the peak education body for the region and is a non-for-profit organisation. Study Cairns seeks funding to assist them to win the bid to host the 2011 Australia New Zealand Agents (ANZA) Conference in Cairns.

ANZA, is the leading international education conference that attracts over 600 international education agents and Australian/New Zealand educators together for one-on-one business matching appointments.

The conference will enable local education providers to showcase our premier education destination and further strengthen an industry that currently contributes in excess of 67 million to our local economy. It is imperative that we, as a region avail ourselves of every opportunity to promote our education sector, not only nationally but internationally. It is widely recognised that student enrolments from agents that have visited a destination, produce greater enrolments than from agents that have not.

The ANZA conference will bring immediate economic benefit to the region through the conference component of between 3-5 million dollars. However the main benefit is the long term sustainable economic benefit to the region that the increase of student enrolments provides. Local institutions will see an immediate increase in enrolments with the added flow-on effect of increased revenue for other businesses, including accommodation, employment, hospitality, travel and tourism. The number of support letters attached to the application gives further evidence of a region that understands the significance of the student sector to the local economy.

Yours Sincerely

[Signature]

Mrs Janine Bowmaker
President on behalf of Study Cairns

Study Cairns
Level 1, 51 The Esplanade
PO Box 1575 Cairns QLD 4870
Ph 07 4050 2902 Fax 07 4051 3964
E-mail: info@studycairns.com.au
ABN: 268 6923 5642
ECONOMIC DEVELOPMENT FUND GRANT APPLICATION

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ECONOMIC DEVELOPMENT FUND GRANT APPLICATION

Please attach the completed application form to a covering letter.

1. Please provide details of your organisation:

<table>
<thead>
<tr>
<th>Organisation Name:</th>
<th>Study Cairns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name/Title:</td>
<td>Jessica Lipman / Administration Officer</td>
</tr>
<tr>
<td>Postal Address:</td>
<td>PO Box 1575</td>
</tr>
<tr>
<td></td>
<td>Cairns 4870</td>
</tr>
<tr>
<td>Telephone:</td>
<td>07 4080 2902</td>
</tr>
<tr>
<td>Fax:</td>
<td>07 4031 3994</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:info@studycairns.com.au">info@studycairns.com.au</a></td>
</tr>
<tr>
<td>Total Funds ($) Requested:</td>
<td></td>
</tr>
<tr>
<td>Cash:</td>
<td>$65581.82.....</td>
</tr>
<tr>
<td>In Kind Support:</td>
<td>$..................</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>$65581.82.....</td>
</tr>
</tbody>
</table>

2. Please provide details of the person most able to answer questions regarding this proposal:

<table>
<thead>
<tr>
<th>Contact Name:</th>
<th>Janine Bowmaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position in Organisation:</td>
<td>President</td>
</tr>
<tr>
<td>Telephone:</td>
<td>07 4041 7990</td>
</tr>
<tr>
<td>Fax:</td>
<td>07 4041 7994</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:info@edrec.com">info@edrec.com</a></td>
</tr>
<tr>
<td>Mobile:</td>
<td>0416248180</td>
</tr>
</tbody>
</table>

3. Please provide details of your proposed project:

Project Name:

Australian New Zealand Agents Conference

This application seeks funding to assist Study Cairns to win the bid to host the 2011 Australia New Zealand agents conference in Cairns and to then host a welcome dinner at the event should the bid be successful.

Date of Proposed Project:

April 2011
Project Background:

Study Cairns is the peak education association representing organisations, institutions and businesses in Cairns that are leaders in International Education. (Appendix 1). Export Education is within the top 4 industries in Cairns, currently contributing in excess of 87 million dollars to the local economy. (While the organisation is completely Non-For-Profit and relies on the experience and skills of its board members, it is highly regarded within the industry. (Appendix 2)

Study Cairns’ key objective is to encourage international students to see Cairns as more than a magnificent tourist and working holiday destination but also a safe and serious education option when considering studying in Australia. In line with this objective, Study Cairns seeks to ensure the highest quality all round experience for visiting international students. International students in Cairns predominantly, though not exclusively, come from Japan, China, India, Europe, Hong Kong, Brazil and Korea.

In 2008, the Queensland Department of Employment, Economic Development & Innovation, having identified export education as a priority sector, contracted the consultancy, JWT, through QETI, to work with Study Cairns to identify suitable resources and markets that would further develop the scope and positive economic impact of the sector. A comprehensive Strategic International Marketing Plan was completed, identifying more than a quarter of a million dollars worth of recommended projects. (Appendix 3) Due to the concentrated efforts of our members, four of these projects have already been implemented, regardless of limited funding. This includes a new 16 page brochure, four times the size of the previous marketing collateral produced in 2004. (Appendix 4)

The Board agreed that one project which identified the need to market the region at overseas trade shows, required immediate attention and action. Following successful research, participation in the Australia New Zealand Agent (ANZA) Conference 2009 was recommended with the strategic aim of attracting enough attention that Cairns might be considered as a conference venue in the future. Thanks to financial assistance from Advanced Cairns ($11,000) and in kind contributions and participation from members ($38,300), Study Cairns was able to attend the ANZA conference in 2009, alongside 4 other Cairns’ institutions. Study Cairns received accolades from the organisers and agents in their successful branding of the region. (Appendix 5).

ANZA 2009 Conference enabled Study Cairns members to target specific agents and markets. The conference provided a unique opportunity for Australian and New Zealand institutions to meet one-on-one with pre-screened, high quality agents who were focused on sending students to our region. Over 200 agents attended ANZA 2009.

As an ANZA sponsor, Study Cairns was invited to host a famili and attracted 10 key agents from a variety of countries to the region, showcasing a number of international education facilities as well as local tourism products and restaurants. The feedback from participating agents was both positive and impressive. They were not aware that Cairns as well as boasting premier education facilities, also provided a safe environment, wide range of work and study programs, all within one of the most visited tourism destinations in the world.

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1 List of members including their international focus
2 Letter from QETI
3 Study Cairns Strategic Marketing Plan
4 Study Cairns Brochure
5 Photo of Study Cairns’ booth at ANZA Conference

Cairns Regional Council Economic Development Fund Grant Application
It is anticipated that approximately 300 agents from 55 countries will attend ANZA 2010 (Appendix 6). This number is expected to increase in 2011. Due to attendance at ANZA 2009 and consistent follow up and persistence with the ANZA committee, Study Cairns has been shortlisted in the top three locations for the 2011 ANZA conference. For the very first time a Regional City has been chosen to be in the running to host an ICEF – ANZA International Conference!

The opportunity to win the 2011 bid is realistic. The managing director of ANZA / ICEF, Rod Hearps, visited Cairns earlier this year to inspect suitable sites such as the Cairns Convention Centre, Hotels, Restaurants and other attractions. Study Cairns hosted his visit and feedback received was positive. Rod Hearps was able to report favourably on the capabilities of Cairns and its potential to host the event successfully.

**Project Aim:**

To win the bid to host the ANZA 2011 in Cairns, giving the education industry the opportunity to showcase the region as a premier education destination. This will in turn, increase export dollars into the region. Export Education is Australia’s number one service export market and it provides the region with an opportunity to reduce risk associated with over reliance on a turbulent tourism industry.

The benefit to the local economy will be four fold.

1/ The production of the DVD will promote the region and in turn, increase student numbers and yield in terms of dollars into the region, prior to and after the conference, regardless of our success bid success.

2/ ANZA 2011 will result in an immediate economic impact to the region, i.e. up to 600 rooms for 3-4 nights, guests using restaurants, use of tourism products that will be included in the conference. This is even more significant as the proposed dates are in the traditional low season for tourism in Cairns. Local suppliers are extremely supportive of hosting the conference, clearly understanding the potential economic benefit to their businesses. (Appendix 7)

3/ The conference will also create pre and post economic impact with agents/institution staff bringing family and spending some holiday time in Cairns prior to or after the conference. It is worth noting that the conference brings not only international agents but educators from all over Australia and New Zealand, thus promoting the region domestically as well internationally. This aligns with current efforts to further develop the domestic tourism market. Finally ANZA 2011 will be the first year to incorporate a partner’s program, bringing twice the value to the host venue.

4/ Most significant will be the economic impact of ANZA 2011, through the long term growth of international student enrolments. An ANZA event hosted in Cairns allows the region to showcase outstanding education facilities and a unique location to qualified agents ensuring they are better able in turn to promote the region and provide current and accurate advice that is essential for selling programs to international students. Cairns’ education institutions are in full support of the conference and note that families are the most effective form of marketing. (Appendix 8) Agents are able to see and experience the product first hand.

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6 ANZA 2010 Conference brochure
7 Letters of support from Cairns Convention Centre, Sunlover and Capita
8 Letters of support from Cairns' Institutions
It is important to note the multiplier effect of an international student in terms of revenue to the local economy. While Study Cairns members will benefit from the increase in student enrolments, flowing on from ANZA 2011, the effect of international student enrolments in economic terms for the wider community is highlighted in publications such as the Cummings Report of 2004 (Appendix 9). This report concludes that only 20% (18million) of the income brought into the region by international students, went directly to CRICOS registered education institutions. The remaining 80% was spent by international students on activities generally regarded as within the tourism and travel sector (This was an increase of 66% from 1999).

Whilst there is little in the way of more recent studies regarding this sector, the experiences of the association’s membership points to continued solid market potentials with many members showing consistent increases in student enrolments, regardless of the Global Financial Crisis. The Cummings Report suggests that by 2014, international student visitor enrolments in the region will increase to over 34,000 a year and that the region’s international education earnings will rise from $50m to approximately $140m, making it one of the region’s significant foreign exchange earners.

Scope of Project/Project Milestones:

Study Cairns has already formed an ANZA committee including members from Advanced Cairns, Tourism Tropical North Queensland (Business Events Cairns) and Study Cairns.

There are four components to the scope of the project.

1/ It is anticipated that a project officer be employed to manage this committee and produce a campaign to win the bid for the region. The project officer would be expected to contact all past educators and agents to persuade them to vote for Cairns. This would also include a trip to New Zealand and possibly the Principal’s Conference to talk with the educators. The financial assistance would cover wages and relative costs associated with the position.

2/ The first role of the project officer will be to work with all of our other industry bodies to produce a promotional DVD that can be hosted on the ANZA website. The aim of this DVD is to promote Cairns and encourage fellow educators and agents to vote for Cairns. Study Cairns seeks financial assistance to assist with the production of any new footage that is required as well as the cost of compiling already existing footage from other organisations to produce a final high quality product. Other organisations that have suitable footage included TTNQ, JCU and Advanced Cairns.

3/ Study Cairns also seeks financial assistance to assist with attendance at ANZA 2010 in Melbourne and to host a farewell to the region. Once Study Cairns has committed to attending, it will be able to access any new agents or educators that are also attending and in this way will be able to directly influence the key decision-makers for the 2011 bid. Study Cairns does not expect any educator or agent to vote for Cairns if it does not show support in attending ANZA 2010. In view of this, attendance at 2010 is imperative to the success of the bid as is the importance of high visibility at this event.

4/ Finally, if we are successful in winning the bid, we seek financial assistance to host an event on the only free evening of the conference. We aim for this to be a cocktail function. (Appendix 10) We are not seeking financial assistance for a project officer once the bid is successful as our members have already volunteered valuable time to showcase the region to the organisers and they will work directly with the suppliers in Cairns.

9 Cummings Report Summary only. Full report can be given upon application.
10 Quote from Salt House
**Project Activities:**

Please see attached our scope, activities, and time lines in one format – page 7.

4. Please provide details of the budget calculations; estimates should be based on competitively sought quotations from suppliers:

<table>
<thead>
<tr>
<th>a. Project Budget Item (categories of expenditure)</th>
<th>Council Funding (ex GST)</th>
<th>d. Additional in kind funding (ex GST)</th>
<th>e. Source of additional funding</th>
</tr>
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<tbody>
<tr>
<td>Project Officer to win bid – 20 hours / wk x $60/hr x 16 weeks</td>
<td>$19200.00</td>
<td></td>
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<tr>
<td>Production of education / destination DVD including new footage. Appendix</td>
<td>$4500.00</td>
<td></td>
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<tr>
<td>Trip to NZ to visit educators</td>
<td>$3000.00</td>
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<tr>
<td>Attendance to Principals conference in Australia (including air, accom and conference fee)</td>
<td>$1000.00</td>
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<tr>
<td>Attendance at ANZA 2010 – Gold sponsor</td>
<td>$9090.91</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associated cost for 2 SC delegates to attend ANZA 2010. (Inc air, accom sharing, meals)</td>
<td>$2200.00</td>
<td></td>
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<tr>
<td>Famil costs – professional fler which goes on the website to entice agents on the famil</td>
<td>$500.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of famli – $1000 / agent x 10 agents including accom, meals, attractions and attendance by SC delegate. (Study Cairns' members to cover 50% through in-kind support)</td>
<td>$5,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANZA 2011 – Gold Sponsorship</td>
<td>$9090.91</td>
<td></td>
<td></td>
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<td>Host a sponsored event for delegates in 2011. – $47.79/head(ex GST) x 250 agents and vips</td>
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<tr>
<td>Total (ex GST)</td>
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<td>Total funding (b+c+d) (ex GST)</td>
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**Proposed timing (month/year) of receipt of Council cash assistance if approved:**

See scope / activities timetable on page 7.

**Proposed timing (month/year) of receipt of Council in-kind assistance if approved:**

N/A

---

11 Quotes from DVD companies

Cairns Regional Council Economic Development Fund Grant Application
<table>
<thead>
<tr>
<th>Project Milestones / Scope</th>
<th>Project Activities</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Appoint Project Officer</td>
<td>Advertise Project Officer position. Conduct selection process to hire most suitable candidate.</td>
<td>Complete by beginning of Oct</td>
</tr>
<tr>
<td>2 Produce DVD</td>
<td>Quotes will be collected from local DVD producers. The project officer will work with the various bodies that already have professional footage to produce a draft master DVD. Any areas not covered would then be identified and relative footage would need to be arranged. Finally, the project officer would oversee the final production of the DVD and deliver it to ANZA for immediate upload on their website for voting purposes.</td>
<td>Complete by mid Oct</td>
</tr>
<tr>
<td>3 Promote Cairns Bid to host ANZA 2011</td>
<td>Project officer to contact all past agents and educators &amp; communicate key points in favour of Cairns as the venue of choice for ANZA 2011 to positively influence decision making process. Attendance at AEJ conference to promote Cairns in person to all attending agents and educators. Mission to New Zealand to take bid campaign directly and in person to targeted New Zealand educators- those that have attended in the past- and build relationships with area cluster groups influencing decision making processes of NZ educators.</td>
<td>Oct 2009 – Feb 2010, Date tbc, Jan 2010</td>
</tr>
<tr>
<td>4 Attend ANZA 2010</td>
<td>Administration officer to register SC participation in ANZA 2010. Coordinate branding materials to promote Cairns and SC. No new collateral is required. Arrange for two delegates to attend the conference.</td>
<td>Register in October 2009, Attend in April 2010</td>
</tr>
<tr>
<td>5 Register Cairns Familiarisation Tour for ANZA 2010</td>
<td>Design an itinerary that incorporates SC members attending ANZA and selected local tourism product to showcase the region to 10 agents. Familiarisation either offered before or after ANZA.</td>
<td>Register in October 2009, Conduct in April 2010</td>
</tr>
<tr>
<td>6 Attend 2011 as Gold Sponsor</td>
<td>Using e-schedule pro, target and set appointments with as many agents as possible. Prepare collateral for the workshops. Attend the conference in Melbourne.</td>
<td>April 2011</td>
</tr>
<tr>
<td>7 Host/sponsor Cocktail evening during ANZA 2011 for agents, special guests, and Study Cairns members</td>
<td>Send out invites prior to the event to be sure of maximum agent attendees. Invite only partner educators, not competition to Cairns. Invite VIPs in Cairns. Coordinate with other industry to be sure of first class promotional materials that showcase region opportunities. ie not only education but tourism, tropical expertise etc also showcased.</td>
<td>April 2011</td>
</tr>
</tbody>
</table>
5. Please provide a statement in respect of as many of the following as is considered relevant to your project (enter "not applicable" if that is the case):

Potential of the project to deliver immediate economic benefit

While the bid project will not be completed in full until April 2011, the DVD will be available for use immediately on completion for education export marketing campaigns, encouraging agents to support Study Cairns and its members and increasing student enrolments into the region.

Furthermore, ANZA 2011 itself will also bring immediate and measurable economic benefit. With over 600 people attending ANZA 2011, there will be significant accommodation, hospitality and tourism requirements which will be of economic benefit to local hotels, restaurants and tour providers. It is again, important to emphasise that ANZA 2011 falls in April, the low season and to consider the benefits this brings to the local community.

The Cairns Convention Centre will be hired over the course of three days including catering for quality breakfasts and lunches for the 500 guests each day.

As ANZA provides a rich social programme, large catering venues will be hired for dinners as well as local performers to provide entertainment. The welcome lunch will be hosted on one of the reef operator’s vessels, the gala dinner will be hosted at one of the key event locations in Cairns and we have included an optional tour to the reef for the final day that will be marketed to all delegates.

Many agents/educators will bring their partner, who will naturally tour Cairns, further benefiting the local economy. The agents/educators may also participate in pre/post touring, particularly as there is a partners program in 2011.

Flights into and out of the region will also bring substantial immediate economic benefit.

Estimated size of the expected boost to the local and/or regional economy through direct and indirect expenditure generated

Based on figures from the recent Cummings Report on economic value of conferences, and as highlighted above, it is estimated the conference will have an immediate impact of $3-5million dollars. Each agent will stay for minimum of 4 nights with educators often staying for the weekend following the conference increasing their length of stay by 1-2 nights.

However, the most significant impact to the local economy will be in the economic impact resulting from an increase in international student enrolments. Each international student is estimated to bring over $40,000/annum into the local region. Attendance at ANZA 2009 and hosting the associated famil, has already increased student numbers into the region and extrapolating this trend, ANZA 2011, can be expected to further increase student enrolments.
Potential for project outcomes to provide a lasting legacy for the economy

ANZA 2011 will provide a lasting legacy for the Cairns Regional Economy.

This year, Study Cairns invited 10 agents to our region all of whom are now in ongoing communication with our office and over half of whom, are in the process of or are already producing new business for the region. The education export industry is extremely competitive and showcasing our region directly, creates long-term relationships and ongoing business. Bringing agents to our region to experience it for themselves instils in them the confidence to present the product with authenticity, which converts more successfully to sales. Equally as important, is the strength of relationships formed between these agents and education providers and service businesses in the region. Education Export is driven by agent engagement and education agents value ongoing relationships. They need to trust those they do business with because they are not just selling a holiday, or one course; they are often selling students career dreams and the possibility of turning these into future reality. Looking after education agents well is good business – it encourages reciprocal support.

As the conference attracts not only international agents but also national educators, the opportunities for local businesses are further enhanced. Additionally, the conference will showcase our tourism industry and potentially encourage return clientele and word of mouth advertising, both national and international.

The DVD produced will be used in the future to continue to promote the region and its education opportunities.

Potential for the funded activity to grow in size over time

This is a one off request for a funded activity that moves between Australia and New Zealand. However, the conference is growing in size each year and a successful bid and event would enable repeat consideration again in the future. The impact on the local economy will continue to grow each year as recognition of Cairns and its place as an education destination of choice expands.

Potential for attracting more visitors to the region (tourism marketing potential)

The project will definitely increase more visitors to the region, on a number of levels.

The initial increase will involve the 600 agents and educators that the conference attracts. All participants will participate in the conference activities which include: a welcome cruise on the first day, a welcome dinner the first day at a location to be confirmed as well as staying in local hotels, dining at local restaurants and utilising the Cairns Convention Centre’s facilities. Furthermore, all guests will be offered the opportunity to participate in an optional tour to the reef on the day following the conference.

Aside from this is the fact that many of the agents and educators bring their partners, some bringing their entire families to enjoy the conference location as an add-on holiday. 2011 will be the first year, a partners program is introduced due to the growing demand with regard to this over the past few years. Many of the agents / educators are expected to extend their stay to enjoy the tourism opportunities in Cairns.
Additionally, the impact of our region upon the conference delegates will create valuable “word of mouth” promotions, these being a positive influence on friends and family engaged in decision making for visits in the future.

An ongoing increase in visitor numbers will also follow on from increasing numbers of long-term international student enrolments. The Cummings Report of 2004 indicates that students spent 7million dollars of 90million before and after their courses with their family and friends spending a further 2 million (excluding airfares).

**Potential to impact the diversity of the local economy**

Until recent times, tourism has contributed to up to 40% of the our local GDP. While it is without a doubt that the recent events of the Global Financial Crisis and Swine Flu have also affected the education sector, it has not been impacted to the same negative extent as Tourism. Throughout history, in times of financial crisis, families tend to spend more money on their children’s education than at any other time in an effort to secure their future prosperity and place in a more uncertain world. Tourism relies on expendable income whilst Education is perceived by many as a necessity. The impact from hosting ANZA 2011 in Cairns will allow all education sectors to promote their products and facilities to result in increased enrolments, enhancing an industry that has managed to maintain its place within the top four listed local export economies with little government nurturing to date.

**The significance of Council’s support in the applicant’s decision to proceed with the project**

The success of this project is founded on the receipt of funding from Cairns Regional Council. Study Cairns is a Non-For-Profit organisation and does not have funding from any other industry bodies and currently operates on membership monies only. Its achievements to date include the 2009 award from Queensland Education and Training International (QETI). This award acknowledged Study Cairns as the top Education Export Support Network in the State which is all the more noteworthy due to the fact that the association is forced to rely predominantly on volunteer support. A cohesive and successful ANZA 2011 bid cannot be pursued on a volunteer basis alone.

**Capacity to generate favourable media coverage for the community or region**

On an International level, ICEF is the largest education exhibitor in the world. While up to 300 agents will attend ANZA, ICEF’s database of agents is over twenty thousand and the location and subsequent program will be advertised to every agent worldwide, as well as every Australian and New Zealand educator.

On a national basis, ICEF promotes the conference and its sponsors to every CRICOS registered institution in Australia and New Zealand, ensuring further national and international exposure.
Locally, many of our institutions will be involved including James Cook University who attended with Study Cairns to the ANZA conference this year. This will encourage local media to also cover the story. As the competition to host ANZA 2011 is between QLD locations, we have also urged the media to promote the competitiveness of the bid. (Appendix 13)

The council would receive appropriate coverage in return for their generous contribution to the success of the project and conference.

**Demonstrated feasibility in responding to an identified need or opportunity of economic benefit to the community (show links to strategic directions identified by Council and/or Advance Cairns if relevant)**

The globalisation impact is one of the key trends and drivers of the Council's Corporate Plan. The ANZA conference would strengthen Study Cairns' position within the Region, within the State, within the Nation and wider afield. It will create increased awareness in the Education Export Market.

While Education Export is currently listed in the top four of the Cairns Regional Council's export markets, the sector has far greater potential. This is especially the case when consideration is given to the fact that on a national level export education is the number one service export, outperforming even tourism. It is time that the sector is recognised locally for its significance and afforded the concrete support it has not received to date. (Appendix 13)

One of the association's foremost values involves the need to work together collaboratively and effectively, as is the Council's and Advance Cairns'. While Study Cairns members recognise they are often competitors, they understand the significance of working collaboratively. Members share information, ideas and give each other support to ensure the success of a sustainable International Education Industry. The emphasis is on selling the region before the course.

A conference such as ANZA 2011 is also strategically beneficial for Queensland and Australia as a whole, as it will also result in increased revenue outside of Cairns. Traditionally international agents/educators will take the opportunity while in Australia to visit other institutions; Hosting the conference in such a unique and attractive location as Cairns will attract more delegates showcasing our state and country to agents/educators who may not have chosen to attend in the past. Students who choose to study in Cairns will take at least one trip to another destination within Australia during their stay.

**Demonstrated success with previous projects of this type**

This is the first project of its kind that Study Cairns has attempted. However, any project that the association has undertaken before has achieved 100% success. The most recent projects include:

Our 10th anniversary. Over 100 industry attendees including distinguished guests from Brisbane. The evening was a massive success, which included entertainment by current high school and ESL students, wait service by hospitality students and speeches by past executives of Study Cairns, the Vice Chancellor of JCU, Sandra Harding and the previous CEO of QETI.

The new website, QETI allocated $11,000 to Study Cairns to create a new website in line with their own branding and to link with other strategic industry bodies. The new website was completed within 9 months and now has links to TTNQ and Advanced Cairns and vice versa.

---

12 Recent Cairns Post News Story
13 (Cairns Post 08/07/09: “Education Sleeper Industry”, Scott Bowman)

Cairns Regional Council Economic Development Fund Grant Application
A completed strategic marketing plan. QETI allocated $55,000. The project was tendered, won by a Brisbane company and administered under the direction of several Study Cairns board and other industry participants. The remaining funds were used to produce the 16 page brochure as included in the appendix.

Further success can be shown through Study Cairns’ production of marketing collateral to attend this year’s ANZA conference in New Zealand. A power point presentation of Cairns and local education facilities was produced in house as well as banners, Study Cairns shirts and seat covers to emphasis our branding. The united approach was extremely effective with everyone knowing who “Study Cairns” is. (Appendix 14)

**Requirement for direct support from or involvement of staff from Council or Advance Cairns**

Study Cairns currently shares office space with Advance Cairns and has a strong working relationship. We would hope this will continue as it strengthens productivity and the united face has a great impact on potential leads.

As a result, Advanced Cairns has committed to being a part of the working party for this conference. It would be beneficial to have a Council member, in addition, to ensure we are making the right context of the Council’s Corporate Plan.

A large role for the project officer will be to contact the agents overseas. A letter from the Mayor welcoming them to our city would be of great benefit to our promotion, exemplifying our united dedication to the project.

**Level of financial support from partners, other sources and from the organisation itself (ie the greater the leveraging of other funds, the better the application will be viewed)**

To date, four members have committed to attending ANZA 2010 to show their support. This is a member contribution of $28400.00. Furthermore, there is In-Kind support from current members of approximately $5000 towards the agent familiarisation.

For the first time in the history of Study Cairns, through increased membership and sponsorship, we have committed to employing an administrative officer full-time. We have only requested a project officer for 20 hours/week as we expect the project officer to delegate work to our administrative officer. We understand that our administrative officer does not have the knowledge or skills to lead the project herself, at this stage. However, this is the organisation’s contribution, estimated at $5000. If successful, our administration officer will continue to work with the committee organisers to ensure the success of the conference. This will be a further contribution of up to $10,000.

At this stage, Advanced Cairns has indicated they do not have any funds that they can allocate to this project under their education strategy. However, they have agreed to in-kind support by attending our committee meetings and providing advice and support where required. Further, our staff member is stationed in their offices, free of charge.

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14 Photo of Study Cairns at ANZA

Cairns Regional Council Economic Development Fund Grant Application
TTNQ are able to provide in-kind support in the way of collateral of the region, photos to be used for the production of the DVD. Cairns Convention Centre and other tourism suppliers have also offered photos.

The success of this organisation has largely been based on the passion of its members. Members are extremely supportive and keen to have Cairns host this conference and have offered in-kind support through staff time. To date, the board members have already contributed well over 100 hours to win the opportunity to bid in the first place. This is estimated at well over $10,000.

**Level of potentially negative impacts on surrounds, environment, others**

This event will not have any kind of negative impact on Cairns.

6. Please confirm that you meet the general eligibility criteria:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>N/A</th>
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<tbody>
<tr>
<td>- Be either a properly constituted not-for-profit organisation, or</td>
<td></td>
<td></td>
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<tr>
<td>A group sponsored by an incorporated association, or</td>
<td>Yes</td>
<td></td>
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<tr>
<td>A for-profit group where the funded project will not return an immediate profit</td>
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<tr>
<td>- Have a majority of members of the group/organisation resident in the Cairns Regional Council area</td>
<td>Yes</td>
<td></td>
<td></td>
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<tr>
<td>- Operate within Cairns Regional Council Boundaries</td>
<td>Yes</td>
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<tr>
<td>- Have acquitted any previous Cairns Regional Council grant satisfactorily</td>
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<tr>
<td>- Be free of debt with Cairns Regional Council</td>
<td>Yes</td>
<td></td>
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<tr>
<td>- Have a valid public liability certificate to cover any proposed program/project/event</td>
<td>Yes</td>
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</table>

7. Please list here the support material attached to this application, including any support letters from overarching bodies.

Appendix 1/ List of Study Cairns members including their international focus
Appendix 2/ Letter from Queensland Education & Training International
Appendix 3/ Study Cairns Strategic Marketing Plan
Appendix 4/ Study Cairns brochure
Appendix 5/ Photo of Study Cairns booth at ANZA conference
Appendix 6/ ANZA 2010 Conference brochure
Appendix 7/ Letters of support from tourism suppliers
Appendix 8/ Letters of support from education institutions
Appendix 9/ Cummings Report – Summary only. Full report can be supplied.
Appendix 10/ Quote from Salt House
Appendix 11/ Quote various DVD production companies
Appendix 12/ Recent Cairns Post News Story
Appendix 13/ (Cairn’s Post08/07/09: “Education Sleeper Industry”: Scott Bowman)
Appendix 14/ Photo of Study Cairns’ members at ANZA 2009
8. Please attach the organisation's most current financial statement (as submitted to the Office of Fair Trading) or the latest treasurer's report covering the previous 12 months.

P & L for Study Cairns 2009 attached.

Please note that the financial statements for Study Cairns are not published for privacy reasons. The figures have been checked by council staff - the organisation appears to be financially sound.
CAIRNS REGIONAL COUNCIL
ECONOMIC DEVELOPMENT FUND GRANT APPLICATION 2009

AUSTRALIAN NEW ZEALAND AGENTS CONFERENCE

EXECUTIVE SUMMARY

Study Cairns, a non-for-profit organisation, is the peak education association representing organisations, institutions and businesses in Cairns that are leaders in International Education.

Study Cairns aims to win the bid to host ANZA 2011 in Cairns. ANZA is the leading International Education Agents Conference in the South Pacific. The conference attracts over 600 international education agents and Australian/New Zealand educators together for one-on-one business matching appointments.

The hosting of the ANZA 2011 event alone will inject over $3 million into the Cairns economy over a four day period. In addition, the Pre-Post Touring and the Partners Program has the potential to generate further economic growth.

However, the most significant impact to the local economy will be the successful positioning of Cairns as a Leading International Education Destination, resulting in an increase in international student enrolments. International Education is the leading export service industry in Australia and is within the top four in Cairns. This industry currently contributes in excess of 87 million dollars to the local economy. Research suggests that by 2014, international student visitor enrolments in the region has the potential to increase to over 34,000 a year and $140m annually.

It is crucial that marketing and promotional activities are funded to ensure International Education reaches its potential within our region and provides an opportunity to reduce risk associated with over reliance on a turbulent tourism industry.

To date, Study Cairns’ members and other supporting bodies such as Advance Cairns have contributed close to $50,000 to enable Cairns to be eligible for the bid. A further $48,400 has been committed by members towards ANZA 2010.

This project seeks $65,581.82 funding through the CRC Economic Development Fund Grant to:
• Appoint a project officer to manage and coordinate the overall ANZA bid campaign, to be held in April 2011.

• Produce associated marketing collateral including a promotional DVD to help bid for ANZA 2011.

• Fund Study Cairns attendance at ANZA 2010 in Melbourne to lobby the Cairns bid and to host a post ANZA 2010 agent familiarisation tour to Cairns.

• Host an ANZA 2011 Cairns Event that highlights Cairns to attendees and provides promotional opportunities for sponsors of the event including Cairns Regional Council.

In order to be successful in this bid the project needs the support of the Cairns Regional Council and an injection of funding, to be utilised immediately.

Of equal significance this project will provide a lasting legacy for Cairns, Nationally and Internationally. The conference will showcase our Tourism Industry and encourage return clientele and quality word of mouth promotion. Most importantly, looking after education agents encourages reciprocal support and strengthens relationships. The ANZA conference will concretise our position as a premier education destination.

This project gives Cairns a second to none opportunity to raise awareness of Cairns as a premier education destination. In the words of Professor Scott Bowman, previous Deputy Chancellor of James Cook University “it is time that the sector is recognised locally for its significance and afford the concrete support it has not received to date”.

This project fully supports the key trends and drivers of the Council’s corporate plan. The key value of Study Cairns is working together collaboratively and effectively, in line with the values of both Advance Cairns and the Cairns Regional Council. Study Cairns Strategic Marketing Plan’s emphasis is on selling the region before the course. Finally, this project sets in motion, the vision of our Mayor, to establish Cairns as a “Learning City”.


Attachment 3: Study Cairns response to request for further information

To Whom It May Concern,

Please find following a response to the review notes of our Grant Application and points that required clarification:

Question: Page 4: Under the Project Aim, point 1/ references economic benefit in terms of up to 600 rooms accommodation for 3-4 nights. The attendance by agents at the ANZA conference in 2011 is estimated to be 300 agents (using prior year figures as a guide). What makes up the difference?

Response: There will be 300 agents but there will also be a further 300+ educators which will make up the other 300 room, ie 600 + attendees

Question: Under Scope of Project / Project Milestones point 4) the Project Officer would not be required once the conference bid is won. This would seem to be when activity ramped up and the professional management of the project would become even more vital?

Response: Once Cairns wins the conference, the conference will be fully coordinated by the ANZA committee. Minimal assistance is required by a local coordinator and Study Cairns feels adequately skilled and equipped to provide this resource with their current employee and volunteer executive. The “Partner’s Program” will be tendered out to various local travel agencies and is not the responsibility of Study Cairns.

Question: In Budget Calculations, the investments being made by ANZA and Study Cairns members has not been shown as in-kind support or cash contributions in column d. The level of support being provided by these parties is highly significant (refer to p.12 Financial Support from Partners, Other Sources and Organisation itself). Setting this out in the budget would better explain the holistic investment being made in the project. This would also highlight the vested interest in the success of this project by all parties and the increased potential for collaborative efforts and pooled resources to have a substantial positive impact in this region.

Answer: We apologise for this oversight, not including the in-kind support or cash contributions in the initial budget. Please find a revised budget attached.
Question: Proposed Timing of Receipt of Council Cash Assistance has not been directly answered. Although the attached scope of activities does provide an approximate timeline, it doesn’t say at what point cash is required.

Response: We apologise that our timeline scope was not clear enough. The cash is required as per the timeline.
- DVD money immediately
- Money for 2010 conference by the end of October if we are to receive the “early bird” discount
- Money for project coordinator immediately
- Money for the dinner required not until 2011

Question: Page 8 under potential of the Project to Deliver Immediate Economic Benefit, the project clearly has immediate impacts although this section has mostly highlighted the medium to long term impacts. We would have liked to have seen more information under this section on the activities of the ten agents who were in the region recently for the ANZA Agents Famil. We noticed in another section of the proposal ‘over half (of agents) are in the process of or are already producing new business for the region.’ What is this ‘new business’ that we can expect to generate immediate economic impact if the proposal is supported?

Response:
1 agent has responded by promoting Study Cairns in a local magazine-a 2 page spread. (Please find attached)
2 agents have signed agreements with one of the tertiary institutions and are now promoting the courses to students for entry in 2010. Further, these agents hosted a member’s follow up visit in their country.
1 agent is bringing a tour group to Cairns in May 2010.
2 agents are promoting working holiday programs in conjunction with one of the members.
100% of the members who attended ANZA have reported a strength in their relationships with the agents and other institutions. Many of these agents are in discussions regarding opportunities for the future.

Question: Page 8: in Estimated Size of Expected Boost to Local and/or Regional Economy through Direct and Indirect Expenditure Generated, the total impact is estimated at between $3million and $5million dollars. This is quite a big gap and although it may account for the possible boost being provided by the introduction of the Partners Program for the first time, rather than suggesting a range, we suggest using the most conservative estimate for now so that we have prior years to compare it to. We would like to see the economic impact substantiated. Eg with visitor spending multipliers or other proven benchmarks.

Response: The figure of 3 million dollars was calculated as follows:
600pax @ $5000 / delegate including convention fees, accommodation, dinners, food and beverage. (This is a conservative figure as the actual costs include minimum of $5200 / delegate to cover conference costs and by CRCB calculations the average delegate’s daily expenditure equals a further $350 / day.) This figure does not include pre or post touring nor the partner’s program which should result in far more significant economic figures.
Question: Page 10: For noting, a commonly misunderstood statistic was referenced in the argument for Potential to Impact the Diversity for the Local Economy. To clarify, the contribution of tourism to the local economy was until recently, approximately 40% of ‘outside income earned by the region’, not 40% of GDP as suggested. Per Cummings Economics (Impacts of a Tourism Downturn on the Cairns/TTNQ Region’s Economy & Employment, 2009) value added by businesses/entities selling direct to visitors represents 15% of GDP and 10% of total regional employment. This point is not detrimental to the application.

Response: Thank you for this clarification and for ensuring it does not affect our application.
## Attachment 4: Revised Budget

<table>
<thead>
<tr>
<th>a. Project Budget Item (categories of expenditure)</th>
<th>b. Cash (ex GST)</th>
<th>c. In-Kind</th>
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<tr>
<td>Associate cost for 25 delegates to attend ANZA 2010. (Inc air, accom + sharing, meals)</td>
<td>$2200.00</td>
<td></td>
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</tr>
<tr>
<td>Famil costs - professional file with maps on the website, to entice agents on the famli</td>
<td>$500.00</td>
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</tr>
<tr>
<td>Cost of famli - $1000 / agent x 10 agents including accom, meals, attractions and attendance by SC delegate (study Carrs' members to cover 50% through in-kind support)</td>
<td>$5000.00</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ANZA 2011 - Gold Sponsorship</td>
<td>$9090.91</td>
<td></td>
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<tr>
<td>Host a sponsored event for delegates in 2011 - $47.75/head(ex GST) x 250 agents and vips</td>
<td>$12,000</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Total (ex GST)</td>
<td>$65581.82</td>
<td></td>
<td>$43,100</td>
<td></td>
</tr>
<tr>
<td>Total funding (b+c+d) (ex GST)</td>
<td>$65581.82</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>