



CAUTHE

2015 CONFERENCE

RISING TIDES AND SEA CHANGES

Southern Cross University
School Of Tourism and Hospitality Management
Gold Coast Beachside Campus

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15 July 2013

The Chair
Council for Australasian University Tourism and Hospitality Education

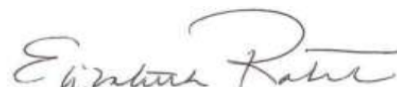
It is indeed my pleasure to seek approval for the School of Tourism and Hospitality Management at Southern Cross University to host the 25th Annual CAUTHE conference in Gold Coast, Australia from 3 February - 6 February 2015.

As the attached bid proposal outlines, we have already garnered considerable support from local tourism organisations and government officials including Gold Coast Tourism, Connecting Southern Gold Coast, Minister Jann Stucky, and Mayor Tom Tate to host this conference. Given our southern Gold Coast location, we have made a conscious decision to use local accommodation and food and beverage providers (many of whom are small to medium operators). SCU is a regional university, and we are committed to supporting the communities that we serve. We are the only Australian university that offers a named undergraduate Convention and Events degree, and our event management faculty and students will be responsible for organising and running the conference

The School of Tourism and Hospitality Management is a pioneer of tourism education in Australia. With our history comes many years of accumulated knowledge and experience in delivering world-class tourism, hospitality and events courses that produce graduates able meet the challenges of working in the tourism and hospitality industries.

SCU last hosted a CAUTHE Conference in 2003 in Coffs Harbour, and many CAUTHE members still rave about the success of that conference. Our challenge will be to top our last performance, and we are cautiously optimistic that we will make the 25th CAUTHE conference truly memorable. Thank you for your consideration the attached conference bid proposal.

Yours sincerely,



Prof Elizabeth Roberts
Head, School of Tourism & Hospitality Management
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Introduction and Summary

Dr Michael Hughes, Chair
CAUTHE Executive Committee

Southern Cross University proudly expresses its wish to host the Council of Australasian University Tourism and Hospitality Educators (CAUTHE) Conference in 2015 in partnership with the Gold Coast Business Events (GCBE), a division of Gold Coast Tourism.

CAUTHE Conference 2015 will be led by:

Conference Chair, Professor Elizabeth Roberts, Head of School Tourism and Hospitality Management
Chair, Scientific Committee, Dr Erica Wilson, Deputy Head of School, SCU.

Conference Organiser: Dr Peter Wynn-Moylan

Conference Planning Members: Dr Meredith Wray, Dr Pascal Scherrer, Mr Paul Weeks

The proposed conference theme is 'Rising Tides and Sea Changes: Adaptation and Innovation in Tourism and Hospitality'. This theme, while targeting key issues for tourism in coastal areas, is also broad enough to incorporate wider themes related to education, research, and industry. The Theme will build on past conference themes focusing on current strategic issues facing tourism, hospitality and events education and industries.

The event will commence with the PhD/ECR workshop on Tuesday 3rd February, while the main Conference will run from Wednesday 4th to Friday 6th February 2015.

The proposed venue is Southern Cross University, Beachside campus, Gold Coast, Australia. The location is Southern Gold Coast stretching from [Currumbin](#) in the north to [Coolangatta](#) and [Rainbow Bay](#) in the south, one of the most vibrant, abundant, unspoiled destinations in the world. Strategically located on the border of Queensland and New South Wales, the entire Southern Gold Coast region is easily accessible. It is only 30 minutes drive to Surfers Paradise, an hour and 10 minutes drive to Brisbane, 40 minutes to Byron Bay and an hour's flight to Sydney.

The registration fees include full, student and single day registrations. CAUTHE members will receive \$100 reduction, and an early bird discount of \$100 will also be available. Post graduate students will receive a discounted registration. Social events will be included in a full registration, however a separate fee for partner attendance will apply.

This proposal enjoys the full support from a number of leading organisations and dignitaries. These include:

Minister Jann Stuckey, Queensland Minister of Tourism
Gold Coast Tourism CEO, Martin Winter
Gold Coast City Mayor, Tom Tate
Connecting Southern Gold Coast, Peter Doggett



Office of the Vice Chancellor

15 July 2013

The Chair
Council for Australasian University Tourism and Hospitality Education

It is my pleasure to endorse the hosting of the CAUTHE 2015 Tourism Research Conference by Southern Cross University on our Gold Coast campus in February 2015. SCU last hosted the CAUTHE Conference in 2003 in Coffs Harbour, and we are delighted at the prospect of welcoming delegates to our new Gold Coast Airport campus.

Southern Cross University is a vibrant, contemporary Australian university with beautiful campuses at the Gold Coast, Lismore and Coffs Harbour. The University also operates The Hotel School Sydney in partnership with Mulpha Australia. We welcome students from more than 80 countries throughout the world and offer undergraduate and postgraduate courses in an inspiring and supportive learning environment. The University has a strong student focus and takes pride in the quality of its lecturers, many of whom are recognised as leaders in their fields.

SCU has a long and illustrious record in relation to tourism management education and research. As one of the oldest tourism management programs in Australia, the School of Tourism and Hospitality Management has prepared students to enter the global tourism industry since 1989. The School enjoys long-standing professional relationships with the tourism industry at regional, state and national levels and has developed a strong international culture. We are a world-class contributor to global knowledge concerning tourism and hospitality and have two research centres, the Centre for Gambling Education and Research and the Centre for Tourism, Leisure and Work. Research degree candidates are supervised by academics highly regarded in their field.

Academic staff within the School of Tourism and Hospitality Management at SCU have had a long and active involvement with CAUTHE. Professor Neil Leiper and Professor Perry Hobson were highly engaged in the early years of CAUTHE. Most recently, Associate Professor Dianne Dredge served as Vice-President of CAUTHE, and Dr Erica Wilson was the recipient of a 2013 CAUTHE Fellows Award for her contribution to hospitality and tourism education and research. Professor Elizabeth Roberts, Head of School, has had active involvement with CAUTHE since 2002 and will serve as Conference Chair.

We look forward to welcoming CAUTHE delegates to SCU in February 2015.

Peter Lee FTSE

Professor Peter L Lee Vice Chancellor FTSE

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City of Gold Coast

Office of the Mayor

26 June 2013
Our ref : MS#40253698

Dr Michael Hughes, Chair
CAUTHE Executive Committee
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Dear Dr Hughes

**Council for Australasian University Tourism and Hospitality Education (CAUTHE)
Conference 2015**

I am writing on behalf of Australia's Gold Coast, Australia's premier business events destination, to encourage you and the organising council for Council for Australasian University Tourism and Hospitality Education to select the Gold Coast as the destination for the conference in 2015.

Australia's Gold Coast is the premier tourism destination in Australia as well as Australia's largest regional city. High calibre conferences such as the Council for Australasian University Tourism and Hospitality Education Conference in 2015 is an important contributor to our economic and social fabric.

Nowhere else are you able to integrate a business event with 70 kilometres of famous coastline, 100,000 hectares of world heritage listed rainforest, more theme parks than anywhere else in the southern hemisphere, private islands, 500 kilometres of canals, 800 accommodation venues and more than 600 restaurants and cafes, together with our exciting leisure attractions and sub-tropical climate, we offer the perfect ingredients for a successful conference.

Thank you for considering Australia's Gold Coast for your conference in 2015. You can be assured it will be supported and you can be confident in the knowledge our city's infrastructure and professional support services available are world class to ensure the most rewarding conference experience ever.

I look forward to your commitment in bringing your conference to Australia's Gold Coast.

Yours sincerely


TOM TATE
MAYOR



26 June 2013

Dr Michael Hughes, Chair
CAUTHE Executive Committee
Curtin Business School
Curtin University
Perth, WA 6845

Dear Dr Hughes

RE: Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference 2015

I am delighted to have the opportunity to support the bid for Australia's Gold Coast as host destination for the Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference 2015.

We highly value the opportunity to host your conference and stand ready to welcome your delegates, educators and researchers from academia, government and business to promote informative, stimulating and challenging discussion on the latest issues in the field.

The Gold Coast is Australia's premier convention destination with genuine hospitality, world class facilities and high service standards. Coupled with Australia's most exciting range of leisure attractions and an ideal sub-tropical climate, we offer the perfect ingredients for a successful conference.

You can be assured that you will receive our full support for your conference and that it will be both professionally rewarding and memorable for you and your delegates.

We look forward to working closely with you to bring The Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference to the Gold Coast in 2015.

Yours sincerely,



Martin Winter
Chief Executive Officer
Gold Coast Tourism

Conference Host - Southern Cross University

Southern Cross University's School of Tourism and Hospitality Management (STHM), which will celebrate its 25th year in 2014, is delighted to bid for the 25th Annual CAUTHE Conference.

Southern Cross University is a vibrant, contemporary Australian university with campuses at the Gold Coast, Lismore and Coffs Harbour. We welcome students from more than 80 countries throughout the world and offer undergraduate and postgraduate courses in an inspiring and supportive learning environment.

School Of Tourism and Hospitality Management

The School of Tourism and Hospitality Management (STHM) is a pioneer of tourism education in Australia and is one of the largest university tourism schools in Australia and is nationally and internationally recognised for the excellence of its tourism and hospitality teaching and research. Close industry alignment and an entrepreneurial focus have established the School as one of the leading tourism and hospitality management institutions in Australia's higher education system.

Since its establishment in 1989 (originally as the Centre for Tourism), STHM has been developing standards of quality in tourism education, research, regional engagement and extension. With its 25 year history comes accumulated knowledge and experience in delivering world-class tourism, hospitality and events courses that produce graduates able meet the challenges of working in the tourism and hospitality industries.

With approximately 1600 equivalent full time students enrolled in its programs, the School is one of Australia's largest providers of university tourism and hospitality education offering undergraduate (including Honours) and postgraduate coursework degrees at the Coffs Harbour, Lismore and Tweed/Gold Coast campuses, and by Distance Education. It also offers research training through its Masters by research and Doctor of Philosophy programs. In 2012, the School launched the Le Cordon Bleu Master of Gastronomic Tourism, an exclusive partnership which offers the first fully-online food tourism postgraduate degree in Australia.

Through a unique partnership with Mulpha Australia Ltd., the School offers a Bachelor of Business in Hotel Management at The Hotel School Sydney. This partnership has also led to the establishment of a distinguished and permanent Chair in Tourism Asset Management.

Undergraduate and postgraduate courses are also offered in collaboration the Management Development Institute of Singapore, and formal advanced standing and articulation arrangements are maintained with Chinese Universities at Dalian, Changchun and Jiangsu.

A close industry alignment and engagement with community, an entrepreneurial focus and strong commitments to students and innovative teaching and scholarly research, ensure graduates are well-trained, educated and extremely attractive for employers.

The School of Tourism and Hospitality Management is a leader in Australian and international tourism research and the focus, volume and quality of this research is distinctive and discerning. Its research-active academics are widely published and the School runs two progressive research centres. The Centre for Gambling Education and Research conducts research and consulting in gambling operations, management, policy and impacts. The Centre for Tourism, Leisure and Work incorporates research and consulting with a focus on leisure and tourism planning, policy and management and promoting community resilience. In the 2012 Excellence in Research Australia (ERA) exercise, SCU achieved 'World Class Standard' (at a rating of 3).

The School has extensive engagement with the industry and professions. The School enjoys long-standing professional relationships with the tourism industry at regional, state and national levels and has developed a strong international culture.

Examples include:

- Editorship/Co-editorship of **three** academic journals
- Membership of the editorial boards of **eleven scholarly** journals
- Refereeing journal manuscripts for **26** scholarly journals
- Leadership roles in a variety of international, national and regional organisations within the field of tourism and hospitality including Vice Chair of the Australian Regional Tourism Network, Vice President, Australian and New Zealand Association of Leisure Studies (ANZALS) and Secretary, Wildlife Tourism Australia.
- Membership of a range of professional and disciplinary based organisations such as CAUTHE, THE-ICE, ANZALS, Australian Tourism Export Council (ATEC), Pacific Asia Tourism Association (PATA), Interpretation Australia Association, and the Critical Studies in Tourism group.

A significant example of our industry engagement is the Memorandum of Understanding (MOU) with the Australian Regional Tourism Network (ARTN). Our School also has links with leading companies and industry groups, such as the Asia Pacific Tourism Association, the Australian Federation of Travel Agents, and the Australian Tourism Export Council.



Conference Committees

The conference organising committee will provide the strategic oversight of the conference and will comprise the following individuals:

Conference Chair, Professor Elizabeth Roberts, Head of School, SCU

Chair, Scientific Committee, Dr Erica Wilson, Deputy Head of School, SCU

Conference Organiser: Dr Peter Wynn-Moylan

Conference Planning Members: Dr Meredith Wray, Dr Pascal Scherrer, Mr Paul Weeks

- PhD representative
- ECR representative

SUB-COMMITTEES

The work of the main conference committee will be supported by a number of sub-committees including:

- Scientific - program, papers, publication of proceedings will include a number of academic staff from the School of Tourism and Hospitality Management SCU and other Queensland Universities
- Industry engagement and sponsorship - integration with CAUTHE affiliates, state government and industry associations to ensure industry involvement in the conference
- Operations - finances, logistics, marketing and publicity, and social program

Timing

The proposed dates are from Tuesday 3rd to Friday 6th February 2015 inclusive, which sits in the allowable timeframe for the annual CAUTHE Conference (i.e. first two weeks of February). The event will commence with the PhD/ECR workshop on Tuesday 3rd February, while the main Conference will run from Wednesday 4th to Friday 6th February 2015.

This timeframe also suits well the University and School's teaching semesters, with classes starting mid February. Given we are bringing the Conference 'back to campus' for 2015, this will mean that the campus and most rooms will be freely available.

Conference Theme

The proposed conference theme is **'Rising Tides and Sea Changes: Adaptation and Innovation in Tourism and Hospitality'**.

This theme acknowledges the rapid changes and key issues facing tourism and hospitality research, education and also within the industry. It engages with debates about how to adapt, innovate and be resilient in a time of change. As its name suggests, the CAUTHE 2015 theme also deliberately targets issues surrounding tourism and hospitality in coastal areas, such as the Gold Coast (including the impacts of climate change). At the same time, our theme is broad enough to incorporate other discussions related to adaptation and innovation in tourism and hospitality education, research, and the industry.

A number of sub-themes will drive the CAUTHE 2014 call for papers and programme.

Sub-Themes and Potential Session/Paper Topics

- Adaptation and innovation in tourism and hospitality education
- Industry responses to changes in the tourism sector and workforce
- Destination development and resilience
- Sustainable tourism (including tourism in protected areas, Indigenous tourism)
- 'Sea Changers' and other lifestyle changes and niche markets
- Climate change and sea level rise
- Implications and impacts of sporting events and festivals (the Commonwealth Games will be held at the Gold Coast in 2018).
- Innovation in tourism methods and 'new' methodologies
- Cross border/cross sector tourism
- Other themes or paper sessions related to CAUTHE SIGs (Special Interest Groups)

CAUTHE SIGs will also be able integrate within the conference theme, and designated sub-themes, and/ or have a dedicated session stream committed to the different SIGs.



Inclusion and Accessibility

A welcome to country by a local Yugambeh Elder will be provided at the start of the conference and a stream dedicated to Indigenous tourism will be included in the program. Southern Cross University is committed to providing an environment for staff and students that embraces and supports a knowledge of and respect for equity and cultural diversity and which is free from harassment and discrimination. The University has an active Women's mentoring and research program.

Our School has Indigenous professional and academic staff. STHM also hosts a Postdoctoral position and research theme in Indigenous tourism, via the CRC-REP/Ninti One.

Both the Head and Deputy Head of School are senior academic women who have been involved in CAUTHE for well over a decade. We will actively ensure that women are appropriately and equally on panel discussions and as session chairs. The Gold Coast has a longstanding and active 'Women in Tourism' network, and key members from this may also be invited to be involved and engaged in CAUTHE 2015.

The conference and social activities venues and facilities are fully accessible and equipped for wheelchair and impaired sight access.



Conference Venue

Southern Cross University, Beachside campus, Gold Coast

We are bringing CAUTHE 2015 'beachside' at the same time as 'back to campus' at SCU's Gold Coast-Coolangatta campus at the Southern Gold Coast.

Only 400 metres from North Kirra Beach and beside the Gold Coast Airport in Coolangatta, the Gold Coast campus is the Southern Cross University's newest. With views of the Pacific Ocean, international standard facilities, the campus provides a great study environment in a contemporary setting.

The University also operates teaching facilities at nearby SCU Riverside, in Brett Street, Tweed Heads. The Foundation Building A was opened in 2010 and a second 10-story Building B opened in February 2013.

In January 2015 SCU will open its latest building on the Gold Coast Campus. Building C will have a 300 seat auditorium and fully equipped lecture rooms. This new building will be the conference venue. It has a large foyer space for registration, the publishers' exhibition, and food and beverage service. The plenary and concurrent session rooms will be equipped with the latest interactive lecture and workshop web streaming technology.

If this building is not ready for use at the time, venue space for some program elements – the opening ceremony, keynote and plenary session, great debate – will need to be located off campus elsewhere. The majority of the program - panel forums and concurrent sessions - can easily be conducted in SCU Building A.



Conference Location

Southern Gold Coast - Pure Gold

Australia's Southern Gold Coast - a magnificent stretch of Queensland's coastline that is as rich in natural treasures as its people are warm and inviting; with an atmosphere that is as peaceful and relaxing as it is inspiring and empowering.

Stretching from [Currumbin](#) and [Currumbin Valley](#) in the north to [Coolangatta](#) and [Rainbow Bay](#) in the south, the Southern Gold Coast is one of the most vibrant, abundant, unspoiled destinations in the world. Its sub-tropical climate is perfect for outdoor fun all year round, with plenty of sunshine and average daily temperatures of 19-29°C in Summer and 11-21°C in Winter.

Strategically located on the border of Queensland and New South Wales, the entire Southern Gold Coast region is easily accessible. It is only 30 minutes drive to Surfers Paradise, an hour and 10 minutes drive to Brisbane, 40 minutes to Byron Bay and an hour's flight to Sydney.

If you're looking for adventure on the Southern Gold Coast, a raft of fun-filled activities awaits the thrill seeker! Scuba diving, skydiving, surfing, deep sea fishing, whale watching, helicopter and scenic flights are minutes from your doorstep.

If relaxing activities are more your style, there are cycling tracks, bush walks, surf schools, some of the world's prettiest picnic spots and around eight kilometres of white sandy beaches to walk, swim and explore.

Some of the Gold Coast's best-located beachfront [dining](#), bars, and [hotels](#) are found on the Southern Gold Coast. There are eight beachfront surf clubs, six sports clubs, as well as a myriad of al fresco restaurants, cafes and bars.



Transport and Transfers

Gold Coast Coolangatta Airport

Daily direct flights from all major Australian Cities

Direct flights from Singapore

Daily direct flights from Kuala Lumpur, Malaysia

Daily direct flights from Tokyo and Osaka, Japan

Daily direct flights from New Zealand

Carriers Servicing Gold Coast

- Air New Zealand
- Qantas
- Scoot Airlines
- Virgin Australia
- Jetstar Airways
- Air Asia
- Tiger Airways
- Air North



Airport Transfers

Gold Coast Coolangatta Airport's close proximity to the conference venue and accommodation provides visiting delegates with a range of quick, easy and budget-friendly transfer options.



On the ground, the Gold Coast offers a range of transport options at affordable prices. Airport transfers include; private coach, taxi, shuttle bus, limousine, train, car hire or even helicopter.

Buses

The Gold Coast has a comprehensive 24 hour public bus service operated by Translink. Translink operates between Coomera in Queensland to Pottsville in northern New South Wales. The Gold Coast Tourist Bus offers transfers between hotels and the Gold Coast Airport and return transfers to attractions. For more www.surfside.com.au or www.translink.com.au

Trains

Airtrain transports passengers to and from Brisbane International and Domestic Airport to four Gold Coast stations; Helensvale, Nerang, Robina and Varsity Lakes. Airtrain's run every 15 minutes during peak periods. Comprehensive timetables and fare information can be accessed at www.qr.com.au and www.translink.com.au

Gold Coast Rapid Transit

From mid 2014, the Gold Coast's one billion dollar light rail system will commence operation. Stage one runs 13 kilometres, from Gold Coast University Hospital to Broadbeach and is designed to provide delegates with seamless connectivity around the Gold Coast key tourism precincts.



Accommodation

As a cosmopolitan tourism destination Southern Gold Coast offers five-star international hotels to budget-friendly options, a superb cross-selection of accommodation alternatives. In particular, apartment style accommodation is plentiful, perfect for delegates who choose to share with colleagues or bring families with them.

Selected accommodation options:

Australis Kirra Surf Apartments –ocean view apartments

one bedroom \$230;
two bedroom \$270;
three bedroom \$330.

Nirvana by the Sea Apartments - ocean view self-catering apartments

two bedroom Sub Penthouse \$280;
three bedroom Sky Home \$380;
two bedroom hinterland view \$235.

Kirra Beach Apartments -

two bedroom self-catering apartment \$200.

Kirra Palms Apartments

self-catering one bedroom apartment \$180

Wyndham Asia Pacific Kirra Beach

two bedroom ocean view apartment \$270.

Outrigger Twin Towns Coolangatta

deluxe hotel room with breakfast \$170;
double with breakfast \$190;
one bedroom self-catering apartment \$170.

Tweed Ultima Coolangatta

one bedroom apartment \$155;
two bedroom apartment \$170.

Bila Vista Holiday Apartments

one bedroom self-catering apartment \$110.

Kirra Vista

one bedroom self-catering apartment \$130.

Kirra YHA

single room \$38; twin room \$58; double room \$68.

A shuttle bus service for conference morning pick-up and evening and social events return to accommodation will be provided for the accommodation listed above.

Attractions and Activities

Pre & Post tour options

Delegates and accompanying partners will enjoy a pre and post touring program thanks to the Gold Coast's diverse range of unique venues and once-in-a-lifetime experiences. In the appendix is a selection of distinctive Gold Coast experiences that are sure to delight accompanying partners and be remembered by delegates long after the closing address. Programs can easily be devised to fit into a morning or afternoon so partners can reunite with delegates for evening functions.

See appendix for further details



Gold Coast is a tourism destination with a green heart. The Queensland Government is leading the charge to address the causes of climate change with ClimateQ: Toward a Greener Queensland. This long term strategy puts forward a range of investments and policies to combat key environmental challenges and ensure Queensland remains at the forefront of the national climate change response.



Conference Program

The conference will consist of keynote plenary session, panel sessions, concurrent sessions, poster and virtual presentation sessions, and a great debate.

Potential keynote speakers may focus on technological changes (such as social media), environmental change (such as climate change and carbon management) and educational change.

Gold Coast’s growing tourism industries will be invited to come and learn from leaders to contribute to and involve the local community. The conference will be promoted to industry and government representatives and aims to focus on topics that will be of interest/relevance. Additionally, industry/government representatives will be invited to participate in panel discussions.

	Tuesday	Wednesday	Thursday	Friday
morning	Registration PhD and ERC Workshop	Conference opening and Welcome to Country Keynote address Industry panel Concurrent Sessions 1 & 2	Program Directors’ Breakfast Concurrent Sessions 6, 7 & 8 Virtual sessions	Concurrent Sessions 9, 10 & 11 Virtual sessions Special Interest Groups’ meetings
afternoon	CAUTHE AGM CAUTHE Directors’ meeting	Concurrent Sessions 3,4 & 5 Special Interest Groups’ meetings Publishers’ presentations	The Great Debate	Concurrent Sessions 12,13 & 14 Conference close and handover
evening	Welcome Reception and BBQ	Surf Dine Around (from 4 options)	Conference Gala Dinner & Awards at Alleys Restaurant @ Currumbin	

The conference will commence with the Keynote Speaker to set the scope and raise broad issues early on in the conference. The speech will be about mega trends and their implications for tourism and hospitality practice and research.

Panel discussion will follow the Keynote Speaker and expand and reflect on some of the points made, and provide a background to concurrent sessions. The keynote speaker and other industry figures on the panel will cover themes of the conference. The panel will include Government/industry representatives to outline future plans for tourism research. Panels could also reflect on research results on mega trends and implications for future research. The audience will be encouraged to use mobile technologies to communicate questions to the panel throughout the session to encourage audience participation.

Speakers at concurrent sessions could include those academics and industry experts who have published widely and spoken at international conferences on climate change, carbon management and energy consumption in tourism; and technology and social marketing experts to discuss the future of technology and the implications for tourism and hospitality.

Virtual presentation sessions will enable those unable to attend to present by teleconference link or webstream. It is planned that approximately 10 papers will be presented in this way.

The Great Debate will be on Wednesday afternoon. A potential topic related to the conference theme (such as “will a rising tide wash away Gold Coast tourism?) will be debated by affirmative and negative teams. Teams will comprise a home team (Australia) and an away team (International). Team leaders will be facilitated by a leading Professor from the field.

ECR/PhD Workshop

The annual ECR/PhD workshop will be held on Tuesday 3rd February. SCU conference organisers will work with the CAUTHE executive to plan and manage this event under the direction of Dr Pascal Scherrer. STHM will organise the venue, morning and afternoon tea and lunch. It is expected that the cost for the workshop will be \$50 for delegates attending the conference and \$100 for those delegates attending the workshop only. It is expected that approximately 50 people will attend this session, accompanied by approximately 20 academics in the afternoon small group discussion session. The session will end with networking drinks and an informal BBQ with those conference delegates who have arrived early on Tuesday.

CAUTHE Business

Other meetings that will be part of the conference program and will be provided rooms/areas to meet include:

- Head’s of Discipline breakfast meeting
- Meeting of CAUTHE Executive prior to AGM
- CAUTHE AGM
- Meeting of new CAUTHE Executive after AGM

The conference convenor will liaise with the Chair of CAUTHE regarding the scheduling of these meetings.

Special Interest Group Streams

CAUTHE Special Interest Groups (SIGs) will be provided with two opportunities within the conference program. First, SIG coordinators will be provided an opportunity to convene a session in the general program. It is intended that they will coordinate a call for papers from their SIG members and other interested researchers and organise a session for approximately 5-6 papers.

Second, they will be allocated space in the program for general SIG discussions with their members and prospective members.

Sessions will be 2 hours in duration and allow for sharing of research and discussion of collaborative activities (joint publications, research, etc.) from all group members.

Currently CAUTHE supports 4 SIGs, but it is expected that perhaps 6 may be supported by 2015, thus 2 SIG sessions with 3 SIGs in each is planned. CAUTHE members who are involved with more than 1 SIG will be taken into account in the scheduling of the SIG sessions.

Social Events

The conference will include social events to provide maximise networking opportunities. For example:

- Informal BBQ and networking drinks for those delegates and PhD/ECRs that arrive on Tuesday. This will provide the opportunity for first time attendees to meet other delegates and be made welcome.
- A gala dinner and cabaret at the conclusion of the conference
- Designated area and time for networking during the conference
- Designated area for after-hours social engagement

The ballroom and long balcony at Alleys Restaurant will provide the gala dinner location where delegates will enjoy award winning modern Australian cuisine beside the Currumbin River.

There are two choices for the CAUTHE Lizard Lounge for “off campus” social engagement, either the Beach Café and Bar at nearby Kirra Surf, or the Tweed Ultima Cocktail Room in Coolangatta.

CAUTHE Awards

The following CAUTHE awards will be organised and presented at the conference dinner:

- CAUTHE award for best paper
- The Bill Faulkner award for best PhD paper
- CAUTHE Fellows award for Outstanding Contribution to Tourism and Hospitality Education and/or Research
- CAUTHE travel bursary award winners (PhD and ECR)

The conference organisers will investigate best paper prizes for specific stream sessions. This will both recognise the achievements of delegates, and integrate sponsors into the conference through the provision of awards such as in-kind prizes of books etc.

Conference Papers

A call for papers (both refereed and working) will be posted on the CAUTHE website, the conference website and key e-mail lists (such as Trinet). Papers will be published on a USB drive and made available to delegates on arrival at the conference. The proceedings will have an ISBN number.

Authors will assign copyright to CAUTHE through supplied consent forms. Papers may be full refereed papers (which will be subject to double blind refereeing) or extended abstracts of works in progress. Either category of paper can be nominated for a poster presentation session.

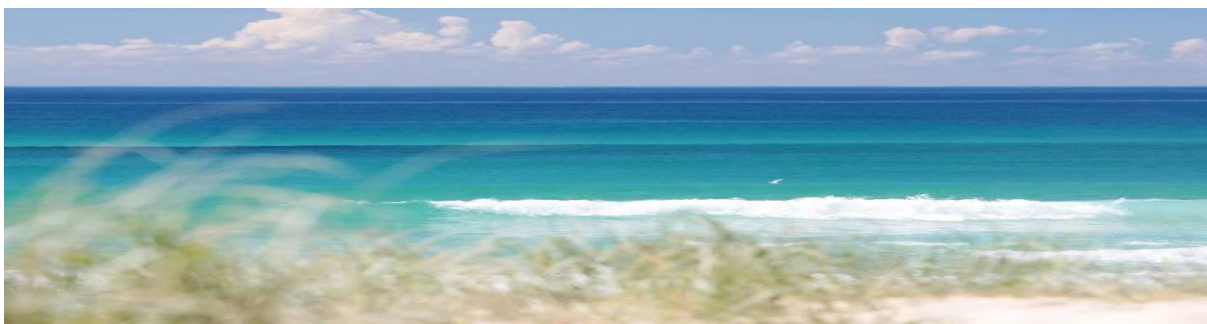
The process of issuing a call for papers, abstract management, reviewer scoring, and session scheduling will be automated and organized. To facilitate the process of reviewing papers a multi-tiered program will assist the call for papers. Multiple review tiers can be established as well as blind review processes.

Virtual Attendance

There may be those who are interested in the conference but unable to attend due to budget, distance, or schedule. It is intended to create virtual attendance to increase the audience and allow remote attendees to share in the experience by participating online.

A comprehensive virtual event platform will allow on-line attendees to network and interact with other participants and attend presentations and seminars from anywhere. The virtual attendance can also include optional streaming video capabilities for keynotes and other important presentations, as well as live interaction via chat windows.

Virtual capabilities will allow participants to connect during the meeting and stay connected post-event by providing access to groups, discussions, on demand videos of sessions and keynote speakers for those who missed out or want to continue the conversation with a digital library for presentations and other downloadable information



Building Attendee Engagement

Engagement is the element that relates back to the quality of the attendee's experience, whereby a high level of engagement translates into overall greater value for all event stakeholders. Accordingly, an Event Management Platform will be used that enables -

- a personalized registration experience, consistent with the image of the event and expectations of all attendees.
- a customized event website to reflect the uniqueness of the event.
- a mobile component to quickly and easily mobilize the event .
- an email marketing component with a consistently-branded look and feel for all email communications.
- a virtual event experience that is once again consistent with the event.

The Event management platform will enable:

- Increased attendance driven by streamlined registration tools and processes
- A deeper level of attendee engagement and participation
- Personalized event experiences for attendees
- A mobile-ready event experience
- Consistent branding across all touch points
- Clearly defined and reported measures of success

The technology creates capabilities to not only increase attendance at events but also allow for earlier registration and deeper engagement with attendees and other event stakeholders at every stage. For example, segmented, targeted mailing lists for complete campaign management and customized email templates can be used to personalize communication with prospects and attendees

Functionality under the marketing and communications umbrella can include comprehensive email campaign capabilities, online survey tools, and personalized document generation for confirmations, itineraries, invoicing, and other communications throughout the lifecycle of an event.

It should also include links and integration with relevant social networking sites to ensure efficient "word of mouth" promotion of every event.

Evaluation

An evaluation technology platform will be used to quantify the value of the event and the components of the program. It will enable examination of attendee profile information and participant comments through comprehensive meeting metrics and in-depth data analysis. Online survey tools will gather critical feedback to improve future events.

Environmental Impacts

The School of Tourism and Hospitality Management is committed to making the conference as carbon neutral as possible and will communicate this to delegates, suppliers and social activities venues. This will be achieved by a policy that:

Encourages all suppliers to submit proposals and quotes electronically.

Selects suppliers that use a minimum of packaging and provide reusable tablecloths, crockery and cutlery.

Selects venues that have policies in place to reduce carbon footprint by using local rather than imported food and beverage supplies, and employs recycling to reduce waste.

The conference will -

- Offer electronic registration and market electronically via website and email.
- Use recycled paper (post-consumer waste) and print on both sides using vegetable inks.
- Offer all relevant information, presentations, papers and web-links via electronic media.
- Maximise new media and electronic technology to reduce paper use.
- Use recyclable name badges.
- Recommend hotels within walking distance of the venue and with proactive waste, water and energy management practices.



Finance and Administration

The School of Tourism and Hospitality will be responsible for the organising, financing and marketing of the conference, which has full support of Southern Cross University. The school guarantees that the organising committee has delegated funds to ensure the conference proceeds. The School will establish a conference account linked directly to the Conference website into which all payments can be made using SCU direct debit bank details.

Income

The major income sources include registration, exhibition and sponsorship.

Registration and Attendance Fees

	CAUTHE member	Non- member
Early Bird rates	840	940
Early Bird Student rate	440	490
Full Standard	940	1040
Full standard student rates	545	590
One day rates		
Early bird	320	340
Standard	340	360
PhD ECR Attendance		
workshop only	100	100
Workshop and Conference	50	50
Social events only	70	100

Anticipated attendance

	CAUTHE member	Non- member
Early Bird	75	20
Early Bird Student	20	5
Full Standard	20	10
Full standard student	5	5
One day Early bird	5	15
One day Standard	5	15
PhD ECR Attendance		
workshop only		5
Workshop and Conference		60
Conference Gala dinner only		10

Sponsorship

The School of Tourism and Hospitality Management will seek sponsorship from a number of organisations including:

- Government agencies (Tourism Research Australia, RET, Tourism Australia, Tourism Queensland, Brisbane Marketing)
- Industry associations (ATEC, TTF, QTIC etc)
- Educational organisations (THE-ICE, Queensland universities such as Griffith University, James Cook University, Bond University and Southern Cross University)
- Existing partnerships, educational collaborations and other MOUs held by STHM and Southern Cross University, e.g. Queensland College of Wine Tourism, Le Cordon Bleu, CRC-REP/Ninti One.

Sponsorship packages will be developed similar to previous CAUTHE conferences. They will range from platinum, gold, silver and bronze sponsors. We will also seek opportunities for sponsors to provide in-kind support through gifts for keynote speakers; cost of refreshment breaks, lunches and dinner; conference materials (such as satchels, souvenirs, pens and pads).

A conference subcommittee will seek sponsorship opportunities and industry engagement. Based on past conference experiences, we estimate approximately \$8,000 value cash and in kind sponsorship will be generated from the sources outlined above.

Gold Coast Business Events (GCBE) will partner with Southern Cross University to produce a range of co-operative marketing strategies to drive attendance. The following in-kind support up to the value of AUD\$3,000.00 will be provided:

- public relations support to highlight the importance of the conference to Australian media;
- destination collateral for delegates to highlight things to see and do at the Gold Coast;
- promotional support to encourage high delegate attendance at the symposium including destination postcards, videos and imagery.

Qantas will provide one (1) complimentary domestic airfare for every 50 seats sold to assist with keynote speaker travel. Estimated value AUD\$500.00 per airfare.

Exhibition

Publishers (such as Channel View Publications, Elsevier, Emerald, John Wiley and Sons, Taylor and Francis, Goodfellow Publishers, and specific journals related to our conference theme) will be invited to display their publications and services in manned booths or display tables in the foyer of the conference floor. The publishers will also have the opportunity to present at an allocated session on day 2. Display areas for other organisations, such as THE-ICE, TRA etc. will also be provided.

This activity is estimated to earn \$12,250.

Expenditure

The expenditure excludes the conference venue costs and the cost of a PCO. These costs are contributed by SCU.

The budget is dependent on completion of SCU Building C. If this building is not ready for use at the time, some venue space for program elements – plenary session, great debate – will need to be sourced elsewhere. This will incur additional expenses in venue and equipment hire and transport of between \$8,000 and \$12,000.

The expenditure includes a contingency of 5% of total costs to allow for price increases.

All costs have been kept as reasonable as possible to ensure maximum number of academics, students and industry can attend.

All expenditure and income is based on 200 person attendance.

If required CAUTHE membership fees will be collected as part of the registration process and passed back to CAUTHE at the completion of the conference.

A payment of \$25 per non-member full attendance delegate will be provided to CAUTHE as a name levy.

Budget

Income	169,375
All Conference Registrations	141,725
PhD/ECR Workshop	3,400
Partner/spouses social events ticket	1,000
Sponsorship (cash & in kind)	11,000
Exhibition (5 publishers x 2,450 per)	12,250
Expenses (approximate)	120,550
CAUTHE Name Levy @ \$25 x 130 registrants	3,250
Conference Dinner: 250 pax incl vip & sponsors	21,000
Welcome Reception and BBQ	8,000
Entertainment	4,500
Conference catering	32,400
Transport	3,500
Speakers' cost reimbursements, speakers' gifts	8,050
Name badges, Delegates satchels	850
Admin costs –committee, paper admin expenses	1,200
Sponsorship & Exhibition Prospectus	1,000
Promotional materials	2,000
Public Relations and promotion	1,500
Destination collateral & information booth	1,500
Web site & registration	3,200
Programme & book of abstracts (USB only)	400
IT support, video streaming and recording	21,200
Dissemination of papers	1,250
Contingency	5,750

Promotion and Website

A website dedicated to the 2015 conference will be developed and linked to the main CAUTHE home page. The website will provide links to the paper management system and registration. It is suggested the domain name could be www.scu.edu.au/cauthe2015. SCU's IT can also set up a special SCU email address, linked to all committee members, so that all enquiries go to cauthe2015@scu.edu.au.

The marketing targets are:

- Academics from all universities in Australia where tourism and hospitality are featured in education and/or research
- Academics from international universities (particularly New Zealand, Asian Countries, Europe and the Americas)
- Postgraduate students researching and studying tourism and hospitality
- Industry and government representatives from Australia. A dedicated industry day will be promoted to industry and government, and it is expected that some industry and government representation

To target academics and students the CAUTHE member and past conference attendance database will be used in conjunction with emails to key e-mail lists and Chapter university members. The CAUTHE ECR/PhD conference travel bursaries will also be promoted to encourage attendance from students and ECRs. Further, emails to kindred associations (such as ANZALS, SMAANZ) encouraging participation and highlighting member discounts, where appropriate, will also be undertaken.

Marketing will commence at the closing ceremony of the 2014 conference in Brisbane, and promotional flyers will also be inserted into delegate satchels. Promotion will primarily be via the CAUTHE website, conference website, CAUTHE email list and other emails lists. SCU and STHM's internal marketing resources will assist to produce additional promotional material.

Gold Coast Business Events will be a key partner in marketing the conference providing

- Gold Coast promotional resources
- Customised touring and partner programs
- Customised designed pieces of marketing collateral
- Template suite to promote the conference to potential delegates
- Media Support

Tourism Trade Media coverage will also be leveraged through identifying interesting story angles in advance based on speakers and particular topical papers. It is expected that presentations related to current issues in tourism will be of interest to media outlets. SCU and STHM's internal media and marketing resources will assist to produce media releases and associated interviews.

Key researchers and industry can be identified in advance to provide comment for press releases in the lead up to and during the conference. We would expect at least one story a day in local and national media outlets.

Registration and Attendee Management

Registration and attendee management systems will ensure collection of all attendee details through efficient, timely online registrations, while personalizing the registration experience for each attendee, based on their choices or attendee types. An example of this personalization is a system that automatically pre-populates event registration based on an individual's previous registration data.

This can speed up the process, eliminate roadblocks, and also helps an attendee feel valued and remembered. The registration system has a comprehensive e-commerce system including features such as date-based pricing, and the latest PCI Level 1 security standards to ensure registration payments are easy, fast, and secure. It supports conditional logic so that each attendee type experiences a personalized registration process that makes it easy and intuitive for attendees to register conveniently online, with user-specific login and rules for a tailored registration.

Able to generate registration confirmations, changes, cancellations, pre-event announcements, and other email communications, and automate email communications to both individuals and groups. Highly secure payment processing will provide secure online forms, making payment simple for attendees.

Reporting – In Real Time customized reports during the event to track such things as attendance levels. with standard reports and the ability to customize and filter fields to narrow report results. Collect and Manage Funds with a date-based fees for participants of all types, collect payments online through a secure and user-friendly payment page, and apply discounts and additional fees and charge registration fees which can include automatic rollover from early bird to late registration. Comprehensive Data Capture and Integration to gather personalized participant information, track important event data, and integrate with membership and registration databases.

Onsite technology will provide a mobile solution to deliver personalized event information using mobile and social tools to drive participation and social interactions, and allow attendees access to event details and content via their mobile devices and deepen attendee engagement by delivering customized event information directly to an attendee's web-enabled mobile device, such as an iPad, iPhone, Blackberry, or Android. This includes-

- Interactive content that enables attendees to provide instant feedback
- Customized data served up based on an attendee's choices during registration or the event
- Important event information and updates
- Social media feeds
- Banner space for sponsorship opportunities

Integrated reports with data management tools will allow the conference organisers to instantly check registration statuses, securely send pertinent information to venues, print badges, and check in registrants on-site or before the event. The organisers will have instant access to conference information on mobile devices to access and change attendee information and registration, update schedules and agendas, manage announcements, and interact in real-time with the attendees using a mobile device.

Gold Coast Business Events will provide 'During the Conference Support' of visitor information, onsite tour booking, and an information desk.

Timeline: Steps and Milestones

August 2013	Conference bid presented.
September 2013	Committees start work; develop initial working budget, secure quotes from suppliers and venues.
October 2013.	Develop theming, logo and marketing resources; book conference venue and room blocks; book social activities venues.
November 2013	Develop sponsorship packages and commence communication with potential sponsors. Develop exhibitors' packages and commence communication with potential exhibitors.
December 2013	Refine marketing and operational planning; determine entertainment; develop web-based and printed marketing materials; Finalise draft program.
January 2014.	Finalise flyers for distribution at CAUTHE 2014 conference.
February 2014	Formally launch CAUTHE 2015 conference and make website live
March 2014	Commence CAUTHE 2015 communication campaign; communicate paper deadlines; confirm keynote speakers. Invite VIPs
July 2014	Finalise sponsorship; confirm trade exhibitors, report progress at CAUTHE mid-year meeting. CAUTHE travel bursaries applications open.
August 2014	First call for papers, open early bird registrations
September 2014.	Final call for papers; Finalisation of referee list; promotion of ECR/PhD workshop; CAUTHE travel bursaries applications close. Confirm speakers and VIPs.
October 2014.	Final acceptance of refereed papers.
November 2014.	Final acceptance of working papers.
December 2014	Recheck all suppliers and venues; develop template for proceedings; close submissions of final papers; finalise conference program ; recruit and train student volunteers.
January 2015	Finalise conference proceedings; confirm trade exhibitors' display needs; source thank you gifts for speakers.
February 2015.	Conference delivery; handover; final payments.
March 2015	Thank you letters to speakers, VIPs; finalise conference report.
July 2015	Conference report to CAUTHE AGM.

Contacts

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