



REQUEST FOR TENDER HOSTING OF THE AUSTRALIAN SOCIETY OF TRAVEL WRITERS CONVENTION

About the Australian Society of Travel Writers

Comprising more than 300 members, the Australian Society of Travel Writers (ASTW) has been the peak body on travel writing for more than 30 years. Our members include writers, photographers, editors, journalists, radio and television presenters, filmmakers and public relations representatives who are professionally engaged to produce articles, reviews, photos and stories on national and international travel destinations and experiences.

Working for or supplying information to magazines, newspapers, travel books, guides, websites, radio and television programs, blogs and iPhone and iPad applications, our members are highly sought after and can provide unprecedented media coverage to up and coming or well-known travel destinations.

The ASTW Convention

Each year, the ASTW holds an ASTW Convention weekend. Commencing with a full-day committee meeting (held on a Friday and attended by around 10 committee members), the ASTW Convention weekend includes a Friday Night Welcome Cocktail Party (Cocktail Party), the AGM (half-day meeting), Professional Development Seminars (half-day) and the Travel Journalism Awards for Excellence (Awards Dinner), for up to 200 ASTW members and sponsors.

The ASTW Convention can be hosted anywhere in the world and must be held between late August and October. The ASTW Convention weekend attracts up to 200 attendees. Generally approximately 60% of the membership attends the ASTW Convention. Attendees will come from both a writing and PR background and will represent some of the country's top journalism and PR media outlets.

In addition to Australian locations, previous off-shore destinations for the ASTW Convention have included Vietnam, South Korea, Beijing, Shanghai, Thailand, New Zealand, Kuala Lumpur and New Caledonia. As a result of their support and involvement, ASTW Convention hosts have received significant media exposure in leading Australian and international magazines, newspapers, radio stations and television programs. This exposure has driven greater knowledge, cache and increased tourism for these destinations.

The most prominent and well-published sponsor of the ASTW's annual calendar is the ASTW Convention host. The ASTW will work with the host to determine the best ways to maximise involvement and resultant exposure. Outlined below are just some of the benefits associated with hosting the ASTW Convention.

Media Exposure

Following previous ASTW Conventions, more than 50 documented stories have been published in leading Australian and international magazines and newspapers about the destination, but this is dependent on the range of families and activities offered by the host destination which create newsworthy opportunities and experiences. There were also many more undocumented publications, broadcasts and articles published 'on air', both in Australia and across the globe.

The publication and media exposure received has been reported to increase tourism to local areas and a boost to the host's presence as a holiday destination of choice.

Branding & Exposure

Leading up to and following the ASTW Convention, the successful tenderer will benefit from inclusion in many of the ASTW's official communications. As the ASTW Convention's top sponsor, the host will receive the following branding and exposure rights:

- Logo or company name in all official ASTW Convention communications and marketing material
- Up to 200 words published in the official ASTW Convention brochure (more if families are provided)
- Up to 200 words published in the ASTW Newsletter to all ASTW members before and after ASTW Convention
- Logo with hyperlink included on the ASTW website for the entire membership year
- Complimentary tickets for four persons to attend the Awards Dinner & Cocktail Party
- Prime placement of two banners or signs at the ASTW Convention registration areas
- Video/presentation of five minutes duration at the Awards Dinner
- Logo featured during the Awards Dinner and reinforcement of key sponsorship by the ASTW president and MC

Selection Criteria

When preparing your tender, please address the Essential and Desirable Selection Criteria outlined below. The successful tenderer will be determined based upon the best responses provided. Good responses will include specific examples and a clear outline of what you will offer the ASTW.

Responses should clearly outline tourism products/offers that will be of interest to our membership, the total costs expected to be paid by the ASTW and by the tenderer (including and excluding GST) and the level of support to be provided in the months leading up to the ASTW Convention and the ASTW Convention weekend itself.

Essential Selection Criteria

- Demonstrated capacity to offer a tourism destination that is of interest to the public in Australia and the world.
- Facilities to provide a suitable venue for the four components of the AGM weekend (committee meeting room, Cocktail Party, AGM meeting room and Awards Dinner function space).
- Willingness and a commitment to subsidise the cost of attending the AGM weekend.

Desirable Selection Criteria

- The provision of pre and/or post ASTW Convention families.
- The provision of event support both prior to and during the ASTW Convention.

Any queries relating to this tender should be submitted in confidence via email to the ASTW Secretariat in PDF format.

secretariat@astw.org.au