

# Application Guidelines 2019

## \$10,000 Telethon Kids Institute Aspire Conference Award



Perth Convention Bureau (PCB) is responsible for marketing Western Australia both nationally and internationally as a destination for conferences.

Conferences hosted in Western Australia build the profile of the conference convener, the national organisation, disseminate knowledge locally, as well as attract investment and tourism.

The Aspire Program is a highly successful initiative of PCB which has been operating since 1999. In the 20 years since the program was established, it has generated conferences worth more than \$115 million to the Western Australian economy.

The Telethon Kids Institute Aspire Conference Award is awarded annually to a Telethon Kids Institute staff member to assist in their professional development by funding attendance at a national or international conference in their chosen field of endeavour. The funding covers travel, accommodation and registration expenses to the maximum value of the Award.

To be eligible to win the Telethon Kids Institute Aspire Conference Award, simply research an international conference that has the potential to be staged in Western Australia, and present a brief case as to why the conference could be held in Western Australia. Please see information flyer for full application requirements.

### **Application Deadline**

Friday 3 May 2019

### **Contact at Telethon Kids Institute**

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### **Contacts at Perth Convention Bureau**

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# Application Questions

**1. Tell us about yourself, your education, your role within Telethon Kids Institute and length of time in that position (maximum 200 words).**

- Number of years in your field/profession and where you gained your experience.
- Professional associations you are a member of, or would like to join.
- Any potential conflicts of interest.

**2. Tell us about your organisation, your current role and any achievement highlights (maximum 250 words). Please include:**

- Information about any current committees you serve on.
- Information about the national professional association that is affiliated with the international organisation responsible for running the conference you would like to attend.

**3. Tell us about Australian leaders in your field of expertise or preferably, Western Australian leaders in the field (maximum 250 words).**

Why? Statistics demonstrate that developing a strong base of experts in a particular field within a destination is the critical success factor for attracting conferences and meetings.

**4. Detail how you would use the \$10,000 funding if awarded and highlight how you and your organisation would benefit. Identify a potential conference to be held in Western Australia (maximum 500 words).**

The funding is to be used to attend an international conference for your professional development and to explore the possibilities of bidding for the conference to be held in Western Australia in the future.

**5. Interview.**

Shortlisted applicants will be required to discuss their application with the judging panel in a 20 minute interview. The interviews are proposed to be held in May 2019. There will be a representative from Telethon Kids Institute and from the Perth Convention Bureau on the interview panel.

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PROGRAM

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**KIDS**  
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**ASPIRE**  
PROGRAM

PERTH  
CONVENTION  
BUREAU

# Frequently Asked Questions

Please read the following which may answer some questions you may have in regard to the application process and your eligibility for the Aspire Program.

## **When is the application deadline?**

Friday 3 May 2019.

## **When is the winner announced?**

The winner will be announced in June 2019.

## **Do you need the application in hard copy or can I email it through?**

Please send an electronic copy to [awards@telethonkids.org.au](mailto:awards@telethonkids.org.au).

## **Do I need to bid for this conference to be held in Western Australia?**

No. It would be helpful to nominate the organisation and/or individuals locally who PCB may work with in any future bid to host that conference in Western Australia. Applications received for the Aspire Program help PCB identify specific areas of expertise in Australia.

## **Do I need to spend the scholarship funds this year?**

The scholarship funds can be utilised immediately after being awarded and up to three years following.

## **My organisation would like to bid for this conference to come to Western Australia. What support is available to assist our bid?**

PCB provides extensive financial and administrative support to organisations bidding to host a national or international conference in Western Australia.

For further information please visit the PCB website [www.pcb.com.au/aspire](http://www.pcb.com.au/aspire)

