

# Application Guidelines 2019

## \$10,000 City of Perth Aspire Convention Scholarship

PERTH CONVENTION BUREAU  
**ASPIRE**  
PROGRAM



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 PCB initiative 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 City of Perth Aspire Convention Scholarship is awarded annually to an individual representing a not-for-profit association to assist in their professional development by funding attendance at an international conference in their chosen field of endeavour. The funding covers travel, accommodation and registration expenses to the maximum value of \$10,000.

To be eligible to win the City of Perth Aspire Convention Scholarship, 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 29 March 2019

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

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# Application Questions

**1. Tell us about yourself, your education, your current employment and associations you belong to (maximum 200 words).**

- Number of years in your chosen profession.
- Professional associations you are a member of or would like to join.
- Identify any potential conflicts of interest.

**2. Tell us about your national/international organisation or association, your current role and length of time within the organisation or association and any achievement highlights (maximum 250 words).**

- Provide information on the professional association at a national level that is affiliated to the international organisation responsible for running the conference you plan to attend. If you are not currently a member of this national association, then you should research it via the web and/or your networks.
- Are you on any committees and are you an active member?

**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.**

Short-listed 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 April/May 2019.

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# 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 29 March 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 [aspire@pcb.com.au](mailto:aspire@pcb.com.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).

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