

## Conference and Events Protocol - Roles, Responsibilities and Considerations

01 August 2012

### Purpose of this Document

This document has been developed to assist ACAA Management Committee and State and Territory Sub Committees with identifying key considerations in planning, managing and executing Conferences and other major events at both a national and state level. It assists with clarifying roles and responsibilities to ensure that ACAA events are co-ordinated successfully and presented professionally to the members and the broader industry.

### Who are we?

ACAA Australia is a national membership-based professional association for people working to achieve accessibility of the built environment for people with a disability. It is the peak national body for access consultancy in Australia and a major partner in advancing equity of built environmental accessibility for people with a disability.

### The Objects of ACAA are:

To serve as the national professional association for access consultants, and in this role to:

1.0 - Establish and maintain a national system for accreditation of members.

- To assist in developing national competency standards for accreditation of members.
- Advise on the development of educational courses suitable for accreditation of members.
- Promote the use of ACAA accredited access consultants.

- Contribute to the continuing professional development of members.
- Develop other membership services that will facilitate informed skilled and responsible access practice by members.

2.0 - To serve as a national professional association on access to the built environment for people with a disability, and in the role to foster, influence and contribute to:

- Government, industry, and community policies, codes, regulations, and practices in relation to developing and maintaining appropriate standards for access to the built environment.
- Education and training of built environment designers and related practitioners.
- Education and training of practitioners in accessible built environments.
- Informed, skilled, and responsible practice of access consultancy.
- Research on access to the built environment and practice.
- Knowledge within government, industry and the community of access and disability.

3.0 - To take such other actions as will further realise the mission of the Association.

### Organisational and Management Status

The ACAA Management Committee is responsible for all activities of ACAA including the activities of its State and Territory Network Subcommittees. Any action undertaken by the State / Territory Network Subcommittee is done so in the name of and on behalf of ACAA Management Committee.

## National Conference

The delivery of a National Conference biannually (or as decided by the ACAA Committee of Management and membership) is a key event in the ACAA calendar. The key objectives of a National Conference are:

- To showcase and present best practise and leadership and facilitate knowledge sharing amongst practitioners in the access industry
- To provide professional development opportunities for ACAA members
- To provide a national platform to assist in raising broader awareness of accessibility and the access industry, ACAA and its members
- To stimulate new thinking, approaches and innovation in relation to improving access to the built environment
- To promote accredited training and education and continuing professional development
- To promote networking amongst ACAA State and Territory Sub committees, ACAA members and the access profession
- To build the profile and reputation of ACAA amongst other associated industry bodies. e.g. Australian Institute of Building Certifiers, Australian Institute of Architects, Australian Building Codes Board etc.

## Planning and Management of the National Conference

The delivery of the national conference is a partnership between the national ACAA Management Committee and the relevant State or Territory Network i.e. the Host State Network (HSN.) Essentially the ACAA Management Committee (AMC) is the

custodian of the conference and sets the strategic direction, intent and content as well as overseeing the key management and implementation decisions, including financial management.

The HSN will work with AMC to co-ordinate the national conference in their city and act as an important conduit and contact point for local assistance and support on arrange of conference elements. The roles and specific elements are explained further below. A number of AMC tasks may be delegated to a joint committee of the AMC and the HSN, as required, for the effective delivery of the conference, with key decisions sent to the AMC for confirmation prior to implementation.

## ACAA Management Committee Role in National Conference

Key Roles - leadership, management, direction, content, accountability, marketing, delivering, reviewing:

- Advertise or seek interested state/territory networks to host
- Select host state/network
- Identify time of year that conference will be conducted
- Develop broad theme, streams, content and identify potential speakers
- Work with HSN on venues, local content, speakers and social programming
- Set budget and broad timelines
- Develop sponsorship and exhibitor proposals
- Source keynote and other relevant speakers
- Prepare and manage 'call for papers' process
- Market the conference nationally both on and offline

- Distribute conference program and information via ACAA website
- Manage delegate registrations and enquiries including speakers and guests
- Manage all income and expenditure related
- Negotiate and finalise all contracts for services and support to conference
- Prepare and collate evaluations
- Respond to any requests of the HSN by working in a collaborative and timely manner
- Identify potential funding sources and prepare and submit funding proposals.

### **Host State Network**

Key roles - advise, assist, co-ordinate, support, program, connect, inform, develop and provide:

- Nominate a key person responsible for host city reporting and accountability and liaise with ACM on regular basis in conference planning
- Source, assess and suggest appropriate venues to conduct conference
- Source and suggest appropriate accommodation options
- Provide suggestions on possible educational/training site visits
- Develop options for a proposed social program for delegates and accompanying persons
- Provide local list of potential sponsors that may partner with the conference
- Provide a list of local agencies, professionals and government contacts to for to target for program promotion
- Identify appropriate local special guests and or government officials to attend conference in official capacity and proceedings

- Identify local suppliers that may be able to assist with conference delivery – For example, printing, sound, entrainment, audio visual supply, catering, exhibition hire
- Distribute local media releases regarding the conference
- Have input into the content of the conference by providing options for speakers and topics
- Provide a designated contact and a minimum of 4 other supporting committee members who are available to undertake tasks during conference
- Provide feedback and evaluation to ACM post conference

### **The Benefits of Hosting National ACAA Conference**

- Have input into the agenda of the National Conference
- Highlight, profile and potentially address local access issues and good practice
- Assist with raising the profile of your State /Territory based network
- Community financial/tourism benefit of a 3 - day conference with approximately 150 delegates from around Australia
- Opportunity to grow local membership and raise profile of state network
- Opportunity to access significant CPD close to home.

## Draft Timelines and Key Processes

The following provides an indication of some of the key elements of the conference planning to assist with timing and scheduling of tasks. A detailed action plan will be developed by ACM in conjunction with HSN which details specific tasks, timelines and who is responsible.

Key Tasks	Lead time	Lead time
	Biannual	Annual
ACAA invite interest from state-based networks to host conference	24 months	12 months
ACAA selects host	21 months	9 months
Major planning Meeting 1 between ACM and HSN	21 months	9 months
Date and venue confirmed	20 months	8 months
Broad theme and name confirmed	20 months	8 months
<b>Marketing campaign 1</b> – date, theme and venue	12 months	6 months
Source keynotes and finalise format	12 months	6 months
Expressions of Interest for session speakers distributed	11 months	5 months
Source sponsors and exhibitors	11 months	5 months
Social program and activities finalised	8 months	3 months
<b>Marketing Campaign 2</b> - Program finalised and registration brochure distributed	8 months	3 months
<b>Marketing Campaign 3</b> – Final distribution of program	6 weeks	6 weeks
All abstracts and content finalised Conference booklet finalised	4 weeks	4 weeks
All registrations, catering, accommodation and social program participation confirmed	2 weeks	2 weeks

### **National CPD Events**

From time to time the ACAA committee of management may choose to host CPD or other events for members. Arrangements for these events will be agreed to by the Committee of management and an implementation plan will be developed relating to the specific event. This may include events such as CPD workshops at the annual general meeting.

These events may be arranged in consultation and agreement with State based

ACAA networks. (See below)

### **State Based Events**

State based events and training developed and conducted by State networks will be supported by ACAA management through the following;

- Promotion of events on ACAA website and email communications
- Assistance with sourcing potential speakers
- Advice on supporting material
- Determine allocation of CPD points
- Use of ACAA logo

### **Responsibilities of State Networks for Local Events**

- Provide outline of event proposal including how it will be promoted
- Seek ACAA advice on allocation of CPD points
- Ensure ACAA logo is utilised correctly
- Submit draft flyer, key marketing material and evaluation process for approval to ACAA prior to publication and or distribution
- Promote event through local networks
- Manage bookings and attendees
- Manage finances
- Conduct evaluation
- Report back to ACAA on key outcomes.

Any further points of clarification should be directed to the Office Administrator [office@access.asn.au](mailto:office@access.asn.au), or Secretary of ACAA at [secretary@access.asn.au](mailto:secretary@access.asn.au)

Branding updated only with the last sentence amended.