

Expression of Interest

Melbourne, Australia

10th IFIP World Conference on Computers in Education 2013



Expression of Interest - Melbourne, Australia

The Australian Bid Team are happy to partner with the Melbourne Convention and Visitors Bureau (MCVB) on this Expression of Interest in hosting the 10th IFIP World Conference on Computers in Education (WCCE) in 2013.

THE PRELIMINARY AUSTRALIAN BID TEAM

Arthur Tatnall

Editor in Chief, Journal of Education and Information Technologies and Victoria University

Nick Reynolds

President, ICT Education Victoria and University of Melbourne

Tony Brandenburg

President, Australia Council for Computers in Education and Victorian Institute of Teaching

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Melbourne Convention and Exhibition Centre (MCEC)

Should Melbourne be successful in securing the 10th IFIP World Conference on Computers in Education (WCCE) in 2013, we would propose the use of The Melbourne Convention and Exhibition Centre (MCEC).

MCEC is the centrepiece of a new world class \$1.4 billion Conference and Events precinct, which includes a new Convention Centre as an extension to the current award winning Exhibition Centre, hotels, restaurants, retail and residential establishments.

The MCEC is located in central Melbourne, on the banks of the Yarra River in the developing South Wharf area, a vibrant river-side precinct, easily accessed by public transport and within walking/short distance to accommodation and restaurants. The MCEC's central Melbourne location means bustling business and shopping districts are just a short stroll for Delegates with attractions like the Victorian Arts Centre, Melbourne Aquarium and the Crown Entertainment Complex on its doorstep.

The Melbourne Convention Centre sets a new world benchmark for events through its advanced applications in presentation technology and its World's First '6 Star, Green Star' Environmental Rating. Combined with its innovative design and new operational features, organisations and guests will be assured of a high level of event delivery, in a comfortable and exciting environment. It is one of the 'greenest' Convention Centres in the world, providing your organisation with the opportunity to lower the impact of your event on the environment.

The centrepiece of the new Convention Centre is a 5,000 seat Plenary Hall that can be sub-divided into acoustically separate theatres for up to 1,500 or 2,500 delegates to accommodate a range of modes including tiered, flat floor, classroom or arena. Each theatre can also be subdivided to tailor-make space for more intimate settings or smaller meetings.

In summary, the MCEC offers:

- 32 meeting rooms of various sizes offering a range of in-built audio-visual and technical facilities
- A Grand Ballroom
- An Entry Level Foyer with an 18 metre high glass wall façade fronting the Yarra River
- Full integration with the existing Exhibition Centre which provides 30,000 sqm of pillarless Exhibition Space and more than 20 associated Meeting Rooms
- Four entry points to the Foyer including an enclosed link from the Exhibition Centre.



Melbourne Convention and Exhibition Centre

The MCEC is part of a new development in the heart of Melbourne at South Wharf and includes:

- A five-star 396 room Hilton Hotel
- A Maritime Precinct
- A Riverfront Retail Promenade, including cafés, restaurants and tourism retail
- A bridge across the Yarra River linking two significant sectors of Melbourne - the new South Wharf Precinct to the Docklands Area
- Further information on the MCEC is available at: www.mcec.com.au.

INTEGRATION AND ACCESS - MCEC



PLENARY HALL - MCEC



Melbourne Convention and Exhibition Centre

GRAND BALLROOM - MCEC



ENTRY LEVEL FOYER - MCEC



Accommodation

Whether it's five star luxury with all the trimmings, boutique designer enclaves, a self-catering apartment or a great value cosy room in the heart of the city, Melbourne can meet your Delegate's needs. Most of Melbourne's hotels are within walking distance from the Melbourne Convention and Exhibition Centre.

FAST FACTS - MELBOURNE HOTELS

- Total number of hotel rooms in the CBD - 9,200 and in the City of Melbourne - 15,100 (ABS, March 2009)
- It is forecasted that 25,500 hotel rooms will be available in the Melbourne Tourist Region by the end of 2010 (ABS, March 2009)
- Almost 70% of hotel rooms in Melbourne offer views of the city, river or bay area
- More than three quarters of hotel properties provide wireless internet in public areas
- Over 90% of hotels have on-site restaurants with most catering for various dietary requirements including Asian, Kosher and Halal
- More than 5,400 hotel rooms are located within a 5 minute trip of the Convention Centre and more than 2,000 are within walking distance
- 80% of Melbourne hotels have access for people with disabilities
- 85% of hotel properties in Melbourne provide in-house conferencing facilities
- 70% of Melbourne hotels have a business centre
- Melbourne has an abundance of hostel accommodation for travellers on a budget. The CBD has the biggest concentration of these budget priced rooms, with over 3,100 beds
- Melbourne has approximately 3,450 serviced apartments within a 30 minute walk from the Melbourne Convention and Exhibition Centre
- Potential Head Quarter Hotels - Hilton Melbourne South Wharf, Crown Towers, Crown Promenade, Crown Metropol, Crowne Plaza, The Langham Melbourne.

Air Access/Local Ground Transportation

AIR ACCESS

- 17kms/20 minute drive from the Domestic and International Airport to the City Centre via direct expressway
- One traffic light between the Airport and the City Centre
- Approximate taxi fare from the International Airport to the City Centre is \$45
- Fare to take the Skybus from the International Airport to the City Centre is \$16 one-way, 24 hour service, carbon neutral service
- Over 30 international and domestic airlines operate at Melbourne Airport
- There are more than 450 international flights to and from Melbourne each week
- There is an average of 400 flights each day from Melbourne to key Australian cities and regional centres (Melbourne has the best domestic route network)
- Easy transfers - single international and domestic terminal precinct, curfew free
- Low cost carriers: Jetstar International, Tiger Airways, AirAsia X, V Australia, Virgin Blue, Rex Regional Express Airways and Viva Macau
- Qantas Airways offers discounts for Delegates of between 10 - 55% off all published fares.

LOCAL GROUND TRANSPORTATION

- Integrated Public Transport - Melbourne's automated all-in-one ticketing system operates on all train, tram and bus services in the metropolitan area, with electronically-encoded tickets called Metcards. Public transport information is available in different languages
- Free City Tourist Shuttle Bus - A great way to see Melbourne's attractions, and it's free! This popular service operates daily every 30 minutes between 09.30am - 4.30pm. Hop on and off the bus at any of the 13 stops at key city destinations
- Free City Circle Tram - This tram travels the perimeter of the Central Business District everyday between 10am and 6pm. It stops outside the Melbourne Convention and Exhibition Centre
- Melbourne Taxis - Taxis are numerous and easy to spot as they are all uniformly yellow
- Travelling to Regional Victoria - V/Line is Victoria's largest regional transport operator and provides regional commuters with rail and coach services.

Melbourne - The Business Events Capital

Melbourne has a long history in staging major events, with flagship annual sporting events such as the Formula 1 Grand Prix and the Melbourne Spring Racing Carnival as well as an enticing calendar of internationally acclaimed cultural events including the Melbourne Arts, Comedy, and Food and Wine Festivals. The city is undoubtedly the major events capital of Australia and some would say the world.

The city's infrastructure, venues, facilities and services combined with its standing as Australia's most sophisticated city, are just some of the reasons why Melbourne has become the nation's leading destination for Business Events. In fact the people of Australia have voted Melbourne as their number one city for shopping, cultural and sports events, restaurants and bars, and even style and romance.

Melbourne is a purpose built Convention and Event destination. Freeways and a fully integrated transport system make getting around Melbourne easy for first-time and regular visitors alike. With Melbourne's colourful streetscapes and buzzing nightlife; its laid back café culture; proximity to surf, sand and sea; and reputation as a safe and friendly place - the city is guaranteed to provide a relaxing and enjoyable backdrop for your Congress.

MELBOURNE THE WINNING CITY

- Melbourne is Australia's No. 1 International Convention City - Union of International Associations, August 2007
- Melbourne has retained its status as the world's best place to hold a sports event, after being named the Ultimate Sports City 2009 (International Sport Business Group)
- Melbourne is Australia's culinary capital. Gordon Ramsay famously declared the city 'Australia's culinary engine room' and Melbourne is home to his first Australian restaurant which opened in 2010 (Maze). The State of Victoria has five wine growing regions and over 100 wineries within 90 minutes of the city
- Melbourne has been named the World's Most Liveable City three times on the basis of its cultural attributes, climate, cost of living, and social conditions such as crime rates and health care - The Economist Intelligence Unit, 2002, 2004 and 2005. Melbourne ranked third in the 2009 Survey
- Melbourne is Australia's fashion capital. The city has been named in the top ten most fashionable cities by New York leading fashion magazine Nylon
- Melbourne was voted the nation's No. 1 Australian destination for business travellers - wotif.com, April 2008.



Melbourne - The Business Events Capital

EXPERIENCE AND EXPERTISE

Melbourne has been successful in attracting some of the world's largest and most prestigious Conventions and Major Events. Confirmed Conventions and Major Events for future years that will be held at the Melbourne Convention and Exhibition Centre include:

Event	Delegates
Aus BioTech Conference 2010	1,500 Delegates
Global Conference of the International Federation on Ageing - IFA 2010	2,000 Delegates
Worldcon - World Science Fiction Convention (WSFC) 2010	3,000 Delegates
2011 International Botanical Congress	3,500 Delegates
Land Warfare Conference 2012	3,000 Delegates
2013 International Congress of Paediatrics	5,000 Delegates
2013 International Council of Nurses 25 th Quadrennial Congress	6,000 Delegates
2015 World Geothermal Congress	1,500 Delegates
International Conference on Oral and Maxillofacial Surgery - ICOMS	1,200 Delegates

MULTICULTURAL, SAFE, SECURE AND FRIENDLY CITY

- 4 million people, 233 ethnic communities, 180 languages
- We cater for all delegates' language, dietary and religious needs
- Melbourne has been accredited as an international "safe city" by the World Health Organisation
- Melbourne is known as one of the "World's Most Liveable Cities" in the "World's Friendliest Nation".



WCCE 2013

Expression of Interest from Melbourne, Australia



WHAT WCCE 2013 WILL OFFER:

STRONG SUPPORT

- An experienced and dedicated Australian Team committed and guaranteeing an intellectually stimulating and socially rewarding Conference
- Melbourne has a long history of staging major international and national events. There is an established event infrastructure and industry in place to support WCCE 2013.

CONFERENCE VENUE

- The new Melbourne Convention and Exhibition Centre (MCEC) - with a flexible plenary and 32 meeting rooms
- World's first Six-star, Green Star energy rated - lowest possible environmental impact for your meeting
- Located in the heart of the City Centre on Melbourne's South Wharf - a retail promenade, surrounded by hotels, public transport and restaurants
- Free City Circle Tram within the City Centre to reach the Convention Centre
- Travel time from Melbourne Airport to the MCEC is 20 minutes by freeway - only one traffic light
- Latest technology, in-built A/V in every meeting room and wireless internet capabilities





»» MELBOURNE IS THE PLACE TO BE

POLITICAL AND SOCIAL STABILITY

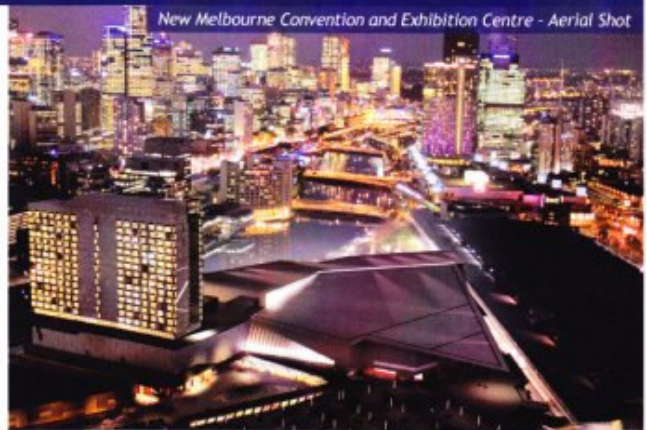
- Australia is ranked second in the world for political stability and Melbourne is accredited as an International 'safe city' by the World Health Organisation

ACCOMMODATION

- Abundant accommodation options with 15,100 hotel rooms within the City of Melbourne
- 5,400 of Melbourne's hotel rooms are within walking distance of the Convention Centre
- Melbourne has over 3,000 budget hostel accommodation beds for students and travellers on a budget. Accommodation prices start from as low as AUD\$28 a night
- A new 396 room, 5 star Hilton Hotel to connect with the Convention Centre and a new 658 room, 4 Star Crown Hotel located opposite the Convention Centre

SOCIAL PROGRAM AND DESTINATION

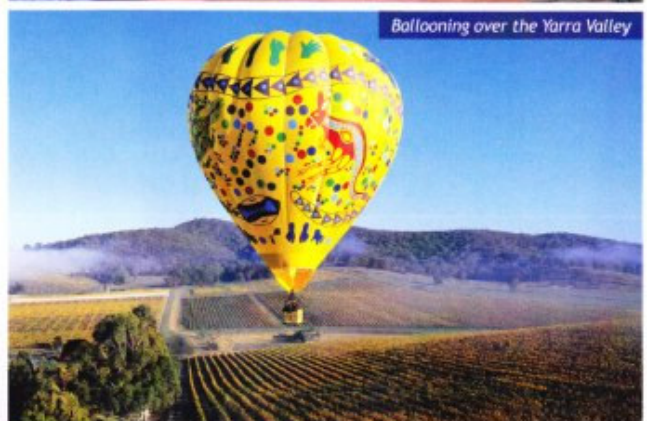
- Over 305,00 airline seats per week direct into Melbourne
- Some of the world's best shopping, dining and entertainment precincts- activities important to Conference Delegates
- Delivery of a unique social program that will capture the very essence of both Melbourne and Australia
- A multicultural city that caters for delegates' religious, dietary and language needs, as Melbourne has more than 233 different nationalities, 180 languages and 116 religious faiths
- A Conference in one of the safest, cleanest and most welcoming countries in the world plus Australian hospitality offered by warm, friendly people
- An opportunity to visit one of the world's most desirable destinations: to experience the sun, surf, beaches, desert and unique native flora and fauna.



New Melbourne Convention and Exhibition Centre - Aerial Shot



12 Apostles, Great Ocean Road



Ballooning over the Yarra Valley



Entertainment



Brighton Beach



Flexible 5000 seater Plenary Hall

WCCE-2013 – Melbourne, Australia

What do we expect from a successful WCCE?

- **A large attendance from all continents, with an appropriate balance between local participants and international participants.**

Australia has always been a leader in the use of Computers in Education, with National and State Computer Education conferences always being well attended. Melbourne will certainly attract a large number of Australian delegates. Part of Melbourne's strength as a conference destination is a unique approach to 'Delegate Boosting'. It is essential that strong delegate numbers are achieved not only for the commercial success of the event but from a social perspective, for networking, for sponsors and exhibitors and to attract media and potential member attention. When it comes to driving delegate numbers internationally, The Melbourne Convention and Visitors Bureau know how to market the Australian experience and how to deliver results.

The Victorian Government clearly understands both the economic and social value that international events bring to Melbourne and Victoria, and is very keen for Melbourne to host WCCE-2013. The Government has thus offered a grant of AUD\$150,000 (about €106,500) towards the hosting of the conference

¹.

One reason they are keen to host this event is the large number of tourists it will potentially attract to Melbourne. Their research (supported by that of the Melbourne Convention and Visitors Bureau) has suggested that, as well as a significant number of local registrants, the conference will attract a *considerable* number of international delegates. **This is the reason they are prepared to put a large amount of public money into supporting the conference.**

In addition to the Victorian State Government funding, Melbourne Convention + Visitors Bureau and Melbourne Convention and Exhibition Centre are offering financial assistance in the form of a Citywide Support Package of AUD\$70,000. Suggestions for the use of this funding include the promotion of the 2013 Conference at related events (including airfares, accommodation, exhibition booth, and freight) along with sponsorship of the Conference Social Events.

We are confident that a WCCE in Melbourne in 2013 would attract a large number of both Australian and international delegates.

- **A large attendance of the IFIP TC3 community, so that all WGs and as many countries as possible are represented.**

One important factor in determining whether a potential TC3 delegate will come to a conference is the difficulty in getting to the conference location. Getting to the previous WCCE (Brazil) was indeed quite difficult – needing to fly first to a major centre in Brazil or Argentina, then to Porto Alegre, and then take a two hour bus trip to Bento Goncalves, made travel quite difficult. A number of potential delegates we know indicated that it was just too hard to get to this venue, and also questioned its safety. Melbourne, on the other hand, has major international airport with direct connections to Singapore, Hong Kong, Dubai, Los Angeles, Johannesburg, Buenos Aires and many other destinations that provide transport hubs to all parts of the world.

¹ AUD\$120,000 will be allocated prior to the hosting of the 2013 Conference at the Melbourne Convention & Exhibition Centre. An additional payment of AUD\$30,000 will be made following the Conference should Delegate numbers of 1,000 or above be achieved.

Twenty six international carriers currently operate direct to Melbourne including Qantas, Emirates, Etihad, V Australia, Qatar Airways, Air China, Cathay Pacific, Singapore Airlines, Malaysia Airlines, Thai, Korean Air and China Eastern Airlines². There are more than 450 international flights to and from Melbourne each week. Melbourne Airport is ranked in the world's top five airports for passenger service (Airport Service Quality Survey 2008). Its curfew free 24 hour operation provides flexible scheduling options and easy transfers - single international and domestic terminal precinct. Melbourne Airport has a dedicated 'Meeting Point' office and lounge area and there is no additional arrival or departure tax for flights into and out of Australia.

Melbourne Airport is a short taxi ride (20 minutes) from the centre of Melbourne. The conference venue (Melbourne Convention Centre) is half a kilometre from the very centre of Melbourne and within easy walking distance of many major (and small) hotels.

- **A large attendance of non-IFIP delegates.**

Although Melbourne is a long way from Europe, it is much closer to Asia and we expect to attract a significant number of delegates from the Asia/Pacific region. In particular we should attract 'non-IFIP' delegates from Singapore, Malaysia, Thailand, Vietnam, India and China as well as some from the Pacific Islands. This will be assisted by Australia's role (from 2011) as Chair of SEARCC (South East Asia Regional Computer Confederation). We have negotiated a relationship with ISTE (International Society for Technology in Education) and this should assist in attracting a number of non-IFIP delegates from the USA and other regions. ISTE has a global membership in excess of 22,000 and almost 100,000 educators are part of ISTE's Affiliate Network. ISTE's annual conference attracts over 15,000 delegates. Although WCCE is not intended to be such a large conference, it would benefit from ISTE staff experience and many of the operational systems that support the ISTE conference. ISTE's involvement will attract a considerable number of international delegates.

- **A high quality scientific content, ensured by a competent International Program Committee.**

The use of Computers in Education in Australia is high and Australia has a long tradition of running high quality conferences in this area (including WCCE-1990 in Sydney). This is no doubt that it will be possible to produce a conference with a high quality scientific content, ensured by a competent International Program Committee.

- **A secure budget, with limited risks.**

Those involved in putting together this bid (Arthur Tatnall, Nick Reynolds, Ralph Leonard and Tony Brandenburg) have all had considerable experience in running major conferences, both national and international. We will ensure that the budget is secure and see no significant financial or other risks in running the conference.

The Australian Council for Computers in Education (ACCE) strongly endorses this bid, and the ACCE President feels that this proposal could lead to a very successful conference. The Australian Computer Society (ACS) also offers its support.

- **Comfortable and efficient working conditions.**

The proposed conference venue is the new **Melbourne Convention and Exhibition Centre** (MCEC) which sets a world benchmark through its 'world's first' Six-Star, Green Star rating and its advanced applications in presentation technology. The MCEC is part of a AUD\$1.4 billion development and is located on the banks of the Yarra River at South Wharf, a vibrant river-side district in the heart of the Melbourne City Centre, that is surrounded by hotels, public transport and

² Both the **One World** and **Star Alliance** networks are well represented in these options.

restaurants. Its central Melbourne location offers bustling business, shopping and entertainment districts that are just a short stroll for delegates.

This world class facility will work very efficiently and offer a very comfortable conference environment. In the MCEC precinct is:

- A five-star 396 room Hilton Hotel
- A maritime precinct
- A riverfront retail promenade, including cafés, bookstores and tourism retail
- A bridge across the Yarra River linking two significant sectors of Melbourne – the new South Wharf precinct to the Docklands area.

Melbourne is a large, multi-cultural international city and offers the complete range of accommodation facilities ranging from 5 Star hotels to backpacker accommodation. There are 24,400 hotel rooms in Melbourne with more than 15,400 located in the Central Business District. Almost 70% of hotel rooms in Melbourne offer views of the city, river or bay area.

More than 5,400 hotel rooms are located within a 5 minute trip of the Convention Centre and more than 2,000 are within walking distance. All major chains are represented – Hyatt, Westin, Marriott, Sofitel, Novotel, Langham, Travelodge, Holiday Inn, Hilton etc.

As part of Melbourne's Bid to host the 2013 World Conference on Computers and Education, QANTAS Airways will be able to provide registered delegates access to specifically negotiated discounted business and economy class airfares for travel to Australia. **QANTAS can offer substantial discounts from global regions/cities from 10% - 55% off published airfares** depending on the fare type, dates of departure and availability.



A variety of other airlines, including several low cost airlines, offer early purchase airfares, providing substantial savings. (Australians are very envious of the airfare specials that are available from Europe to Australia (and return) but not the other way around!) There are thus many possibilities of affordable accommodation and travel that can be adapted to the wishes of the participants.

- **An affordable Conference fee.**

The fee will be as low as possible, and is expected to be in line with recent WCCEs with various price points for Early Bird, Presenter, Non-Presenter and student registrations.

- **An Internet infrastructure to be able to continue to work for and around WCCE'2013 during WCCE'2013.**

The new Melbourne Convention Centre has Internet capabilities with various bandwidths available up to 100Mbps, and gigabit configurable connections. All meeting rooms, plenary halls and exhibition spaces have ample fixed cabling available to provide IP services to these venues.

- **A permanent opportunity to practice networking (F 2 F) during WCCE'2013.**

Networking will be a key component of the 2013 Conference. The Melbourne Convention Centre, and nearby university campus facilities, will facilitate this in conjunction with the Professional Conference Organiser and Local Organising Committee.

We invite you to come to Melbourne in 2013.

