PERTH CONVENTION BUREAU
ASPIRE
PROGRAM

Application Guidelines 2012

$10,000 Aspire ASX Professional Development Awards

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 convenor, 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 13 years since the Program was established, it has generated conferences worth more than $95 million to the Western Australian economy.

The Aspire ASX Professional Development Award is designed to assist in the professional development of directors and staff of ASX listed companies 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 the Award.

To be eligible to win the Aspire ASX Professional Development 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 here.

Deadlines

Application deadline	**Friday 28 September 2012**

Contact at Perth Convention Bureau

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PERTH CONVENTION BUREAU

PERTH CONVENTION BUREAU ASPIRE PROGRAM

Application Guidelines

1. **Tell us about yourself, your education, your role within your organisation and any relevant associations you belong to.**
   - Number of years in your chosen field / profession and where you gained your experience.
   - 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.**
   - 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.**

   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.**

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

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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 28 September 2012

When are the winners announced?
The winner will be announced at the ASX Awards Ceremony at the Australian Resources Conference held at the Perth Convention and Exhibition Centre on 12 - 14 November 2012.

Do you need the application in hard copy or can I email it through?
Please send an electronic copy to 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 the 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.

PERTH CONVENTION BUREAU

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Application Form

Mr, Ms, Mrs, etc.					
Full Name					
Title/Position					
Organisation					
Postal Address					
		State		Postcode	
Telephone					
Email					

Application Questions

1. **Tell us about yourself, your education, your role within your organisation and any relevant associations you belong to.**
   Maximum 200 words.

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.

3. **Tell us about Australian leaders in your field of expertise or preferably, Western Australian leaders in the field.**
   Maximum 500 words.

4. **Detail how you would use the $10,000 funding if awarded and highlight how you and your organisation would benefit.**
   Maximum 200 words.