

EVENT NAME:	14 TH Australasian Remote Sensing & Photogrammetry Conference (ARSPC14)
DATE:	29 September - 3 October 2008
TOTAL ATTENDANCE:	340 participants
CONFERENCE CO-CONVENORS:	Dr Renee Bartolo and Mr Andrew Edwards

OBJECTIVE OF CONFERENCE:

The first of the ARSPC biennial series was held in 1979. For the first time in the conference's 29 year history, it was held in Australia's most northern tropical city, Darwin.

The ARSPC is the RS&P Commission's premier conference showcasing the best of Australasia's technical and application driven remote sensing and photogrammetry research.

The conference also plays an important role in presenting research and future directions from around the globe to RS&P Commission members and the wider Australasian spatial community.

Not only is it the first ARSPC held in Darwin, it is the first time a regional forum is incorporated, the North Australian Remote Sensing and Geographic Information System IS (NARGIS) forum. It brought people from disciplines that are using spatial technologies for many different applications across Northern Australia and other tropical regions around the world.

ARSPC14 Conference Convenor and Past President of the Spatial Science Institute of Australia, Dr Renee Bartolo said "our aim was to showcase the research and innovation in the vast landscapes and tropical savannah of the Northern Territory is fully transportable to similar climates throughout the world. And secondly, to build stronger links with development of space technology in South East Asia."

DESTINATION SELECTION RATIONALE:

Darwin based specialists, Dr Renee Bartolo and colleague Andrew Edwards originally met with the Northern Territory's Convention Bureau Manager, Mrs Lynn Fairbrass to discuss their strategy to present a powerful bid submission to host the spatial sciences prestigious event in 2008.

Dr Bartolo said the Northern Territory Convention Bureau (NTCB) assisted with coordination of the most comprehensive bid that had ever been presented in this event's 30 year history.

"To us, developing the scientific conference program was the easy part. As a team we had so many new initiatives and innovative ideas and scientific concepts to introduce, but had no idea how important it was to sell the conference as a whole destination package. That was until we met with team at the NTCB," commented Dr Bartolo.

The NTCB went above and beyond in winning & promoting the conference and worked really hard with the ARSPC organising committee to put together an outstanding bid. It was also felt that having the new Darwin Convention Centre as the venue really clinched the deal.

In the lead up to the conference, the NTCB team kept in regular contact and provided invaluable support. Assistance with the production of the ASPRC Sponsorship Prospectus and provision of marketing collateral such as a DVD presentation, postcards and delegate boosting brochures etc.

THE DARWIN CONVENTION CENTRE EXPERIENCE:

An innovation in this conference was the use of digital technology to capture the event, with all speeches and video presentations available for immediate viewing on the conference website www.14arspc.com.

The event had a very high technology component- a Digital Media initiative. This included pre-conference podcasts with a number of keynote speakers and multi-media recordings of all presentations during the conference.

ARSPC14 Conference Co-convenor Dr Renee Bartolo said it was fortunate that the ARSPC conference committee had a number of tech savvy young people involved that worked incredibly hard to make everything happen.

"Anyone that could not attend the conference but wanted to keep updated on the latest trends in this area of science could simply download the presentation, research findings and proceedings from the web," added Bartolo.

"We were only able to do this because the Darwin Convention Centre is equipped with the most modern media facilities possible. DCC was the venue of choice because of its technical aspects and the staff certainly helped us deliver.

"The venue was great and we will definitely bring another conference to the DCC. They were flexible in delivering on our 'out-of-the square' needs. In addition the food was of a very high standard and the delegates were impressed with these aspects," Bartolo remarked.

A new concept for the 2008 event was an Indigenous Art Exhibition that included artworks of indigenous people's country coupled with matching satellite imagery. It was an interpretation of ancient methodology compared to the latest technology used in 20th century.



THE VERDICT:

Attracting in excess of 340 attendees from 18 different countries including the US, Indonesia, Japan and India was above projections. Dr Renee Bartolo described one of the contributing factors to the conference's success was the location of Darwin as the host city.

"Our aim was to showcase the research and innovation in the vast landscapes and tropical savannah of the Northern Territory is fully transportable to similar climates throughout the world. And secondly, to build stronger links with development of space technology in South East Asia," said Dr Bartolo.

ARSPC14 Conference Co-Convenor, Andrew Edwards said the highlight from the delegate perspective was definitely the social events in the relaxed, tropical location of Australia's Northern Territory allowing their members and families to experience the magical areas of Kakadu and the tropical savannah.

MEET DARWIN



CONVENTION CASE STUDY – DARWIN, AUSTRALIA'S NORTHERN TERRITORY

CLIENT QUOTES:



"The Darwin Convention Centre (DCC) as a venue was great for our event and we will definitely bring another conference to the Centre. The DCC team were flexible in delivering on our "out-of-the square" needs. In addition, the food was of a very high standard and the delegates were impressed with these aspects."

Dr Renee Bartolo,
ARSPC14 Conference Convenor and Past President of the Spatial Science Institute of Australia

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Mr Andrew Edwards,
Conference Co-convenor, 14th Australasian Remote Sensing & Photogrammetry Conference (ARSPC)

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