

FINAL REPORT

**Use of Property Rights in Fisheries
Management
("FishRights99" Conference)**



FISHERIES
WESTERN AUSTRALIA



**F I S H E R I E S
R E S E A R C H &
D E V E L O P M E N T
C O R P O R A T I O N**

Project No. 99/339

ISBN 0 7309 8445 1

MARCH 2000

TABLE OF CONTENTS

	Page
NON TECHNICAL SUMMARY	3
1. BACKGROUND	5
2. NEED	5
3. OBJECTIVES	6
4. METHODS	6
5. RESULTS/DISCUSSION	13
6. BENEFITS	14
7. FURTHER DEVELOPMENT	14
8. CONCLUSION	15

ATTACHMENTS

- 1. Organising Committee**
- 2. Schedule of Services Offered by Petrie International**
- 3. Agreement Between Fisheries WA and Petrie International**
- 4. FishRights99 Business Plan**
- 5. Sponsorship Opportunities Brochure**
- 6. Financial Report**

PRINCIPAL INVESTIGATOR: Peter Millington

ADDRESS: Fisheries Western Australia
Fisheries Management Services Division
GPO Box 1400
PERTH WA 6001
Telephone: (08) 9482 7322 Fax: (08) 9481 3576
Email: pmillington@fish.wa.gov.au

OBJECTIVES: To run an international Conference with the following objectives:

1. Provide fora to review the advantages and disadvantages of rights-based regimes.
2. Serve as an opportunity for specialists and others with shared interests to explore avenues of common interest relating to rights-based fisheries management.
3. Provide high level, intensive education on the concepts of property rights regimes for those who require further information on the use of property rights in fisheries management.
4. Produce Conference Proceedings that will review the evolution and possible expansion of these management methods.

NON-TECHNICAL SUMMARY

Fisheries Western Australia, in conjunction with the Food and Agriculture Organization (FAO) of the United Nations, hosted 'FishRights99', an international Conference with the theme *Use of Property Rights in Fisheries Management* in Fremantle, Western Australia, in November 1999.

Property rights are a powerful institutional framework for society to manage the exploitation of the natural environment in an orderly manner. The framework may be implicit or explicit, formal or informal, depending on the social circumstances. Such frameworks are being increasingly seen as another mechanism for efficient and effective management of fish resources. The 'FishRights99' Conference was seen as a mechanism and forum to explore the international use of property rights.

In order to ensure that the full range of experiences were explored, an extensive program of eminent speakers was organised. In addition, funding was obtained to bring a range of participants from developing countries to the Conference.

The Conference consisted of three components:

- a two-day mini-course of information on the nature of property rights in fisheries; this was designed to ensure a common understanding and terminology between participants.
- a three-day core conference which reviewed the international experience of introducing and using rights based regimes.

- two days of workshop sessions where participants presented papers of their experiences based on the following themes:

1. Rights-Based Management - Concepts and Theory
2. What are Property Rights?
3. Evolution of RBM
4. Co-management and RBM
5. Communities and RBM
6. Applying RBM to developing fisheries
7. Globalisation and RBM
8. Responsibilities in RBM
9. Denominating Rights
10. Looking Forward - Future Challenges and Opportunities.

There was also a small poster session.

The Conference was an overwhelming success and 343 delegates from over 50 countries contributed an enormous amount of knowledge about a vast range of rights-based fisheries management situations. The breadth of experiences and insights about the use of property rights created a unique opportunity to examine existing beliefs, encourage new ideas, and develop new solutions.

The final resolution of the Conference was that another conference be held in five years to further explore the development and application of rights based management.

The proceedings of the Conference have now been loaded into the Conference web site at:-

<http://www.fishrights99.conf.au>

This web site will be maintained until the end of the 2001 calendar year.

The FAO has committed to publishing the revised proceedings of the mini-course as a Technical Paper, to be used as an extension tool. It also aims to publish the remaining papers of Conference Proceedings through the United Nations University.

The FAO is also looking to hold a series of Technical Workshops on themes identified during on themes identified during the conference prior to the next conference.

1. BACKGROUND

Fisheries Western Australia, in cooperation with the Food and Agriculture Organization (FAO) of the United Nations, hosted 'FishRights99', an international conference with the theme *Use of Property Rights in Fisheries Management*. The conference was held in Fremantle, Western Australia, from 11-19 November 1999.

The 'FishRights99' Conference began on November 11-12 with a mini-course of intensive information on the nature of property rights in fisheries. This led into the core conference from November 15-17 which reviewed international experiences of introducing and using rights-based regimes. The Conference closed with two days of workshop sessions on November 18-19 which built on the ideas and issues raised in the Conference.

Sponsorship was obtained to pay for quality international and national speakers. AusAID funding was also obtained to sponsor attendance from developing countries.

The program explored the strategic, political and operational perspectives of rights-based management regimes. Situations resulting in the introduction of these regimes and the subsequent reactions of government, industry, and other stakeholders were also reviewed.

2. NEED

World fisheries governance is rapidly evolving in response to modern imperatives, both for improved environmental and natural resource management and for economic efficiency in an increasingly global economy. In re-examining the relationship between man and fishery resources, new forms of relations, more conducive to sustainability, are being conceived and tested.

Key questions we must ask are: Who should have access to the resources? What options are there for the form and the price of access rights? These difficult questions have very fundamental social, economic, and political implications - and it is unlikely that a unique solution would fit every situation. Thus, it is vital to exchange information on these situations, on new fisheries governance and rights approaches, and on the outcomes of their implementation.

Property rights are a powerful institutional framework which society has evolved to enable people to exploit the natural environment in an orderly fashion. They constitute an institutional framework which operates according to rules of definition and conduct. Depending on the actual management regime, these may be formal and explicit or informal and implicit. There is a need to bring these differing views into open debate and explore avenues of common interest.

Informational exchange is vital as property rights (and the associated rules) define powers, duties and responsibilities for individuals or groups. As such they have the potential, when well defined, to enable conflicts between different users of a resource to be resolved, including resolution by market transaction involving the transfer of property.

The FishRights99 Conference was designed to contribute to this exchange of information on the use of property rights in fisheries management by exploring the strategic, political, and operational issues of different forms of rights-based fisheries management worldwide.

3. OBJECTIVES

- 3.1 Provide fora to review the advantages and disadvantages of rights-based regimes.
- 3.2 Serve as an opportunity for specialists and others with shared interests to explore avenues of common interest relating to rights-based fisheries management.
- 3.3 Provide high level, intensive education on the concepts of property rights regimes for those who require further information on the use of property rights in fisheries management.
- 3.4 Produce conference proceedings that will preview the evolution and possible expansion of these management methods.

4. METHODS

4.1 Identification of Need and FAO Invitation

While on attachment to FAO, Fisheries Division, Rome, Dr Gary Morgan (then a Senior Supervising Scientist in Fisheries WA) in collaboration with Dr Ross Shotton of FAO identified the need for an international conference to explore the use of property rights in fisheries management. After informal consultation with the Executive of Fisheries Western Australia, Dr Morgan indicated to FAO Fisheries Division that Fisheries WA was in a position to host such a conference. A formal approach in early 1998 to the Minister for Fisheries, Hon Monty House, MLA by Mr M. Hayashi, Assistant Director-General of the Fisheries Division, FAO, resulted in formal agreement to host the conference in late 1999. Given the nature of the conference and hierarchy of meetings held through the United Nations, it was agreed that the conference would be hosted by the Western Australian Government in cooperation with the FAO. Subsequently, the conference was noted at the 1999 Committee on Fisheries (COFI) meeting in Rome, and Committee members informally indicated their willingness to provide in-principle and practical support.

4.2 Ministerial Approval for Seed Funding

The Minister for Fisheries identified two issues which required resolution - the scope, format and content, and the seed funding and budget for the conference. Issues such as the nature of the conference, the level and type of support, funding, and the location of the conference were also addressed. Ministerial approval was granted which allowed Fisheries WA to proceed with organising the conference. The Minister approved use of funds from Fisheries WA Development and Better Interests Fund (DBIF) for a full time Coordinator and also for underwriting.

4.3 Organising Committee

An Organising/Joint Steering Committee was formed comprising people who had obvious interest in the conference. The committee structure included four delegates from Fisheries WA, three delegates from the FAO of the United Nations, one delegate from Agriculture, Fisheries and Forestry Australia (AFFA), one delegate from Primary Industry and Resources South Australia, one industry association member from the Western Australian Fishing Industry Council (WAFIC), and one local fishing industry representative. Executive Support was provided by the Conference Coordinator. Membership of the Organising Committee is detailed at Attachment 1.

4.4 Conference Organiser/s

The Perth Convention Bureau provided a list of conference organisers in Western Australia from which the Organising Committee could call for tenders. Approval was sought from the State Supply Commission to undertake a restricted tender of 12 applicants via the Department of Contract and Management Services. This approval was granted.

The services required from the professional conference organiser included:-

- Three conference services:
 - a. Investigating, booking and coordinating the conference venues
 - b. Negotiating supporting accommodation for the conference
 - c. Negotiating with air and ground carriers
- Planning:
 - a. Business events
 - b. A social program
 - c. Special events
- The Accompanying Persons Program
- Pre- and post-conference tours
- Budgeting
- Publications
- Sponsorship
- Secretariat
- Registration Procedure
- Public Relations/Media
- Audio Visual
- Payment Schedule

After the call for and evaluation of the tenders, Petrie International was engaged as the professional conference organiser. Refer to Attachment 2 'Schedule of Services offered by Professional Conference Organiser' and Attachment 3 'Agreement between Fisheries WA and Petrie International'.

Fisheries Western Australia advertised for and appointed an Executive Officer contracted as an employee specifically for the FishRights99 Conference. The

Executive Officer had a reporting relationship to the Director of Fisheries Management Services - the Chairman of the Organising/Joint Steering Committee. Key responsibilities of the position included:-

- Coordinating agency arrangements for the conference;
- Coordinating, organising and collating draft background papers, proceedings and reports to the organisers and associated committees;
- Providing administrative and secretarial support to these committees; and
- Liaising with external service providers for the conference.

4.5 Business Plan

A detailed Business Plan showing planned income and expenditure and predicted attendance was developed for the FishRights99 Conference. This plan also detailed the level and use of Fisheries Research Development Corporation funds for underwriting and sponsorship.

The purpose of the Business Plan was to demonstrate that the financial exposure for underwriting organisations (i.e. FRDC and DBIF) was minimal.

The objective of the plan was to ensure that the Conference operated within budget.

Action was taken to avoid financial exposure and ensure that the Conference operated within the budget. Strategies employed included:

- Hiring a professional conference organiser;
- Developing a structured budget; and
- Operating a separate Conference account.

Key performance indicators included:

- The attainment of forecasted sponsorship and funding;
- The attainment of forecasted attendance;
- The repayment of DBIF and FRDC underwriting; and
- Operating within budget.

Financial controls were also identified in the Business Plan. These included:-

- Operating a separate Conference account with signatories from Fisheries WA and the professional conference organiser;
- Maintaining proper financial accounts and records;
- Monitoring, preparing and presenting regular budget update reports;
- Preparation of a statement of receipts and payments and statements of debtors;
- Appointing an Executive Officer to coordinate agency arrangements for the Conference and monitor the Conference account.

In summary, the result of sound financial planning, reporting and budget monitoring avoided financial exposure and ensured that the Conference operated within budget.

Refer to Attachment 4 'Fishrights99 Business Plan'.

4.6 Sponsorship

A Sponsorship Opportunities brochure was published offering the opportunity for organisations to become partners in the Conference whether through direct sponsorship or product assistance thereby highlighting an organisation's position as an active player in the area of fisheries management. The brochure outlined some of the ways in which organisations could get involved (refer to Attachment 5). Platinum, gold and silver packages were available which provided excellent commercial exposure and value for money. Exclusive sponsorship opportunities were also available for the Conference Gala Dinner and Welcome Reception. In addition, a Produce Proposal was developed which provided Australian suppliers with a unique opportunity to showcase their produce to an international audience.

4.7 DBIF and FRDC Funding

Funding applications were submitted to the FRDC and DBIF. These applications include an administrative summary, a project description and project budget.

4.7.1 The Conference was designed to run on budget. FRDC underwriting was sought to cover any initial shortfall in the Conference operating budget. DBIF underwriting was obtained to mitigate FRDC and Fisheries WA exposure. The FRDC committed \$80,000 underwriting and the DBIF \$25,000. These monies were repaid to FRDC.

4.7.2 Speakers Sponsorship

Attracting high calibre speakers was vital and impacted upon the level of attendance at the Conference. The availability of sufficient funds for speakers sponsorships was imperative to the success of the Conference. The FRDC approved a \$20,000 grant for speaker sponsorship. These funds were used to pay for international speaker airfares and accommodation. In return, the FRDC received a Gold Package sponsorship.

4.7.3 Professional Conference Organiser and Executive Officer

The Western Australian Government provided \$50,000 for the Professional Conference Organiser and \$50,000 for the Executive Officer salaries and on-costs under the Development and Better Interest Fund (DBIF).

4.8 Program Committee

Dr Rebecca Metzner, Principal Policy Officer, Strategic Planning and Policy, Fisheries Western Australia; and Dr Ross Shotton, Fishery Resources, Fisheries Department,

Department, FAO of the United Nations were co-chairs of the FishRights99 Program Committee.

A key challenge to the Program Committee was to develop a balanced program where experts from around the world including those from government, industry and the community could share their experiences and views on these issues.

With help and guidance of the Organising Committee, the Program Committee tapped into extensive international networks to secure the participation of leaders in the field of rights-based management.

4.9 Program Structure

The program was designed to encourage participation from all areas and interests and included three program components.

1. A mini-course on rights-based fisheries management;
2. A core conference offering government, industry and community perspectives on rights-based management;
3. Workshop sessions on specific topics relating to rights-based management.

4.10 Program Content

The Conference explored national experiences in the development, adoption and implementation of rights-based fisheries management from strategic, political and operational perspectives including operational issues of allocating fish rights, capacity reduction, conservation, social and economic issues of concentration, royalties and resources rents, rights and responsibilities for industry and future applications of rights-based management to high seas fisheries.

4.11 Call for Abstracts for Papers and Poster Presentations

There was a call for papers from participants wishing to submit an abstract for poster sessions during the core conference or for the paper presentations during the workshop sessions.

Concurrent workshop sessions were designed to build on the ideas and issues raised in the core conference through presentations of experience papers. These sessions enabled participants to discuss topics specifically relating to rights-based fisheries management (RBM) and how different rights-based management strategies can meet various stake-holders needs. The workshops, in three parallel sessions, addressed the following:

1. RBM - Concepts and Theory
2. What are Property Rights?
3. Evolution of RBM
4. Co-management and RBM
5. Communities and RBM

6. Applying RBM to developing fisheries
7. Globalisation and RBM
8. Responsibilities in RBM
9. Denominating Rights
10. Looking Forward - Future Challenges and Opportunities

4.12 Web site

A local software firm, Marketforce, developed and maintained the FishRights99 web site (www.fishrights99.conf.au) based on specifications provided by Fisheries WA. Building of the site was to occur over a twelve-month period which began on 1st October 1998. The ongoing nature of Marketforce's involvement with the site was critical and reflected the inherently dynamic nature of the Conference web site.

The specifications and special conditions concerning the FishRights99 web site are summarised as follows:

1. *Specifications*
The development and maintenance of the FishRights99 web site included elements of the site framework; the creation of the electronic expression of interest and registration form; the posting of the Conference program; the sponsors logos and list of speakers; advertising the call for papers; the design, layout and maintenance of site links; the registration of the site on search engines; standard monthly web reports; and, the archiving of the site on a monthly basis.
2. *Special Conditions*
Special conditions included timelines and quality control; the special conditions relating to the expressions of interest and registration forms; promotion and advertising; promotion and the communication process; and information dissemination.

4.13 Publications

The professional conference organiser was responsible for the production of publications included promotional and registration brochures, Conference handbooks, Conference proceedings and the like. All materials were referred to the Organising Committee for approval prior to printing. The professional conference organiser was responsible for ensuring that all deadlines and timetables were met for the release of such brochures and that costs were in budget.

The professional conference organiser also ensured that production needs such as satchels, speaker gifts, associated gifts and the like were ordered and prepared in time to guarantee their availability for the event. Petrie International prepared a timeline for publications which included logos, letterhead, preliminary announcements, registration brochure, program and proceedings. Petrie International was responsible for working with the Organising Committee to coordinate the design and production of Conference publications and to prepare

accommodation and general information. It was also responsible for advising the Organising Committee on the general design and information required in each publication. Petrie International were responsible for sourcing three quotes from suppliers to ensure a value for money service. They therefore appointed Jaz Design and Multimedia to undertake graphic artist work and prepare publications for film production and printing.

The Community Relations Branch of Fisheries WA provided a quality control service and ensured that publications were in accordance with the Corporate Style Guide and that the quality was similar to other agency publications. The Branch commented on design and also provided an editing service. The Executive Officer was responsible for coordinating publications with Petrie International, the Community Relations Branch and Jaz Design and Multimedia. The Executive Officer was responsible for working with the Organising Committee to compose, edit and finalise publications for printing. This involved working closely with Jaz Design and Multimedia and the Community Relations Branch to ensure that all corrections were completed and quality standards were maintained.

4.14 Communication Plan

A Communication Plan was developed for the Conference which identified three main aims:

1. To allow the Conference to provide a neutral platform for stakeholders/participants;
2. Demonstrate that Fisheries WA and the FAO are leading players in fisheries management; and
3. Raise profile/awareness of the Conference.

The communication plan identified target audiences which included internal and external clients and stakeholders. Stakeholders included the Government, Industry, Community groups, Recreational fishers, Developed and developing countries, Indigenous Communities/Societies and Environmental groups.

A national communications network was developed. This involved developing contact groups for each target group. Many contact details were sourced from industry. The FAO also provided a list of international contact details to ensure that overseas groups were also targeted. A Media Plan was developed to achieve the aims of the Communication Plan and also convey key messages such as: Why FishRights99? Why Fremantle? What will FishRights99 look at? Examples of property-rights; What is unique (and wonderful) about FishRights99? and details of the participants that will be involved in the Conference.

The Media Plan also identified media strategies pre-Conference and during the Conference. The FishRights99 web site was also identified as a key communication tool where it could be updated on a daily basis primarily using news from media releases and information on upcoming events which could be taken from the program. The web site was also identified as a potential contact

point for international journalists for example to conduct Internet interviews of keynote speakers.

The plan also identified using a media centre which should be the central control point for all media communication during the Conference. The centre also provided communication support for visiting journalists, for example phone/fax and Internet facilities and computer support. The Conference Media Manager and other liaison staff were based at the centre, and all staff were identified with name badges.

Media events, spokespersons, likely media issues, other issues, client communications and advertising were also identified in the plan. The plan identified a timeframe with action to be completed and also a list of national and international media contacts that were to receive media releases.

5 RESULTS/DISCUSSION

The three-phased nature of FishRights99 ensured that the objectives of the Conference were achieved.

There were three different types of fora where opportunities were presented to review the advantages and disadvantages of rights-based regimes. This mix resulted in an extended period in which these aspects were discussed both formally and informally, with over three hundred registrations from over fifty countries.

There was a considerable range of people at the Conference. The sponsorship enabled international leaders in the field of property rights to both disseminate their knowledge but also interact directly with interested parties from, for example, Australian industry and developing countries.

This dissemination of information was especially important for middle level managers in government and industry from all countries attending. The educational opportunities presented by the mini-course was widely appreciated as it explored the topic in a structured, explicable manner and provided a springboard for the five subsequent days' discussions.

The attendees were able to leave the Conference with a professional collection of papers and abstracts. The education objective of FAO has been assisted by the timely loading of all available papers on the Conference web site within eight weeks of the conference completion. FAO is now moving to publish the papers as proceedings for further dissemination.

6 BENEFITS

The proper identification of the nature of property rights will be a key factor in the marine resource sharing debate in Australia.

The major sponsorship from industry to the conference illustrates the recognition by that sector of this need and the recognition that the conference would provide major benefits in this area.

There are another set of benefits arising from the conference. These are analysis of a series of factors which contributed to the intellectual and financial success of the conference. These are discussed in further detail in the conclusions.

7 FURTHER DEVELOPMENT

There are three major areas of action being taken to disseminate the outcomes of the Conference.

1. Web site

The prompt listing of all available papers on the web site has enabled those with an interest in the Conference who were unable to attend to speedily access the output of the Conference's three components.

2. Publication

As part of its commitment to the Conference and in keeping with its organisational objectives, FAO Fisheries Division is moving to publish papers as conference proceedings in early 2001.

3. Further Conferences

The FAO has started to identify donor countries which have indicated their willingness to host technical sessions on one or more of the key themes of the Conference. These are aimed to contribute towards a second Conference on Property Rights, again possibly in Fremantle in 2005/2006.

All objectives were met by the Conference, with participants rating it as one of the best, both intellectually and organisationally, that many had attended.

The overall outcomes of the Conference from an Australian perspective were:

1. It cemented Australia's position as a leader in the intellectual development of policies for fisheries management
2. It showcased Australia's prominence in the practical application of workable, sustainable fisheries management solutions with international colleagues.

From an international perspective, FAO, with Australia's help, is now able to disseminate through its various mechanisms the cutting edge of knowledge of a key tool for sustainable management of the world's fisheries.

There were a range of factors which led to a successful outcome for the Fremantle FishRights99 Conference.

8 CONCLUSION

CHECKLIST OF FACTORS FOR A SUCCESSFUL CONFERENCE

Conference design

- Sponsorship support

Sponsorship support is critical for a successful modern conference. Registration fees will rarely cover the full cost of conference. However, and perhaps more importantly, sponsorship provides tangible evidence of interest in, and support for, the conference. Therefore, obtaining sponsorship support requires a relevant topic, useful conference design, and an easily accessible range of sponsorship opportunities to attract as broad a group of sponsors as possible.

If the politics of the conference can be neutral it is possible to construct a conference theme which interests the industry (especially the larger companies or associations) Government (both national and international) and academia. Although industry is perhaps most likely to provide direct cash sponsorship, indirect sponsorship is often available from State or national governments by sending specific speakers.

It is useful to have defined sponsorship categories and grades when approaching sponsors as it can be the basis for defining exactly what the sponsor is obtaining. It is critical that appropriate, agreed acknowledgment is explicitly made and that appropriate final thanks are delivered to ensure closure.

Identifying sponsorship early is critical to ensure a balanced budget outcome and to allow the Conference design to meet its intellectual and substantive goals without being unduly hampered by the level of funding available.

- Intellectual capacity

It is critical for the Program Committee to have the intellectual capacity and networks (nationally and internationally) to develop the conference framework. However, this is not just the job of the Organising Committee. Canvassing of key sponsors groups as well as international experts is useful for determining themes and content. Pragmatically, the program must also be able to adapt to the availability of talent.

- Conference focus

Where the program is designed to provide specific information, it is useful to have strong sponsorship (cash or in kind) to bring in invited speakers with the expected relevant expertise.

Where the program is designed to allow for the sharing of information, it is important to either have enough attendees that sessions can be focussed and target key issue areas. Otherwise, it is important to clearly communicate thematic and session topics to ensure quality contributions.

Organisational

- Professional Conference Organiser

The employment of a competent professional organiser a key success factor. It is important that this organiser is appointed with sufficient lead time. There should be explicit agreement on scope of activities that the professional organiser will be responsible for. There should also be negotiated quality control mechanisms for publicity and written text (through a style guide). The contract should also have a contingency capacity for the unexpected.

- Other professional support

It is critical to have competent professional stage managers working with the Professional Conference Organiser. The Audio Visual system must work and there must be adequate software to support it and the wide variety of software (and software versions) likely to be encountered from international visitors.

The use of professional publications and the media to attract registrants, a web site of international quality and ensuring adequate publicity for both the conference and the sponsors is crucial.

- Internal organiser

Mid-level administration support is essential at least one year before the start of the Conference at 0.5 - 1 FTE. The position must have a clear definition of its role with respect to:

- ◆ Organising Committee (especially the chair)
- ◆ Program Committee (especially the chair)
- ◆ Other Committees
- ◆ Professional Conference Organiser

(Additional help is essential to provide 'surge capability' in last eight weeks before the Conference, during the Conference and for a four-week follow up period.

In both instances, it is critical to have top-notch word processing (Word and WordPerfect), Powerpoint, and other administrative support skills, as well as the ability to work hectic and long hours.

- Organisational support

The organising agency must clearly identify its contribution prior to the finalisation of the budget and the organisational plan, especially with respect to

- ◆ Internal organisation
- ◆ participation on Committees
- ◆ volunteers
- ◆ publicity and extension (especially the agency profile)

It is vital to not underestimate the level of involvement required.

- Agency commitment

The agency as a whole must have a clear support for the conference. This includes up front, clear recognition that resources from the agency are required for executive support, underwriting and 'in-kind' support. This must be distinct from the desired agency outcomes for the conference for the agency's purposes, such as its profile or the management outcomes arising from it.

- Protocols

There are certain protocols (followed by the international community and by other nationals) about which the Organising Committee must be aware. Although not necessarily seen as important by Australians, they are critical issues for successful international outcomes.

The imprimatur of the national government is the key to ensure international success. However the Organising Committee and the host Agency should be aware that protocol issues are a joint responsibility. It is not appropriate to delegate protocol issues to the professional conference organiser or the administrative support officer. The Agency must explicitly inform and educate the organiser, its staff and others regarding protocol issues.

Finance and budget

- Budget

A well thought-out and tight budget is important. Assistance should be sought from the professional conference organiser in this area, as the contingencies will be better catered for by drawing on the organiser's experience. An ideal budget will have most of the fixed expenditures covered by sponsorship with the variable expenditure covered by the registration fees and will thus be elastic in response to registration numbers. The break even point should be clearly identified up front.

- Finance

It is important to constantly track expenditures against budget. The tendency is to become immersed in other organisational issues and to not clearly document expenditures. A separate account will help in identifying cash flows.

The registration fees for the Conference are important. However, given current exchange rates the registration fee can be reasonably high (and realistic) as it will still be a relatively low for participants from other countries. Organisers should also be aware of participants' total cost, including travel and accommodation costs.

Other issues

- Conference siting

The siting of the conference is critical. If it can be tied to the theme of the conference then this will be useful for both attracting sponsorship and also in accentuating the themes of the conference.

- Liability and security

As those with ultimate liability for the conference, the Organising Committee (and agency) is responsible for the safety of venue. There may be security concerns for the conference itself - either through the topic, or from people attending it. A risk analysis should be undertaken by the appropriate law enforcement agency in the State. Similarly the conference layout must conform to appropriate fire codes and the Organising Committee should satisfy itself on this matter, preferably in writing, and not just take the verbal assurances of the venue owner.

- Secretarial support at conference

There must be clear demarcation during the Conference about the relative duties of the agency staff (of all types) and the staff of the professional conference organiser.

There must also be a clear definition before the conference about which services are to be offered to speakers, both by agency staff and the staff of the professional conference organiser. It is recognised that there may be different services offered to different types of speakers but, as with treatment of all speakers, this should be explicitly determined before the conference.

For international conferences there must also be recognition of developing country needs. This may mean that a service may have to be offered to allow presenters from those countries to upgrade their presentation 'on the spot', so that it a quality equal to the presenters from developed countries.

ATTACHMENT 1

FISHRIGHTS99 JOINT STEERING COMMITTEE

Mr Peter Millington (Chair)
Director Fisheries Management Services
Fisheries WA
3rd Floor, SGIO Atrium
168-170 St. George's Terrace
PERTH WA 6000
Tel: 08 9482 7333
Fax: 08 9481 3576
Email: pmillington@fish.wa.gov.au

Mr Peter Rogers
Executive Director
Fisheries WA
3rd Floor, SGIO Atrium
168-170 St. George's Terrace
PERTH WA 6000
Tel: 08 9482 7333
Fax: 08 9481 3576
Email: progers@fish.wa.gov.au

Dr Rebecca Metzner
Principal Policy Officer
Fisheries WA
3rd Floor, SGIO Atrium
168-170 St. George's Terrace
PERTH WA 6000
Tel: 08 9482 7333
Fax: 08 9481 3576
Email: rmetzner@fish.wa.gov.au

Dr Jim Penn
Director Fisheries Research
Fisheries WA
3rd Floor, SGIO Atrium
168-170 St. George's Terrace
PERTH WA 6000
Tel: 08 9482 7333
Fax: 08 9481 3576
Email: jpenn@fish.wa.gov.au

Mr Glenn Hurry
Fisheries and Aquaculture Branch
Agriculture, Fisheries and Forestry Australia
GPO BOX 858
CANBERRA ACT 2601
Tel: 02 6272 6696
Fax: 02 6272 4215
Email: glenn.hurry@affa.gov.au

Dr Gary Morgan
Director of Fisheries
Primary Industry and Resources South
Australia
and Forestry
Pirie Street
ADELAIDE SA 5000
Tel: 08 8226 2316
Fax: 08 8226 0434
Email: morgan.gary@wpo.pi.sa.gov.au

Dr Serge Garcia
Director Fisheries Resources Division
Fisheries Resources Division
FAO Fisheries Department
Food & Agriculture Organization of the UN
UN
Viale della Terme di Caracalla
ROME ITALY
Tel: +39 6 57051
Fax: +39 6 57053152
Email: Serge.Garcia@fao.org

Dr Ross Shotton
Fishery Resources Officer
Marine Resource Service
FAO Fisheries Department
Food & Agriculture Organization of the
UN
Viale della Terme di Caracalla
ROME ITALY
Tel: +39 6 57051
Fax: +39 6 57053152
Email: Ross.Shotton@fao.org

Mr Guy Leyland
WAFIC
PO BOX 55
MT HAWTHORN WA
Tel: 08 9244 2933
Fax: 08 9244 2934
Email: wafic@ozemail.com.au

Mr George Kailis
Managing Director
MG Kailis Pty Ltd
Mews Road or PO BOX 382
FREMANTLE WA
Tel: 08 9239 9239
Fax: 08 9239 9234
Email: georgekailis@kailis.com.au
Email: lizwalislong@kailis.com.au

ATTACHMENT 2

SERVICES REQUIRED FROM THE PROFESSIONAL CONFERENCE ORGANISER (“PCO”)

The PCO is requested to quote on providing the following services:

1. PRE-CONFERENCE SERVICES

- a) Investigation, booking and coordinating Conference venues. Once the profile of the Conference has been developed (number of sessions, meal requirements, etc.) the PCO will investigate the best use of the venue for the Conference for the purpose of identifying whether all sessions can be held at the venue and identify whether additional venues will be needed to conduct sessions and/or displays.
- b) The PCO will negotiate best possible rates and book supporting accommodation for the Conference.
- c) Negotiating with Air and Ground Carriers -

It will be the responsibility of the PCO to negotiate the best possible deals with air and ground carriers for all transport requirements pertaining to the needs of the Conference. The PCO will assess transportation requirements for the Conference and in consultation with the Conference Organising Committee will ensure that all transport needs are taken care of to ensure the efficient running of the Event.

2. PLANNING

- a) Business Events

The PCO will manage the business content of the Conference which will include keeping track of speakers' status (eg CV's, photographs, copyright forms, audio-visual requirements, abstracts and papers) with the view to producing an efficient business programme.

The PCO to organise all Plenary and Concurrent sessions, posters and workshops the structure of which will be advised by the Conference Organising Committee.

If required the PCO will assist in the selection of speakers and be prepared to approach any such speaker inviting them to participate and where a fee is required negotiate the best possible fee for the speaker's services.

The PCO will physically inspect within the preceding month all aspects of the conference arranged by, but not under the control of, the PCO, to ensure that the quality of agreed services will be delivered and that any changes since the original booking do not effect the event.

b) Social Program

The Social programmes forming part of the Conference could include but not be limited to all meals including the Conference Dinner, excursions to attractions, boat cruises, full and half day tours, shopping excursions, visits to historic sites, etc. The PCO to coordinate with the Conference Social Committee.

c) Special Events

The PCO will manage any special events as part of the program as required by the Conference Organising Committee/Conference Social Committee.

3. ACCOMPANYING PERSONS PROGRAM

The PCO will provide suggestions in relation to the structuring of the Accompanying Persons program and will organise and supervise all aspects including meals, entertainment, transport, hosting, etc.

4. PRE AND POST TOURS

The responsibility of the PCO shall include the organising and supervision of Pre and Post Event Tours including the arranging of meals, entertainment, transport, hosting, etc.

5. BUDGETING

The PCO will prepare a budget using the PCO's own computer programs according to client brief for approval. Prepare an appropriate cash flow. Monitor, prepare and present regular budget update reports and prepare final costs and financial reports after the event.

6. PUBLICATIONS

The PCO will accept responsibility for the supervision design, printing and distribution of all material, together with the production of promotional and registration brochures, conference handbooks, conference proceedings and the like. All such materials are to be referred to the Conference Organising Committee for approval before printing. The PCO to also arrange reproduction of speakers papers and that all steps are taken by the PCO to ensure all deadlines and timetables are met for the release of such brochures and papers, and that the costs are within budget.

The PCO will also ensure that other production needs, such as satchels, **speaker gifts, associate gifts and the like**, are ordered and prepared in time to guarantee their availability for the Conference.

7. SPONSORSHIP

The PCO will advise the Conference Organising Committee in obtaining sponsorship, however, their participation will be through the following activities:-

- The PCO will advise the Committee of the various methods of raising sponsorship, eg. one major sponsor versus several minor sponsors, items available for sponsorship, advertising in the handbook etc.
- After discussion with the Committee the PCO will research and devise a strategy for gaining sponsorship including setting realistic goals and deadlines for raising same.
- In consultation with the Conference Committee the PCO will compile a list of potential sponsors.
- The PCO will prepare various sponsorship kits and letters for distribution under the signature of the appropriate Committee member.
- The Conference Organising Committee will follow up through whatever means are available those potential sponsors who have been contacted.
- Once a Committee member has gained the commitment from a sponsor the PCO will accept the responsibility of coordinating their involvement and ensure that they receive value for their investment.
- The PCO will also ensure that the sponsorship is acknowledged through inclusion of an acknowledgment in the conference printed material and, where applicable, through display material to be displayed at the appropriate time during the Conference.

8. SECRETARIAT

The PCO will provide a fully equipped modern secretariat service to the Conference Organising Committee and to respond to delegate enquiries and needs including the preparation and distribution to material to delegates, ie. conference satchels.

9. REGISTRATION PROCEDURE

The PCO will assist in the processing of delegate registrations including Daily Delegate and any associate (accompanying persons) fees. Advice on "Early Bird", late, member and non-member fees will also be the responsibility of the PCO.

The PCO will also advise on the formulation of a "cancellation" policy in the event that a delegate wishes to withdraw from attending the Conference.

The PCO will ensure that each delegate, upon registering, receives prompt acknowledgment and confirmation of his/her registration details.

Registration would occur in order of receipt of the forms. These registrations would generally be acknowledged within 48 hours of receipt.

Information contained in the acknowledgments of their registration would include confirmation of functions, shortfalls in payments, over payments, workshop/seminar acceptances and all other relevant information.

10. PUBLIC RELATIONS/MEDIA

The PCO would assist the Conference Organising Committee in cooperation with Fisheries WA's Community Awareness Branch by advising on all tools available to promote the Conference such as press releases, press conference, newsletters, media briefings and other promotional concepts.

11. AUDIO VISUAL

The PCO will liaise with presenters on their audio visual requirements and negotiate with suppliers for the supply, installation and operational of the equipment on site.

12. PAYMENT SCHEDULE

It is anticipated that the successful tenderer will be paid on a quarterly basis. The successful tenderer may be able to negotiate payment with Fisheries Western Australia.

ATTACHMENT 3

AGREEMENT

Between

Fisheries Western Australia

And

Petrie International

**‘FishRights ‘99 Conference’
11-19 November 1999**

AGREEMENT

Between
Fisheries Western Australia
3rd Floor, SGIO Building
168-170 St. George's Terrace, PERTH WA
hereafter called the Client

And
Petrie International
PO Box 568, Kalamunda WA
hereafter called the Consultant

Dated :20 November 1998

A) It is hereby agreed that:

The Consultant will:

Undertake to organise and manage a conference to be known as the "FishRights '99 Conference" hereafter called the Event to be held 12 - 19 November 1999

The Consultant undertakes to perform all tasks required of a Professional Conference Organiser (PCO) to produce a successful Event. The Client agrees to pay the Consultant for this work in accordance with the fee schedule presented in this Agreement. Services to be undertaken will include, but not be limited to that listed in the tender document submitted, number RFT 87098.

This agreement is accepted by both parties as indicated below:

CLIENT

Full Name : PETER JAMES MILLINGTON.
on behalf of Fisheries WA

Signature : *PJ Millington* Date : 11/12/98

Witness Name : Carli Gettingby Signature : 11/12/98

CONSULTANT

Full Name: Alison M G Petrie
on behalf of Petrie International

Signature *Alison Petrie* Date: 9/12/98

Witness Name : *J. Britton* Signature : 9/12/98

AMENDMENT TO AGREEMENT

Between

**Fisheries Western Australia
3rd Floor, SGIO Building
168-170 St. George's Terrace, PERTH WA
hereafter called the Client**

And

**Petrie International
PO Box 568, Kalamunda WA
hereafter called the Consultant**

Dated : 07 December 1998

**Re: FishRights '99 Conference
Tender RFT87098**

The Consultant presented a quote for the above tender based on the tender advising that the confirmed date of the Event was 12 - 19 November 1999.

Subsequently, the Client has advised that the pre-conference program has been brought forward to 11 November 1999. This means the Consultant will be operating outside the tender or 'Scope of Work' and consequently the \$50 hourly fee will be charged for the work undertaken to organise this extra day.

The Client agrees to pay the Consultant \$50 per hour as described above.

Signed on behalf of the Client:

Name: Peter Millington

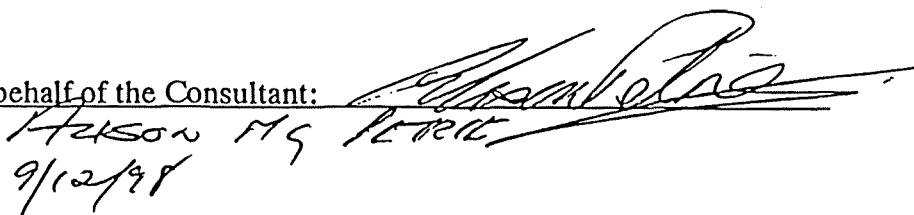
Date: 11/12/98



Signed on behalf of the Consultant:

Name:

Date:



Hanson Pty Perth

B) FEE SCHEDULE

1. FEE STRUCTURE.

The fees quoted are per tender document RFT 87098.

Management Fee : \$28000 for up to 350 registrations
Additional registrations : \$50 per delegate from 351 onwards
No charge for up to 10 speakers
No charge for registering Accompanying Persons

2. EXTRA WORK

Should the Consultant be required to undertake services outside the 'Scope of Work' agreed to in tender document RFT 87098, the Consultant will advise the Client that an extra charge will be levied. If the Client agrees to proceed with this extra work the Consultant will charge an agreed fee of \$50 per hour for the Consultant's principal partners, \$35 per hour for Denise Bradley and \$25 per hour for Grytsje Doust and support staff.

C) PAYMENT OF FEES

1. The Client will pay the Consultant a deposit of \$7,000 on appointment.
The Client will pay the balance of the fixed fee as follows:

01 March 1999	\$7,000
01 June 1999	\$7,000
01 September 1999	\$7,000

2. The Client will pay the Consultant the balance of fees due (i.e. registrations from 351 onwards) at the conclusion of the Event.
3. The Consultant will be reimbursed for all out of pocket expenses incurred by the Consultant whilst undertaking work on behalf of the Client. All out of pocket expenses, with the exception of credit card transaction fees, are subject to the approval of the Client. These reimbursements will be billed on a monthly basis and can include but not be limited to:
- photocopying in excess of 100 copies at a cost of 10c per copy
 - STD and ISD telephone and fax charges
 - excessive stationary
 - postage and courier charges
 - typesetting, graphics, printing
 - ticket stationary
 - name badge holders
 - credit card transaction fee of 3% on Mastercard, Visa Card, Bankcard transactions
 - credit card transaction fee of 4% on American Express and Diners transactions
 - tele-marketing services
 - public relations consultant

The Consultant will be responsible for keeping receipts and records of all expenditure that is charged for.

D) CANCELLATION

1. The Client must give written notification of cancellation of the Event.
2. (i) Should the Event be cancelled for any reason prior to 31 December 1998 the Consultant will retain any payments already received. Should the Event be cancelled for any reason prior to 30 June 1999 the Consultant will retain any payments already received and payable by the date of cancellation. Should the Event be cancelled after 30 June 1999 the Consultant will be paid in full the balance of the management fee owing.

(ii) The Consultant will be reimbursed for any outstanding expenditure undertaken on behalf of the Client up to the time of cancellation. e.g. deposits, printing, graphics etc.
3. The Consultant accepts responsibility for informing all relevant parties that the Event is cancelled, returning monies to delegates, sponsors or trade exhibitors, and settling outstanding invoices on the basis that the Consultant shall be paid for this service in accordance with the fee schedule for these services which are outside the 'Scope of Work'. The Client will reimburse the Consultant for all expenses as per Section C 'Payment Method'.
4. When a delegate cancels their registration per the cancellation policy in the Conference Registration Brochure it is accepted that the Consultant will be paid the appropriate per delegate fee on any and all cancelled registrations.

E) SPECIAL CONDITIONS

During consultation between the Client's nominee and the Consultant's nominee it was agreed that the following special conditions will form part of the Agreement document.

1. The Client will establish a trading cheque account in the name of the Event with four signatories on file. Cheques will require any one signatory from the Consultant and any one signatory from the Client's nominees. All invoices will be kept by the Consultant and handed over to the Client with other financial statements, records, deposit books etc. at the conclusion of this Agreement.
2. The Consultant shall be responsible for maintaining proper financial accounts and records. These records must include details of receipts and payments with appropriate supporting documentation.
3. On completion of the Event the Consultant shall prepare the following financial statements:
 - Statement of Receipts and Payments
 - Statement of Debtors and Creditorsand pay the balance standing to the credit of the account of the Client.
4. Both parties agree to adhere to the agreed time-line prepared by the Consultant wherever possible.

5. It is accepted that the Client accepts responsibility for underwriting any loss that may occur and will not hold Petrie International liable for any loss of income.
6. It is understood that one registration fee will be claimed by the Consultant for each registration received, even if that one registration is shared by a number of people. An additional fee of \$15 will be charged for each person that is registered separately as a 'Shared Delegate'. This condition does not apply to Accompanying Person delegates as this registration type cannot be shared.

F) DISPUTE RESOLUTION CLAUSE

If a dispute arises out of or relates to this Agreement the parties agree to endeavor in good faith to settle the dispute in accordance with this clause.

1. A party claiming that a dispute has arisen must give the other party written notice specifying the nature of the dispute.
2. On receipt of the notice specified in (1) the parties to the dispute must within seven days of receipt of said notice seek to resolve the dispute.
3. If the dispute is not resolved within seven days or within such further period as the parties agree then the dispute is to be referred to the Australian Commercial Disputes Centre (ACDC) for mediation.
4. The mediation will be in accordance with ACDC mediation guidelines which set out the procedures to be adopted, the process of selection of the mediator and the costs involved and which terms are hereby incorporated.
5. In the event that the dispute has not been settled within 28 days or such further period as agreed to in writing between the parties after the appointment of the mediator the dispute shall be submitted to arbitration (administered by ACDC) and conducted in accordance with ACDC's Arbitration Guidelines which are hereby deemed incorporated.
6. The arbitrator shall not be the same person as the mediator.

G) DISCLAIMER

In case of dishonoured cheques or disputed credit card transactions the position is as follows:

1. The Consultant will not accept responsibility for payment of any disputed credit card transactions and will seek restitution from the Client for full payment plus any bank charges incurred from the dispute. Non payment of accounts by delegates will be the Clients responsibility.
2. Dishonoured cheques will be presented again, and failing them being accepted for payment, the onus will be on the Client to seek restitution from the delegate or exhibitor concerned. However, the Consultant will provide assistance to the Client in this process for up to two months after the Event.
3. The Consultant will not be liable for any debt incurred by or on behalf of the Client e.g. hotel deposits, printing, graphics etc.

ATTACHMENT 4

FishRights99

Business Plan

TABLE OF CONTENTS

	Page
1. BACKGROUND	1
2. PURPOSE	1
3. OBJECTIVES	1
4. STRATEGIES	1
5. PERFORMANCE INDICATORS	1
6. BUDGET	2
6.1 INCOME - FIXED	2
6.1.1 Sponsorship - Packages	2
6.1.2 Government Sponsorship	3
6.1.3 Sponsorable Events	3
6.1.4 Seed Capital	3
6.1.5 Underwriting	3
6.1.6 Speaker Sponsorship	3
6.1.7 General Income	3
6.2 INCOME - VARIABLE	4
6.2.1 Complete Packages	4
6.2.2 Mini Course (11-12 November)	4
6.2.3 Core Conference (15-17 November)	4
6.2.4 Work Shop Sessions (18-19 November)	4
6.2.5 Accompanying Partners Program	4
6.2.6 Ticket Sales	4

	Page
6.3 EXPENSE - FIXED	5
6.3.1 Underwriting Repayments	5
6.3.2 Event Manager	5
6.3.3 Funded Speakers	5
6.3.4 Insurance	6
6.3.5 Publications	6
6.3.6 Volunteers	6
6.3.7 Audio Visual	6
6.3.8 Bank Charges	6
6.3.9 Web Page	7
6.3.10 Marketing	7
6.3.11 Welcome Reception: 14 November Off-Site	7
6.3.12 Gala Dinner: 17 November Off-Site	8
6.3.13 Venue	8
6.3.14 Signage	8
6.3.15 Secretariat Expense	8
6.3.16 Contingency	8
6.4 EXPENSE - VARIABLE	9
6.4.1 Delegate Expense	9
6.4.2 Accompanying Partners Program	9
6.4.3 Venue:12 - 13 November	9
6.4.4 Venue:15 - 17 November	10

	Page
6.4.5 Venue:18-19 November	10
6.4.6 Welcome Reception:14 November	10
6.4.7 Gala Dinner	10
6.5 NET PROFIT	11
7. FINANCIAL CONTROLS	12
7.1 CONFERENCE ACCOUNT	12
7.2 RECORDS	12
7.3 REPORTING	12
7.4 STATEMENTS	12
7.5 MONITORING	12
8. SUMMARY	12

TABLES

	Page
1. Committed Sponsorship	2
2. Core Conference Registrations	4
3. International Funded Speakers	5
4. Publications	6
5. Web Site	7
6. Marketing	7
7. Welcome Reception	7
8. Gala Dinner	8
9. Secretariat Expense	8
10. Delegate Expense	9
11. Accompanying Partners Program	9
12. Venue: 12-13 November	9
13. Venue: 15-17 November	10
14. Venue: 18-19 November	10
15. Welcome Reception: 14 November	10
16. Summary of Income and Expenses	11

ATTACHMENTS

	Attachment
FishRights99 Revised Income and Expenditure Statement	1
FishRights99 Sponsorship Opportunities	2
Fisheries WA and Marketforce Agreement	3
Schedule of Services offered by Professional Conference Organiser	4
Agreement between Fisheries WA and Petrie International	5
Executive Officer Job Description Form	6

1. BACKGROUND

The Fisheries Western Australia in cooperation with the Food and Agriculture Organization (FAO) of the United Nations is organising an international conference on the *Use of Property Rights in Fisheries Management (FishRights99)*. The conference is being held at the Esplanade Hotel, Fremantle, and will run from the 11-19 November 1999.

National government and industry bodies have been involved in the consultation process and support the conference. In particular, the Western Australian Fishing Industry Council participate on the Joint Steering Committee and have committed significant funds to the conference.

A detailed business plan showing income, expenditure and projected attendance has been developed. This plan also details the level and use of FRDC funds for underwriting and speaker sponsorship.

2. PURPOSE

The purpose of the business plan is to demonstrate that the financial exposure for underwriting organisations, ie FRDC and DBIF, is minimal.

3. OBJECTIVES

The objective of the business plan is to ensure that the conference operates within budget.

4. STRATEGIES

Action has been taken to avoid financial exposure and ensure that the conference operates within budget. These strategies include:

- hiring a Professional Conference Organiser (PCO), Petrie International, to manage the conference;
- appointing an Executive Officer to coordinate Agency arrangements and liaise with the Petrie International to ensure that services are provided on time and within budget;
- developing a structured budget that identifies income, expenditure, and projected attendance;
- operating a separate conference account.

5. PERFORMANCE INDICATORS

The key performance indicators include the:

- attainment of forecasted sponsorship and funding;
- attainment of forecasted attendance;
- repayment of DBIF and FRDC underwriting; and
- operating within budget.

6. BUDGET

A structured budget has been developed to identify income, expenditure, and levels of attendance. Fixed and variable components have also been detailed.

The net profit for the conference is budgeted at \$13, 095. Income and expenditure are budgeted at \$812,250 and (\$799,155) respectively. These figures include underwriting income and repayment. Refer to Attachment 1 for the “**FishRights99** Budget Statement”.

6.1 INCOME - FIXED

6.1.1 SPONSORSHIP

FishRights99 will be a high profile international conference which will attract delegates from around the world. The conference is offering the opportunity for organisations to become partners in this international event and a sponsorship brochure is now available and outlines some of the ways in which organisations can get involved. Refer to Attachment 2 “**FishRights99** Sponsorship Opportunities”.

Platinum, Gold and Silver packages are available which provide excellent commercial exposure and represent value for money. Exclusive sponsorship opportunities are also available for the Conference Gala Dinner and Welcome Reception. A produce proposal has also been developed which will provide Australian producers with a unique opportunity to showcase their produce to an international audience.

Government and industry organisations have already committed \$180,000 in direct cash donations. Refer to Table 1 “Committed Sponsorship”.

Company	\$
Western Australian Fishing Industry	30,000
South Australian Primary Industries & Resources	20,000
South Australian Fishing Industry	30,000
NSW Fisheries	20,000
Food and Agriculture Organization	20,000
World Bank	10,000
Western Australian Government (DBIF)	50,000
Total	\$180,000

Table 1: Committed Sponsorship.

An additional \$20,000 is being sought to sponsor the Conference Gala Dinner (\$15,000) and Welcome Reception (\$5,000) which increases the sponsorship budget to \$200,000. Refer to FRDC application for letters of confirmation and support.

6.1.2 SEED CAPITAL

Fisheries WA are contributing \$10,000 seed capital for the conference.

6.1.3 UNDERWRITING

The conference is designed to run on budget. FRDC underwriting is sought to cover any initial shortfall in the Conference operating budget. DBIF underwriting has been obtained to mitigate FRDC and Fisheries WA exposure. Underwriting of \$180,000 (FRDC) and \$100,000 (DBIF) have been detailed as a fixed underwriting expense. Other sponsorship will be directed to pay for quality international and national speakers and also sponsor attendance from developing countries and industry.

6.1.4 SPEAKER SPONSORSHIP

Attracting a high calibre of international speakers is vital and will impact on the level of attendance at the conference. The availability of sufficient funds for speaker sponsorship is imperative to the success of the conference.

An application for \$20,000 grant has been made to the FRDC for speaker sponsorship. These funds will be used to pay for international speaker airfares and accommodation. In return, the FRDC would receive a Gold Package which provides for excellent commercial exposure and which is limited to seven organisations. Refer to Attachment 2 “**FishRights99** Sponsorship Opportunities”.

6.1.5 GENERAL INCOME

General income of \$1,000 relates to bank interest accrued for the **FishRights99** conference account.

6.2 INCOME - VARIABLE

6.2.1 MINI COURSE (11-12 NOVEMBER)

Registrations for the mini course are forecasted at 100 people at \$400 per person, resulting in a variable income of \$40,000.

6.2.2 CORE CONFERENCE (15-17 NOVEMBER)

Variable income for the core conference has been forecasted at \$205,000. Refer to Table 2 “Core Conference Registrations”.

Registration	Unit	Price/Unit	Total
		\$	\$
Early Bird Registration	200	600	120,000
Regular Fee Registration	100	750	75,000
Concession Fee Registration	20	200	4,000
Day Registration:Monday	10	200	2,000
Day Registration:Tuesday	10	200	2,000
Day Registration:Wednesday	10	200	2,000
Invited Speakers/Guests	20	0	0
Total			\$205,000

Table 2: Core Conference Registrations

6.2.3 WORK SHOP SESSIONS (18-19 November)

Registrations for the workshop sessions have been forecasted at a 100 people at \$400 per person, resulting in a variable income of \$40,000.

6.2.4 ACCOMPANYING PERSONS PROGRAM

Registrations for the accompanying person program have been forecasted at a 50 people at \$275 per person, resulting in a variable income of \$13,750.

6.2.5 TRADE EXHIBITION

Sponsors will offered an opportunity to purpose a standard booth to display promotional material. The purpose of standard booths has been forecasted a 5 booths at \$500 per booth, resulting in a variable income of \$2,500.

6.3 EXPENSE - FIXED

6.3.1 UNDERWRITING REPAYMENTS

Underwriting repayments are itemised as a fixed expense. Funding repayments will be made for \$180,000 (FRDC) and \$100,000 (DBIF).

6.3.2 EVENT MANAGER

Petrie International have been contracted to organise the event and will be paid a fixed management fee of \$28,000. Petrie International provide a schedule of services that relate to:

1. Pre-conference Services
2. Planning
3. Accompanying Persons Program
4. Pre and Post Tours
5. Budgeting
6. Publications
7. Sponsorship
8. Secretariat
9. Registration Procedure
10. Public Relations/Media
11. Audio Visual

Refer to Attachment 4 “Schedule of Services offered by Professional Conference Organiser” and Attachment 5 “Agreement between Fisheries WA and Petrie International”.

6.3.3 FUNDED SPEAKERS: INTERNATIONAL

The provision of quality plenary and theme speakers is of key importance to the successful outcome of the conference. The budget for international speaker includes the provision for travel, accommodation, performance fees, and per diem, and is set at \$140, 800. Refer to Table 3 “International Funded Speakers”.

Funding	\$
Travel	108,000
Accommodation	16,400
Performance Fee	15,000
Per diem	1,400
Total	\$140,800

Table 3: International Funded Speakers

Provisions for international speakers are described as follows:

- Travel: 18 business class air fares @\$6000 (USA/Europe);
- Accommodation: 117 nights @\$140 per night;
- Performance Fee: 3 @\$5000; and
- Per Diem: 7 @\$50 per day x 3 days.

6.3.4 FUNDED SPEAKERS: NATIONAL

The budget for national speakers is set at \$7, 080 and includes provision for travel, accommodation, and per diem. Refer to Table 4 “National Funded Speakers”.

Funding	\$
Travel	4,800
Accommodation	1,680
Performance Fee	0
Per diem	600
Total	\$7,080

Table 4: National Funded Speakers

Provisions for national speakers are described as follows:

- Travel: 3 business class air fares@\$1,600;
- Accommodation: 12 nights@\$140 per night; and
- Per Diem: 4@\$50per day x 3 days.

6.3.5 INSURANCE

Insurance of \$4,000 has been budgeted to overcome logistical failure, a potential threat to the conference.

6.3.6 PUBLICATIONS

Quality publications are required to promote and market the FishRights99 conference. A budget of \$48,200 has been allocated to cover the various publications. Refer to Table 5 “Publications”.

Publication	\$
Logo	1,200
Letterhead	1,000
Preliminary announcement	2,500
Posters	1,000
Registration brochure	25,000
Final announcement	5,000
Program/handbook	2,500
Proceedings	10,000
Total	\$48,200

Table 5: Publications

The logo, letterhead, and preliminary announcement have already been produced. Refer to Attachment 6 “FishRights99 Letterhead” and Attachment 7 “FishRights99 Preliminary Announcement”.

6.3.7 AUDIO VISUAL

Audio visual equipment is required for the duration of the conference at a cost of \$45,000. This is based on 6 days hire of AV equipment for up to 4-5 rooms, including an allowance for data projection (power point) in each room.

6.3.8 BANK CHARGES

Bank charges have been budgeted at \$6,000, which include credit card transaction fees (\$5,000) and account keeping fees (\$1,000).

6.3.9 WEB PAGE

Marketforce have been contacted to develop and maintain the **FishRights99** web site (www.fishrights99.conf.au). The building of the site is to occur over the 12 month period which began on 1 October 1998, and \$9,500 has been budgeted to cover these costs. Refer to Table 6 "Web Site" and Attachment 3 "Fisheries WA and Marketforce agreement".

Web Site	\$
Design	3,000
Maintenance	5,000
Rental	1,500
Total	\$9,500

Table 6: Web Site

6.3.10 MARKETING

Effective marketing is imperative for ensuring that the conference is well attended. A provision of \$22,500 has been made for press advertisements, producing banners for Fremantle and Perth, engaging a publicist, and tele-marketing. Refer to Table 7 "Marketing".

Marketing	\$
Advertising:press	5,000
Banners in Fremantle/City	10,000
Publicist	5,000
Tele-marketing	2,500
Total	\$22,500

Table 7: Marketing

6.3.11 WELCOME RECEPTION: 14 NOVEMBER OFF-SITE

The Welcome Reception sets the scene for the conference and will be held in the beautiful setting of Notre Dame University's Courtyard and will feature cocktail food, drinks and entertainment. The budget for this event is \$11,500 and provision has been made for theming, entertainment, transport and audio visual equipment. Refer to Table 8 "Welcome Reception".

Welcome Reception	\$
Theming	5,000
Entertainment	2,500
Transport	2,500
Audio Visual	1,500
Total	\$11,500

Table 8: Welcome Reception

6.3.12 GALA DINNER: 17 NOVEMBER OFF-SITE

The Gala Dinner is the social event of the conference and will take place in a unique location and consist of a dinner dance with excellent entertainment and a professional MC. The budget for this event is \$48,000 and provision has been made for theming, entertainment, lights and audio, and transport. Refer to Table 9 "Gala Dinner".

Gala Dinner	\$
Theming	20,000
Entertainment	15,000
Lights & audio	10,000
Transport	3,000
Total	\$48,000

Table 9: Gala Dinner

6.3.13 VENUE

The budget of \$5,090 has been allocated for room hire at the Esplanade Hotel.

6.3.14 SIGNAGE

Signage has been budgeted at \$8,000, which includes signage at the venue (\$5,000) and sponsors recognition (\$3,000).

6.3.15 TRADE EXHIBITION

Equipment hire charge for the trade exhibition has been budgeted at \$500.

6.3.16 SECRETARIAT EXPENSE

Secretariat expenses has been budgeted at \$16,700 and provisions made for telephone/fax, postage, courier, stationary, and hire of equipment at venue. Refer to Table 10 “Secretariat Expense”.

Secretariat Expense	\$
Telephone/fax	4,000
Postage	8,000
Courier	1,500
Stationary	2,000
Hire of equipment at venue	1,200
Total	\$16,700

Table 10: Secretariat Expense

6.3.17 CONTINGENCY

A contingency of \$15, 000 has been budgeted for any unforeseen expenses.

6.4 EXPENCES - VARIABLE

6.4.1 DELEGATE EXPENSE

Delegate expenses include name badges, satchels, stationary, hotel transfers, and the event manager, and have been budgeted at \$13, 685. Refer to Table 11 “Delegate Expense”.

Delegate Expense	Unit	Price/Unit	Total
		\$	\$
Name badges	400	4	1,600
Satchel	350	25	8,750
Event Manager	30	50	1,500
Stationary	350	2.5	875
Hotel transfers	40	24	960
Total			\$13, 685

Table 11: Delegate Expense

6.4.2 ACCOMPANYING PERSONS

A ‘Partners Program’ consisting of a variety of day time activities is planned. The budget for this program is \$10, 800. Provision has been made for tours, name badges, gifts and the Welcome Reception. Refer to Table 12 “Accompanying Persons”.

Accompanying Persons	Unit	Price/Unit	Total
		\$	\$
Tours	50	150	7,500
Name badges	50	4	200
Gift	50	12	600
Welcome reception	50	50	2,500
Total			\$10,800

Table 12: Accompanying Persons

6.4.3 VENUE:12 - 13 NOVEMBER

Coffee breaks, lunches and the social reception has been budgeted at \$7,700. Refer to Table 13 “Venue:12-13 November”.

Venue:12-13 November	Unit	Price/Unit	Total
		\$	\$
Coffee Breaks	100	22	2,200
Lunches	100	40	4,000
Social Reception	100	15	1,500
Total			\$7,700

Table 13: Venue:12-13 November

6.4.4 VENUE:15 - 17 NOVEMBER

Coffee breaks and lunches has been budgeted at \$27,900. Refer to Table 14 “Venue:15-17 November”.

Venue:15-17 November	Unit	Price/Unit	Total
		\$	\$
Coffee Breaks	300	33	9,900
Lunch	300	60	18,000
Total			\$27,900

Table 14: Venue:15-17 November.

6.4.5 VENUE:18-19 NOVEMBER

Coffee breaks and lunches has been budgeted at \$6,200. Refer to Table 15 “Venue:18-19 November”.

Venue:18-19 November	Unit	Price/Unit	Total
-----------------------------	-------------	-------------------	--------------

		\$	\$
Coffee Breaks	100	22	2,200
Lunch	100	40	4,000
Total			\$6,200

Table 15: Venue:18-19 November

6.4.6 WELCOME RECEPTION:14 NOVEMBER

Food, beverages and transport for the Welcome Reception have been budgeted at \$12, 000. Refer to Table 16 “Welcome Reception:14 November”.

Welcome Reception:14 November	Unit	Price/Unit	Total
		t	
		\$	\$
Food	300	20	6,000
Beverage	300	12	3,600
Transport	300	8	2,400
Total			\$12,000

Table 16: Welcome Reception:14 November

6.4.7 GALA DINNER

Food and beverage for the Gala Dinner have been budgeted at \$24, 500 and are allocated \$15,750 and \$8,750 respectively.

6.4.8 TRADE EXHIBITION

A management fee of \$500 has been allocated for the Trade Exhibition.

6.5 NET PROFIT

The net profit for the conference is budgeted at \$13, 095. Refer to Table 17 “Summary of Income and Expense”.

Income		812,250
Fixed	511,000	
Variable	301,250	
Expense		(799,155)
Fixed	(695,870)	
Variable	(103,285)	
Net profit		\$13,095

Table 17: Summary of Income and Expense

7. FINANCIAL CONTROLS

7.1 CONFERENCE ACCOUNT

Fisheries WA has establishing a trading cheque account in the name of the event with two authorised signatories from Fisheries WA and two authorised signatories from Petrie International on file. Cheques require one signatory from Petrie International and one signatory from the Fisheries WA nominees. All invoices are kept by Petrie International and will be handed over to Fisheries WA with other financial statements, records, deposit books etc. at the conclusion of the conference.

7.2 RECORDS

Petrie International are responsible for maintaining proper financial accounts and records. These records will include details of receipts and payments with appropriate supporting documentation.

7.3 REPORTING

Petrie International will monitor, prepare and present regular budget update reports and prepare final costs and financial reports after the event.

7.4 STATEMENTS AND WINDUP UP OF ACCOUNT

On completion of the event all creditors will be paid and Petrie International will prepare the following financial statements:

- Statement of Receipts and Payments
- Statement of Debtors

The balance at bank will be used to repay the underwriters, and the residual balance will be returned to Fisheries WA.

7.5 MONITORING

An Executive Officer has been appointed to coordinate agency arrangement for the FishRights99 conference. The prime function of this role is to liaise with Petrie International to ensure deadlines are met and service is provided on time and on budget. Refer to Attachment 8 “Executive Officer Job Description Form”.

8. SUMMARY

The result of sound financial planning, reporting, and budget monitoring will avoid financial exposure and ensure that the conference operates within budget. To this end, underwriting will be used on a short term basis only and repaid to the FRDC (\$180,000) and DBIF (\$100,000).

ATTACHMENTS

FAO letter of request	1
Fisheries WA letter of acceptance	2
Joint Steering Committee Members	3
Western Australian Fishing Industry Council letter of support	4
Agriculture, Fisheries and Forestry Australia letter of support	5
Australian Fisheries Management Authority letter of support	6
Australian Bureau of Agricultural and Resource Economics letter of support	7
Australian Seafood Industry Council (ASIC) letter of support	8
Department of Primary Industries Queensland letter of support	9
Queensland Fisheries Management Authority letter of support	10
Queensland Commercial Fishermans Association letter of support	11
Primary Industries and Resources South Australia letter of support	12
South Australian Fishing Industry Council	13
Tuna Boat Owners Association of Australia letter of support	14
New South Wales Fisheries letter of support	15
Northern Territory Department of Primary Industry and Fisheries letter of support	16
Northern Territory Fishing Industry Council letter of support	17
Victorian Department of Natural Resources and Environment letter of support	18
Seafood Industry Victoria letter of support	19
Tasmanian Department of Primary Industries, Water and Environment letter of support	20
Tasmanian Fishing Industry Council letter of support	21
Great Barrier Reef Marine Park Authority letter of support	22

World Bank letter of support	23
Fisheries and Oceans Canada letter of support	24
Ministry of Fisheries, New Zealand, letter of support	25
New Zealand Seafood Industry Council letter of support	26
Ministry of Fisheries, Iceland, letter of support	27
Sea Fisheries, Environmental Affairs & Tourism, South Africa, letter of support	28
International Centre of Living Aquatic Resources Management, Philippines, letter of support	29
Ministry of Agriculture, Nature Management and Fisheries, Netherlands, letter of support	30
FishRights99 Gantt Table	31
FishRights99 core conference program (draft)	32

ATTACHMENT 5

**YOUR CHANCE TO BE PART OF A
UNIQUE MARKETING EXPERIENCE**



FISH RIGHTS 99 CONFERENCE

**USE OF PROPERTY RIGHTS
IN FISHERIES MANAGEMENT**

**EXPERIENCES & IMPLICATIONS OF RIGHTS-BASED
MANAGEMENT REGIMES FOR SUSTAINABLE FISHERIES**

Fremantle, Western Australia

11 - 19 NOVEMBER 1999

SPONSORSHIP OPPORTUNITIES



ORGANISERS

**FISHERIES WESTERN AUSTRALIA
IN COOPERATION WITH THE FOOD AND AGRICULTURE
ORGANIZATION OF THE UNITED NATIONS**

<http://www.fishrights99.conf.au>



FishRights99 will be a high profile international conference which will attract delegates from around the world.

The conference will be of interest to all those concerned with improving the governance of fisheries at national, regional or global levels whether in governments, fisheries management agencies, the private sector or the civil society.

FishRights99 will be a showpiece of the Australian fisheries industry and a focal point for industry leaders during 11-19 November 1999. The venue is the Esplanade Hotel which offers friendly and professional service with elegant and relaxed surroundings. The Hotel is located at the world famous port city of Fremantle, Australia's Gateway to the Indian Ocean.

The conference is now offering the opportunity for organisations to become partners in this international event and this brochure outlines some of the ways in which you can get involved.

We are confident that your participation as a strategic partner whether through direct sponsorship or product assistance will highlight your organisation's position as an active player in this vital area of fisheries management.



Esplanade Hotel, Fremantle

YOUR CHANCE TO BE PART OF A
UNIQUE MARKETING EXPERIENCE



FISH RIGHTS 99 CONFERENCE

USE OF PROPERTY RIGHTS
IN FISHERIES MANAGEMENT

EXPERIENCES & IMPLICATIONS OF RIGHTS-BASED
MANAGEMENT REGIMES FOR SUSTAINABLE FISHERIES

Fremantle, Western Australia

11 - 19 NOVEMBER 1999

SPONSORSHIP OPPORTUNITIES



ORGANISERS

FISHERIES WESTERN AUSTRALIA
IN COOPERATION WITH THE FOOD AND AGRICULTURE
ORGANIZATION OF THE UNITED NATIONS

<http://www.fishrights99.conf.au>



FishRights99 will be a high profile international conference which will attract delegates from around the world.

The conference will be of interest to all those concerned with improving the governance of fisheries at national, regional or global levels whether in governments, fisheries management agencies, the private sector or the civil society.

FishRights99 will be a showpiece of the Australian fisheries industry and a focal point for industry leaders during 11-19 November 1999. The venue is the Esplanade Hotel which offers friendly and professional service with elegant and relaxed surroundings. The Hotel is located at the world famous port city of Fremantle, Australia's Gateway to the Indian Ocean.

The conference is now offering the opportunity for organisations to become partners in this international event and this brochure outlines some of the ways in which you can get involved.

We are confident that your participation as a strategic partner whether through direct sponsorship or product assistance will highlight your organisation's position as an active player in this vital area of fisheries management.



Esplanade Hotel, Fremantle

GOLD PACKAGE

This package provides excellent commercial exposure and represents value for money and will be limited to seven organisations.

THE GOLD PACKAGE INCLUDES:

- Recognition at the conference by way of company name & logo on a sponsors recognition board in 200 pt type
- One complimentary registration to the Conference (11-12, 15-17 and 18-19 November)
- Company name and logo on a recognition page in the conference program
- Merchandise/pamphlet (provided by sponsor and size limit applies) placed in delegate satchel/bag
- List of all registered delegates on label format or disk at conclusion of conference

PLUS YOUR CHOICE OF THREE COMPONENTS FROM THE FOLLOWING:

(Please tick your **THREE** preferred options)

- Two complimentary tickets to the Conference Gala Dinner
- Naming rights to two concurrent sessions
- Naming rights to one lunch during the whole event
- A quarter page advertisement in the conference program
- One additional complimentary registration to the Conference (11-12, 15-17 and 18-19 November)
- Sponsor pads/pens/key-rings (provided by sponsor) to be placed in delegate satchel/bag

INVESTMENT \$20,000

SILVER PACKAGE

The Silver Package allows organisations the opportunity to be involved with the conference on a commercial basis.

THE SILVER PACKAGE INCLUDES:

- Recognition at the conference by way of company name & logo on a sponsors recognition board in 100 pt type
- One complimentary registration to the Conference (11-12, 15-17 and 18-19 November)
- Company name and logo on a recognition page in the conference program.

PLUS YOUR CHOICE OF TWO COMPONENTS FROM THE FOLLOWING:

(Please Tick your **TWO** preferred options)

- Sponsor pads/pens/key-rings (provided by sponsor) to be placed in delegate satchel/bag
- Two complimentary tickets to the Conference Gala Dinner
- Naming rights to one concurrent sessions
- Sponsor one coffee break
- Merchandise/pamphlet (provided by sponsor and size limit applies) placed in delegate satchel/bag
- One additional complimentary registration to the Conference (11-12, 15-17 and 18-19 November)

INVESTMENT \$10,000

CONFERENCE GALA DINNER

THURSDAY 17 NOVEMBER 7PM - LATE

This is an exclusive sponsorship opportunity for an organisation to gain high profile recognition and association with a prestigious event.

The event will take place in a unique location and consist of a dinner dance with excellent entertainment and professional MC.

GALA DINNER SPONSOR BENEFITS:

- Exclusive naming rights to the event
- Theming will incorporate the corporate colours of the sponsor
- Sponsor receives a complimentary table of ten
- Opportunity to make a five minute address to all guests
- Sponsor to provide a spot prize presented at the dinner
- Sponsor company name and logo prominently displayed on stage
- Sponsor logo on all promotional material promoting the dinner including tickets and menus
- Company name and logo on a recognition page in the conference program.

INVESTMENT \$15,000

CONFERENCE WELCOME RECEPTION

SUNDAY 14 NOVEMBER 6PM - 9PM

This is an exclusive sponsorship opportunity for an organisation to gain high profile recognition and association with a prestigious event.

The Welcome Reception will take place in the beautiful setting of Notre Dame University's Courtyard and will feature cocktail food, drinks and entertainment.

WELCOME RECEPTION SPONSOR BENEFITS:

- Exclusive naming rights to the event
- Ten complimentary tickets to the Welcome Reception
- Opportunity to make a two minute address to the assembled guests
- Company name and logo displayed prominently at the venue
- Company name and logo on a recognition page in the conference program.

INVESTMENT \$5,000



CONFERENCE GALA DINNER

THURSDAY 17 NOVEMBER 7PM - LATE

This is an exclusive sponsorship opportunity for an organisation to gain high profile recognition and association with a prestigious event.

The event will take place in a unique location and consist of a dinner dance with excellent entertainment and professional MC.

GALA DINNER SPONSOR BENEFITS:

- Exclusive naming rights to the event
- Theming will incorporate the corporate colours of the sponsor
- Sponsor receives a complimentary table of ten
- Opportunity to make a five minute address to all guests
- Sponsor to provide a spot prize presented at the dinner
- Sponsor company name and logo prominently displayed on stage
- Sponsor logo on all promotional material promoting the dinner including tickets and menus
- Company name and logo on a recognition page in the conference program.

INVESTMENT \$15,000

CONFERENCE WELCOME RECEPTION

SUNDAY 14 NOVEMBER 6PM - 9PM

This is an exclusive sponsorship opportunity for an organisation to gain high profile recognition and association with a prestigious event.

The Welcome Reception will take place in the beautiful setting of Notre Dame University's Courtyard and will feature cocktail food, drinks and entertainment.

WELCOME RECEPTION SPONSOR BENEFITS:

- Exclusive naming rights to the event
- Ten complimentary tickets to the Welcome Reception
- Opportunity to make a two minute address to the assembled guests
- Company name and logo displayed prominently at the venue
- Company name and logo on a recognition page in the conference program.

INVESTMENT \$5,000



GOLD PACKAGE

This package provides excellent commercial exposure and represents value for money and will be limited to seven organisations.

THE GOLD PACKAGE INCLUDES:

- Recognition at the conference by way of company name & logo on a sponsors recognition board in 200 pt type
- One complimentary registration to the Conference (11-12, 15-17 and 18-19 November)
- Company name and logo on a recognition page in the conference program
- Merchandise/pamphlet (provided by sponsor and size limit applies) placed in delegate satchel/bag
- List of all registered delegates on label format or disk at conclusion of conference

PLUS YOUR CHOICE OF THREE COMPONENTS FROM THE FOLLOWING:

(Please tick your **THREE** preferred options)

- Two complimentary tickets to the Conference Gala Dinner
- Naming rights to two concurrent sessions
- Naming rights to one lunch during the whole event
- A quarter page advertisement in the conference program
- One additional complimentary registration to the Conference (11-12, 15-17 and 18-19 November)
- Sponsor pads/pens/key-rings (provided by sponsor) to be placed in delegate satchel/bag

INVESTMENT \$20,000

SILVER PACKAGE

The Silver Package allows organisations the opportunity to be involved with the conference on a commercial basis.

THE SILVER PACKAGE INCLUDES:

- Recognition at the conference by way of company name & logo on a sponsors recognition board in 100 pt type
- One complimentary registration to the Conference (11-12, 15-17 and 18-19 November)
- Company name and logo on a recognition page in the conference program.

PLUS YOUR CHOICE OF TWO COMPONENTS FROM THE FOLLOWING:

(Please Tick your **TWO** preferred options)

- Sponsor pads/pens/key-rings (provided by sponsor) to be placed in delegate satchel/bag
- Two complimentary tickets to the Conference Gala Dinner
- Naming rights to one concurrent sessions
- Sponsor one coffee break
- Merchandise/pamphlet (provided by sponsor and size limit applies) placed in delegate satchel/bag
- One additional complimentary registration to the Conference (11-12, 15-17 and 18-19 November)

INVESTMENT \$10,000



PRODUCE SUPPLIERS

The conference provides a unique marketing opportunity for Australian suppliers to showcase their produce and products to an international audience. A range of sponsorship options will be offered to encourage the marketing and promotion of Australian produce.

The Gala Dinner is the social event of the conference and will take place in a unique location and consist of a dinner dance with excellent entertainment and a professional MC. The Welcome Reception sets the scene for the conference and will be held in the beautiful setting of Notre Dame University's Courtyard and will feature cocktail food, drinks and entertainment.

SOME OF THE SPONSORSHIP OPTIONS INCLUDE:

- Supply of seafood to be used at the Conference Gala Dinner or the Welcome Reception
- Supply of wine to the Conference Gala Dinner or the Welcome Reception
- Supply of meat products to the Conference Gala Dinner or the Welcome Reception

The value of the product supplied has been set at \$5,000 regardless of the number of portions required. For example, if the seafood supplied to the value of \$5,000 will serve 250 and 300 are in attendance then the balance will be made up by the conference.

THE BENEFITS OF SPONSORSHIP ARE:

- Recognition with supplier name and logo on the menu
- Supplier name and logo on a recognition page in the conference program
- Supplier thanked at the dinner by the MC

INVESTMENT \$5,000

FOR MORE INFORMATION ON ANY OF THE SPONSORSHIP OPPORTUNITIES CONTACT

The Secretariat,
FishRights99 Conference.
PO Box 568, Kalamunda Western Australia 6076

Tel: (intl 61) 08 9257 2088

Fax: (intl 61) 08 9257 2099

email: petrconf@inet.net.au

<http://www.fishrights99.conf.au>

PLATINUM PACKAGE

The Platinum Package will be restricted to five organisations and therefore provides maximum exposure on an exclusive basis.

THE PLATINUM PACKAGE INCLUDES:

- 3m x 2m display space (site to be determined)
- Recognition with company name and logo prominently displayed in conference publications ie registration brochure and delegate program
- Recognition at the conference by way of company name & logo on a sponsors recognition board in 300 pt type
- Logo on delegate satchel/bag
- Merchandise/pamphlet (provided by sponsor and size limit applies) placed in delegate satchel/bag
- List of all registered delegates on label format or disk at conclusion of conference
- Two complimentary registrations for the Conference (11- 12, 15-17 and 18-19 November)

PLUS YOUR CHOICE OF FOUR COMPONENTS FROM THE FOLLOWING:

(Please tick your **FOUR** preferred options)

- Naming rights to two keynote sessions
- The use of the conference logo on the sponsor company's stationery and brochures until 01 December 1999
- A half page advertisement in the conference program
- Four complimentary tickets to the Conference Gala Dinner
- Two additional complimentary registrations for the Conference (11-12, 15-17 and 18-19 November)
- Sponsorship recognition of a nominated keynote speaker by slide and in the program, plus naming rights to a keynote session in the program
- One seminar room named after sponsor company for the duration of the whole event
- Opportunity to make a five minute address to the full delegation sometime during the Core Conference (time to be determined by Organising Committee)
- Sponsor provided prize/give-away for registration incentive purpose
- Attendance for thirty of sponsor company guests at a breakfast function with a keynote presenter who will make a short address
- Sponsor pads/pens/key-rings (provided by sponsor) to be placed in delegate satchel/bag

INVESTMENT \$30,000



PLATINUM PACKAGE

The Platinum Package will be restricted to five organisations and therefore provides maximum exposure on an exclusive basis.

THE PLATINUM PACKAGE INCLUDES:

- 3m x 2m display space (site to be determined)
- Recognition with company name and logo prominently displayed in conference publications ie registration brochure and delegate program
- Recognition at the conference by way of company name & logo on a sponsors recognition board in 300 pt type
- Logo on delegate satchel/bag
- Merchandise/pamphlet (provided by sponsor and size limit applies) placed in delegate satchel/bag
- List of all registered delegates on label format or disk at conclusion of conference
- Two complimentary registrations for the Conference (11- 12, 15-17 and 18-19 November)

PLUS YOUR CHOICE OF FOUR COMPONENTS FROM THE FOLLOWING: (Please tick your FOUR preferred options)

- Naming rights to two keynote sessions
- The use of the conference logo on the sponsor company's stationery and brochures until 01 December 1999
- A half page advertisement in the conference program
- Four complimentary tickets to the Conference Gala Dinner
- Two additional complimentary registrations for the Conference (11-12, 15-17 and 18-19 November)
- Sponsorship recognition of a nominated keynote speaker by slide and in the program, plus naming rights to a keynote session in the program
- One seminar room named after sponsor company for the duration of the whole event
- Opportunity to make a five minute address to the full delegation sometime during the Core Conference (time to be determined by Organising Committee)
- Sponsor provided prize/give-away for registration incentive purpose
- Attendance for thirty of sponsor company guests at a breakfast function with a keynote presenter who will make a short address
- Sponsor pads/pens/key-rings (provided by sponsor) to be placed in delegate satchel/bag

INVESTMENT \$30,000





PRODUCE SUPPLIERS

The conference provides a unique marketing opportunity for Australian suppliers to showcase their produce and products to an international audience. A range of sponsorship options will be offered to encourage the marketing and promotion of Australian produce.

The Gala Dinner is the social event of the conference and will take place in a unique location and consist of a dinner dance with excellent entertainment and a professional MC. The Welcome Reception sets the scene for the conference and will be held in the beautiful setting of Notre Dame University's Courtyard and will feature cocktail food, drinks and entertainment.

SOME OF THE SPONSORSHIP OPTIONS INCLUDE:

- Supply of seafood to be used at the Conference Gala Dinner or the Welcome Reception
- Supply of wine to the Conference Gala Dinner or the Welcome Reception
- Supply of meat products to the Conference Gala Dinner or the Welcome Reception

The value of the product supplied has been set at \$5,000 regardless of the number of portions required. For example, if the seafood supplied to the value of \$5,000 will serve 250 and 300 are in attendance then the balance will be made up by the conference.

THE BENEFITS OF SPONSORSHIP ARE:

- Recognition with supplier name and logo on the menu
- Supplier name and logo on a recognition page in the conference program
- Supplier thanked at the dinner by the MC

INVESTMENT \$5,000

FOR MORE INFORMATION ON ANY OF THE SPONSORSHIP OPPORTUNITIES CONTACT

The Secretariat,
FishRights99 Conference.
PO Box 568, Kalamunda Western Australia 6076

Tel: (intl 61) 08 9257 2088

Fax: (intl 61) 08 9257 2099

email: petrconf@iinet.net.au

<http://www.fishrights99.conf.au>

ATTACHMENT 6

FINANCIAL REPORT



Progressive
Financial



Final Financial
(acquits entire project)



Period ending: 31 March 2000

PROJECT DETAILS

FRDC Project No.	99/339	Research Provider Ref.	n/a
Title:	Use of Property Rights in Fisheries Management (FishRights99 Conference)		
Research Provider:	Fisheries WA		

BUDGET SUMMARY BY FY

	FR99 Budget		
Project Budget	881,260.00*		

* Refer to "FishRights99 Revised Income and Expenditure Forecasts".

SUMMARY RECEIPTS & EXPENDITURE FOR PROJECT SINCE COMMENCEMENT

ACTUALS	1998-1999	1.7.99 - 31.3.00	TOTAL	NOTES
B/F ⁽²⁾	-	51,060.91		
FRDC Funds (+)	-	100,000.00	100,000.00	App 4
FRDC Repayments (-)	-	50,000.00	50,000.00	App 4
DBIF Funds (+)	75,000.00	-	75,000.00	App 1
DBIF Repayments (-)	-	25,000.00	25,000.00	App 4
AusAID Funds (+)	-	29,472.00	29,472.00	App 4
AusAID Repayments (-)	-	3.20	3.20	App 4
Project Revenue (+)	65,000.00	431,436.70	496,436.70	App 1 & 4
Bank Interest (+)	-	46.03	46.03	App 4
Bank Charges (-)	111.40	435.97	547.37	App 1 & 4
Project Expenditure (-)	23,037.46	538,132.23	561,169.69	App 1 & 4
FWA Revenue (+)	806.64	7,597.78	8,404.42	App 2 & 5
FWA Expenditure (-)	44,455.87	34,997.46	79,453.33	App 2 & 5
EO Salary (-)	22,141.00	28,071.28	50,212.28	App 3 & 6
Balance to C/F ⁽²⁾	51,060.91	-57,026.72		\$50,000 has been recovered from the DBIF to almost entirely cover the Conference shortfall.

FINANCIAL DETAILS PERIOD ENDING 31 MARCH 2000

Funds Available

Balance brought forward from previous year: \$51,060.91 A

Total funds received from FRDC (and other external sources) during period 01-Jul-99 to 31-Mar-00 : \$568,552.51 B

Total A+B : \$619,613.42 C → \$619,613.42 C

Expenditure

	Project Budget (FY)	Actual Expenditure	
Salaries :	\$22,141	\$28,071.28	D
On-costs :	\$ -	\$ -	E
Operating :	\$67,604.73	\$648,568.86	F
Capital :	\$ -	\$ -	G
Total Expenditure (D+E+F+G) :		\$676,640.14	H

→ \$676,640.14

BALANCE AS AT 31 MARCH 2000 (C-H) : = -\$57,026.72 ⁽¹⁾

Refer to Appendix 3 & 6 for Executive Officer Salary.

NOTES

(1) \$50,000 has been recovered from DBIF to almost entirely cover the overall Conference shortfall.

RESEARCH PROVIDER CONTRIBUTIONS

Refer to page 3 of the "FishRights99 Revised Income and Expenditure Forecasts".

CONTRIBUTIONS BY OTHER SOURCES

Refer to page 2 and 3 of the "FishRights99 Revised Income and Expenditure Forecasts".

COMMENTS

Refer to Appendices 1-6 for supporting documentation.
Refer to the "FishRights99 Revised Income and Expenditure".

Certified By:

Justine A Reutens
Signature

17 MAY 2000
Date

MS JUSTINE A REUTENS
Print Name

Telephone:

(08) 9482 7325

Fax:

(08) 9482 7389

e-mail:

jreutens@fish.wa.gov.au.