




PARTNERSHIP PROSPECTUS

2022 Art of Attraction


2 - 4 March, Sunshine Coast
BE INVOLVED IN AUSTRALIA'S ONLY
ART TOURISM / MATURE-AGE
TOURISM CONFERENCE AND AWARDS

Three Opportunities in One


The Art of Attraction, Australian Street Art Awards and Grey Nomad Awards collectively offer a unique opportunity - a three for one deal where you will reach difficult-to-access niche tourism markets all in the one place through the one inter-connected tourism and travel event.



Want a highly effective yet inexpensive way to meet tourism professionals from metropolitan, regional and remote Australia who are decision makers?
This is the perfect opportunity for you.



Want to stand out to Australians aged over 55 who love our country, are cashed-up and ready to buy?
You are in the right place.



Want to reach art-lovers who also love soft adventure, travel and telling their friends?
We have a highly engaged audience who fit your bill.



Art of Attraction Tourism Summit

The only tourism conference in Australia that addresses the needs of destinations and operators that work to attract two key segments – over 55 visitors and art-loving Australians.

What does the conference achieve?

Attendees connect with, learn from and become inspired by leaders at the very forefront of:

- Using street, public and silo art as a strong economic driver and visitor attraction mechanism.
- Harnessing the loyalty of Australia's most mobile, wealthiest and fastest growing visitor segment - over 55s.

“ I have the simplest tastes. I am always satisfied with the best.”

- Oscar Wilde



Highlights

- Two full days of information-packed sessions
- Streams focussing on regional, rural and metropolitan street and public art
- Special over 55s visitation sessions
- An optional half-day “Street Art 101” masterclass for everyone wanting to know how to deliver a mural from concept through funding and regulations to delivery
- Site visit to an attraction of special interest to over 55s
- Street Art Walking Tour
- A fun welcome reception
- Awards gala dinner with a twist.



www.artofattraction.com.au



Who attends and why?

1. People whose job it is to increase visitation to towns, regions or states
2. Those involved in public art on any level – creation, curation and promotion
3. Operators and visitor centres that cater to mature-age travellers.

Attendees are driven by one or more of four motivations:

1. To see and be seen, with fun-seeking social networking
2. Inspiration – education-focussed idea seekers
3. To learn from “the best” ideas, destinations and practices
4. Lead seekers, craving a chance to boast about and secure work.

They identify with our or more of four key brand traits:

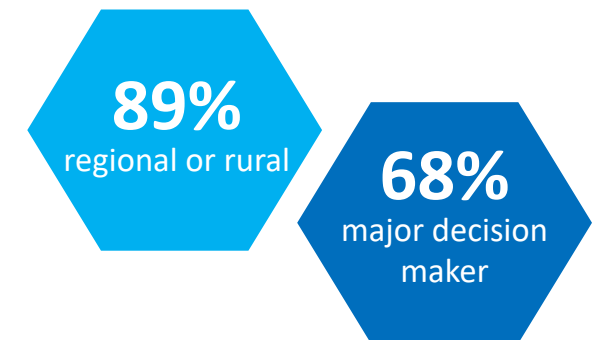
- Educationally innovative
- Inspirational
- Tourism matchmaker
- Vivacious

The titles these attendees hold include:

- Director Economic Development
- Tourism Directors, Managers and Officers
- Mayors and Councillors
- Destination Marketers
- Tourism Consultants
- Public Art Curators
- Art Agencies and Consultants
- Tourism Educators and Researchers
- Street Artists
- Placemaking Professionals
- Progress, Community and Business Associations
- Caravan Parks & Campsite Managers
- Festival, Country Show & Event Organisers.

“connect with, be introduced to, and become inspired by national tourism leaders”

The perfect opportunity to reach decision makers from across Australia.



Australian Street Art Awards [ASAA]

National Tourism Awards for Public Art
www.streetartawards.com.au

There are hundreds of communities that are using outdoor art to help attract and entertain visitors. While Australia has a long history of creating public art to captivate visitors, such as the 1970s craze of Big Things, there has never been a way of rewarding and supporting these towns, regions and inner-city precincts. The Australian Street Art Awards remedies that shortcoming.

With a charter to encourage Australians to seek out the world-class art in every corner of our country, the Awards promote regional destinations and city street-art precincts in a credible, equitable and independent way. Finalists and winners are placed on the “must visit” list for domestic visitors. For many, these Awards are the only way that they could achieve such national exposure.

The Awards also build community pride and increase employment opportunities for regional, established and emerging artists.

Entries in this current year’s Awards grew by 277%, out-stripping expectations.

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Karoonda Silo, SA



Who are our biggest street art fans?

Eighty-two percent of fans are women, 49.9% of whom are aged 45 to 64 years.

The Awards target four primary target markets.

Flashy Fans

This is the 'cool' set – an intense group of followers for whom we offer a critical lifeline to sexy, new, edgy and chic artwork that they can share to show they have access to privileged knowledge. They want to be fed up-to-date information and images of stylish new things and emerging trends that will boost their social credibility. 'Share' analysis indicates that they make up about 31% of our audience but will outstrip all others in engagement where a post meets their criteria. While travelling, they invest heavily in creating the "right look" when taking selfies or destination photographs – investment in what they wear, what they drive, what equipment they use, and the high adventure they've experienced to reach that location is important for them.

Key pain point: Confidence that their choice is the 'right one' to match their personal brand.

Glamour Girls

Motivation differentiates this group from Flashy Fans. They are seeking simple pleasure from looking at the street art and admiring the artists' talents. They share posts based on whether the art has made them feel good, and therefore prefer light, colourful, delicate, pretty and socially acceptable form and content. The art provides a means of escape from their task at hand. They are less concerned about what others think, more considered in purchasing decisions and buy what makes them feel happy, generous, kind, considerate and expansive. They make up the largest group of our followers at 34%, and for them, your gift of a WOW moment in a pretty setting is worth more than the equivalent value in money.

Key pain point: Emotional distress due to a lack of feel good options.

Mission Makers

Holidaying with purpose is integral to this younger (40 - 54 years) career-immersed and highly organised set. They see their holiday and all that it will entail as a crusade – a pilgrimage that will bring them to a new place of understanding, with time for reflection and personal growth. Travelling with purpose sets their trips in a different light, and they follow us to generate ideas on future road trips.

Key pain point: Time-poor with too many options to satisfy their thirst for adventure.

Clue Catchers

Competitive artists and tourism professionals, largely from regional locations, who are eager to learn and find a means of bringing to their community visitors and brands that will inject energy into their community. These fans gather ideas and use networks to build loyalty within their circles.

Key pain point: Extreme personal investment as often the sole person responsible for an outcome.

2021 ASAA Categories

In 2021 there are 12 categories. With a national Gold, Silver and Bronze in each category plus an overall Best of the Best for the highest scoring submission, the major Awards partner has an additional 37 opportunities to shine alongside the best places to see outdoor art across Australia.

Best Mega Mural: 2020 Gold Winner – Karoonda Silo Art and Show, Karoonda SA

Best External Mural: 2020 Gold Winner – Lucas Street Mural, Kapunda SA

Best Landmark Sculpture: 2020 Gold Winner – Language of the Land, Eidsvold QLD

Best Sculpture Park or Trail: 2020 Gold Winner – Utes in the Paddock, Condobolin NSW

Best Metropolitan Art: 2020 Gold Winner – Mindeerup Public Art, South Perth WA

Best Rural Art: 2020 Gold Winner - Yelarbon Silo Art, Yelarbon QLD

Best Monument or Memorial: 2020 Gold Winner – Gallipoli to Armistice Memorial, Maryborough QLD

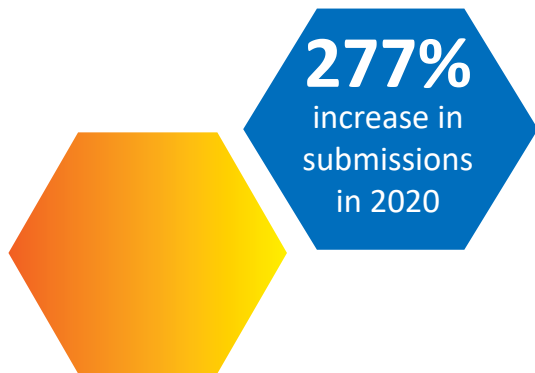
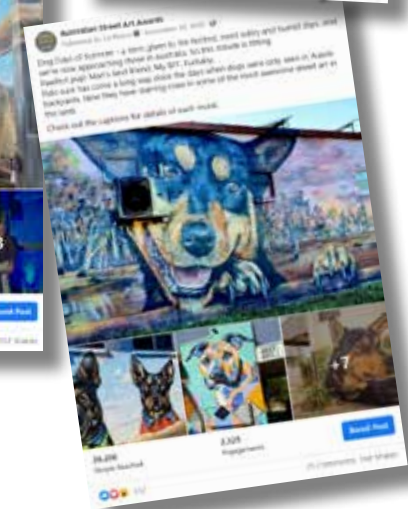
Best Festival or Event – Colour Tumby Street Art Festival (rolled over from 2019)

Best Laneway: New!

Best Entrance Art: New!

Best Street Art Tour: New!

Best Street Art Trail: 2020 Gold Winner – Heesco Town, Yarram VIC



Grey Nomad Awards [GNA]

National tourism awards helping regional and rural Australia while recognising those who cater to mature-age travellers in exemplary ways.
www.greynomadawards.com.au

Australians aged 55+ are the largest users of travel services in both time and money spent – 44.8% of all services are consumed by this segment, compared to 32.2% for those aged under 35 years and 23.0% for those aged 35 – 55. (Source: ibisworld.com.au)

Pair that with the fact that 85% of those over 50 years prefer to holiday in Australia rather than take an overseas trip, so they will be still travelling Australia long after international borders reopen.

Competition in the domestic market is stronger now than ever and providing credible inspiration to mature-age visitors to include a specific town, region or attraction on their holiday itinerary is more important than ever. That is where these Awards come in. The Grey Nomad Awards provide proven, credible proof from national tourism leaders who have determined the winners are going the extra mile to make the lives of mature-age travellers happier, healthier and safer.

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Who are our grey nomad fans?

Almost exclusively (89.2%) Australians over the age of 50, majority women (82%) who are:

1. Happy ageless adventurers “living the dream” part or full-time, in a couple or solo
2. Ideas gathering, curious, planning WOW-moment adventures
3. Living vicariously through our journeys (13.1%), wanting connection and group belonging

They all seek:

- The thrill of soft adventures
- A desire to “live the dream”
- Australia’s open spaces, charming towns, folklore-like characters and natural wonders.

Their **biggest pain point** is being overwhelmed with choice - in where to travel, what to take and what type of RV to choose. Technical jargon and fear of facing unexpected challenges makes them nervous.



Barramundi Discovery Centre & Hatchery Karumba, QLD

2021 GNA Categories

2021 sees 12 categories recognising private, not-for-profit and Local Government organisations that service the mature age tourism sector within Australia.

Best Grey Nomad Small Caravan Park: 2020 Gold Winner - Mt Larcom Tourist Park, Gladstone QLD

Best Grey Nomad Large Caravan Park: 2020 Gold Winner - Riverbend Caravan park Renmark SA

Best Grey Nomad Pub Stay: 2020 Gold Winner - The Wellshot Hotel, Ilfracombe QLD

Best Grey Nomad Farm or Station Stay: 2020 Gold Winner - Charlotte Plains, Cunnamulla QLD

Best Grey Nomad Community Stay: 2020 Gold Winner - CMCA RV Park, Temora NSW

Best Grey Nomad Council Free-stay: 2020 Gold Winner - Kimba Recreation Reserve, Kimba SA

Best Grey Nomad Volunteer Program or Project: Kimba Grey Nomad Volunteer Project (rolled over)

Best Grey Nomad Festival or Event: Parkes Elvis Festival (rolled over)

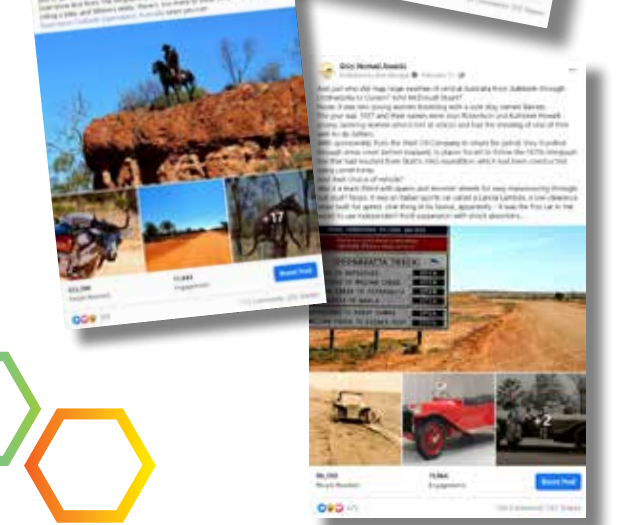
Best Grey Nomad Historic Attraction (New*)

Best Grey Nomad Contemporary Attraction (New*)

Best Grey Nomad Tour (New*)

Best Grey Nomad Trail (New*)

** Previously a single category known as the Best Grey Nomad Attraction or Tour. 2020 Gold Winner was the Barramundi Discovery Centre and Hatchery, Karumba QLD*



Partner Benefits

27.4%
average eDM
open rate

14.1K
unique
visitors

4.9M
social media
reach

6.4M
media reach

8.3%
social
engagement

Partner with Us

The Art of Attraction, Australian Street Art Awards and Grey Nomad Awards offer an excellent opportunity to partner with a business event leader that understands what you are trying to achieve.

By becoming a partner you are helping destinations throughout regional and rural Australia become stronger and more resilient while reaching Australians that love travelling our vast country.

You will enjoy the benefits of:

- Brand association with high credibility events
- Association with events specifically designed to help areas that have been hit hard by Mother Nature over the past year
- High profile exposure
- New stakeholder relationships
- Engagement and promotional opportunities with like-minded organisations and individuals.

The opportunities on offer will provide an excellent return on investment. We will work closely with you to ensure your organisation has the best opportunity to shine throughout 2021 and onto the 2022 conference and awards events.

* Projected based on achieved 121% mean growth, 2.9M media reach, 2.3M social media reach and 6.4K unique web visitors

Fast Facts

Important Dates	<p>Roadshow related opportunities: April – October 2021</p> <p>Intense Awards closing promotion: October - early Nov 2021</p> <p>Intense pre-conference promotion: Dec to March 2022</p> <p>Event: 2 – 4 March 2022</p> <p>Post-event Awards marketing: March - April 2022</p>
Location	<p>The Event Centre Caloundra Sunshine Coast, Queensland</p> <p>Chosen based on three key factors:</p> <ol style="list-style-type: none"> 1. Good access by road, rail and air 2. Local street art 3. Aspirational destination.
Attendees	<p>Based on surveys in February 2021 and detailed feedback from our 10,000+ database, we are confident that a minimum of 200 delegates and 250 Awards guests will attend.</p> <p>And our previous events have been successful:</p> <p><i>“I had an excellent time. It was so well organised, a really fun and educational event.”</i> - Emily Moskwa, Planning & Policy Research Officer, Campbelltown Council (South Australia)</p> <p><i>“A fantastic event, very well organised and really valuable.”</i> - Rhianna Pezzaniti, Senior Project Manager, FORM (Western Australia)</p>
Social Participation	<p>Based on growth and engagement, we anticipate 24,000 Facebook followers and 15,000 subscribers by March 2022</p>



Marketing Strategies

Our Marketing Plan is a living document which includes planned, tactical and responsive activities.

Based upon target market research, we have created a Plan that is:

- Stimulating interest in the Awards
- Generating interest in the 2021 multi-state journey
- Driving attendance to the Art of Attraction tourism conference and associated Awards dinner.



Daily marketing activities are undertaken, seven days a week, and in brief include:

CONTENT CREATION: Unique daily content creation across Facebook and Instagram plus social advertising and remarketing, plus blogs.

ROADSHOW: Seven-months in 2021 through NSW, VIC, SA and southern QLD covering 18,335 kms, 120+ destination meetings, 100+ collateral drops from April to October 2021; Six free events promoting the Awards in specific destinations.

eDMs: Monthly newsletters to engaged 10,130+ subscribers March 2021 to Jan 2022, then weekly throughout February 2022. 27.4% read rate.

MEDIA: Extensive PR campaign to targeted trade, travel and mass media.

WEBSITES: www.streetartawards.com.au and www.greynomadaawards.com.au; plus www.artofattraction.com.au all SEO optimised.

SHOWREEL: 2020 event showreel promoted through social channels at key milestones.

SOCIAL MEDIA:

- GNA Engagement Rate[^]: 9.25%
- ASAA Engagement Rate[^]: 7.61%
- Lifetime 2020 GNA Post Reach: 1,495,921
- Lifetime 2020 ASAA Post Reach: 881,575
- GNA Follower Growth: 166.9%
- ASAA Follower Growth: 78.3%

[^] Against 2020/21 Facebook engagement rate average of 0.18% and travel brand average of 0.29%, with 5% considered exceptional. (Hootsuite)

The Summit Offer

The Art of Attraction is seeking to build a partnership with a few select organisations that understand and appreciate the mutual benefits and opportunities associated with the Summit. We want to honour these relationships and this is why we have taken a relevance rather than prevalence approach.

Firstly, we are offering options for customisation for organisations that want something out-of-the-box and attention-grabbing for a negotiated fee. If this approach appeals, then talk to us. We'll then learn about your marketing objectives before putting together for discussion that will include success measures so you enjoy the highest return on investment.

We also have pre-determined packages (prices including gst):

- Platinum Summit Partner - \$20,000 +
- Gold Summit Partner - \$12,000 +
- Car Wrap Partner - \$8,800 + outgoings
- Launch and Welcome Drinks Partner - \$7,500
- Happy Hour - Grey Nomad Style! - \$2,500

There is also a select number of exhibitor opportunities. See page 15 or download the Prospectus from www.artofattraction.com.au

Stand Out

Below are suggestions of custom activations. In each instance, the implementation of these or any other custom activation would be for a mutually-agreed fee. This option is also available for the Awards Partner.

A "Show Stopper" - a nationally-renowned chalk artist will create a large 3D floor "painting" that will feature your logo and / or product, designed so conference delegates or Awards guests can place themselves "inside" the picture. Great social media activation ensuring brand recognition longevity.

Regional Events Showcase - the six boutique free events we hold in regional Australia targeting grey nomads offer endless possibilities for creatively showcasing your products or services. These events form part of our roadshow and are typically held in caravan parks and campgrounds.

Branded Chill Out Lounge - a "reprieve from the conference", complete with branded stand, bean bags in your corporate colours and coffee table tops to match, an interactive competition with a leaderboard and a branded prize. Get delegates coming back again and again.

We have many other ideas and we would love to hear yours, so let's talk!



Summit Partnerships

SUMMIT OFFERS	Destination	Platinum	Gold	Car Wrap	Welcome Reception	Happy Hour
Investment	25,000	15,000	10,000	8,800*	5,000	2,500
Destination and venue on all promotional items for 12 months	Yes					
Joint media, launch and competition opportunities	Yes					
Exhibition space included	6 x 2	6 x 2	3 x 2			
Vehicle wrap - until 2022 conference				Yes		
Barista coffee cart with your branded signage		Yes				
Summit welcome speech	Yes					
One-minute video at conference opening and closing		Yes				
Primary exposure on conference collateral	Yes	Yes	Yes			
Logo on conference satchels	Yes	Yes	Yes			
Collateral and gift opportunity in Summit satchels	Yes	Yes	Yes			
Opportunity to provide pop-up banner in plenary room	2	2	2			
Summit Program advertisement (provided by partner - per page)	Full	Full	Half		Quarter	Logo
Logo on screen at Summit (*with MC credit)	All intervals*	All intervals*	All intervals*		All intervals	Pre-event
Delegate List (where permissible)	Yes	Yes	Yes	Yes	Yes	
Summit Two-Day Registrations with Welcome Reception	2	6	4		2	1
Opportunity to provide banners at Welcome Reception	2				2	
Opportunity to provide banners at Happy Hour event	1					1
Ice box giveaway with your branding at happy Hour						Yes
Pre-conference eDMs with links		4	2		2	1
Social media call outs and mentions	Yes	Yes	Yes	Yes	Yes	Yes
Advertisement in Summit eDM with links		2	1			
Special offer from you via our social media	2	2	2			
Special offer from you via a special eDM to our database	1	1	1			
Solo eDM to our database	1	1	1			
Logo in Summit eDMs	Large	Large	Large		Small	Small
Logo on Art of Attraction website with link	Large	Large	Large		Small	Small
Promotion on Art of Attraction social channels	Yes	Yes	Yes		Yes	Yes

Awards and Gala Partnerships

AWARDS OFFERS	Gala	Category
Investment	10,000	2,500
Two-minute dinner welcome speech	Yes	
30 second video at Awards dinner	Yes	
Opportunity to present one full set of Awards*	Yes	
Awards gala tickets with VIP pre-dinners	8	4
Special MC acknowledgement with large logo on screen	Yes	
MC acknowledgement with logo when category is announced		Yes
Logo on screen at each meal break	Yes	Yes
Logo on main photography media wall	Yes	
Opportunity to co-facilitate Awards poster session at Summit	Yes	
Logo on Awards Program	Large	Small
Logo on Awards' guests gift bag with your product / gift in each bag plus an opportunity to make a special offer	Yes	
Opportunity to provide Awards' guest gift bag product or gift in each bag		Yes
Opportunity to display banner at Pre-dinner drinks	2	
Logo showcased on Awards lectern sign	Yes	
Special offer via our eDM with links	1	
Special offer from you via our social media	1	
Logo in eDMS	Large	Small
Sponsor 1 category of choice in your preferred Awards program^	Yes	Yes
Social media call outs and mentions	Yes	Yes
Logo on relevant Awards website - sponsors page, category page and relevant winners' page with links	Both Awards	Yes

* Three sets will be presented - one before entree, one between entree and the main meal, and a final set after main meal service

^ Where multiple requests are received for a specific category then preference will be given to the first category partnership confirmed except where the Gala Partner is involved.

Exhibitor Information

Exhibition spaces measuring 3 x 2m will surround the area where meal breaks occur. Starting at \$3,750 each standard exhibition space includes:

- Standard partitioning (to no less than 1.8 metres)
- 1 (one) x power point
- Lighting inside the fascia
- Fascia sign name (up to 30 characters)
- Standard flooring
- 1 (one) x Complimentary Exhibitor Registration

Space only stands (with none of the above) are \$3,090 for each 3 x 2m unit area.

Extra Exhibitor Registrations available for \$495 each.

The Art of Attraction Summit organiser will be in touch with each exhibitor once they have signed up to provide important details, such as:

- Lighting, booth and power inclusions
- Exhibition floor plan and allocations
- Bump-in and pack-down times
- Delivery Instructions and forms
- Additional equipment and furniture hire
- Deadlines for logos and company profiles.

A full support service is available to all exhibitors requiring furniture, flooring, extra signage, AV, prop hire or a custom stand.

Exhibitor Prospectus and Application Form available at www.artofattraction.com.au, or reach out to us to talk through the opportunities.

Partnerships: The Next Step

Reach out to us to either have a chat about the opportunities available or to request a Sponsorship Form and Agreement.

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