



# PILBARA REGIONAL COUNCIL

Enquiries: Tony Friday, ceo@prc.wa.gov.au

14 February 2018

Stephen Gash  
Secretariat  
Kimberley Regional Group  
PO Box 653  
Broome 6725

Dear Stephen

## **INVITATION TO PARTNER - PILBARA KIMBERLEY FORUM 2018 (PERTH, MAY 1-2, 2018)**

I am writing to you to advise you that the Pilbara Regional Council will once again host the Pilbara Kimberley Forum in 2018, and it is my great pleasure to extend you an invitation to attend this event.

In 2014, our two organisations partnered with the ANZ Bank to host the Pilbara Kimberley Forum in Jakarta, Indonesia, matching a number of Australian leaders with Indonesian investors and institutional capital.

In 2016, our two organisations partnered with the Commonwealth Bank, Pilbara Development Commission, the Australia China Business Council, the China-Australia Chamber of Commerce in Beijing (AustCham Beijing) and the China Public Diplomacy Association, to host the 2016 event in Shenzhen, China.

Both previous events were well-patronised by senior leaders from the Commonwealth, State and Local Governments; along with various Consuls General, industry leaders, and other significant influencers.

**The Pilbara Regional Council has begun organising the 2018 event, and would be pleased to continue this partnership with the Kimberley Regional Group.**

The 2018 event will be held in Perth at the Crown Perth Convention Centre and will centre around the theme of 'hot topics'. The intention is for rapid brainstorming, expert panel sessions, provocative opening statements, breakout discussions, and problem solving to play an important role in the tone of the forum.

This will mean that each 'hot topic' is not simply discussed by an expert speaker, but debated by opposing expert views, workshopped by attendees, and then delivered back to the forum as potential solutions, advocacy topics or projects for the region to take forward in FY19.

The program will include a series of discussion-provoking sessions:

### **Day One**

- Session 1: Keynote Addresses
- Session 2: Population Power
- Session 3: CEDA Lunch (TBC)
- Session 4: Survive or Thrive
- Sponsored sundowner and formal dinner

### **Day Two**

- Session 5: Keynote Addresses
- Session 6: Meet the Neighbours
- Session 7: First Nations Participation
- Session 8: More Energy
- Closing Session: The Great Debate

We are thrilled to inform you that the event will be delivered in partnership with the State Government through the Pilbara Development Commission. We have also received positive feedback from previous sponsor Pardoo Beef Corporation, and both are very likely to be the first to provide funding for this event.

We are also in the midst of discussions with CEDA WA to include a CEDA Public Lunch as part of the day one program, and I very much hope to bring you good news on that front should you be interested in meeting with me to discuss this event.

I have extended an invite to several Consuls General to attend and speak at our event, as well as a wide variety of state and federal ministers and thought leaders, and I am hoping we can meet to discuss whether you are interested in joining us once again as a partner of this event.

As is the tradition between our two organisations, this partnership is not associated with any requirement to financially contribute to the event, but is associated with an invitation to all Shire Presidents, Deputy Presidents and Chief Executive Officers to attend.

As is also the tradition, local government Chief Executive Officers are included in the program. This year's program will not include a 'CEO Panel' as has been the case in previous events, however we are still committed to finding all 9 CEOs an opportunity somewhere in the program to speak about their locality.

In the past, during more complex events, one of your representatives has joined the Pilbara Regional Council's reference group for the event. We invite you to nominate one of your staff for this purpose and we will keep them apprised and involve them in key decisions throughout the event planning process.

I have instructed my staff to remain in contact with you via Rebecca Herbert in the first instance, and if you have any concerns with this approach please contact me immediately to discuss.

Should a resolution from your organisation be required, please reach out to us for assistance in forming an agenda item, so that we may provide you the most recent information. An agenda item updating our Council for its February meeting is attached to this letter.

This will be an important event for the future of the north west. A great many opportunities lay at our doorstep, as do a wide variety of challenges. We seek to act boldly, to pursue excellence, and to ensure our region continues to be an economic powerhouse for Australia - but we cannot do this alone, and hope you will participate in this event to help us to achieve this vision.

Should you prefer to discuss this event in person, or simply require additional information, please feel free to contact me directly on 0400 055 739.

Yours faithfully



Tony Friday  
Chief Executive Officer  
Pilbara Regional Council

Cc: Nil  
Attachment: Hot Topix Preliminary Brochure  
Hot Topix Sponsorship Brochure/Form  
Agenda Item - PK Forum Update

# HOT TOPIX

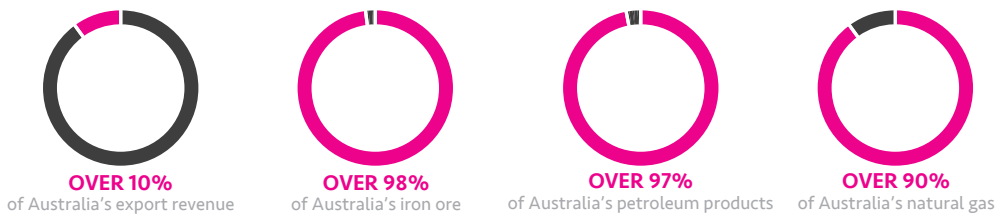
## PILBARA-KIMBERLEY FORUM 2018

After successful international iterations of the event held in Indonesia and China, the Pilbara Kimberley Forum is returning to Australia to re-focus on State and Federal advocacy, and planning for the future.

The event will be held at the Crown Perth Convention Centre on May 1 - 2, 2018.

This event is proudly hosted by the Pilbara Regional Council on behalf of the 9 Local Governments of the North-West, and in partnership with the State Government's Pilbara Development Commission.

### WHY IS THE NORTH-WEST IMPORTANT?



Australia's GDP per capita  
**\$76,943**

Kimberley's GRP per capita  
**\$90,639**

Pilbara's GRP per capita  
**\$465,173**

A CONVERSATION  
ABOUT OUR FUTURE

### HOT TOPIX

An opportunity for key government, business, and community leaders to discuss regional issues and develop joint advocacy initiatives for the development of north-western Australia.

The event is delivered by the Pilbara Regional Council, in partnership with the Pilbara Development Commission and the Kimberley Regional Group.

The Forum will feature plenary sessions, workshops, debates and networking. The Forum will also feature a special day one lunch event in collaboration with CEDA WA.

A Recommendations Paper from the event will be delivered to both the Prime Minister of Australia and the Premier of Western Australia, along with other significant national policy influencers.

**Contact us:**  
2/662 Newcastle Street  
Leederville WA 6007 Australia  
08 9467 2456

[www.prc.wa.gov.au](http://www.prc.wa.gov.au)  
[pilbararegionalcouncil](https://www.facebook.com/pilbararegionalcouncil)  
[@PilbaraRC](https://twitter.com/PilbaraRC)

# DAY 1

## SESSION TOPICS

→ Session 1: Opening Remarks and Keynote Addresses

→ Session 2: People Power

With greater population comes greater political representation, and hence access to funding and other development opportunities. Conversely, periodic and episodic labour shortages negatively impact regional development and diversification at times of peak economic activity. What is the 'right' number for north-west population centres to be able to unlock the region's full potential?

→ CEDA Lunch: The North-West as an Investment Destination

→ Session 4: Survive or Thrive

The world has never been more connected, and connectedness is considered an essential driver for economic and social advancement. Which connections offer the greatest economic and community benefits for the region? Participants will be challenged to prioritise key infrastructure projects through a regional advancement lens.

## FORUM DINNER

**North-West Gourmet Experience**

Astral Ballroom 1, 7:30 - 11:30

Network with fellow regional leaders and discuss issues raised during the day, whilst dining on premium products from boutique north-west producers.

# DAY 2

## SESSION TOPICS

→ Session 5: Opening Remarks and Keynote Addresses

→ Session 6: Meet the Neighbours

Enjoy an interactive session with our regional Consuls General as they discuss highlights of their relationship with Australia and our region.

→ Session 7: First Nations Participation

Indigenous groups hold about a third of Australia's land mass under land rights agreements. There are agreements with federal, state, local governments and with industry. Many of these overlap, and collectively represent more than 2.3 million square kilometres of land. Despite this, Indigenous Australians still lag behind in opportunities for economic and social advancement. What could be done to ensure that the end recipients receive full value from this investment?

→ Session 8: More Energy

What is the future of the National Renewable Grid and the Pilbara's part in it? The north-west of Western Australia has some of the best wind and solar resources in the country, yet the vast potential of this new industry is still in its infancy. In this session, speakers and delegates will discuss just how interconnected our grid is, the role of decentralisation, and the export capacity of the region.

## THE GREAT DEBATE

**The 7th State**

A theoretical exploration of a different map of Australia. Amidst animated discussion around GST distribution and other inequities, speakers and delegates will be invited to reconsider the foundations of our Federation by re-drawing political boundaries to unlock the 'north'.

# HOT TOPIX

PILBARA-KIMBERLEY FORUM 2018

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# HOT TOPIX

## PILBARA-KIMBERLEY FORUM 2018

Crown Perth Convention Centre

May 1 - 2, 2018

### ABOUT THE EVENT

Hot Topix: The Pilbara Kimberley Forum 2018 will be an opportunity for key government, business, and community leaders to discuss regional issues and develop joint advocacy initiatives for the development of north-western Australia.

The Forum will feature plenary sessions, workshops, debates and networking. A Recommendations Paper from the event will be delivered to both the Prime Minister of Australia and the Premier of Western Australia, along with other significant national policy influencers.

As such, the event offers government departments, businesses, universities, and key influencing organisations the opportunity to shape the debate, and be a part of ensuring a region with significant wealth generation capacity continues in and broadens that role for the nation.

### 2016 EVENT

EASTxWEST: The Pilbara Kimberley Forum 2016 was held in Shenzhen, China, and featured the highest profile speakers and sponsors in the history of the event.

Event partners included the Pilbara Development Commission, the Australia China Business Council, the China-Australia Chamber of Commerce in Beijing (AustCham Beijing) and the China Public Diplomacy Association.

Sponsors included the Commonwealth Bank of Australia, Curtin University, RSM Australia, Singapore Airlines, Finbar Property Group, and Pardoo Beef Corporation. These sponsors enjoyed the opportunity to speak, provide branded content, network with high profile delegates, connect with leading-edge thinkers and professionals, and engage in investment facilitation activities.

### ABOUT THE PRC (LOCAL GOVERNMENT)

The Pilbara Regional Council (PRC) was created in May 2000, when the four Pilbara local governments came together to give a greater voice to the Pilbara region, and to attract increased investment opportunities for the benefit of Pilbara communities.

We provide services to, and advocate for, the Pilbara region in Western Australia. Our vision: Efficient, cooperative and sustainable local government across the Pilbara, contributing to a region of social and economic prosperity.

### ABOUT THE PDC (STATE GOVERNMENT)

The Pilbara Development Commission (PDC) provides the regional link between government policy and planning and regional aspirations and needs.

As defined in the Act, the Commission's objectives are:

- maximising job creation and improving career opportunities in the region
- developing and broadening the economic base of the region
- identifying infrastructure services to promote economic and social development within the region
- providing information and advice to promote business development within the region
- seeking to ensure that the general standard of government services and access to those services in the region is comparable to that which applies in the metropolitan area
- taking steps to encourage, promote, facilitate and monitor the economic development in the region.



A CONVERSATION  
ABOUT OUR FUTURE

## PARTICIPATION OPTIONS

There are two forms of participation:

- A cash contribution
- An in-kind offer of services (e.g.: event infrastructure, catering, or printing)

In return for participation, your organisation receives a package of agreed benefits that can be tailored to your individual objectives.

## PARTICIPATION BENEFITS

We have the marketing expertise and personnel to effectively implement your chosen participation program.

Participating in 2018's forum offers your organisation:

- Marketing opportunities and exposure throughout the event;
- Access to approximately 100 influential and engaged delegates;
- Access to a broad network of industry partners from state and federal Government departments and the private sector;
- Connections with leading industry professionals;
- Connections with Australian Federal/State politicians;
- The chance to unlock and share knowledge;
- Increased marketing opportunities including visibility on the forum website and associated marketing materials.

## INCLUSIONS

	MAJOR EVENT SPONSOR	SESSION SPONSOR	EVENT CONTRIBUTOR
	\$10,000	\$5,000	\$2,500
<b>Attendance</b>			
Full registration (including accommodation)	2	1	
VIP access to Forum presenters	✓		
<b>Print Media</b>			
Logo attached to all press releases	✓		
Mention in all press releases	✓	✓	
Logo on all event communication	✓		
<b>Social Media</b>			
Mention on Twitter and Facebook accounts	Weekly	Monthly	Once
<b>Other Digital Media</b>			
Logo on the main event page	✓	✓	✓
Logo on the event registration page	Logo, description and link	Logo only	Logo only
<b>Radio Media</b>			
Mention in all radio coverage	✓		
<b>Event Collateral</b>			
Logo included in event program	✓	✓	
Full page sponsor content in program	✓		
Placement of material at dinner	✓		
Banner display	Stage and foyer	Room and foyer	Foyer
Material in attendee satchel	✓	✓	✓
Material directly provided to attendee accommodation	✓		
Material on tables at dinner and logo on menus	✓	✓	
Delegate lanyard	✓	✓	
<b>Event Acknowledgement</b>			
Verbal acknowledgement at opening, keynote, and closing addresses	✓	✓	
Verbal acknowledgement at commencement of each presentation	✓		
Onscreen acknowledgement throughout the forum	✓	✓	
Opportunity to present to forum	✓		
<b>Event Dinner</b>			
Prominent seating with VIPs	✓		
<b>Administration</b>			
Specific sponsor engagement plan developed to ensure tailored outcomes	✓	✓	✓

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PARTICIPATION COMMITMENT FORM



PILBARA-KIMBERLEY FORUM 2018

**PARTICIPANT INFORMATION**

Organisaton: \_\_\_\_\_  
Address: \_\_\_\_\_  
Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Full Name of Authorising Representative: \_\_\_\_\_  
Position: \_\_\_\_\_  
Contact number: \_\_\_\_\_ Email: \_\_\_\_\_

**PARTICIPATION INFORMATION**

**Participation package**

- Major Sponsor \$10,000
- Sponsor \$5,000
- Event Contributor \$2,500

**PAYMENT OPTIONS**

**Payment by online transfer**

Description: 2018 Forum Participation  
Account Name: Pilbara Regional Council  
Bank: NAB Branch: St George's  
BSB number: 086 006  
Account number: 741 915 240

**Request for an Invoice**

Organisation Name: \_\_\_\_\_  
Recipient Name: Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
PO Number: \_\_\_\_\_

**AGREEMENT**

I acknowledge that we will be invoiced for \_\_\_\_\_ for our part in participation this event and that I have read the terms and conditions (opposite) and agree to abide by them.

Printed name: \_\_\_\_\_ Date: \_\_\_\_\_

Checklist:

- High-resolution logo in eps. File attached
- Participation Commitment Form completed and signed

Signature: \_\_\_\_\_

Please sign and return this commitment form to:  
  
projects7@prc.wa.gov.au  
Pilbara Regional Council, 2/662 Newcastle Street, Leederville WA 6007  
  
**Thank you for supporting the Pilbara Kimberley Forum 2018**



## PARTICIPATION TERMS & CONDITIONS

- The event organisers reserve the right to acknowledge the contribution of any organisation that may assist with operational, entertainment or marketing costs.
- All participation money received will be used to directly support the Pilbara Kimberley Forum 2018.
- The participation agreement will only be entered into with organisations whose image supports the values and strategic objectives of the event organisers and event partners.
- The event organisers reserve the right to the cancellation of the Pilbara Kimberley Forum 2018. Under such circumstances all participation agreements will be rendered void and any participation money received will be refunded.
- The event organisers reserve the right to alter the participation benefits contained in this participation proposal. Under such circumstances all confirmed participants will be advised in writing.
- The event organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the participant is informed at least one month before the forum.
- The event organisers take no responsibility for the erection and dismantling of participant promotional sites or the distribution of any promotional items at the Pilbara Kimberley Forum 2018.
- The participant shall not erect any sign, stand, wall or obstruction, which in the opinion of the event organisers, interferes with an adjoining participant site or other event activity. If in doubt, the participant should check with event organisers prior to the commencement of the event.
- The participant will not in anyway damage any of the walls, floors or ceilings of internal or external venues that form part of the event.
- The event organisers will request sponsor signage to be delivered to the event organiser's office at least two months prior to the event. Any signage not received by this time will not be displayed at the event.
- The event organisers will request participant signage to be collected from the event organiser's offices within two weeks after the event. Any signage not collected within this timeframe cannot be stored and will therefore be destroyed.
- The event organisers will not be held responsible for the loss or damage of any participant signage or promotional site materials at the event.
- Full payment of participation money must be received by the event organisers no later than 30 days from the date of the tax invoice for the total amount of participation. Should full payment of the participation amount not be received by this date, the participation agreement will be considered null and void by the event organisers.

## PAYMENT & CONDITIONS

- All prices listed are in Australian dollars.
- All Payments must be made in Australian dollars.
- Bank cheques, direct transfers and credit card payments will be accepted.

## PARTICIPANT RESPONSIBILITIES

It is the responsibility of participants to provide the materials listed in the package, once the commitment has been made. The companies which get the most out of their participation are those who actively promote their presence at the conference and provide any required materials in a timely manner.

## PARTICIPANT AGREEMENTS

Once your preferred participation package has been negotiated, the event organiser will prepare a Participation Commitment Form for your signature. The Form is to be signed and returned within the timeframe specified.

## PARTICIPATION CANCELLATION POLICY

Once a Commitment Form has been received, any cancellation must be advised in writing to the event organisers. If the cancellation is received up to 3 months before the event an administration fee of 25% of the total price is retained. If the cancellation is received less than 3 months prior, no refund is applicable.

## DISCLAIMER

The entitlements listed in this document are offered on the basis that confirmation of a participant's involvement is received prior to the deadline specified by the event organisers (e.g. production of promotional material)

# HOT TOPIX

PILBARA-KIMBERLEY FORUM 2018

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