

SCA NATIONAL CONVENTION - CASE STUDY

SNAPSHOT FACTS:

Full name of conference:	SCA National Convention 2016
Dates:	25-27 May, 2016
Host organisation:	Strata Community Australia (SCA)
Organisation type:	Membership-based industry organisation
Number of delegates:	350
Delegate origin:	Australia, USA, New Zealand, Singapore
NT location:	Alice Springs, Central Australia
Conference venue:	Alice Springs Convention Centre

Event Overview:

Strata Community Australia Limited (SCA) is the peak industry body for Body Corporate and Community Title Management in Australia. SCA has in excess of 3,300 members who include body corporate managers, support staff, committee members and suppliers of products and services to the industry.

SCA stages a national convention each year and in 2016 it was held in Alice Springs in the Northern Territory. The convention is an educational and networking event which addresses challenges for the industry and provides useful information to assist members in doing business. Of more recent times, this convention was held in Canberra in 2015 and Cairns in 2014.

The convention theme was “Great Southern Strata Land” which celebrated Australia and the growth of the strata industry throughout the country. The convention was held at the *Alice Springs Convention Centre*, with its spectacular views of the McDonnell Ranges.

Speakers were business leaders and experts in the strata industry. Keynote presenters included Morris Miselowski, an Australian business futurist and Naomi Simson, founder of gift company, *RedBalloon*. The international guest speaker was Tom Skiba, CEO of the *Community Associations Institute*, USA

Delegates were strata managers, strata owners and suppliers to the strata industry. They came from each state of Australia, as well as some attendees from USA, New Zealand and Singapore.

Reasons for selecting the event destination and venue:

Alice Springs was selected as the host destination for the 2016 convention due to it being a place of rugged, natural beauty and rich in Aboriginal culture. It helped deliver a unique destination event for the delegates, enabling them to experience an area of Australia they might not otherwise have ever visited.

The Execution:

Conference social functions included a Welcome Reception at the historic *Alice Springs Telegraph Station Historical Reserve*, the original site of the first European settlement in Alice Springs.

The 'unconveNTional' Gala Dinner was an iconic outback Australia experience, held at *Ooraminna Homestead*, a family-owned cattle station surrounded by red dusty roads and spectacular rocky ranges. The creative theme of 'Boots and Black Tie' enabled delegates to dress in a combination of formal and informal attire and renowned Aussie rocker Ross Wilson and his band got everyone up and dancing.

The conference closing function was held at Simpson's Gap, one of the scenic "gaps" which pierce the West MacDonnell Ranges and the site of one of the most prominent waterholes in the area. Again, relaxed, informal 'Territory Rig' was the dress standard of the day.

Each of the social program venues helped showcase a unique part of Alice Springs, which was greatly appreciated by the delegates.

Organisers indicated that "our audience can be a tough crowd to impress" but the prevalence of photo-taking by delegates at the three venues was a sure sign that they were very much taken with the spectacular venues and surrounds.

The conference commenced with a special cultural tone, with a 'Welcome to Country' presentation delivered by traditional owner Kumalie (Rosalie) Riley, an Arrernte Elder from Alice Springs who has strong affiliations to the land.

The Verdict:

Organisers indicated that Alice Springs, its convention centre and the creative social program venues made a huge contribution to creating a unique experience for the delegates. They advised that the *Alice Springs Convention Centre* was the perfect layout for the conference and exhibition, with the space enabling 'natural networking' between exhibitors and delegates, which they deemed to be "fantastic".

The feedback received from delegates regarding the off-site venues and the convention centre was extremely positive. Organisers also spoke very highly of the *Alice Springs Convention Centre* staff, indicating that were a fundamental key in the smooth-running of the convention. They said that at each step of the way, the convention centre team was helpful, proactive and professional.

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