



Drug and Alcohol Nurses of Australasia 2007 Conference

'Regional Perspectives in Practice'

11th July Workshops

12-13th July 2007

FINAL REPORT

University of South Australia,
Centre for Regional Engagement,
Whyalla, South Australia



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1.0 Overview

Eventcorp Pty Ltd was contracted by the Drug and Alcohol Nurses of Australasia, 2007 Conference Organising Committee to assist with the coordination and management of this event. Held at the University of South Australia, Centre for Regional Engagement, Whyalla, from 11th – 13th July 2007. The Conference comprised of a two day conference and a trade exhibition. Pre-Conference Workshops were also held the day before the conference.

Eventcorp worked closely with the DANA 2007 Conference Organising Committee, which consisted of the following members:

Julie Watkinson, Convenor
 Anne Davies
 Jodie Shoobridge
 Peter Athanasos
 John Lajtar
 Janice Ough
 Wade Norrie
 Rosalie Altus
 Charlotte de Crespigny
 Elizabeth Haebich

An evaluation form was distributed to all delegates in order to facilitate feedback from the Conference participants. The results of these have been compiled and are outlined in greater detail in Section 13.

2.0 Registration

The Conference hosted 150 delegates. A breakdown of the registration types is as follows:

Super Earlybird Member Registrations	11
Super Earlybird Non Member Registrations	16
Super Early Bird Day Registration	4
Earlybird Member Registrations	8
Earlybird Non Member Registration	20
Early Bird Day Registration	4
Standard Member Registrations	3
Standard Non Member Registrations	27
Standard Day Registration	2
Attended Workshops only	10
Speaker Registrations (Day)	1
Keynote Speaker Registration	7
Workshop Speaker Registrations	9
Sponsor Registrations	11
Sponsor Session Only	1
Conference Supporter	2
Exhibitor Registrations	7
Committee Registrations	5
Event Organisers	2

Total: **150**

Registration Fees were set as follows:

Super Earlybird - (before 10th April 2007)		
Member		\$460.00
Non Member		\$490.00
Day Registration		\$260.00
Earlybird - (before 28th May 2007)		
Member		\$495.00
Non Member		\$540.00
Day Registration		\$285.00
Full Registration - (after 28th May 2007)		
Full Member		\$540.00
Full Non Member		\$590.00
Day Registration		\$315.00
Indigenous Workshop		
Conference Delegates		\$100.00
*Workshop Only DANA Member		\$125.00
*Workshop only Non-Member		\$150.00
Drug Testing Workshop Conference Delegates		\$ 75.00
*Workshop Only DANA Member		\$100.00
*Workshop only Non-Member		\$115.00

*Delegates not registered to attend the Workshop

An Event Statistics Report is included as Appendix Two (2). Appendix Three (3) shows a graphed breakdown of the registration types in percentages. A delegate list can also be viewed as Appendix Four (4).

Further registration breakdowns are displayed below:

Table 1 - Registration by State

ACT	NSW	NT	QLD	SA	TAS	WA	VIC
7	13	6	15	31	0	1	5

Table 2 - Registration by Overseas Country

New Zealand
6

3.0 Speakers Program

The program for the DANA 2007 Conference consisted of plenary, concurrent sessions as well as 2 Pre-Conference Workshops. The Keynote Speakers presented in plenary sessions, and all other speakers presented in the concurrent sessions which consisted of four (4) streams.

The following Keynote Speakers participated in Conference Program:

Keynote Speakers:

- Michael Baigent (SA)
- Adjunct Professor Jenny Beutel
- Dr Lynette Cusack (SA)
- Mr Daryle Deering (NZ)
- Commissioner Mal Hyde (SA)
- Dr Ken Pidd (SA)

- Dr John Ring (SA)
- Professor Doug Sellman (NZ)
- Emeritus Professor Ian Webster

All Keynote Speaker entitlements were negotiated on an individual basis. The standard entitlements included:

- Advance Purchase Economy Class return airfare Adelaide/New Zealand return (for international speakers)
- Two x domestic airfares (sponsored by Rex Airlines)
- Two (4) nights complimentary accommodation & breakfast(for international speakers)
- 1 x complimentary registration
- 1 x ticket to the Conference Dinner

Domestic Keynote Speakers:

- Sponsored airfare fare (Rex Airlines)
- Two (2-3) nights complimentary accommodation & breakfast
- 1 x complimentary registration
- 1 x ticket to the Conference Dinner

Feedback in regard to the speakers program can be viewed in the evaluation summary in Appendix Five (5).

Two (2) Pre-Conference Workshops entitled 'Alcohol and Other Drugs: An Indigenous Perspective' presented by Professor Charlotte de Crespigny and Scekar Valadian and 'Drug Testing Harm Reduction for Industry and Communities' including Dr. Ken Pidd, NCETA, and Nicholas Potezny.

The Indigenous Workshop had 39 attendees and the Drug Testing Workshop had 18 delegates registered.

4.0 Printed Material

Below is a brief on each form of print material used for the DANA 2007 Conference.

4.1 Logo

The DANA Conference logo incorporated a graphic of a Whyalla tree and moon on the horizon representing the destinations Whyalla...."Where the Outback Meets the Sea", The Conference theme – 'Regional Perspectives in Practice', and the conference title – "DANA Conference 2007". This logo was used on all conference material. The logo graphic was designed by Inovoke and incorporated the concept of the tree design by Shawn Dewar from the University of South Australia, Centre for Regional Engagement.

4.2 Expression of Interest Postcard

A double-sided Expression of Interest postcard was produced for distribution by DANA and the postcard picture design was by Shawn Dewar from the University of South Australia, Centre for Regional Engagement. The postcard allowed people to complete and return it to receive further information about the conference. A copy of this double-sided postcard can be viewed as Appendix Six (6).

4.3 Call for Papers

The Call for Papers brochure was designed by Inovoke as a 4 page A4 brochure folded to a DL size. The brochure incorporated the conference logo and graphic. The purpose of the brochure was to invite potential presenters to submit an abstract to present at the conference, and also to allow delegates to register at the Super EarlyBird rate. 2,000 copies of the Call for Papers Brochure were printed and distributed to the DANA databases. A copy of the Call for Papers can be viewed as Appendix Seven (7).

4.4 Registration Brochure

The next piece of promotional material printed was the Registration Brochure. This 12 page full colour brochure was designed by Invoke. The document included a draft Workshop and Speakers' Program, Keynote Speaker profiles, social program, accreditation, sponsorship, accommodation, bus transfer details, registration and general information. 1,500 copies of the Registration Brochure were printed. A copy of the Registration Brochure can be viewed as Appendix Eight (8).

4.5 Conference Workbook

The DANA 2007 Conference Handbook was provided to all Conference participants. The Handbook was produced as a 34 page document with a full colour cover and mono text inside. Designed by Invoke, the Handbook included general information for delegates as well as a floor plan, exhibitor listing, full program, and speakers' abstracts with Author's Index. 130 copies of the workbook were printed. A copy of the Conference Workbook can be viewed as Appendix Nine (9).

4.6 Information Bulletin

An Information Bulletin was distributed to delegates prior to the event to provide up-to-date information to participants. A separate bulletin was also created specifically for speakers. Eventcorp produced and distributed these Information Bulletins via email. A copy of the Information Bulletins can be viewed as Appendix Ten (10).

4.7 Conference and Workshop Flyer

An easy reference Conference and Workshop Flyer was produced in a PDF format for e-marketing purposes. This was also circulated to the Conference Committee to promote to their networks.

5.0 Satchels

The delegate satchel selected for the DANA 2007 Conference was a platinum and stone Spectrum Shoulder Satchel. 110 printed satchels were ordered and taken to the Conference and given to the delegates. An additional 30 unprinted satchels were also ordered, of which 20 were returned to the supplier. The satchels were overprinted with the Conference logo and theme.



Each satchel included the following inserts:

- Conference Workbook
- One (1) Insert from each Exhibitor/Sponsor
- List of Delegates (only included delegates who gave their consent)

6.0 Audio Visual

Eventcorp managed the speaker's presentations audiovisual component of the DANA 2007 Conference. The University of South Australia, Centre for Regional Engagement, Whyalla who were conference partners provided the equipment and audiovisual assistance when required.

Each of the four (4) session rooms was equipped with a screen, lectern and microphone, data projector and laptop. Speakers were advised that only PowerPoint would be available, and that any special audiovisual requests would be at the discretion of the Organising Committee. Professor Doug Sellman required a laser pointer which was provided by Dr. Julie Watkinson, UniSA, CRE.

To assist in the smooth running of all visual presentations, speakers were requested to send their Audiovisual Requirements and PowerPoint presentations to Eventcorp one month prior to the event.

Presentations were then pre-loaded onto the laptop ready for each speaker's presentation. Speakers were also asked to check with the audiovisual staff prior to their presentation to ensure that their presentation was correct.

7.0 Social Program

In addition to the speakers program, a social program was also offered to delegates and their partners. This included the following:

7.1 Welcome Reception

Wednesday 11th July 2007, 5.00pm – 7.30 pm

HMAS Whyalla and the Maritime Museum, Whyalla

The Welcome Reception was held the evening prior to the opening of the Conference and followed the two Workshops. This allowed delegates to network in an informal and casual setting. The evening commenced with delegates enjoying a guided tour around the HMAS Whyalla. This was followed by the Welcome Cocktail Reception which took place in the Maritime Museum. Outside catering was provided by the Westland Hotel Motel, Whyalla. Delegates were able to enjoy networking amongst the back drop of displays and artefacts of Whyalla's rich and colourful past. 70 delegates attended the function.

7.2 Conference Dinner

Thursday 12th July, 2007, 7.00pm for 7.30pm – 11.00pm

Palms Function Room, Westland Hotel/Motel, Whyalla

The DANA 2007 Conference Dinner was held in the Palms Function Room, Westland Hotel Motel, Whyalla. The Dinner theme was 'Christmas in July'. A welcome drink was served to delegates on arrival in exchange for a drink voucher. Soft drinks including diet varieties were made available for those who did not wish to drink alcohol and for any diabetics. All other drinks were available on a cash bar basis. Following the welcome drink guests were ushered to their tables. The room and dinner tables were set with traditional Christmas decorations including Christmas trees, lights, bon bons, Christmas wreaths, tinsel, Christmas tree centre pieces, bells, etc.

Delegates were encouraged to come dressed in their Christmas festive attire. A competition was initiated by the Conference Committee which added to the night's entertainment and prizes were awarded.

A Christmas buffet menu was available with a choice of two desserts. Entertainment was provided by The BC Boys a local Duet Band who played until midnight.

Tickets for the Conference Dinner were not included in the registration fees but were available for purchase at a cost of \$55.00 per person. Drinks were on a cash bar basis. Approximately 86 guests attended the Dinner.

Comments and feedback on the Conference Dinner can be found in the Evaluation Summaries.

8.0 Venue & Accommodation

8.1 Venue

The DANA 2007 Conference was held at the University of South Australia, Centre for Regional Engagement, Whyalla, South Australia. The Conference sessions, trade exhibition, morning and afternoon teas were held on site at the venue. The Aroma Café was engaged to provide the catering for morning and afternoon teas and lunch. The café is based in the campus and was responsible for setting up food and beverage stations.

University staff was employed to facilitate cleaning, assist with catering arrangements, set up and move furniture when required. There was a sub-committee based at the University who assisted to

facilitate ground arrangements, purchases, ferry Keynote Speakers and coordinate printing and miscellaneous tasks that were necessary for the smooth operation of the conference.

8.2 Accommodation

Accommodation was made available at the Westland Hotel Motel, Whyalla Foreshore Motor Inn, Alexander Motor Inn and The University of South Australia was offered to delegates at discounted conference rates. All bookings requested via the registration form were arranged by Eventcorp. Prices were as follows:

Westland Hotel Motel

Motel Deluxe (Single, Double or Twin Share)	\$120.00 per room per night
Business Class Room (Single, Double or Twin Share)	\$110.00 per room per night
Hotel Deluxe Room (Single, Double or Twin Share)	\$100.00 per room per night
Hotel Standard Room Single, Double or Twin Share)	\$89.00 per room per night

Whyalla Foreshore Motor Inn

Twin Share Garden View Room	\$140.00 per room per night
Executive Suites	\$160.00 per room per night
Superior Ocean View Room	\$160.00 per room per night

Alexandra Motor Inn

Standard Single/Double Room	\$110.00 per room per night
Standard Twin Share Room	\$116.00 per room per night

The University of South Australia

Single Study Room	\$61.00 per room per night
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A total of 36 room nights were booked at the Westland Hotel Motel, 18 room nights at the Whyalla Foreshore Motor Inn, 0 room nights at the Alexander Motor Inn and 2 room nights at The University of South Australia.

9.0 Trade Exhibition

The DANA 2007 Conference Trade Exhibition was held at the University in Rooms MB1-34 and MB1-35. In order to maximise exposure to delegates all welcome coffee, morning and afternoon teas and lunches were served in the trade area. The Trade Exhibition consisted of 10 trade booths. Two spaces were occupied by 2 x Virtual Machines which needed extra space due to the nature of the product being demonstrated.

Ten (11) companies exhibited in the Trade Exhibition:

- Australasian Professional Society on Alcohol and other Drugs (complimentary)
- Bristol Myers Squibb
- Centre for Regional Health & Community Development (complimentary)
- Drug & Alcohol Nurses of Australasia (DANA) (complimentary)
- DASSA
- Australian Government Department of Health & Ageing (sponsor)
- Janssen Cilaj
- Reckitt Benckiser (sponsor)
- The College of Nursing
- The University of South Australia, Centre for Regional Engagement (complimentary)

Each Trade Exhibitor was entitled to one (1) complimentary networking catering registration, a list of attending delegates, a satchel insert and listing in the Conference Workbook.

Two (2) of the booths were sold at a cost of \$2,000. The other five (8) booths were provided as complimentary sponsor booths or as reciprocal booths to other associations. The total revenue accumulated from the sale of trade booths totalled \$4,000.00.

Adelaide Expo Hire were contracted to manage the exhibition. Due to the remote area the two staff from Adelaide Expo Hire stayed in Whyalla throughout the event in order to be available for any unforeseen challenges that may occur.

10.0 Sponsorship

Total sponsorship revenue of \$??? was raised for the DANA 2007 Conference.

A breakdown of the sponsorship packages and amounts is as follows:

Conference Supporters

Commonwealth Department of Health and Ageing	\$40,000
AER Foundation	\$20,900

Gold Sponsors

DASSA	\$10,000
Reckitt Benckiser	\$10,000

Satchel Inserts

\$ 1,250

Full Page Ad

Arbias \$ 500.00

Sponsorship Total: \$1,250.00

Exhibition Total: \$4,000.00

Grand Total: \$87,900.00

11.0 Rex Airlines

Rex Airlines sponsored 6 Adelaide/Whyalla return seats which were subject to specific terms and conditions for booking them. The seats were booked for the following Keynote Speakers:

Dr. John Ring
 Ms Lynette Cusack
 Daryle Deering
 Doug Sellman
 Dr. Ken Pidd
 Professor Ian Webster

12.0 Coach Transfers

Coach transfers were provided by Cuttlefish Capitol Tours. The transfers were provided to the delegates at no charge. Picks ups/drop offs were coordinated to/from the airport, to/from the accommodation and the UniSA, CRE. The coach transfers ran promptly and efficiently at all times. Les Jones, Managing Director and his staff flexibility, service and attention to detail was exemplary.

13.0 Scholarship Awards

DANA Scholarships

DANA provided complimentary registrations for two people. The recipients of the DANA Scholarships were:

- Katherine Stubbing
- Jodie Shoobridge

14.0 Conference Secretariat/Registration

On Wednesday 11th July, 2007 the Registration Desk for the Pre-Conference Workshop was set up in between MB1-34 and MB1-33 positioned close to the entrance to the main plenary room where it remained throughout the conference. A conference secretariat was positioned in room MB1-38.

Registration commenced at 8.00am on Wednesday 11 July, 2007 for the start of the Pre-Conference Workshops.

A registration desk was set up at the Maritime Museum to commence registration for the Conference. Delegates who registered at this time collected their satchels the following morning once arriving at the University. Upon registering for the Conference each delegate received a registration envelope (which included their name badge and function tickets) and a Conference satchel.

Two staff members were on-site at all times during the Conference and attended all social functions to ensure that everything ran smoothly.

Registration for the conference was available via a hard copy registration form or by registering online via the conference website. Registrations conducted online and manually processed were entered into Eventcorp's Events database.

15.0 Survey Summary

Evaluation forms for the DANA 2007 Conference were distributed on the final day of the conference. 16 delegate surveys were completed for the conference and returned. The results of these can be viewed in Appendix Five (5).

16.0 Observations & Recommendations

The following observations and recommendations have been put forward:

Observation

Holding the Conference in a venue that was not a purpose built Conference Centre resulted in a lot of additional planning and on site management. For example managing off site accommodation, coach transfers to and from the venue, airport and to the social functions. Materials had to be sourced by Eventcorp and the Sub-Committee in Whyalla for setting up the catering along with the management of the catering which had to be outsourced. Cleaning staff had to be engaged and directed which added additional responsibilities to the Eventcorp staff.

Not having an audio visual technician who was a specialist in conference delivery meant that Eventcorp staff had to manage providing this service which impacted on the registration desk having to be manned by one person. This situation threatened Eventcorp's standard of service as delegate's needs cannot be promptly attended to when necessary. This also created additional pressure to Eventcorp staff to ensure that all the presentations were loaded on to the appropriate room's desktops/laptops. Normally an audio visual company is engaged to provide this service, these examples are to name but a few operational needs required for the smooth running of the conference.

The University coming on board as a conference supporter ensured that some of the costs were kept down. However, this is not always the case for using a university as a venue. UniSA were exceptional in supporting the event. But had this not have been the case, costs would have been much higher.

Recommendation

Future DANA Conferences that are planned to be held in regional centres should ensure that the venue is appropriate to facilitate the event. Consideration should be given to the additional costs incurred, limitations of what the venue and destination can provide, accessibility in to the destination and additional costs for delegates to travel to the area. The type of accommodation that is available is also important.

Having no in house sound system meant that the University had to invest \$5,000 to facilitate speaker presentations. For future reference outsourcing the AV to an outside supplier will reduce the risk of anything going wrong and ensuring the presentations run smoothly. When using an in-house service, ensure that the staff has prior experience with conferencing.

Observation

Communication became a challenge as the board members and some of the Committee were not always readily available due to circumstances beyond Eventcorp's control. The incoming Organising Committee would have benefited by more direction. Due to the lack of experience with the committee in organising a conference this impacted on Eventcorp's role which became more of a management situation for the committee than just the logistics which resulted in additional work.

Eventcorp did experience delays with response time from the Committee. This was due to key decision makers who have demanding day jobs not being readily available.

Recommendation

Work together with Eventcorp to design a committee brief including a communication plan so that it can be passed on to future organising committees. This would improve the efficiency from conference to conference and avoid some of the friction that arose as a direct result.

Observation

Dinner was made available at a separate cost and included one welcome drink in the price.

Recommendation

Making this option available to the delegate for the conference dinner helped keep the cost down and was more affordable for delegates. Providing one drink inclusion and the rest of the drinks on a cash bar basis probably did assist in attracting more delegates for the dinner. However, consideration also needs to be given to the fact that Whyalla has limited restaurants for delegates to choose from which helped the attendance at the dinner as well. We received no negative feedback about the cost of the dinner. The management and staff at the Westland Hotel Motel who serviced the dinner were very flexible and looked after the delegates well.

17.0 Special Notation

Eventcorp would like to extend a special "thank you" to Dr. Julie Watkinson and her sub-committee based in Whyalla whose help and assistance prior to, during and after the conference was invaluable and very much appreciated.

We also wish to recognise Len Pullen, Dean of the University of South Australia, Centre for Regional Engagement and his staff. The generous support of the UniSA, CRE was pivotal in keeping operational costs down. All staff was a pleasure to work with and extremely supportive to ensure the success of the conference.

Aroma Cafe provided excellent quality, quantity and choices of food for the morning and afternoon teas plus lunch for the delegates. The staff were very flexible and a pleasure to work with. Their contribution to the success of the conference should also be recognised.

Finally, our gratitude is also extended to the City of Whyalla City Council, all of the suppliers and the Community of Whyalla for their service and support throughout the planning and implementation of the DANA 2007 Conference.

Appendix One (1)

Final Budget Amount Incomplete due to monies outstanding.

Appendix Two (2)

Event Statistics Report

Appendix Three (3)

A graphed breakdown of the registrations in percentages

Appendix Four (4)

A Full Delegate Listing

Appendix Five (5)

Delegate Evaluation Summary – Workshop & Conference

Appendix Six (6)

Expression of Interest Postcard

Appendix Seven (7)

Call for Papers

Appendix Eight (8)

Registration Brochure

Appendix Nine (9)

Conference Workbook

Appendix Ten (10)

Information Bulletins