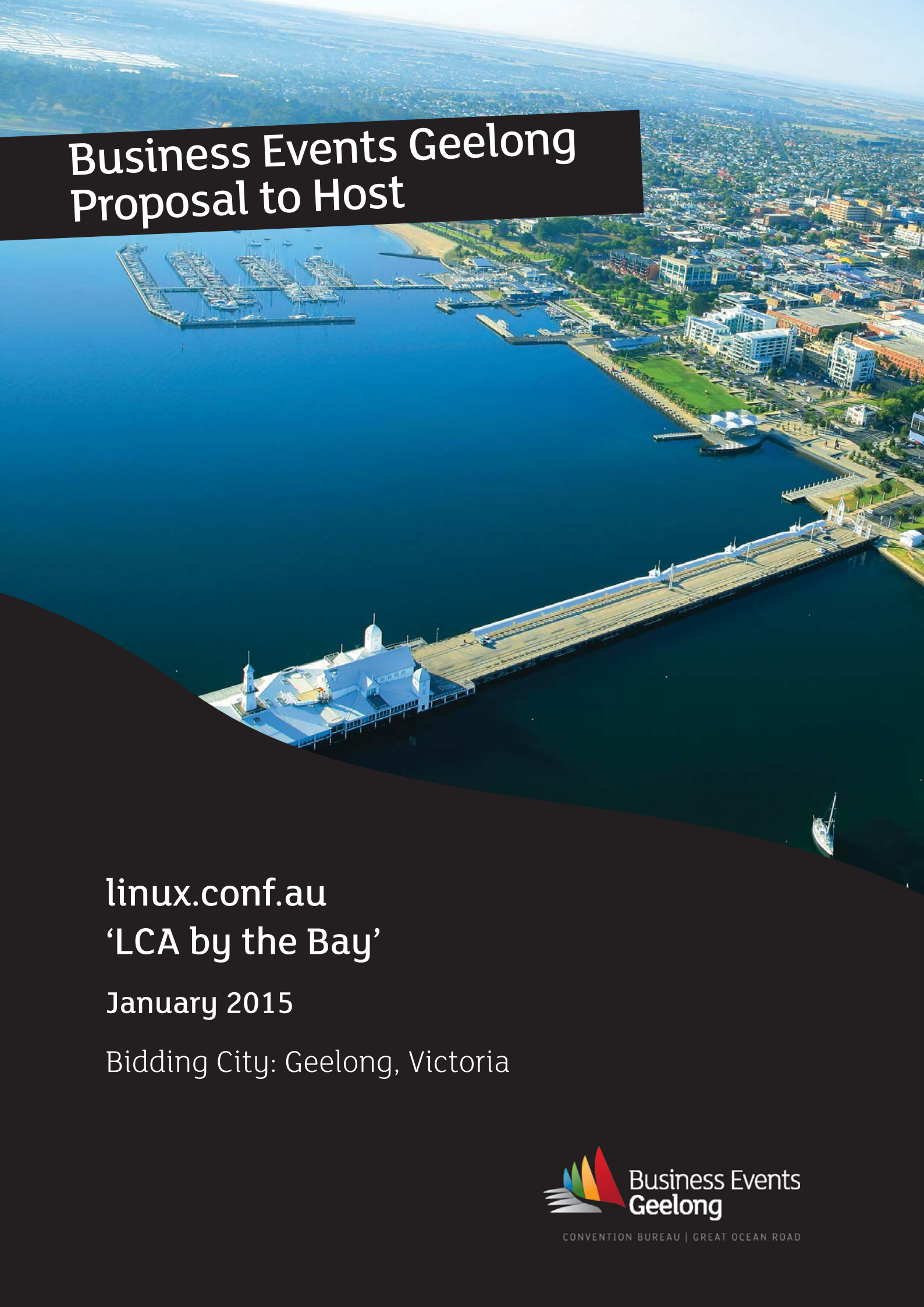


An aerial photograph of Geelong, Victoria, Australia, showing the harbor, city buildings, and a large pier. The water is a deep blue, and the city is densely packed with buildings. A large pier extends into the water, and a marina is visible in the background.

Business Events Geelong Proposal to Host

linux.conf.au
'LCA by the Bay'

January 2015

Bidding City: Geelong, Victoria



Business Events
Geelong

CONVENTION BUREAU | GREAT OCEAN ROAD



Geelong - host to 'LCA by the Bay'

Imagine a waterfront city that can provide you with all you need for a perfect **linux.conf.au**, possessing both the sophistication of a capital city and warmth of regional hospitality.

Welcome to the City of Greater Geelong!

Imagine.

Less than an hour from the Melbourne CBD, and Tullamarine Airport, Geelong is beautifully positioned with waterfront views of Corio Bay, and offers immediate access to the picturesque Great Ocean Road and charming vineyards of the Bellarine Peninsula.

Imagine.

With a population of 210,000, Geelong is Victoria's second largest city and a major provincial centre economically, culturally and socially for the surrounding region. Boutique and chain stores co-located in the bustling CBD offer dining, shopping and nightlife experiences for everyone.

Imagine.

Geelong's history as a major wool-shipping port from the mid 1800s well into the 20th century has left a legacy of beautifully restored old buildings such as the architecturally restored Dalgety Wool Stores - now the stunning Deakin University Waterfront Campus.

Imagine.

Geelong's waterfront precinct continues to amaze visitors with its transformation, featuring cafes and restaurants, fully restored art deco seawater baths, a yacht club marina and a scenic bayside promenade dotted with brightly painted bollards depicting many of Geelong's historical characters.

Imagine. Several hundred delegates passionate about Linux and Open Source, discussing the merits of competing file systems over a Scotchmans' Hill red.

Imagine. Delegates debating emacs versus vim while strolling around the picturesque Waterfront and botanical gardens, cameras at the ready.

Imagine. Friendships renewed, and new ones formed, breathing life into a community through great facilities, stunning architecture - Geelong really does have it all.

*We are honoured to present to
you our bid for linux.conf.au 2015
- 'LCA by the Bay'*



Accessing Geelong

The Geelong Otway region is now even easier to get to from most major cities within Australia.

By plane

Jetstar now flies daily to Avalon Airport (AVV) from several major Australian cities to this award-winning Victorian meeting and events destination. Avalon Airport is just 15 minutes from Geelong. So if you're coming to the region, get onboard Jetstar's new fleet of A320s with their super comfy, all leather seats. Taxis are also available with fares to Geelong's CBD averaging \$30.

If flying from interstate or internationally via Melbourne's bustling International Tullamarine Airport (MEL), Gull Transport operates 15 shuttle services a day getting you and your delegates to Geelong in under an hour. Tullamarine services dozens of countries, making it a convenient airport for international delegates.

Please note: the bid budget also includes provision for running chartered bus services to and from both AVV and MEL to assist delegates in reaching Geelong.

By train

V/line operates the train system in Victoria and connects the region at Geelong, Colac and Warrnambool with regular services from Melbourne.

It would be possible for Melbourne-based delegates to commute each day, as Geelong station is located a 10 minute walk from Deakin's Waterfront campus.



By ferry

If you are travelling from the east Victorian Coast, why not take the Queenscliff-Sorrento Ferry across the mouth of Port Phillip Bay? This service runs on the hour, every hour, all year round.

By road

Travelling by road to Geelong, in a car or coach, is convenient and comfortable. Geelong is only an hour's drive from the city of Melbourne along the Princes Freeway, and around an hour from Ballarat on the Midland Highway.

All major car rental companies are represented at both Avalon and Tullamarine Airports and within the Geelong and Great Ocean Road region.

Please note: Deakin's Waterfront campus offers affordable parking for a daily rate of \$5



Main Conference Venue

Deakin University Waterfront Campus



Deakin's Geelong Waterfront Campus is located on the foreshore of Corio Bay in the central business district of Geelong. Originally built in 1893, the ex-woolstores buildings have been extensively renovated to create a modern and impressive venue, making it ideal for **linux.conf.au 2015**.

The campus is a short walk to the main shopping precinct of Geelong, and affords delegates manifold opportunities for shopping, dining and entertainment.

Meeting and technical facilities

A spectacular 1,500 capacity auditorium is the centrepiece of this venue with tiered pillarless seating over two levels – Costa Hall. This is further complemented by several additional lecture theatres. These rooms all have VGA connections as standard. Larger rooms have a full AV offering including data projection with built in PC and data projection.

Wireless facilities are of the utmost importance to **linux.conf.au 2015** delegates, and the campus itself has full coverage with eduroam-authenticated wireless, and is backboned in to the AARNet network.

Dining and display facilities

Two large dining areas onsite are located over two levels and can be used independently or jointly with a combined capacity to seat 600 delegates in the one location.

Available Dates: 12-16th January 2015

Costings would be approximately \$26k for venue hire (as some venues are not needed for all days)

Please note that Costa Hall, the largest venue, is not available on Friday 16th January 2015 and the conference would be scheduled around this availability.

Available rooms

- **Costa Hall**
Including Costa Theatre and Foyers
Capacity 1500 guests
\$3585 per day venue hire rate
- **John Hay Courtyard**
Capacity 300 guests
\$625.00 per day venue hire rate
- **Percy Baxter Lecture Theatre**
Capacity 150 guests
\$510.00 per day venue hire rate
- **D2.194 Lecture Theatre**
Capacity 100 guests
\$455.00 per day venue hire rate
- **The Western Beach Room (Level 6)**
Capacity 78 guests
\$750.00 per day venue hire rate
- **D2.211 Flat Floored Lecture Theatre**
Capacity 60 guests
\$285.00 per day venue hire rate
- **D2.212 Flat Floored Lecture Theatre**
Capacity 60 guests
\$285.00 per day venue hire rate

Catering

The University's contracted catering provider, Waterfront Kitchen, has dining facilities available for up to 300 guests in the stunning Waterfront Cafe.

The minimum cost for morning and afternoon tea with be \$15pp, a total cost of approximately \$40k.

<http://food.deakin.edu.au/outlets/47>

Key contact: Mr Gregg Currie



Backup venue

Four Points by Sheraton Geelong

**FOUR
POINTS**
BY SHERATON

Geelong

We understand that risk management is a key part of bid preparation. While circumstances that jeopardise the efficient and effective management of a conference are rare, we know from experience that they can occur. It's therefore important to identify an alternate conference location.

Four Points by Sheraton Geelong is located in one of the best spots in town. Located in the heart of Geelong's waterfront with amazing views across the bay and conveniently located in Geelong's central business district. Step out for great local shopping, attractions, entertainment and more.

Conference and banquet facilities

For a meeting, or any special event, we have 450 square metres of meeting and banquet space with a choice of 5 distinct rooms on one dedicated floor. All function rooms are fully flexible to meet the needs and size requirements of your next event. Each feature Wi-Fi and are equipped to meet your Audio-Visual needs.

Natural daylight fills our bay facing function rooms, each with a terrace and stunning water views.

Technical Facilities

Four Points by Sheraton Geelong has the latest, state-of-the-art sound and lighting equipment. Our specialist inhouse technicians alongside Audio Visual Dynamics (one of Victoria's largest event staging companies) will provide you with excellent service and support. They'll help you create the perfect atmosphere, whatever the occasion.

Contact Four Points by Sheraton:

Telephone: 03 5223 1377



Penguin Dinner

The Pier Geelong

OPTION 1

The Pier

We understand that the Penguin Dinner will be the iconic event of **linux.conf.au 2015**, and it's only fitting that it be held in an equally iconic venue.

The Pier, perched atop Cunningham Pier, offers breathtaking 360 degree views of Geelong, Corio Bay and the waterfront. The Pier Geelong is a stunning and versatile venue.

Imagine a warm summer's night, glass of wine in hand, basking in the evening sunlight as a cool breeze wafts over the pier - a night to remember!

The Pier is only a 5 minute walk from the main conference venue, and parking is available for a flat rate of \$7 for the evening.

Available Dates: Wednesday 14th January, 3 hours

- Based on 550-650 guests attending
- Cabaret style, tables of 8 guests
- 3 course meal, alternating meal drop
- 3 hour drinks package of beer, wine and soft drink
- \$125pp
- Additional \$1080 for audio visual hire

Total cost \$70k for 550 guests

Telephone: 03 5222 6444

www.thepiergeelong.com.au



OPTION 2

Penguin Dinner at The Arena, Geelong

Working with award-winning caterer Truffleduck, our proposed event partner for the Speakers' Dinner and also for PDNS, the alternative Penguin Dinner would see Geelong's premier basketball venue, The Arena, transformed into wonderful evening. The Arena is a short 10 minute bus ride from the main conference venue.

Costs

Approx \$65 per person
Drinks packages additional, approx \$30 per person

Total cost \$52k for 550 guests



Professional Delegates' Networking Session (PDNS)

OPTION 1

Deakin University Western Beach Room - Champagne and chicken breakfast

Professional delegates to **linux.conf.au 2015** desire appropriate opportunities to network with their peers, exchange contact details, discuss business opportunities - and above all, build life-long friendships.

The Professional Delegates' Networking Session is placed to facilitate these objectives. Situated on the highest floor of Deakin's Waterfront campus, the Western Beach Room overlooks the stunning Corio Bay.

We envisage a stand-up style breakfast for professional delegates, where bar-type stools and tables, furnished with appropriate notepaper and pens play host to a sumptuous gourmet breakfast and drinks, catered by award-winning Truffleduck.

Available Dates: Tuesday 13th January 6pm-9pm

- Based on 80-100 guests attending
- Finger food style menu
- 3 hour drinks package of beer, wine and soft drink
- \$82pp

Total event cost \$7k for 80 guests

We further recognise the reluctance of some Professional delegates to attend a breakfast rather than an evening function. To cater for this requirement, we would endeavour to start the breakfast at a reasonable time, and schedule presentations after the breakfast that Professional delegates are less likely to be interested in.



OPTION 2

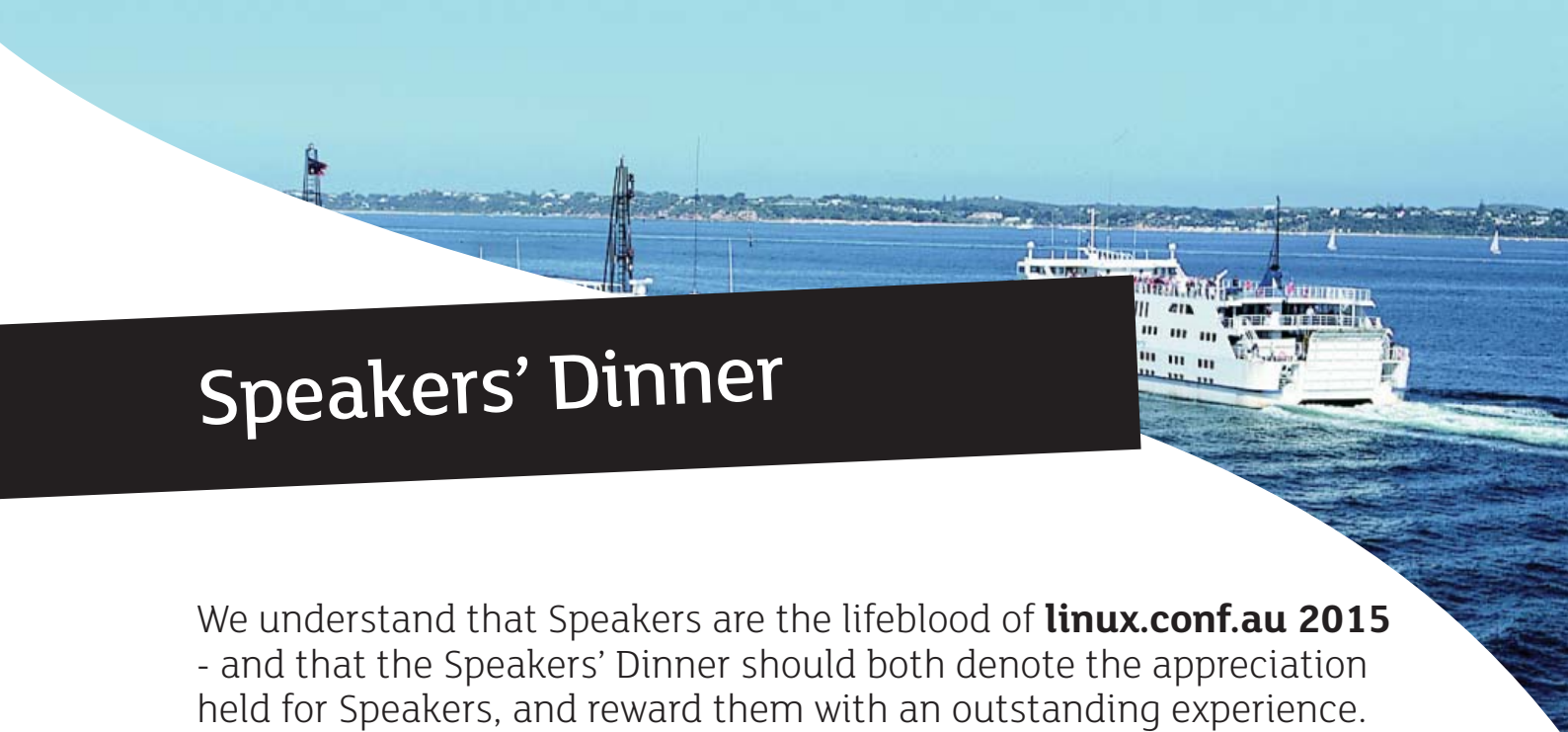
Cocktail function, Geelong Carousel

A spectacular venue featuring breathtaking Waterfront views, The Carousel provides a truly memorable event. The Carousel Pavilion houses a beautiful fully restored 19th Century Carousel.

Available Dates: Tuesday 13th January 6pm-9pm

- Based on 120 guests attending
- \$1080 for hire of Carousel
- Catering an addition approximately \$85pp

Total cost \$94pp, total event cost approx \$11k



Speakers' Dinner

We understand that Speakers are the lifeblood of **linux.conf.au 2015** - and that the Speakers' Dinner should both denote the appreciation held for Speakers, and reward them with an outstanding experience.

OPTION 1

Balmoral Functions, Fyansford

Just a 15 minute bus ride from the main conference venue, "Balmoral" at Fyansford hosts a fabulous space dedicated to special occasions. The gorgeous gardens and idyllic outlook complement the great versatility of the venue.

Catered by award-winning Truffleduck, Speakers will be treated to the best of fresh seasonal and regional produce.

Imagine Speakers wandering in the summer twilight in the lush and fragrant gardens, glass of wine in hand, with plenty of opportunities to mingle with others and to share experiences in a relaxed, friendly and luxurious environment.

Available Dates: Monday 12 January 2015

- Based on 120 guests attending
- Meal pricing \$62-\$82 per person, depending on specific meal options such as sit down or casual
- Beverage package additional 4 hours at \$27-\$50 pp
- \$10 per person bus trip

Total cost \$99-\$142 pp, total event cost \$12k-\$22k

Speakers' gifts

The Geelong region has a wide array of gifts to choose from to thank Speakers, including;

- local wines and produce from local wineries
- woollen products from the National Wool Museum
- hand crafted timber and floral gifts

OPTION 2

Cocktail function, Geelong Carousel

A spectacular venue featuring breathtaking Waterfront views, The Carousel provides a truly memorable event. The Carousel Pavilion houses a beautiful fully restored 19th Century Carousel.

Available Dates: Tuesday 13th January 6pm-9pm

- Based on 120 guests attending
- \$1080 for hire of Carousel
- Catering an addition approximately \$85pp

Total cost \$94pp, total event cost \$11k

Possible keynote speakers

The Bid Team has given considerable thought to possible keynote speakers for the conference, and while it is still early in preparation and planning, the names we'd like to consider include;

- Mr Stephen Fry, entertainer and open source advocate
- Ms Catarina Mota, President of the Open Hardware Association



Partners' Programme

We recognise the desire of **linux.conf.au 2015** to be a welcoming conference for families. Our proposed Partners' Programme showcases the best the region has to offer - for the whole family!

Adventure Park, Wallington

Just a 15 minute bus ride from the heart of Geelong, Adventure Park offers families hours of fun and excitement, with water rides, play equipment and more.

- Tickets: \$28-\$38pp for this whole day activity
- <http://www.adventurepark.com.au>

National Wool Museum

The Museum's busy calendar of exhibitions, events and public programs offers something for everyone in the family. With four galleries, a renowned woollen clothing, gift and souvenir shop, there's always something different to explore.

- Tickets: \$7.50 for adults, \$4 for children for this half day activity
- <http://www.geelongaustralia.com.au/nwm/>

Carousel, Geelong waterfront

The Armitage-Herschell portable steam driven, hand-carved wooden carousel was constructed circa 1892 and is one of only 200 in operation around the world. Featuring 36 Dare horses and 2 chariots, it was purchased by the Steampacket Place Development Board in 1996 and painstakingly restored.

This activity would include a walk along the Geelong waterfront to Geelong's stunning Botanic Gardens.

- Tickets: \$3.90 for children, \$4.40 for adults for this half day activity
- <http://www.geelongaustralia.com.au>

Otway Fly treetop walk

The Otway Fly Treetop Walk is a 1 hour rainforest walk experience that is approx 2km in total and features a 600m long and 30m high steel structured treetop canopy walkway that takes you right into the treetops. It's the longest and tallest walkway of its type in the world! Included in this walk is the kid's Prehistoric Path – where there is a dinosaur around every corner!

This activity would be combined with a Great Ocean Road tour of major attractions such as Torquay.

- Tickets: \$9 for children, \$21.60 for adults for this full day activity
- <http://www.otwayfly.com/>

Wineries tour

While we don't have specifics at this time, we would propose a tour of family-friendly wineries in the Geelong region, with a BBQ lunch at Queenscliff or other suitable location on the Bellarine Peninsula.

- Tickets: To be confirmed, around \$20-\$30pp for this whole day activity

Childcare options

We recognise the need to provide childcare for children of Delegates. While formal arrangements have not been made, a child care centre is located within two blocks of the conference venue.

- 16 Little Ryrie St, Geelong VIC 3220, Australia
- (03) 5289 6561
- admin@baycityelc.com



Collaboration opportunities

The Pier Geelong

With so many talented individuals in town, **linux.conf.au 2015** provides a wonderful opportunity to engage and collaborate with the emerging digital, educational and technical communities in Geelong.

Collaboration opportunities

linux.conf.au 2015 provides a myriad of opportunities to engage and collaborate with the digital, educational and technical communities in Geelong. Some of the collaboration ideas raised so far are outlined below, and we'd be very open to others.

Open source licensed photo competition

One of the challenges faced by organisations in the Geelong and Otway region is the availability of high quality imagery to promote the idyllic facilities and venues it has to offer.

It is traditional within linux.conf.au to run a photo competition, and the competition could be structured in 2015 to include prizes for categories that showcase the best the region has to offer.

The photographs would be licensed under an open source license - such as the Creative Commons licensing model - as part of the competition, thus providing additional assets for promoting the region.

Discounted or low cost student tickets for students at Deakin University and The Gordon

Deakin University and The Gordon are a formidable educational partnership in the region. Many of Geelong and the Otways' future leaders will be nurtured at these institutions, and the conference would like to introduce them to the world of Linux and Open Source through discounted tickets.

Panels and discussion forums with keynote and notable speakers and Geelong ICT industry

It's rare that keynote speakers are present in a regional centre, and with so many contemporary topics to discuss - such as the national broadband network, internet privacy and security, the rise of social media *inter alia*, it would be a missed opportunity not to bring together speakers and Geelong ICT community.

ICT Geelong is the regional representative group for the interests of local information and communication technology-based businesses and related organisations.

<http://ictgeelong.com.au/>

The bid team would be very open to working with ICT Geelong to host panels or discussion forums which would leverage the talent present at **linux.conf.au 2015**.

Dedicated use of social media

Social media has come to the fore in recent years as a mechanism for promotion, collaboration and community building, and the conference team would be promoting both the use of the official conference hashtag;

#lca2015

and also one to denote the regional nature of the conference;

#geelong



Accommodation

Booking accommodation is a large administrative overhead for any conference, and **linux.conf.au 2015** would like to put delegates in control of their own accommodation options.

We're going to be very honest with you; accommodation is a weakness of our conference bid. Deakin's Waterfront campus does not offer student housing; the nearest residences are 15km away at Deakin's Geelong Campus at Waurn Ponds.

Instead, we feel that central accommodation is abundant and varied throughout the Geelong regions, catering to a wide range of tastes and budgets.

Booking accommodation is a large administrative overhead for linux.conf.au organisers; and we'd prefer to put delegates in control of their own accommodation options.

Capacity

Geelong offers in excess of 1100 hotel-motel rooms and serviced apartments within a short distance of the city centre, all of which guarantee you a good night's sleep.

Variety

Our accommodation also guarantees to suit specific tastes, budgets and needs, as they range from 4½ star elegance to 2 star comfort. There is a wide choice of locations where styles differ dramatically:

- Unique properties with spectacular waterfront views of Corio Bay or the calming waves around Queenscliff and the Bellarine Peninsula
- City centre options close to all the action - shops, restaurants, pubs and clubs
- Smaller, more intimate hotels in quieter residential areas

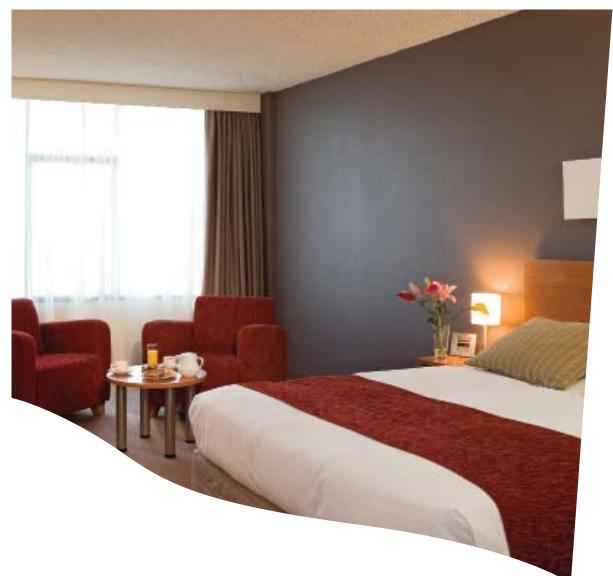
Accommodation referral and booking services

Geelong's Visitor Information Centres can offer your delegates peace of mind when searching for accommodation. Delegates can call 1800 620 888 free of charge for information or advice. We also have a Room Bank service which helps delegates of large events to find accommodation more easily when many venues are heavily booked. All referral services offered are free of charge.

Alternatively, by visiting:

www.visitgeelongbellarine.com.au, your delegates can send an enquiry or book last minute specials direct.

Whatever your sleeping demands, you'll rest easy knowing you'll find just the right place right here.





Accommodation

Four Points by Sheraton

Geelong ★★★★★

Conveniently located on the Waterfront of Geelong this 4½ star hotel is in close proximity to shopping and attractions. Offering free high speed wireless internet on conference and lobby levels, fitness centre, indoor heated salt water pool, valet parking, restaurant, bar, lounge and terrace.

Room features include free bottled water replenished daily, in-room movies, full or partial bay views, coffee makers, hairdryers, voicemail and complimentary morning papers.

Accommodation Rooms: 109

Cost: Approx \$180 per room

www.fourpoints.com/geelong

Mercure Hotel Geelong ★★★★★

With views of Corio Bay, the Mercure Hotel Geelong is located within the Geelong CBD and is within easy reach of all business, shopping and entertainment precincts.

Offering large rooms with bay or city views; baths with spa jets; LCD televisions; internet access (WiFi and broadband); in-house movie channels. As well as an outdoor pool and heated spa; gym; Zenith Restaurant and bar and offstreet parking.

Accommodation Rooms: 137

Cost: Approx \$180 per room

www.mercuregeelong.com.au

Vue Apartments (yet to be rated)

These new luxurious and spacious one, two and three bedroom self-contained apartments are perfectly located with only a short walk to the beach, Westfield Shopping Centre and an array of fantastic restaurants. Each apartment is equipped with state of the art kitchens and fitted with quality furnishings throughout.

Accommodation Rooms: 60

Cost: Approx \$150 per room

www.vueapartments.com.au

Chifley on the Esplanade

Geelong ★★★★★

Chifley on the Esplanade is located right on Corio Bay where guests can enjoy stunning views or take leisurely strolls along the spectacular foreshore.

Following extensive re-development, the hotel now offers 68 luxury suites including self contained one and two bedroom apartments. All feature air conditioning, Foxtel, guest laundry, room service and 24hr reception. Relax by the heated outdoor pool or unwind in the sauna. Black Salt Restaurant is open for breakfast, lunch or dinner.

Accommodation Rooms: 68

www.chifleyhotels.com

Geelong Conference Centre ★★★★★

The Geelong Conference Centre is in the perfect setting, nestled amongst Geelong's Eastern Park Gardens while only minutes from Geelong's CBD and Waterfront.

The centre has 42 serviced rooms plus 4 self-contained apartments, all offering full ensuite facilities and very reasonable rates. Offering an in-ground heated pool and spa and gym.

Accommodation Rooms: 46

www.gcc.net.au

There are a number of other options around the CBD.

For more details visit
www.visitgeelongbellarine.com.au

Attractions and activities

Geelong and the Great Ocean Road is host to a whole range of attractions and activities. Everywhere you go, you'll discover something new. From breathtaking natural wonders to superb restaurants; from accommodation to suit any budget to family attractions galore; the activity list is endless.

Geelong

Geelong is blessed with a magnificent waterfront and a bustling CBD. The best part is that it is also a hive of activity with plenty of things to see and do. Attractions include:

- A trail of colourful bollards telling the story of Geelong's history
- An antique Carousel - loved by little ones
- Water activities including a cruise on Freedom Bay Cruises
- The Festival of Sails occurs the week after the proposed date for linux.conf.au;
<http://festivalofsails.com.au/>



The Great Ocean Road

Along the Great Ocean Road and beyond, you will be able to experience some of the world's most breathtaking coastal regions.

- The Twelve Apostles, these massive limestone structures are one of the most well-known highlights
- Victoria's most iconic walk 'The Great Ocean Walk'
- Walk through the treetops on the 25 metre high elevated Otway Fly Tree Top Walk



The Bellarine Taste Trail

Bellarine Peninsula is emerging as one of Victoria's newest gourmet destinations-to-watch, thanks to an abundance of new and innovative food and wine related offerings most notably the new Bellarine Taste Trail.

- An abundance of award-winning wineries, restaurants and cafes.
- Cellar doors and small producers where you can drop in for tastings and talk to the people involved in producing that fine wine, olive oil, tomatoes, berries and more.



Sport and Recreation

From tennis, bowls and jet boating to sailing and swimming, Sport and recreation is very much part of Geelong. The region also offers:

- Quality golf courses offering a unique challenge in picturesque surroundings.
- Some of Australia's finest cycling, with world-famous coastal scenery and an ever-changing hinterland





A final word....

Thank you for considering our proposal to host **linux.conf.au 2015** in Geelong - 'LCA by the Bay'

We'd like to take this opportunity to thank a number of people for their efforts in helping to prepare this bid document, and for their exemplary professional service and assistance;

- Mr Terry Hicky - Business Events Geelong
- Mr Luke O'Brien - Deakin University
- The Linux Australia Council for their assistance with bid templates and examples
- Previous linux.conf.au organisers and 'Ghosts' for their suggestions and advice.

We warmly welcome any questions you may have around our bid document.

With kind regards

David Bell and Kathy Reid

dtbell91@gmail.com

kathy@kathyreid.id.au

Please also refer

A draft conference budget will be provided with this submission, but is considered confidential at this stage of the bidding process.

Draft conference project plan

<http://goo.gl/NhnUY> (Google Docs Spreadsheet)