



BRISBANE SHOWS INTERNATIONAL PLANNERS A NEW WORLD CITY

About the congress

The International Society of City and Regional Planners (ISOCARP) is a non-governmental global network of city and regional planners. Only one other ISOCARP congress has ever been held in Australia.

Delegates included urban managers, academics, planning practitioners and members of city and regional governments. Nearly every country in the world was represented, with delegates or speakers from 47 different countries.

The congress included plenary sessions, workshops, technical seminars, technical tours of Brisbane and region, an International Planners Exchange and a small trade exhibition and poster board area.

CONGRESS FACTS

Name:

49th International Society of City and Regional Planners (ISOCARP) Congress

Attendance:

203 delegates

Venue:

Royal International Convention Centre (Royal ICC)

Dates:

1-4 October 2013

HIGHLIGHTS

- * Delegates and speakers from 47 different countries in attendance
- * One of the world's most important city and regional planning conferences
- * The first ISOCARP meeting held in Queensland

Why Brisbane?

ISOCARP requires its host destination to have a strong urban planning focus. Brisbane City Council is the largest city council in Australia and one of the largest municipal governments in the world. Brisbane has undertaken a range of planning and urban renewal projects, including the longest-running programme of its type in Australia, Brisbane City Council's 20-year-long Urban Renewal Brisbane programme.

The city boasts numerous examples of award-winning world-class architecture, infrastructure and urban design. These include the Gallery of Modern Art, the Kurilpa Bridge, the Airport Link tollway and other innovative urban road transport solutions.

Other bid-winning attributes for Brisbane included:

- a geographic location offering easy access to Asia and the Pacific
- a secure and stable government
- an enthusiastic local organising committee

"The city of Brisbane is one of the larger municipal governments in the world and it's doing very interesting things in relation to transport and regional planning, cooperating with other municipal governments and cooperating with state. Brisbane has some excellent venues for congresses and all the right back-up and infrastructure for a really good international congress."

Jeremy Dawkins
ISOCARP vice president
(Congresses) when Brisbane
was selected.



Brisbane Marketing Convention Bureau plays a key role

The Brisbane Marketing Convention Bureau developed and presented Brisbane's bid for the 2013 ISOCARP Congress. It assisted with general planning as well as venue and accommodation selection.

With strong local support being critical to destination selection, the Convention Bureau sourced letters of support from national, regional, state and municipal authorities, including the Prime Minister of Australia.

The Convention Bureau also offered financial and in-kind assistance with promotion of the Brisbane ISOCARP Congress, as well as the travel costs of several international keynote speakers. The bureau's Convention Support Toolkit provided promotional postcards, images and posters. Visitor guides and city maps were also supplied for delegate satchels.

Delegates interact with Australia

A full-day session was held in partnership with the Planning Institute of Australia, enabling invaluable interaction between local institute members and the international congress delegates.

An Urban Design Workshop was also conducted at the inner-city headquarters of a Brisbane-based international planning and design consultancy.

A range of half-day complimentary technical tours

enabled delegates to personally view and experience some of Brisbane's planning innovations. All ended up at Brisbane City Hall, where a Civic Reception was hosted by the Brisbane Lord Mayor and the City of Brisbane.

Accompanying partner tours were also arranged and included key historical and cultural features and attractions of the city.

At the start of the congress sessions, an indigenous "Welcome to Country" and "Smoking Ceremony" incorporating didgeridoo music, traditional song and dance was staged.

A casual cocktail networking event was held on one of the evenings within the trade exhibition area at the convention centre. On the final evening, a gala dinner and awards ceremony was held off site at Hillstone St Lucia, a classic, traditionally-styled venue just 15 minutes from the heart of the city.

"This congress brought such an incredibly diverse group of international delegates to our city. We were especially pleased that the technical tour programme ensured they were able to get out and see for themselves some of the urban planning innovations which explain why Brisbane is branded a 'New World City'."

Annabel Sullivan
Convention Bureau Director
Brisbane Marketing



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