

Host Organising Committee (HOC)

Position Description *Committee Chair Tour & Experience Packages for Delegates - HoF*

OVERVIEW OF THE HOUSE OF FRIENDSHIP

The House of Friendship (HOF) is the name of the RI Exhibition Hall at the convention. It should reflect the historical background and culture of the host country or emphasize characteristics of the host city that set it apart from other cities. Originality, beauty, and function have been the hallmarks of the HOF at previous conventions. It also provides clubs and districts with an opportunity to share their success stories in service through the varied exhibits.

RI and the HOC will jointly develop and execute plans for the HOF, including designing an attractive floor plan including decorations to the HOF (attractive entrance units, lounges, and welcome banners), developing an entertainment program for the HOF stage, arranging for HOF food and beverage concessions, and planning host sales and souvenir booths.

OVERVIEW OF RI'S ROLE

RI is responsible for the following operational and logistical aspects of the HOF:

- initiate the design of the House of Friendship and establish the initial space allocation, booth layout and other features of the HOF
- coordinate a plan and schedule for the entertainment in the HOF and provide the necessary stage and basic equipment for performer(s).
- develop the menus offered in the HOF and negotiate the contract for the food service
- decorate the serving area and provide seating and tables for the volume of people anticipated
- consult with the HOC to plan an opening ceremony in the HOF to promote attendance at the HOF opening.
- Provide a team of people on the ground to manage and co-ordinate the HOF during the convention

OVERVIEW OF ROLE OF THE HOC DIRECTOR – HOUSE OF FRIENDSHIP

The HOC Director House of Friendship will oversee and lead the following aspects of the HoF:

1. HOC Merchandising
2. HoF Entertainment
3. **Selling Melbourne & Australia as a destination to delegates**
4. Exhibit Booths
5. Fellowship Space
6. Rotary Expo
7. HoF Volunteers

SELLING MELBOURNE & AUSTRALIA AS A DESTINATION TO DELEGATES

While many Rotarians look forward to attending the RI Convention each year, many others if not more, are attracted by the city/country that is hosting the Convention. Selling Melbourne & Australia’s diverse landscapes, friendly locals and a long list of amazing ‘bucket list’ experiences by offering a variety of tours during free time and pre/post the convention, is a great way to attract more delegates to the 2023 RI Convention.

INDEPENDENT TOUR OPERATORS IN THE HOF

The RI Convention manual (p 87) allows tour operators (once approved by RI) to purchase an exhibition booth in the HoF to advertise and sell their products to delegates. The HOC Director HoF is responsible for recommending potential exhibitors to RI for consideration and will liaise with the *Chair Tour Packages & Experiences for Delegates* on the benefits or otherwise of having Tour Operators as exhibitors in the HoF.

KEY RESPONSIBILITIES OF CHAIR TOUR & EXPERIENCE PACKAGES FOR DELEGATES

- Source and recommend to the HOC Director House of Friendship an appropriate and exciting mix of cost-effective tour opportunities/experiences that enable delegates to truly experience the culture and great attractions in and around Melbourne, Victoria and Australia.
- Negotiate the best deals and opportunities offered by tourist companies including those that may be approved as Exhibitors in the HoF, including a “commission” for the HOC on all ticket sales.
- Evaluate opportunities to develop profitable curated tours to maximise the opportunity for Rotary fellowship and time efficient delivery of must-see destinations, especially for international visitors.
- Work with the HOC Director Customer Experience/IT on the best way to sell and manage tour tickets purchased by delegates and their partners.
- Ensure the available tours do not interfere with the convention general sessions, or any other convention features that RI and/or the ICC deems important.
- Act as liaison between the HOC and tour operators.
- Ensure any costs to be incurred are approved and included in the HOC budget.

REPORTING ARRANGEMENTS

The HoF Tour Packages for Delegates subcommittee will report to the HOC Director House of Friendship.

KEY POSITION REQUIREMENTS

- Good understanding of and experience in the travel and/or tourism industries
- Good knowledge and understanding of Rotary and Rotarians
- Good knowledge and understanding of Melbourne/Victoria and surrounds, its culture and uniqueness as a destination
- Good knowledge of the key tourist attractions around Australia
- Good communication and people skills
- Ability to work in a team environment