Asia Pacific Conference of the International Society for Pharmacoeconomics & Outcomes Research (ISPOR)

International Organisation: International Society for Pharmacoeconomics & Outcomes Research
National Organisation: Australian Chapter of ISPOR
Years Open: 2014, 2016, 2018
Number of Delegates: 700+ delegates (potentially 1500 or more by 2014)
Number of Days: 4 days
Historical Information: 2012 Singapore
2010 Phuket, Thailand
2008 Seoul, South Korea (7-9 September, 2008)
2006 Shanghai, China (750 delegates)
2003 Kobe, Japan (300 delegates)
The Conference has never been held in Australia.
Delegate Profile: Global representation of the top outcomes researchers and healthcare decision-makers from a variety of work environments including the pharmaceutical and biotechnology industries, clinical practice, government agencies, academia and managed care.
Bidding Information: An Australian bid to host a future A-P ISPOR conference is welcomed by ISPOR.
Whilst 2014 is the next available year to host the conference, it is thought that due to the International Health Economics Congress to be held in Sydney 2013, that Australia might be best to bid for 2016 instead.
The ISPOR Asia Consortium Executive Committee is responsible for selection of the country in which the Conference is held, selection of the Program Planning Committee Chair as well as for assuring that the Conference program meets the needs of the Asia region.
The Chair of the ISPOR Asia-Pacific Conference Program Planning committee must be a citizen of the host country.
A formal call for bids with criteria will be announced through ISPOR roughly 3 years ahead to invite interested countries to submit their proposal.
The national organisation underwrites the conference with the support from ISPOR and the ISPOR Asia Consortium.
The national organisation takes on the usual role and support as a hosting country, eg., program development, publicity, selection of chairs etc.
Contacts: Professor Marilyn Dix Smith, Founding Executive Director, ISPOR
Professor Kenneth KC Lee, Associate Director (External Affairs), Chair of the ISPOR Asia Consortium Executive Committee.
Zandra Yin, Director, International Development (Asia, Pacific, Africa & Europe), ISPOR
Professor Paul Scuffham, Professor of Health Economics, Griffith University
Proposed venue: Brisbane Convention & Exhibition Centre is pleased to provide support and assistance in preparing Australia’s proposal to host the Asia Pacific Conference of ISPOR at the Brisbane Convention & Exhibition Centre.
Further information: www.ispor.org ; www.bcec.com.au
Brisbane is the capital city of Australia’s premier tourist state, Queensland, and home to Australia’s most-awarded convention centre. These are two of many important reasons to choose Brisbane as the host city for the Asia Pacific Conference of the International Society for Pharmacoeconomics & Outcomes Research (ISPOR) in 2016.

Equally important is the support that the newly formed Australian Chapter of ISPOR will receive in Brisbane. Brisbane has a unique structure of local convention partners who will come together to provide your Congress with support and commitment.

A significant point of difference is the compact nature of Brisbane which provides delegates with a sense of ownership and connectedness while still offering high-end options of a city forecast to be Australia’s second largest city by 2020.

**Congress Essentials**

**Proven Experience** - Recent Brisbane success stories include the International Association of Dental Research Annual Scientific Meeting, which attracted 4,000 delegates – almost twice the initial anticipated numbers and the International Congress of Human Genetics, which attracted 2,000 delegates in 2006.

**Air Access** – Brisbane is closer than you think! It takes about as long to fly to Rome from the west coast of the United States as it does to Brisbane. Twenty-four international and domestic airlines use Brisbane’s airport providing delegates with the optimum in flexible travel itineraries. Operating 24 hours a day, the ultra modern international and domestic airports are just 20 minutes drive or a 15 minute express train journey to the city and the convention centre. A $340M terminal expansion will be completed in 2008. Brisbane is only one of 60 worldwide airports to accommodate A380 airbus.

**Financial Feasibility** – If required Brisbane will present a fully costed proposal as part of the formal bid and can facilitate a tailor made Congress budget detailing all financial obligations, revenue streams and break even points. An interest free loan can be applied for from Brisbane Marketing to assist with any seed funding that maybe required to start up the congress in Australia.

**Affordable and Accessible Accommodation** – There are 230 hotels with 12,757 hotel rooms in Brisbane, one of which is physically connected to the Centre with a second directly opposite, and 31 of the 230 are within 2 kilometres or short walking distance. Hotels are extremely affordable by world standards, ranging from US$14-130 / €8 - €82 per night.

**Brisbane’s Appeal** – “Instant Australian Experience” - Brisbane is a dynamic, creative and cosmopolitan city, with a friendly, relaxed lifestyle, located within Australia’s premier tourist region. It offers a serious yet affordable business environment, as well as access to some of the world’s greatest natural attractions and a taste of instant Australia. Everything that is synonymous with Australia is within easy
reach of Brisbane – world famous beaches, pristine rainforests, stunning islands, the Great Barrier Reef and the renowned “Aussie Outback”.

Congress Venue – Currently ranked in the Worlds top 3, the Brisbane Convention & Exhibition Centre is a purpose built world-class events venue offering superb flexibility and versatility, combined with team of experienced and professional staff. The Centre streams with natural daylight and is also home to one of Australia’s most important collections of indigenous and Australian Art all providing a warmth and ambience quite unlike any other venue. Brisbane Convention & Exhibition Centre’s $130 million expansion will enable the Centre to meet increasing international and national demand. Due for completion mid 2010, the expansion design incorporates five levels of boutique convention and event space.

Affordable for Delegates - The Economist Magazine’s Intelligence Unit has developed an annually updated “business-trip index” for 127 cities worldwide, ranking the best and worst destinations for business travel. The index takes into account both cost-related and environmental factors such as stability, healthcare, culture end environment, infrastructure. Brisbane outperforms a staggering number of world destinations.

Queensland’s Touring and Attractions

The Great Barrier Reef – The Great Barrier Reef is undisputed as one of the world’s most important natural assets. It is the largest natural feature on earth and is only four hours drive or one hour flight from Brisbane.

Fraser Island - Just off Queensland’s coast, is World Heritage Listed Fraser Island - the largest sand island in the world and the only place on the planet where rainforest grows on sand! It is offered as a day tour from Brisbane.

Moreton Bay - A stunning wide expanse of sheltered blue waters, Moreton Bay is Brisbane’s own aquatic playground and marine sanctuary. Brimming with natural wonders, Moreton Bay is ideal for spotting dolphins, whales, turtles and manta rays, as well a vast array of birdlife.

The Outback – Delegates can venture to the Outback and see the footprints of dinosaurs in a stampede site. Spend time in remote areas at World Heritage listed Riversleigh Fossil Mammal Site, which offers extensive fossil exhibitions and the chance for you to try your hand at fossicking.

Southern Beaches - The beaches along the southern coast of Queensland are among the best in the world. Delegates can visit the Gold Coast and Sunshine Coasts, each offering complementary yet unique beach experiences. The Sunshine Coast offers a laid-back, low-key experience and the Gold Coast an action-packed holiday experience.

Wildlife Attractions – Brisbane’s Lone Pine Koala Sanctuary is the oldest and largest Koala sanctuary in the world. Cuddle one of 130 koalas, feed free-ranging kangaroos, wallabies and emus and see over 80 species of Australian native animals. Delegates also have the opportunity to taste traditional ’Aussie Tucker’. Australia Zoo has over 550
animals on 20 acres and creates an exciting, informative and educational adventure.

**Historical and Indigenous Experience** - Brisbane is the perfect base from which to celebrate and explore Australia’s Indigenous heritage. Delegates have the unique opportunity to experience ancient stories of the Dreamtime through song and dance and learn about Aboriginal life and the history of this ancient land. Guided walking trails throughout the city are also available to explore the history of Brisbane.

**Value Adding Factors**

**Unique Convention Precinct** – The Centre is superbly located in the resort-style riverside precinct at South Bank, unique for not only its beach but also its focus on creative, cultural, entertainment and leisure activities. The Precinct, offers the best of both worlds - with its many cafes, bars, restaurants and stylish shopping, all just a ten-minute stroll to the city’s central business district.

**Marketing Support** – Brisbane Marketing provides support to maximise delegate attendance at international conventions in Brisbane. This includes brochures, images, and networks within the city to ensure an Asia Pacific ISPOR Conference in Brisbane is a success.

**A Green Congress** – the Centre is committed to a sustainable future. Building on an already significant sustainability track record, which includes being a founding member of Australia’s Greenhouse Challenge, the Centre’s Environmental Task Force, headed by General Manager Robert O’Keefe, is partnering with key clients to actively reduce the environmental impact of their events. Initiatives range from sourcing local produce to waste streaming to directing recycled water from the Centre to assist with sustaining the South Bank parklands.

**Optimum Climate** – Beautiful one day – perfect the next”. Queensland boasts an enjoyable sub-tropical climate year round. With over 300 sun filled days a year, Brisbane is a reliable destination for outdoor functions, events and activities that can be built into your conference program.

**Asia Pacific Hub** – Queensland is recognised as Australia’s ‘Smart State’, fast becoming an Asia Pacific hub for the new industries of the 21st Century. Brisbane’s location on Australia’s east coast makes it ideal for easy access into and around the country. Brisbane and its surrounding attractions are major drawcards for Asian visitors. Holding the Asia Pacific ISPOR Conference in Brisbane will greatly assist in attracting Asian delegates and strengthening existing collaborative networks.

**Memorable Social Program** – Brisbane is experienced at creating innovative event ideas, many of which can be hosted in the South Bank Convention Precinct.

**Local Transport** – Brisbane’s transport is delegate-friendly offering direct access to a variety of transport options and an all-in-one delegate transport card that can feature the Congress logo.

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Thank you for considering Brisbane for the Asia Pacific Conference of ISPOR in 2014 or 2016.
The Australian Chapter of ISPOR (ISPOR-AC)
26 April 2008

Background

There are three factors that have prompted Prof Scuffham to initiate the Australian chapter of ISPOR:

1. Over the past couple of years, several colleagues in the pharmaceutical industry have commented / asked why there is no ISPOR chapter in Australia. This is seen as important as ISPOR has the largest membership for the pharmaceutical industry and is the primary vehicle for scientific meetings.
2. The Brisbane Convention & Exhibition Centre (BCEC) had approached Prof Scuffham with a view to hosting the Asia-Pacific ISPOR conference in 2014 or 2016

The combination of these factors led to him seeking formal interest in support of a chapter. An email survey was sent by ISPOR to 27 of the (then) 99 Australian members of ISPOR.

Setting up of the ISPOR Australian chapter

Based on the responses, an inaugural meeting was held (sponsored by the Brisbane Convention & Exhibition Centre). At the inaugural meeting, the constitution was discussed and adapted to our local needs; in addition, formal processes were confirmed (e.g. election of officers), the focus of the chapter agreed upon, and some plans for the future agreed.

It was acknowledged that there is potential to have a very strong chapter in Australia, with interest from the government sector, academia, pharmaceutical industry and consultancies. ISPOR-AC will focus on research and education, with forums for presenting current research and research methods. This focus, and the needs for an Australian chapter, will differentiate ISPOR-AC from other associations/societies in Australia (e.g. the Australian Health Economics Society (AHES), the International Health Economics Association (IHEA), the Health Technology Assessment International (HTAi) and so forth).
The future of ISPOR-AC

Future meetings of the initial members will be held periodically. The next meeting will be at the end of May 2008. Due to the geographical dispersion of members, we will use teleconferencing with web-based support. At the next meeting, planning for future events will be discussed— including annual conferences of the Chapter. Face-to-face meetings of the executive officers and members will be held at least annually.

Given the numbers of current ISPOR members in Australia, the ISPOR-AC has potential to develop rapidly. Prior to opening the flood gates, ISPOR-AC will develop and refine its future plans as well as processes for managing a substantial membership.

At the inaugural meeting it was agreed that hosting the Asia-Pacific ISPOR conference would provide a substantial future event to aim for in the record of the chapter. That is, hosting this conference would allow the maturity of the chapter to be highlighted in the international setting. In light of the support at the inaugural meeting (and the initial impetus given by the BCEC), ISPOR-AC is undertaking to develop a bid to host the 2014 or 2016 A-P conference. An initial expression of interest is outlined in the attached document “Brisbane 2014-16 EoI”. Establishing the ISPOR-AC is a first step in the process to host this conference. Over the next two years, (i.e. by 2010), it is expected that this chapter will be well developed and have a solid base to prepare for hosting this conference. (NB: The “Brisbane 2014-16 EoI” document was developed with 2016 in mind, however, 2014 is feasible but we would appreciate input from the ISPOR Asia Consortium Executive Committee on the best year to bid for.)