

Case study



Event | AUSTRALIAN INDIGENOUS DOCTOR'S ASSOCIATION CONFERENCE

Date | 2023

Previous Venues | Hotel Grand Chancellor, Hobart

Delegates | 392

Sponsorship sales | > \$400K

Exhibition booths | 40

Service provided | Full end to end management service and delivery

Program outline | 4 days | plenary sessions, 6 concurrent streams, workshops, 3 social events

Considerations

AIDA was a very special project to manage. There were many areas of sensitivity that we needed to be aware of.

Significant effort was made to transform the venue to create a welcoming space. Some of the touches included

- Gathering areas, with indigenous printed floor rugs
- The scent of gum leaves and native flowers throughout the venue
- Quiet rooms for anyone needing a break

- Breathwork and Meditation classes held at the refreshment times
- Plenary overflow area, to allow people to watch proceedings, but be away from the main room
- A dedicated student sitting area, a safe gathering space
- Five welcome to country ceremonies throughout the event

With these initiatives and others we were able to achieve a very welcoming collegial environment for the indigenous doctors.



FOSTERING
INDIGENOUS
CULTURE AND
ESTABLISHING A SECURE
ENVIRONMENT WERE
CENTRAL TO THE
ESSENCE OF THIS
EVENT

"Thank you for the work you undertook, to partner with AIDA to deliver a wonderful, meaningful and FUN Conference2023. All the feedback I have had (which is plenty!) has been extremely positive."

AIDA CEO

