

WE INVITE YOU TO JOIN US IN AUSTRALIA FOR THE ICA CONGRESS – AUSTRALIA 2012
NOUS VOUS INVITONS À NOUS JOINDRE EN AUSTRALIE POUR LE CONGRÈS D'ICA - AUSTRALIE 2012

The Congress presents an opportunity for discussion and analysis of 21st century archival challenges with international colleagues ... in an environment that stimulates visionary planning ... in a land of adventure and surprise.

Ideally located in the city of Brisbane where you will quickly appreciate the feeling of space and the fresh informal attitude that shapes our way of life.

Why Brisbane?

Brisbane. Australia's fastest-growing capital city. An energetic hub of activity. A vibrant, dynamic city that's defined by its youthful spirit and warm heart. A city of endless blue-sky days and cool river breezes. A city of almost two million urbanites who embrace a laid-back attitude and an easy-going outdoors lifestyle. A city that we love and want to share with you in 2012. We'll welcome you with open arms and treat you like a well-loved old friend.

10 EXCELLENT REASONS TO COME TO BRISBANE:

1. The weather. Endless days of fresh air, clear blue skies and heart warming sunshine. Weather so good you'll wish you could bottle it and take it home with you.
2. The walkability. Brisbane is a compact city, perfectly suited for power walks and pedestrian strolling. Most venues and facilities can be easily accessed by foot.
3. The easy international air access. More than 20 international airlines fly directly into and out of Brisbane. What's more, Brisbane's International Airport – applauded by the International Air Transport Association for its efficiency and outstanding customer focus – is located just 20 minutes from Brisbane's central business district.
4. The clean, green, super efficient local transport system. Brisbane offers visitors a safe, modern, reliable transport system – an extensive city-wide integrated network of trains, buses, ferries and CityCats (high-speed river catamarans).
5. The affordability. Brisbane offers great value for money. Australia's exchange rates, coupled with favourable local prices for accommodation, wining and dining, entertainment and shopping will help your delegate dollar stretch further.
6. The Brisbane Convention & Exhibition Centre. Its Australia's most awarded convention centre. It's officially ranked as one of the world's top three leading convention centres. And it's located just minutes away from the city centre and the South Bank parklands entertainment and cultural precinct.
7. The accommodation options. From five-star luxury to budget basics, Brisbane offers a full range of accommodation options.
8. The diversity of local leisure activities. Awe-inspiring nature experiences. Outdoor urban adventures. Fine wining and dining. Indulgent shopping. Relaxing spa retreats. Artistic and cultural encounters. It's all here in Brisbane.
9. The stunning selection of day-trips on our doorstep. Brisbane's prime location provides delegates with perfect day-trip access to the Gold and Sunshine Coasts for long white sandy beaches, theme park thrills, luscious rainforests, scenic country retreats and wondrous wildlife.
10. The pleasure of Pre & Post Touring. Brisbane is the gateway to some of the world's greatest attractions including the Great Barrier Reef and the Whitsunday Island's.

CONTACT INFO

To register your expression of interest, contact:
 ICAAustralia2012@naa.gov.au

For more information on Brisbane, visit:
 www.visitbrisbane.com.au



INSPIRING INTINERARIES:

Stay and play in paradise. Create pre and post touring programs that take in the scenic surrounds. Linger longer in the sunshine...

ICONIC AUSTRALIA:

Central Australia Indigenous Art Tours: Getting to the Northern Territory is easy. Alice Springs is only a 3 hour plane ride from Brisbane. The region of Utopia is approximately 270 km north east of Alice Springs; NT. Indigenous groups from Utopia as well as many other regions in the country are able to keep their culture alive through their painting. Recognition for their unequivocally sophisticated culture has come from all corners of the world through contact with the artworks.

New South Wales – for Sydney. Bright and bold, slick and sophisticated. Glamorous home to the world famous Sydney Opera House and Sydney Harbour Bridge.

South Australia – for the Barossa Valley. Just one hours drive of Adelaide you'll find one of Australia's leading wine regions. Home to more than 60 wineries, ranging from the boutique cellar door to the international big brand, this is a region to be savoured.

QUINTESSENTIAL QUEENSLAND:

From the far northern beaches of the tropics to the red ochre reaches of the outback...

Tropical Far North – a tropical escape experience of luscious rainforests and coastal wonders including Cairns, Port Douglas, the Great Barrier Reef and the Daintree Rainforest.

Queensland's Outback – vast, rugged and splendid – this ancient landscape is renowned for its indigenous culture, pioneering spirit and colourful characters. Lake Quarry is home to the best example of dinosaur tracks in the world. The track ways, which feature some 3,300 footprints, made by nearly 200 individual dinosaurs, depict the world's only recorded evidence of a dinosaur stampede.

Bay and beyond - Unspoiled, natural beauty sits just off Brisbane's coast in the Moreton Bay and Islands region. Grab a hat and get your camera ready because this is the real deal. This is long white sandy beaches that stretch as far as the eye can see. This is deep blue salty waters that refresh and revive. This is the quintessential Aussie beach experience without the crowds and minus the hype. An absolute must for any leisure programs. Handfeed wild dolphins under the night stars of Moreton Island – Brisbane's very own sand island – at Tangalooma Wild Dolphin Resort.

Coastal day trips - Brisbane is also the perfect urban hub for easy day-trip explorations of the Gold and Sunshine Coasts. The Gold Coast lies one hour to the south; the Sunshine Coast lies one hour to the north. And the greater Brisbane region also delivers a premier collection of theme parks that sit just 45 minutes from our city centre. Must see:

- Dreamworld Whitewaterworld, Warner Brothers Movie World, Wet 'n' Wild and the new Australian Outback Spectacular – all world-class theme parks offering world-class entertainment options that are sure to excite and exhilarate.
- Australia Zoo – home to a menagerie of crocodiles, elephants, tigers, turtles and other exotic critters!

BRISBANE'S BEST:

Embrace, explore and experience Brisbane.

- Story Bridge Adventure Climb
- Kayaking along the Brisbane River
- Kangaroo Point Cliffs: Abseiling and Rock climbing
- South Bank Parklands
- Gallery of Modern Art
- Queen Street Mall – 700+ store shopping precinct
- Lone Pine Koala Sanctuary
- CityCat river cruise

