

WACRA 2006 (2-6 July)

INTERACTIVE LEARNING: THE NEXT GENERATION



Hans Klein
Executive Director
WACRA

Seems early, but it's never too early to start making plans to attend the **2006 WACRA Conference** in Brisbane. Between now and when you get here, we'll provide you with information to help you get the most out of your trip 'down under'.

The Conference theme, "Interactive Learning: The Next Generation" provides a great platform for you to share your work with cases and other forms of interactive learning. As usual, the Conference will provide plenty of opportunities for papers, workshops, seminars, and special sessions. And, we're organising many social and cultural events too. Conference Co-ordinator, Maria van Dessel, is busy lining up fun and interesting things for us to do. So, start thinking about how you would like to participate next year.



QUT, your WACRA 2006 Conference host university is adjacent to the City Botanical Gardens.



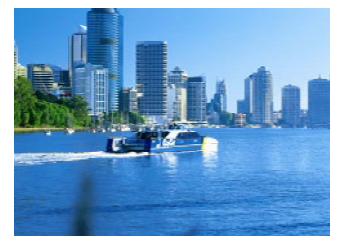
Charles Patti,
Head, School of
Advertising, Marketing
and Public Relations

In this Destination Australia #1, we give you some basic information about Australia, Brisbane and QUT. In future editions we'll give you updates on the development of conference program, the pre- and post-conference tours, accommodations, and travel information on how to get to Australia.

BRISBANE AND AUSTRALIA

As for Brisbane and Australia...well, some of you have been here before, but for those who have not, did you know...

- The City of Brisbane has approximately 957,010 inhabitants and a greater metropolitan area population of 1.77 million people. This would rank Brisbane as the fifth largest city in the U.S. Other recent WACRA conference sites: Brno/Prague = 1.2 million and Buenos Aires = 2.9 million.
- Brisbane is the capital of Queensland and is one of the largest cities in the world in terms of geographic area.



The Brisbane River winds throughout the city and you get around the city quite easily by ferries and the CityCat.

Did you know...

- Within an hour's easy reach are heritage-listed mountains, waterfalls or beaches, wildlife-filled oceans or the untouched charm of 'fair dinkum' country towns where the word 'mate' was born.
- The capital of Australia is Canberra, a city designed by Walter Burley Griffin of Chicago.
- Australia is a short 7,490 miles (12,049 km) from the West Coast of the USA. You can fly to Brisbane non-stop from Los Angeles or take a stopover, including Hawaii, Fiji, Auckland, or Sydney. Visit the following website to canvass different stopover options:

<http://www.qantas.com.au/content/dyn/routemaps/int/index>



QUEENSLAND UNIVERSITY OF TECHNOLOGY

- Queensland University of Technology (QUT), your host university for the WACRA 2006 conference, is Queensland's largest university with over 40,000 students.
- QUT is on the Brisbane River, adjacent to the City Botanical Gardens, a 150+ year cradle of Queensland horticulture. Your short, daily stroll from your conference hotel to QUT will take you through the City Botanical Gardens.
- QUT's Faculty of Business recently became the first business faculty in Australia to earn all three international accreditation symbols of excellence from the world's leading business school accrediting bodies (AACSB, EQUIS, and AMBA).



QUT has three distinctive location features: it's located in the city, on the Brisbane River, and adjacent to the City Botanical Gardens... exciting, convenient, and enjoyable.

Questions about
Brisbane and QUT?

Contact

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The Story Bridge is just one of the many bridges linking various sections of the Brisbane.

Story Bridge Adventure Climb offers an exciting soft adventure experience and the most spectacular way to discover Brisbane.