

# IPAA 2015



# NATIONAL CONFERENCE SYDNEY 14 & 15 OCT

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## SPONSORSHIP PROSPECTUS



FEDERATION  
REFORM:  
IMPACTS AND  
OPPORTUNITIES

**“WE NEED TO REDUCE, AND IF POSSIBLE, END  
DUPLICATION AND MAKE INTERACTING WITH  
GOVERNMENT SIMPLER. WE NEED TO CLARIFY  
ROLES AND RESPONSIBILITIES FOR STATES AND  
TERRITORIES SO THAT THEY ARE, AS FAR AS  
POSSIBLE, SOVEREIGN IN THEIR OWN SPHERE.”**

**THE HON TONY ABBOTT,  
PRIME MINISTER OF AUSTRALIA**

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## **SPONSORSHIP SECUREMENT**

**John Carnegie**

**Phone:** 02 9228 5225

**Fax:** 02 9241 1920

**Email:** [info@ipaa2015.org.au](mailto:info@ipaa2015.org.au)

## **SPONSORSHIP ADMINISTRATION**

**Helen Pennington**

**Phone:** 02 9228 5225

**Fax:** 02 9241 1920

**Email:** [info@ipaa2015.org.au](mailto:info@ipaa2015.org.au)

# ABOUT THE CONFERENCE

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THE 2015 IPAA NATIONAL CONFERENCE  
WILL BE HELD IN SYDNEY AT THE HILTON  
ON WEDNESDAY 14TH AND THURSDAY  
15TH OCTOBER 2015.

THE CONFERENCE THEME IS



FEDERATION  
REFORM:  
IMPACTS AND  
OPPORTUNITIES

IPAA's Conference provides a forum for debate, discussion and promotion of the public sector. It is an opportunity for those who are passionate about the public sector to connect and engage with peers and colleagues.

A thought provoking and engaging program is being developed by a Program Committee comprised of senior public sector executives and academics from throughout Australia.

The IPAA National Conference is Australia's premier public sector Conference and attracts more than 600 delegates and exhibitors from around the country.

**The Conference is an opportunity for people from within the public service, those who support it and those who study it, to come together and debate the issues that matter.**

# ABOUT IPAA & WHAT WE DO

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**THE INSTITUTE  
OF PUBLIC  
ADMINISTRATION  
AUSTRALIA (IPAA) IS  
THE PROFESSIONAL  
ASSOCIATION  
FOR PEOPLE  
INTERESTED IN  
STRATEGIC ISSUES,  
POLICY, REFORM  
AND INNOVATION  
IN PUBLIC SECTOR  
MANAGEMENT.**

IPAA is a not-for-profit organisation promoting the relevance, integrity, reputation and intellectual rigour of the Australian public sector.

IPAA has a diverse membership comprising public servants from all tiers of government, business executives, consultants and academics.

The IPAA 2015 Conference will be hosted by the NSW division of IPAA.

## **CONFERENCE & EVENTS:**

IPAA promotes a formal process for the sharing of information, experiences, ideas and knowledge across its membership base and encourages dialogue, enquiry and debate on a broad range of issues impacting the public sector. It undertakes this via a range of Conferences, Forums, Master Classes and events and encourages networking and collaboration across the sector.

## **CONTENT & COMMUNICATION:**

IPAA curates and manages a digital domain for our members packed with relevant content on current issues facing the public sector. Materials include a wide range of articles, papers, excerpts, opinion pieces and videos.

## **COURSES AND TRAINING:**

IPAA aims to deliver a program of courses specifically designed for the unique training and development needs of the public sector.

# DELEGATE PROFILE



## AUDIENCE:

- Primarily mid to high level senior executive positions
- Male and female delegates
- Decision makers, influencers, policy formers, and those who place a high value on professional development
- The majority with tertiary qualifications
- Age range 25 to 65
- Primarily Gen X and baby boomers, with an increasing number of Gen Y delegates
- 600+ delegates in Sydney across the 2 days with an anticipated 1000+ people around Australia watching the Conference via live streaming
- 500,000+ contacts around Australia will receive regular updates about the Conference

## DELEGATES:

- Senior public sector professionals (across local, state and federal government sectors from around Australia)
- IPAA members
- IPAA Councillors (Board members) and Chief Executive Officers from around Australia
- Public administration and political science academics
- Private and not-for-profit professionals who do business with, or are interested in government

**“THE FEDERATION REQUIRES RADICAL CHANGE. WE NEED PREMIERS WHO ARE INTERESTED IN SAVING THE FEDERATION, NOT BY TRANSFERRING MORE POWER TO THE CENTRE, BUT BY BEING THE CONDUIT THROUGH WHICH MORE POWER AND ACCOUNTABILITY FLOWS INTO THE LOCAL GOVERNANCE STRUCTURES THAT STATES AND LOCAL GOVERNMENT ARE BEST SUITED TO BUILD AND SUPPORT.”**

**TERRY MORAN,  
FORMER SECRETARY  
OF PRIME MINISTER  
AND CABINET AND IPAA  
NATIONAL PRESIDENT**

# BENEFITS OF SPONSORSHIP

**IPAA'S NATIONAL CONFERENCE IS A WELL-ESTABLISHED EVENT AND BOASTS AUSTRALIA'S LARGEST GATHERING OF PUBLIC ADMINISTRATORS. BY BECOMING A SPONSOR OR EXHIBITOR, YOUR ORGANISATION WILL HAVE THE OPPORTUNITY TO BE SEEN BY INFLUENTIAL AND HIGH LEVEL DECISION MAKERS FROM THE PUBLIC SECTOR.**

## WHY SPONSOR?

Sponsorship offers a great return on your investment and gives you a chance to achieve several goals at once. We know that times are a little tough and marketing budgets perhaps not as generous as they once were, however some of the opportunities you will gain by sponsoring the 2015 National Conference include:

- **HEIGHTENED VISIBILITY:**

By becoming a sponsor, you will have exposure prior to the event through the Conference website and marketing materials and the various publications that IPAA publishes. There is no better way to position your organisation in front of the public sector or people that matter.

- **ENHANCED IMAGE:**

If you want to improve how you are perceived by the public sector, sponsoring an event that appeals to this target audience is likely to shape attitudes and help generate a positive reaction. As a sponsor of the 2015 IPAA National Conference, you will have the chance to enhance your organisation's reputation as a supporter of the public sector.

- **SALES GROWTH:**

Sponsorship geared to driving sales can be a potent promotional tool – it allows you to showcase your products or services and get immediate customer feedback. During the Conference, you will have the opportunity to demonstrate your products or services to influential public sector decision makers, and have a chance to develop relationships with new customers.

- **STAND OUT FROM THE CROWD:**

The public sector is a tight market. Sponsoring an event is a significant way to create competitor differentiation. By coming on board with IPAA, you will stand out above the rest in the market place.

- **HELP DEFINE YOUR ROLE AS A GOOD CORPORATE CITIZEN:**

Another powerful sponsorship benefit is being seen as a good citizen. To be seen as supporting the public sector into the future sends a powerful message and creates enormous goodwill as well as generating organisational social capital.

**“IT SEEMS TO ME THAT THE TIME IS CLOSE AT HAND WHEN WE OUGHT TO SET ABOUT CREATING A GREAT NATIONAL GOVERNMENT FOR ALL AUSTRALIA.”**

**SIR HENRY PARKES,  
THE FATHER OF  
FEDERATION**

# SPONSORSHIP CATEGORIES

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**THE CONFERENCE THEME AND PROGRAM OFFERS MANY OPPORTUNITIES FOR SPONSORS AS IT ADDRESSES THE KEY ISSUES AROUND FEDERATION REFORM.**

- **SESSION SPONSORSHIP:**

Sponsor a Big Issue, a Round Table Briefing or a Skills Session for an opportunity for a representative from your company to play a key role.

- **COFFEE CART:**

Opportunity for high brand visibility by sponsoring the coffee cart and supplying delegates their morning and afternoon coffee.

- **DELEGATE COLLATERAL:**

Get your logo in front of over 600 delegates from around Australia by sponsoring the delegate satchel, lanyard or conference program.

- **EXHIBITOR BOOTH:**

Distribute your promotional material direct to delegates during breaks.

- **PACKAGE OPTIONS:**

We have a number of Package Options and inclusions available. Please refer to our website [www.ipaa2015.org.au](http://www.ipaa2015.org.au)

**WE ARE HAPPY TO BUILD A BESPOKE  
PACKAGE THAT WILL BENEFIT YOUR  
ORGANISATION AND OUR DELEGATES.  
WE WILL CONSIDER FINANCIAL, BUDGET  
REPLACEMENT OR IN KIND SUPPORT OR  
SPONSORSHIP OPPORTUNITIES.**



# TERMS AND CONDITIONS

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## CONDITIONS OF PAYMENT

Payment in full (100%) is required within 30 days of confirmation of your sponsor arrangement. Payment must be made for all sponsorship monies prior to close of business on Friday 2 October 2015. On receipt of confirmation, a tax invoice will be forwarded to you. All sponsorship must be fully paid for within our trading terms of 30 days unless otherwise negotiated at the time of signing.

## DELEGATE DETAILS

Delegates will be given the opportunity to have their details made available to sponsors and supporters through an 'option' system use as per Privacy Legislation. Delegate lists provided to relevant sponsors will only contain the names and organisations of those registered delegates.

## CONFERENCE AND EXHIBITION VENUE

The exhibition area will be located in the foyer, outside the Grand Ballroom.

## CANCELLATION POLICY

By submitting the attached sponsor and supporter form you acknowledge and accept the following cancellation costs:

More than 90 days prior to the event – No charge

60-90 days – 30% of agreed value

30-60 days – 50% of agreed value

Less than 30 days prior – 100% of agreed value

IPAA may, at its discretion, waive the above charges if a replacement sponsor can be found to fill the vacancy.

It is the responsibility of the sponsor to immediately notify IPAA NSW of any change to participation or involvement.

## PRIVACY AND SECURITY

IPAA NSW collects information as required in order to administer and manage sponsorship and exhibitor registrations. If you do not provide all the relevant information including your email address your registration may not be confirmed.

IPAA NSW is totally committed to protecting the information collected for this purpose and will not make your details available to any third party in any instance. If you wish to access your information or have queries in relation to the way IPAA NSW handles this information, please contact us on (02) 9228 5225.

## CODE OF CONDUCT

All sponsors acknowledge that participation at the 2015 National IPAA Conference implies certain responsibilities. IPAA requires all sponsors to be aware of and abide by a set of general rules and regulations which are traditionally considered standard. These cover issues regarding workplace health and safety, insurance, noise restrictions, damages, cleaning, venue limitations, venue compliance elements as well as any actions that are considered contrary to standard professional ethics.

## DEADLINES

In order to ensure smooth participation, IPAA NSW may set various deadlines in relation to items such as signage, registrations, advertisements, printing etc. IPAA is under no obligation to action any item or request from a sponsor/exhibitor that deals with an issue that had an identified due date, which was subsequently passed.

Sponsors and exhibitors are responsible for ensuring their own compliance with identified deadlines. IPAA NSW will ensure that all sponsors/exhibitors are kept fully informed of all deadlines, logistical details and information requirements.

## EQUIPMENT

Any equipment needing to be returned to your organisation at the conclusion of the Conference will be returned at the expense of the sponsor/exhibitor. Please ensure all equipment is clearly marked with the return address and is appropriately packed up and labelled.



# SPONSORSHIP AND EXHIBITOR BOOKING FORM

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Contact name:	<input type="text"/>		
Organisation:	<input type="text"/>		
Position:	<input type="text"/>		
Postal Address:	<input type="text"/>		
State:	<input type="text"/>	Postcode:	<input type="text"/>
Telephone:	<input type="text"/>	Mobile:	<input type="text"/>
Email:	<input type="text"/>		

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## SPONSORSHIP PACKAGE:

Name:	<input type="text"/>	Additional Options (if relevant):	<input type="text"/>
Details:	<input type="text"/>		
Price:	<input type="text"/>	<b>TOTAL PAYMENT DUE:</b>	<input type="text"/>

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## ACCEPTANCE:

Please print Name:	<input type="text"/>
Signature:	<input type="text"/>

An invoice will be raised and emailed upon receipt of this booking form



**Please send completed form to:**

**POST** IPAA 2015 National Conference,  
GPO BOX 904, Sydney NSW 2001

**FAX** 02 9241 1920  
**EMAIL** [info@ipaa2015.org.au](mailto:info@ipaa2015.org.au)

