

ANZSOG



2023 FIRST NATIONS PUBLIC ADMINISTRATION CONFERENCE

First Peoples to All Peoples

Brisbane Convention & Exhibition Centre, 1-3 March

Sponsorship Opportunities

In partnership with

Australia &
New Zealand
School Of
Government



Australian Government
National Indigenous
Australians Agency



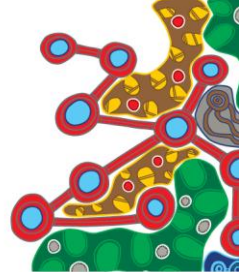
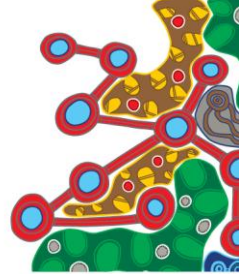


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An invitation to partner

The Australia and New Zealand School of Government (ANZSOG) is a leader in delivering education and research that strengthens public service leadership in Australia and Aotearoa New Zealand. We work with our 10 owner governments and 16 university partners to educate, enrich, inspire and connect people across our jurisdictions and the Indo-Pacific.

ANZSOG is committed to building public service capability in First Nations public administration, and ensuring public services are culturally responsive. Ways of working with First Nations peoples are undergoing a transformation and public servants working in all areas of public administration must change their thinking and approaches in order to engage successfully with First Nations peoples for improved outcomes.

ANZSOG is inviting its current and prospective partners to sponsor the 2023 First Nations Public Administration Conference: [*First Peoples to All Peoples: Partnerships, devolution, transformation and sharing*](#) to be held 1-3 March 2023, Brisbane Convention Centre and online. ANZSOG's First Nations Conferences are unique gatherings that deepen public sector understanding of the value of First Nations knowledges and cultures and their importance to public policy.

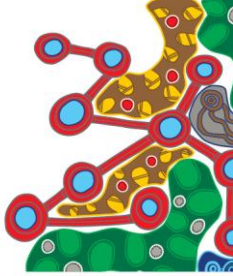
First Peoples to All Peoples will be the fourth ANZSOG First Nations public administration conference and will be delivered in person to more than 600 delegates with a virtual option to maximise accessibility. The program comprises 21 prominent First Nations Aboriginal, Torres Strait Islander and Māori speakers, and four non-Indigenous speakers, sharing their insights and experience of how transformative approaches that include First Nations knowledges, perspectives and values, can serve the wider public and First Nations interests.

First Peoples to All Peoples will examine First Nations policy through the lenses of Australia's National Agreement on *Closing the Gap* commitments, particularly the four Priority Reforms, as well as the New Zealand *Public Service Act 2020*, which clearly sets out the responsibility of the public service, particularly its leadership, in *Strengthening the Māori Crown Relationship* under the Treaty of Waitangi.

Conference discussions and breakout 'yarning sessions' will explore four key themes: formal partnerships and shared decision-making, building the First Nations community-controlled sector, transforming government organisations, shared data and access to information.

A virtual delegate hub and conference app will provide delegates with easy access to the program; speaker information; livestreams; sponsor profiles; marketplace stall info and more. Delegates will also have opportunities to build connections during catering breaks, via a network reception, a conference dinner and at the marketplace.

This conference offers a unique opportunity to promote your organisation across all jurisdictions in Australia and Aotearoa New Zealand, as well as demonstrate your commitment to the National Agreement on *Closing the Gap* and to working differently to achieve improved better outcomes for Indigenous communities.



Public service leaders, not-for-profit agencies, academics and Indigenous community organisations from across Australia and Aotearoa New Zealand, will attend in person and online.

Further details of speakers and the full conference program are available on our [conference webpage](#).

For enquiries or to discuss additional sponsorship opportunities, contact:

Sharon Nelson-Kelly

Senior Advisor, First Nations

P: +61 423 823 892

E: firstnations@anzsog.edu.au

I welcome the opportunity to host you at the conference and thank you for your support.



Adam Fennessy

Dean and CEO

ANZSOG

Sponsorship overview

2023 First Nations Public Administration Conference:

First Peoples to All Peoples - Partnerships, devolution, transformation and sharing.

1-3 March 2023, Brisbane Convention and Exhibition Centre (in person and online)

In partnership with



Australian Government
National Indigenous
Australians Agency



Gold sponsor

Dinner

Exclusive - \$50,000 + GST

Silver sponsor

Networking receptions

Exclusive - \$20,000 + GST

Bronze sponsors

Yarning sessions

Exclusive - \$10,000 + GST

Conference app

Exclusive - \$10,000 + GST

Barista coffee

Exclusive - \$10,000 + GST

General sponsors



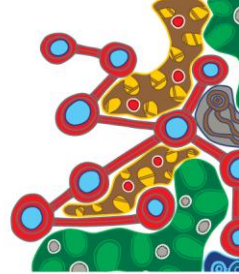
Department of
the Premier and Cabinet



Coalition
of Peaks

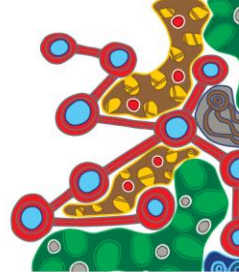


Te Kawa Mataaho
Public Service Commission

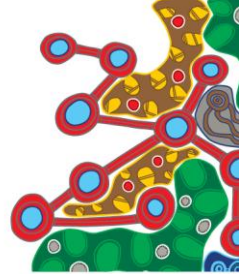


Sponsorship opportunities - overview

Benefit	Gold	Silver	Bronze			General
	Conference dinner Exclusive	Networking receptions Exclusive	Yarning sessions Exclusive	Conference app Exclusive	Barista coffee Exclusive	
Cost (exc. GST)	\$50,000	\$20,000	\$10,000	\$10,000	\$10,000	Min \$5,000
Number of registrations						
Conference registrations (in person or virtual)	5	2	2	2	2	
Dinner registrations	8	2	2	2	2	
VIP reception registrations	2	2	2	2	2	
Specific benefits						
Dinner naming rights sponsor.	✓					
Opportunity to provide a 3 minute welcome address or 3 minute video at the conference dinner.	✓					
Logo on printed and digital communication and collateral for the sponsored event / session.	✓	✓	✓	✓	✓	
Acknowledgement by MC / facilitator at the beginning of the event / session.	✓		✓	✓		
Logo on welcome screen at the start of the event / session.	✓		✓			
Logo on A4 sign at the coffee carts.					✓	
Opportunity to display own pull-up banners at the event / session.	✓	✓	✓		✓	
Logo and sponsor message (max 100 words) in one conference promotional email.	✓					
Logo included on photobooth prints at the sponsored event.	✓	✓				



Benefit	Gold	Silver	Bronze			General
	Conference dinner Exclusive	Networking receptions Exclusive	Yarning sessions Exclusive	Conference app Exclusive	Barista coffee Exclusive	
Cost (exc. GST)	\$50,000	\$20,000	\$10,000	\$10,000	\$10,000	Min \$5,000
Opportunity to send 1 push notification to attendees during the conference.				✓		
Option to brand coffee carts, provide own branded cups at sponsor's expense (subject to timing)					✓	
All sponsors receive						
Logo and link on the conference website, virtual attendee hub and conference app	✓	✓	✓	✓	✓	✓
Logo and link in promotional EDM and pre-conference communication sent to delegates.	✓	✓	✓	✓	✓	✓
Logo on holding slide each day.	✓	✓	✓	✓	✓	✓
Opportunity to promote and distribute information at a conference marketplace stall.	✓	✓	✓	✓	✓	✓
Online sponsor profile in the conference app and virtual attendee hub.	✓	✓	✓	✓	✓	✓
Logo and link in thank you emails sent to delegates after the conference	✓	✓	✓	✓	✓	✓
Recording of the conference afterwards	✓	✓	✓	✓	✓	✓



Gold level sponsorship

Conference dinner - **\$50,000 + GST**

Exclusive

Thursday evening, 2 March 6.30 – 9.30pm in the Plaza Terrace Room at the Brisbane Convention and Exhibition Centre, the conference dinner will give delegates and guests the opportunity to network and strengthen relationships. Approximately 250-350 delegates, speakers and VIPs are expected.

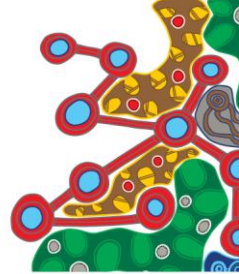
The theme is ***Kanohi ki te Kanohi*** (Māori for face to face) in person, in the flesh - connecting, bonding, building, developing, strengthening knowledge connections and networks through *korero* (talking/yarning), re-engaging, re-building, sharing, laughing, dancing, and enjoying each other's stories and company ... after so long.

While there will be no formal guest dinner speaker, [Deadly Funny Steph Tisdell](#) a proud Ydinji woman and accomplished truth teller through jokes, is expected to deliver an avalanche of messages and entertainment for everyone to remember. Other entertainment includes a Brisbane-based *Kapa Haka* (Māori dance group) and a Torres Strait Islander peoples dance group.

It promises to be a night of celebrating *Kanohi ki te Kanohi* through connection to Country, culture, and identity.

Sponsor inclusions (in addition to standard sponsorship benefits)

1. Naming rights sponsor for the conference dinner.
2. Acknowledgement as dinner sponsor together with logo on all printed and digital communication and collateral for the dinner.
3. Logo on welcome screen in room at the dinner.
4. Acknowledgement by MC as a sponsor at beginning of the dinner.
5. Opportunity to provide a three-minute welcome address or show an engaging three-minute video at the conference dinner.
6. Opportunity to display own pull-up banners at the conference dinner (sponsor to provide).
7. Five registrations for the conference (in person or virtual), including welcome reception for delegates.
8. Two registrations to the VIP networking reception, hosted by the CEO of ANZSOG.
9. Eight registrations to the conference dinner, with VIP seating.
10. Logo and sponsor message (max 100 words) in a conference promotional email to 17,000 on ANZSOG's distribution list.
11. Logo included on photobooth prints at the conference dinner. The conference dinner will include a photobooth for attendees to take memorable photos throughout the evening. Attendees will be able to receive their photo(s) either electronically or as a printout.



Silver level sponsorship

Networking receptions (x2) - \$20,000 + GST

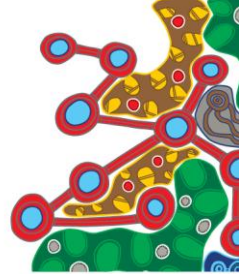
Exclusive

The conference will include two networking events for delegates and VIP guests:

1. A **delegate welcome reception** will be held Wednesday 1 March from 5pm – 7pm at the Plaza Auditorium Foyer, Brisbane Convention Centre, for all registered delegates and speakers.
2. An invitation only **VIP reception** for approximately 65 guests will be hosted by the Dean / CEO of ANZSOG, Adam Fennessy on Thursday 2 March, in the Plaza Gallery at the Brisbane Convention Centre, prior to conference dinner, from 5.30pm – 6.30pm. Invited guests will include speakers, heads of First Nations Agencies, University partners, Public Service Commissioners, local First Nations community leaders and others.

Sponsor inclusions (in addition to standard sponsorship benefits)

1. Acknowledgment as a sponsor for both networking events (welcome reception and VIP reception).
2. Logo on all printed and digital material relating to the network receptions.
3. Opportunity to display own pull-up banners at both networking receptions (sponsor to provide).
4. Two registrations for the conference (in person or virtual), including welcome reception.
5. Two registrations to attend the VIP networking event.
6. Two registrations for the conference dinner with VIP seating.
7. Logo included on photobooth prints at the welcome reception. The delegate welcome reception will include a photobooth for attendees to take fun photos throughout the evening. Attendees will be able to receive their photo instantly electronically and as a printout.



Bronze level sponsorship

Yarning sessions - \$10,000 + GST

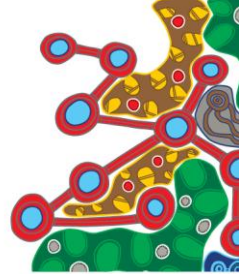
Exclusive

In person attendees will have the option to attend concurrent breakout/ 'yarning sessions' following panel discussions. These facilitated conversations will focus on speakers sharing further information and the opportunity for delegates to ask questions.

Two to three yarning sessions will be on offer per session, with approximately 10 yarning sessions in total offered over the duration of the conference.

Sponsor inclusions (in addition to standard sponsorship benefits)

1. Acknowledgment as a sponsor of the yarning sessions together with logo on all printed and digital material relating to the yarning sessions.
2. Acknowledgement as a sponsor made by the facilitator at the beginning of each individual yarning session.
3. Opportunity to display own pull-up banners at both networking receptions (sponsor to provide).
4. Logo on holding slide at the beginning of each individual yarning session.
5. Two registrations for the conference (in person or virtual), including welcome reception.
6. Two registrations to attend the VIP networking event.
7. Two registrations for the conference dinner with VIP seating.



Bronze level sponsorship

Conference app - \$10,000 + GST

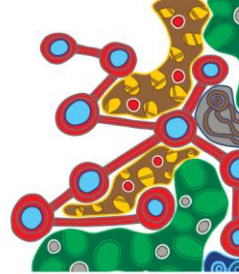
Exclusive

A **conference app** and **virtual attendee hub** will help deliver the hybrid conference. Using the Cvent IT platform, the virtual attendee hub and conference app will provide both in-person and online attendees with easy access to:

- the program,
- speaker information,
- livestreams,
- sponsor profiles,
- virtual marketplace,
- and other information, leading up to, during and after the conference.

Sponsor inclusions (in addition to standard sponsorship benefits)

1. Acknowledgement by conference host as conference app sponsor during the introduction each day.
2. Acknowledgement as a conference app sponsor with logo on the conference app and virtual attendee hub.
3. Opportunity to send 1 push notification to attendees during the conference (character limit 140).
4. Two registrations for the conference (in person or virtual), including welcome reception.
5. Two registrations to attend the VIP networking event.
6. Two registrations for the conference dinner with VIP seating.



Bronze level sponsorship

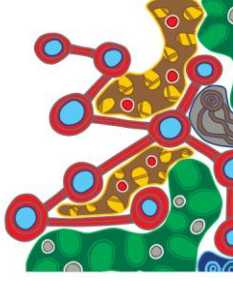
Barista coffee - \$10,000 + GST

Exclusive

An opportunity for you to stand out and offer conference delegates easy access to 'real coffee'. Sponsorship will provide delegates with complimentary espresso coffee for those who prefer barista coffee over standard conference options.

Sponsor inclusions (in addition to standard sponsorship benefits)

1. Four coffee carts each day, which can serve approximately 240 coffees an hour. Includes 4 x espresso machines, four baristas, unlimited locally roasted, freshly ground Arabica coffee, all related equipment and 8oz takeaway cups.
2. Sponsor logo displayed in an A4 sign at the coffee carts.
3. Opportunity to display own banners at the coffee carts (sponsor to provide).
4. Option to brand coffee carts, provide own branded cups at sponsor's expense (subject to lead-times).
7. Two registrations for the conference (in person or virtual), including welcome reception.
8. Two registrations to attend the VIP networking event.
9. Two registrations for the conference dinner with VIP seating.



General sponsorship

Minimum \$5,000 + GST

Generic sponsors will receive all standard sponsorship benefits:

1. Logo and link on:
 - a. the conference website.
 - b. virtual attendee hub.
 - c. conference app.
2. Logo and link in:
 - a. promotional EDMs before the conference, sent to a distribution list of 17,000 (subject to timing).
 - b. pre-conference communication sent to registered delegates.
3. Logo on holding slide at the beginning of each day.
4. An opportunity to promote and distribute information at a conference marketplace stall.
5. Online sponsor profile in the conference app and virtual attendee hub. Sponsors will have the ability to include website and social media links and upload videos and files. Attendees will have the option to communicate directly with stallholders via the hub (request information, schedule virtual meetings etc).
6. Logo and link in thank you emails sent to delegates after the conference.
7. A recording of the conference afterwards for your organisation's internal and external promotion

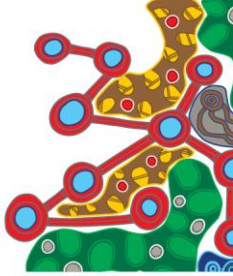
Additional sponsorship opportunities

ANZSOG welcomes the opportunity to discuss additional financial or in-kind sponsorship opportunities such as:

- Gifts for speakers (e.g., books or gift cards)
- Cultural activities

To discuss additional sponsorship opportunities, contact:

Sharon Nelson-Kelly
Senior Advisor, First Nations
ANZSOG
P: +61 423 823 892
E: firstnations@anzsog.edu.au



Conference marketplace

\$500 + GST

A marketplace, primarily for organisations interested in sharing information, and for local First Nations artists to sell products and artworks during the session breaks, will be set up adjacent to the auditorium where the conference program will be delivered.

All stall holders will also receive an online presence in the virtual marketplace on the virtual attendee hub (for attendees attending virtually).

Located in the Plaza foyer where conference registrations and catering will take place, stallholders can be assured of high traffic exposure.

A marketplace stall includes:

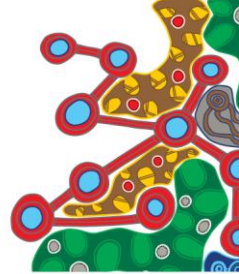
1. One stall at the conference marketplace for the duration of the conference.
2. One dressed trestle table; 2 x chairs; 1 x 4-way power board (including connection) *.
3. Online stall holder profile in the conference app and virtual attendee hub. Stallholders will have the ability to:
 - include a logo and provide links to a website and social media.
 - upload videos and files,
 - communicate via the hub directly with attendees who may request information or wish to schedule a virtual meeting.

**Additional AV or other setup requirements are available at the stallholder's cost.*

We recommend that items at your stall (especially any items of value) are packed away overnight and stored in a secure room at the venue. We suggest you bring a large wheelie suitcase or boxes to pack up these items at the end of each day.



Marketplace space on the Plaza Level directly outside the auditorium



Sponsorship or marketplace process

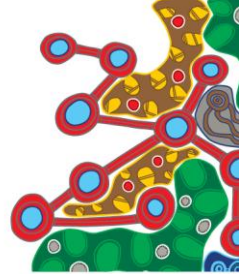
In order to secure a:

1. **Sponsorship arrangement** for the *2023 ANZSOG First Peoples to All Peoples: Partnerships, devolution, transformation and sharing conference*, please complete the [Sponsorship Agreement Form here](#).
2. **Marketplace stall** (with no additional sponsorship), please complete the [Marketplace Booking Form here](#) (note all sponsorship arrangements include a marketplace stall, so if you are confirming sponsorship, you do not need to complete the marketplace booking form).

Completing the ANZSOG Sponsorship Agreement Form or Marketplace Booking Form is deemed acceptance of all terms and conditions and the following process will be implemented:

1. **Sponsorship \$500 - \$5,000 + GST.** ANZSOG will issue an invoice to the Sponsor outlining terms of payment.
2. **Sponsorship > \$5,000 + GST.** ANZSOG will develop a formal contract with the Sponsor and issue an invoice outlining terms of payment.

Upon confirmation of sponsorship, ANZSOG will contact the sponsor / stall holder to confirm all details, including obtaining logos, etc.



Terms & conditions

1. Information on entering a sponsorship arrangement thereafter referred to as a "Sponsorship" with ANZSOG, form part of these terms and conditions. Signing the Sponsorship Agreement Form is deemed acceptance of all ANZSOG terms and conditions
2. Sponsorships with ANZSOG are open to all businesses, organisations and individuals deemed appropriate by ANZSOG
3. Sponsorship candidates are subject to approval by the ANZSOG Project Team.
4. Interested parties are invited to forward a proposal to ANZSOG outlining the monetary and/or in-kind support that they are prepared to offer should it differ from the sponsorship opportunities outlined in this proposal. ANZSOG will review the received proposal and liaise with the named contact person
5. In the interests of maintaining a high ethical standing, ANZSOG will not accept monetary imbursement in exchange for brand exposure and promotion if such an exchange might result in adverse effects to ANZSOG or its partners and stakeholders
6. Sponsorship(s) will not be accepted from any candidate whose products or services conflict with ANZSOG's Values
7. Acceptance of a sponsorship candidate does not denote that ANZSOG endorses the product(s) or service(s) of the business, organisation and/or individual
8. If for any reason the sponsored event is unable to occur as planned, including due to extreme weather, public safety concerns or any other causes beyond the control of ANZSOG, ANZSOG reserves the right in its sole discretion to retain any monetary contribution or in-kind support provided by the sponsor. In the interest of being fair and reasonable, ANZSOG will endeavour to either partially or wholly reimburse sponsorship contributions where the cancellation occurs in advance of event costs being incurred and will be determined on a case-by-case basis. Where sponsorship benefits have already been derived by the sponsor, ANZSOG may consider a partial reimbursement, however, is under no obligation to do so
9. Any breach or perceived breach of the Sponsorship Terms and Conditions, or where the sponsor(s) business or personal behaviour conflicts with the ANZSOG Purpose, Values and Objectives entitles ANZSOG to immediately terminate the sponsorship without any obligation to make a pro-rata payment(s) of monetary or in-kind support to the sponsor.
10. Where there has not been a breach of the Sponsorship Terms and Conditions, either party is permitted to terminate the Sponsorship where written notice is given two weeks in advance of the termination. Within this period, payments from the sponsor and sponsorship benefits to ANZSOG will continue as scheduled. Where two weeks' notice is not offered, either monetary reimbursement or in-kind support will be offered by the party initiating the sponsorship termination, the value or quantity of which will be determined by ANZSOG.
11. Unless otherwise offered as an agreed condition of the sponsorship, ANZSOG may engage multiple sponsors within the same industry for the event.
12. In the interest of transparency, ANZSOG is free to engage businesses, organisations, individuals and suppliers that directly or indirectly conduct business within the official sponsor(s) industry, for the provision of goods or services for the sponsored event.
13. The sponsorship benefits as outlined in the Sponsorship Opportunities or Sponsorship Proposal must be taken as offered and cannot be varied, unless otherwise approved by ANZSOG.

Key conference staff

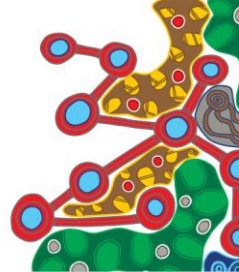


Sharon Nelson-Kelly

Senior Advisor, First Nations Program and Strategy

Sharon is Rongomaiwahine ki Kahungunu from Pakipaki, New Zealand. Following 25 years government experience in social services in NZ, ACT and VIC, Sharon joined ANZSOG in 2018 and along with providing cultural advice to ANZSOG offerings, Sharon has been involved in the design, development, and delivery of the ANZSOG:

- 2023 First Nations Conference: *First Peoples to All Peoples*: Partnerships, devolution, transformation and sharing
- 2021 First Nations Conference: *Proud Partnerships in Place*, including the inaugural ANZSOG First Nations Scholarship for a First Nations or Māori senior public servant
- 2019 First Nations Conference: *Reimagining First Peoples public administration*, including the delivery of the ANZSOG Churchill Fellowship Award for an Indigenous senior public servant (Australia and NZ)
- 2019 Indigenous senior public service managers forum
- 2018 Indigenous senior public service managers forum
- First Peoples Strategy
- Cultural competency program for ANZSOG staff.



Shane Hoffman

Senior Advisor, First Nations Program and Strategy

Shane is a proud Iman man from Central Queensland who brings a wealth of experience to ANZSOG from his time as a senior executive in the Australian Public Service (APS) and more recently in the community sector.

His most recent roles have been with the Coalition of Aboriginal and Torres Strait Islander Peak Organisations working on the National Agreement on Closing the Gap; the Queensland Government Treaty Working Group; and the Australian Institute for Aboriginal and Torres Strait Islander Studies.

Shane's experience as a senior executive in the APS includes time with the Aboriginal and Torres Strait Islander Commission (ATSIC 1992-2002); the Department of Education, Science and Training (DEST 2002-2006); the Department of the Prime Minister and Cabinet (PM&C 2006-2009); the Department of Education (DEETYA 2009-2010); and the Department of Human Services (DHS 2010-2015).



Te Haerenga - *The Journey* by Aaron Mctaggart, commissioned by ANZSOG for *Proud Partnerships in Place: 2021 First Peoples Public Administration Virtual Conference*.



Journey - *Where we have been & where we are going* by Wemba Wemba woman Emma Bamblett, commissioned by ANZSOG for the 2019 Reimagining Public Administration: First Peoples, governance, and new paradigms conference.

We acknowledge the Aboriginal and Torres Strait Islander peoples as Traditional Owners, Custodians and First Nations of Australia, and Māori as tangata whenua and Treaty of Waitangi partners in Aotearoa New Zealand.

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Owned by and working for the governments
of Australia and Aotearoa New Zealand