

# Australian Public Sector Anti-Corruption Conference 2009

Sofitel Hotel, Brisbane Tuesday 28 – Friday 31 July 2009



## SPONSORSHIP PROSPECTUS

### Become a sponsor of APSACC 09 — Australia's leading anti-corruption conference

Your organisation will have a unique opportunity to work with some of the most respected agencies in the Australian public sector.

### About APSACC 09

APSACC is a premier biennial event hosted by Australia's leading anti-corruption agencies — the Crime and Misconduct Commission (Qld), the Independent Commission Against Corruption (NSW), and the Corruption and Crime Commission (WA). Each of these organisations has its own charter to combat corruption and official misconduct and help raise public sector integrity.

The conference provides an unrivalled opportunity for public officials to learn the latest in new anti-corruption trends and strategies, and to network with Australian and international public sector peers and leaders.

The inaugural APSACC in 2007 had 528 delegates and was hailed as a great success.

*It was a fantastic idea to have such a conference and I look forward to it becoming an institution in the anti-corruption world (APSACC 07 delegate)*

The second APSACC, to be held in Brisbane over four days in July next year, will again provide a full program of workshops and presentations intended to both inform and challenge delegates.

### The program

The APSACC 09 program will comprise keynote plenary sessions and four concurrent sessions of presentations and panel discussions, delivered by senior practitioners, social commentators and academics in anti-corruption and related fields.

Concurrent sessions will be tailored to specific topics and sectors, appealing to public officials who want to enhance their skills, knowledge and techniques.

The program will include two days of practical interactive workshops, providing a balance of theory and practical operational techniques.

### The delegates

It is anticipated that the conference will be attended by 450 or more key decision makers from all tiers of government in Australia and overseas.



### The venue

The Sofitel Brisbane is located in the heart of Brisbane City with rooms boasting some of the city's best views over Anzac Square, the central business district, the Brisbane River and surrounding mountains.

As Brisbane's largest hotel and function centre, the Sofitel Brisbane offers excellent conference facilities and state-of-the-art technology. It is easily accessed by delegates with Air Train services running directly from domestic and international airports to Central Station underneath the hotel.

The city of Brisbane is a modern and diverse subtropical metropolis. As the fastest growing capital city in Australia, Brisbane offers a stimulating city experience in a warm, friendly and relaxed environment.





# About sponsorship

## Invitation to sponsor

We are delighted to invite you to support the Australian Public Sector Anti-Corruption Conference (APSACC) to be held in Brisbane on 28–31 July 2009. A conference such as this offers your organisation a unique opportunity to work with senior representatives of leading Australian public sector agencies. We have several sponsorship levels, which can be tailored to meet your needs.

## Who attended APSACC 07?

The wide range of experience and expertise represented among participants of APSACC 07 is highlighted in the following box.

Proportion of participants by role / profession	
Public sector executives and managers	50
Internal auditors and investigators	26
Policy advisors	13
Local government and planning specialists	9
Senior police officers	5
Academic and university executive members	5
Human resources specialists	4

*It was the personal and professional experience of a lifetime (APSACC 07 delegate)*

## Who should sponsor APSACC 09?

APSACC 09 offers significant commercial opportunities for organisations seeking to support anti-corruption education in the public sector.

Potential sponsors include:

- Government agencies
- Business risk and assurance services
- Fraud detection organisations
- Risk management organisations
- Security / data protection service providers
- IT and technology providers
- Publishers
- Recruitment consultancies.

## Why sponsor APSACC 09?

APSACC 09 in Brisbane will provide sponsors with:

- the opportunity to access 450 or more senior decision makers in all tiers of the Australian public sector
- a unique environment in which delegates will focus on sharing anti-corruption related information, ideas and techniques
- delegates who are keen to improve their knowledge and understanding of forms of corruption, its causes, and ways in which these can be combated effectively
- an excellent opportunity to establish and maintain a high profile among a specialist audience before, during and after the event
- an opportunity to consolidate and enhance corporate relationships with key stakeholders, clients and prospects
- contact with delegates in a relaxed and informal environment
- acknowledgment of sponsor involvement, commitment and support as outlined in this proposal.

## Who to contact to discuss sponsorship

We encourage early confirmation of your commitment to sponsor APSACC 09, to ensure your maximum exposure to public sector audiences throughout Australia. The promotional campaign leading up to the conference will be implemented through the APSACC 09 website, and a series of hard copy and electronic brochures will also be distributed across all levels of the public sector.

To discuss sponsorship please contact Liz Symmons on phone (07) 5528 2501 (international +61 7 5528 2501).





# Other sponsorship opportunities

## Welcoming Cocktail Function: \$8,000

**Tuesday 28 July 2009 (6 pm – 7:30 pm)**

The Welcoming Cocktail Function is the first social event of the Conference and an opportunity for delegates to meet. It provides a prime opportunity for brand exposure and delegate networking.

### Benefits

- Naming rights to the Cocktail Function
- Company signage to be displayed in the venue
- Opportunity to insert company promotional material into delegate satchels
- Acknowledgment in Delegate Program
- Acknowledgment on Conference website with hyperlink to company website
- Ten complimentary tickets to Welcoming Cocktail Function

## Special Interest Breakfast: \$8,000

APSACC 09 will attract public officials from a range of sectors and specialist areas. Exclusive hosting of a Special Interest Breakfast for all delegates, or a selected segment of delegates, is a prime opportunity for sponsors to meet with and promote their products and services to prospective clients.

### Benefits

- Naming rights to the breakfast
- Company signage displayed in the venue
- Opportunity to speak / present to delegates at the breakfast
- Opportunity to insert company promotional material into delegate satchels
- Acknowledgment in Delegate Program
- Acknowledgment on Conference website with hyperlink to company website
- Ten complimentary tickets to the breakfast

## Conference Dinner: \$18,000

**Wednesday 29 July 2009 (7.00 – 11.30 pm)**

The Conference Dinner is the social highlight of the conference. Sponsorship of the Conference Dinner is an opportune and memorable way of promoting your organisation to delegates. The dinner venue will be a prestigious location within the Conference centre.

### Benefits

- Exclusive naming rights to Conference Dinner
- Company signage to be displayed at Conference Dinner venue
- Logo to be inserted on dinner menus and all print items relating to Conference Dinner
- Logo and company name may be included on serviettes that are used during pre-dinner drinks and canapés
- Input into conference dinner theming and entertainment
- Opportunity to provide corporate or product information or gift to each delegate at Conference Dinner
- Half-page advertisement in Delegate Program
- Acknowledgment on Conference website with hyperlink to company website
- Ten complimentary tickets to Conference Dinner

## Closing Cocktail Function: \$5,000

**Thursday 30 July 2009 (4.15 – 5.00 pm)**

The Cocktail Function is the last social event of the Conference, held in a relaxed environment at the conclusion of the conference formalities. It provides a prime opportunity for brand exposure and delegate networking.

### Benefits

- Naming rights to the Cocktail Function
- Company signage to be displayed in the venue
- Opportunity to insert company promotional material into delegate satchels
- Acknowledgment in Delegate Program
- Acknowledgment on Conference website with hyperlink to company website
- Ten complimentary tickets to Closing Cocktail Function

## Internet Centre: \$10,000

The Conference Internet Centre will be located in a prominent area within the delegate interaction areas and available to delegates, speakers and exhibitors.

### Benefits

- Exclusive naming rights to the Internet Centre
- Company signage and promotional material will be prominently displayed within the Internet Centre
- Acknowledgment on all internet monitors
- Opportunity to insert company promotional material into delegate satchels
- Half-page colour advertisement in Delegate Program
- Acknowledgment on Conference website with hyperlink to company website
- Acknowledgment as Internet Centre sponsor on all printed conference materials and on Conference welcome signage
- Two complimentary Conference Dinner tickets
- Two complimentary Cocktail Function tickets

## Conference Papers: \$12,000

An opportunity exists for sponsorship of the circulation of conference papers and presentations by a Conference- and Sponsor-branded USB key to all delegates and speakers.

### Benefits

- Branding on the USB key
- Company signage to be displayed in the venue
- Opportunity to insert company promotional material into delegate satchels
- Acknowledgment in Delegate Program
- Acknowledgment on Conference website with hyperlink to company website

## Interactive Drumming Session: \$8,000

Exclusive sponsorship of an interactive drumming session at the Closing Plenary Session and Cocktail Party is available. This is an excellent opportunity to reach delegates through this fun and energizing exercise. Delegates will commence drumming at the conclusion of the four concurrent sessions and will be guided from the four rooms to congregate at the Closing Ceremony and Cocktail Party.

### Benefits

- Company-branded drum for each delegate
- Half-page advertisement and acknowledgment in Delegate Program
- Opportunity to insert company promotional material into delegate satchels
- Acknowledgment on Conference website with hyperlink to company website
- Two complimentary Conference registrations including tickets for Conference Dinner and Cocktail Function

## Other promotional items

Should these proposals not meet with your sponsorship requirements, we would welcome the opportunity to discuss your specific needs, and where possible tailor a package that better suits you. Items which may be considered could include:

- Satchel inserts
- Notepad and pen
- Water bottles or other item for delegates

Please note that all figures are exclusive of GST.



# Sponsorship categories

## Platinum Sponsor: \$40,000

Platinum sponsorship is available for one key conference sponsor only. As the sole Platinum Sponsor your organisation receives outstanding exposure and recognition leading up to and throughout APSACC 09. In addition to many exclusive privileges, as the Platinum Sponsor your organisation receives the most prominent branding in all publications and general conference signage.

### Sponsorship benefits

#### Acknowledgment

- Acknowledgment as the Platinum Sponsor at Opening and Closing Ceremonies
- Logo displayed within venue
- Opportunity to insert organisational promotional material into delegate satchels
- Acknowledgment on Conference website with hyperlink to your organisation's website including a 50-word organisation précis
- Acknowledgment in Registration Brochure
- Full-page advertisement in Delegate Program
- Display stand in exhibition space

#### Complimentary

- Four Conference registrations including tickets for Conference Dinner and Cocktail Function

## Silver Sponsor: \$15,000

As a Silver Sponsor you will enjoy excellent exposure leading up to and throughout APSACC 09 as detailed.

### Sponsorship benefits

#### Acknowledgment

- Acknowledgment as a Silver Sponsor at Opening Ceremony
- Logo displayed within venue
- Opportunity to insert company promotional material into delegate satchels
- Acknowledgment in Conference website with hyperlink to company website
- Acknowledgment on Registration Brochure
- Half-page advertisement in Delegate Program
- Display stand in exhibition space

#### Complimentary

- Two Conference registrations including tickets for Conference Dinner and Cocktail Function

## Bronze Sponsor: \$10,000

As a Bronze Sponsor you will enjoy prominent exposure leading up to and throughout APSACC 09 as detailed.

### Sponsorship benefits

#### Acknowledgment

- Acknowledgment as a Bronze Sponsor at Opening Ceremony
- Logo displayed within venue
- Opportunity to insert company promotional material into delegate satchels
- Acknowledgment on Conference website with hyperlink to company website
- Acknowledgment in Registration Brochure
- Acknowledgment in Delegate Program

#### Complimentary

- One Conference registration including ticket for Conference Dinner and Cocktail Function

## BY INVITATION ONLY

### Gold Sponsor:

Gold Sponsorship is offered exclusively to the Premiers of each of the host states as an opportunity to publicly acknowledge the importance of corruption prevention and corruption risk management within the public sector. Gold Sponsors will enjoy prominent branding on all general conference signage and receive high profile recognition leading up to and throughout APSACC 09.

### Partner Agency:

Partner Agency Sponsorship is offered exclusively to oversight agencies with a key focus on preventing, detecting and investigating corruption or misconduct. In addition to exposure and recognition leading up to and throughout the conference, Partner Agency Sponsors will enjoy prominent branding on general conference material.

### Sponsorship benefits

#### Acknowledgment

- Acknowledgment at Opening and Closing Ceremonies
- Logo displayed within venue
- Opportunity to insert organisational information material into delegate satchels
- Acknowledgment in Registration Brochure
- Acknowledgment on Conference website
- Acknowledgment in Delegate Program

#### Complimentary

- Two Conference registrations including tickets for Conference Dinner and Cocktail Function

# Australian Public Sector Anti-Corruption Conference 2009

Sofitel Hotel, Brisbane Tuesday 28 – Friday 31 July 2009



If you're interested in sponsoring APSACC 09, please complete the attached form together with your proposal and return it to AST Management Pty Ltd by close of business Friday 6 March 2009. All offers should be marked private and confidential and posted to PO Box 10508 BC, Southport Qld 4215.

Should this proposal not meet with your sponsorship requirements, we would welcome the opportunity to discuss your particular needs, and where possible tailor a package to suit you. Please don't hesitate to contact our event management company, AST Management Pty Ltd, to discuss your specific requirements.

All enquiries should be directed to  
**Liz Symmons** ph: (07) 5528 2501 or email:  
[liz.symmons@astmanagement.com.au](mailto:liz.symmons@astmanagement.com.au)



## SPONSORSHIP APPLICATIONS

Contact person:

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Position:

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Organisation:

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Address:

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Postcode:

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Phone:

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Fax:

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Email:

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**Yes, I would like to select the following sponsorship:**

Platinum Sponsor

Welcoming Cocktail Function

Internet Centre

Silver Sponsor

Conference Dinner

Conference Papers

Bronze Sponsor

Special Interest Breakfast

Interactive Drumming Session

Closing Cocktail Function

Other promotional items

**Please mark your sponsorship application as private and confidential and mail the completed form to:**

Liz Symmons

Events Manager

AST Management Pty Ltd Conference and Event Management

PO Box 10508 BC, Southport QLD 4215

