



**BUSINESS AS USUAL**  
**IS NOT AN OPTION**  
EIANZ CONFERENCE MELBOURNE

**23**  
**24**  
OCT  
2013



PROSPECTUS FOR  
**SPONSORSHIP**

The **Environment Institute of Australia and New Zealand (EIANZ)** has represented and advocated on behalf of environmental practitioners for over 25 years. During this time, our profession has witnessed, and been integral to making, significant improvements in the profile and management of environmental issues within our community. Our members, past and present can be proud of our achievements.

And yet, science has been revealing for decades with ever increasing clarity, that we face environmental challenges of ever greater proportions - biodiversity loss, declining ecosystem resilience, and dangerous climate change, all within the context of an increasing global population.

It is with an added sense of urgency that we invite you to join us for this year's EIANZ Annual Conference in Melbourne. Our conference theme:

## Adapt Innovate Advocate

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reflects this urgency and the need our profession to lead in addressing these and other environmental issues facing Australia, New Zealand and the world in the 21st century.

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## Issues to be explored at the EIANZ Annual Conference

### **Adapt. Innovate. Advocate.**

The need to **adapt** to inevitable change is becoming all too clear in our rapidly changing biosphere. The conference will explore the questions around what we are adapting to, what are the important drivers of change (climate change? population growth? habitat loss? food security?), and how sound scientific practice can be applied to the adaptation process to achieve the best outcomes. How do we **adapt** our practice to meet changing demands? How do communities build resilience through better environmental practice?

For society to successfully adapt to accelerating environmental change, environmental practitioners will need to develop **innovative** solutions to the challenges raised, and **advocate** these assertively at all levels of government. The conference will provide an opportunity for participants to contribute to thought leadership in this area. What are the big issues facing our profession and communities? How are they being tackled?

**Advocacy** is an increasingly important role for the Institute. Environmental practitioners collectively represent an invaluable knowledge-base and through their Institute need to make clear to the broader community and its decision-makers the important role they play. The conference will examine questions around how best environmental practitioners can make their voices heard and how they can shape the debate, and decision-making, occurring in the broader community. How can we (as an Institute and as environmental professionals) get to be heard and shape the debate? How do we advocate for better environmental practice in business, social and political spheres? What are the collaborations and partnerships that result in best practice?

### Venue

The conference will be held at the RACV Club, 501 Bourke Street, Melbourne. The venue is centrally located in the Melbourne CBD, and provides easy access to public transport, and a range of accommodation within walking or tram ride distance.



### Overview of Sponsorship Opportunities

The EIANZ is now inviting partners to participate in and be involved with the Institute annual conference – our signature annual event. We offer a range of opportunities for partners to reinforce and demonstrate their industry leadership by assisting in the collaboration of today's, and the development of tomorrow's, environmental professionals, as well as benefiting from significant exposure at the 2013 Conference.

This is an opportunity for your organisation to highlight its profile and broaden its relationships with the environmental professions of Australia and New Zealand and their clients in government, community and industry.

Besides the important positive exposure that comes with being a valued partner in the 2013 EIANZ Conference, your affiliation with the conference will demonstrate your commitment to the practice of excellence and high standards denoted in the EIANZ mission and vision. Your involvement will also provide opportunities to profile your environmental agenda in a conference which promises to help shape and strengthen the role of the environment profession into the future.



# ABOUT EIANZ



The **Environment Institute of Australia and New Zealand** represents professional environmental practitioners in Australasia, and promotes independent and interdisciplinary discourse on environmental issues.

Best practice environmental management requires informed, skilled and ethical practitioners. The EIANZ annual conference facilitates the promotion and development of high standards amongst members of the profession, as well as opportunities for networking and sponsorship.

- EIANZ currently has over 2500 active members;
- EIANZ website received over 37,000 hits during 2012.
- EIANZ holds a database of approximately 5,000 contacts across Australasia; and
- EIANZ has established partnerships with numerous other industry professional organisations and will be leveraging this relationship to promote the event.





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# CONFERENCE PROGRAM

This year's program will feature ...

- **Keynote Addresses and Plenary Sessions** addressing the themes of Adapt-Innovate-Advocate
- **Concurrent Sessions** including case studies on the three major themes
- **Panel Discussions and Professional Development Programs**
- **The Annual Awards Gala Dinner** and other networking opportunities.

Further details will be posted on the EIANZ web site ([www.eianz.org](http://www.eianz.org)) as the program is developed. Partners and their logos will be added to the website, so partners who register early enjoy increased exposure!

A summary of the 2013 conference will remain on the website with the sponsor's logos for one year after the event.

## Attendance

220-250 delegates are anticipated, based on past EIANZ Conferences and Victorian Division events, the breadth of the program and the success of last year's conference in Sydney.

The environment profession is growing across a broad range of disciplines. Attendees will comprise practitioners from a variety of sectors including managers, scientists, consultants (engineers, planners and ecologists), senior and middle management in businesses, federal, state and local government departments, community groups, allied professions, researchers, academics and students.

Marketing of this conference will be directed at:

- EIANZ members and potential members (students & young professionals);
- Allied professions and sub-professional environmental practitioners;
- All three levels of government and government agencies;
- Senior decision-makers (public and private); and
- Environmental NGOs.

# CONFERENCE COORDINATORS

The format of the conference is being organised by members of EIANZ's Victorian Division. The conference organisation and event logistics are undertaken through the Institute's central office in Melbourne.

## Conference Organiser

### **Anne Young**

Operations Manager,  
EIANZ Central Office  
GPO Box 211, Melbourne VIC 3001  
Phone: 03 9654 7473  
Fax: 03 9650 1242  
Email: office@eianz.org

## Conference Committee

The conference committee are members of the EIANZ Victorian division. The Chair of the Conference Committee is **Aaron Harvey** (ph 0425 797 580).

## Conference Chair

The conference will be chaired by Michael Chilcott, EIANZ President and Director of Linchpin Environmental. Michael is a foundation member of the Institute in 1987, and he has continued his membership since that time. He's been a long time Committee member of the NSW Committee, is past NSW President and Vice President. He has also been the Institute Treasurer, and thus a member of the Executive and Council, for the past three years.

Michael has participated or presented at many EIANZ Conferences and he will bring expertise, enthusiasm and warmth to this event.

# BENEFITS

## PARTNERING WITH ENVIRONMENTAL PROFESSIONALS

- Positioning and Profile
- Assist in developing the profession
- Increased business potential - direct access to an audience of current and potential clients
- Exposure of your organisation to local, national and international delegates
- Opportunity for broad exposure to delegates through:
  - Exclusive sponsorship
  - Promotional materials for delegates
  - Website recognition
  - Profiling in Environment Institute publications
  - Signage and announcements
  - Professional development for your young professionals and future leaders
  - Opportunity to provide products or services as in-kind sponsorship
  - Attendance for a number of your delegates, dependent on partnership package



# APPLICATION

## PROCEDURE

To apply for a sponsorship package, please complete and return the form at the rear of this prospectus.

You will receive a 30 day Tax Invoice for your sponsorship contribution.



# PARTNERSHIP

## PACKAGES

### Platinum Package (1 available)

- Cost: \$20,000
- Logo on the website advertising the conference (with a direct hyperlink to your organisation)
- Logo on advertisements for the event
- Logo on e-bulletin advertisement
- Logo on opening and session break slides
- Profile of your organisation in the EIANZ Newsletter The Environmental Practitioner
- Acknowledgement in opening and closing sessions
- Your banners in a prime position at the Conference Welcome Drinks and Gala Dinner
- Five (5) full conference registrations
- Five registrations at the Welcome Drinks
- One table of guests (8-10 people) at the Awards Gala Dinner.
- Introduction of guest speaker at the Awards Gala Dinner
- Up to three items of your promotional material that will be placed on the 2013 conference memory stick
- Acknowledgement of involvement in the conference on EIANZ website post the event
- Full page advertisement on back of the Conference Handbook (artwork to be supplied by sponsor).
- Full page editorial in the Conference Handbook.

### Gold Package (1 available)

- Cost: \$15,000
- Logo on the website advertising the conference (with a direct hyperlink to your organisation)
- Logo on advertisements for the event
- Logo on e-bulletin advertisement
- Logo on opening and session break slides
- Your banners in a prime position at the Awards Gala Dinner
- Three (3) full conference registrations
- Three (3) places at the Welcome Drinks
- Acknowledgement in opening and closing sessions
- Up to two items of your promotional material that will be placed on the 2013 conference memory stick
- Acknowledgement of involvement in the conference on EIANZ website post the event
- Half page advertisement to be included in the Conference Handbook (artwork to be supplied by sponsor)

### Half Day Concurrent Session

- Cost: \$5,000
- Acknowledgement in opening and closing of Session
- Logo on session break slides
- Logo on the website advertising the event
- One item of your promotional material that will be placed on the 2013 conference memory stick
- Half page advertisement to be included in the Conference Handbook (artwork to be supplied by sponsor)
- One conference registration included.

### Quarter Day Concurrent Session

- Cost: \$2,500
- Acknowledgement in opening and closing of Session
- Logo on session break slides
- Logo on the website advertising the event
- One item of your promotional material that will be placed on the 2013 conference memory stick
- Logo to be included in the Conference Handbook (artwork to be supplied by sponsor)

### Awards Gala Dinner and Awards Presentation - Principal Sponsor (1 only)

- Cost: \$12,000
- Dinner Naming Rights – “The EIANZ 2013 Gala Dinner proudly supported by .....
- One complimentary table of 10 to the dinner
- Presentation role with the EIANZ Annual Merit awards
- Your logo to be on all documentation and communication to do with the dinner
- Recognition on the EIANZ Conference website as Dinner Sponsor with a link to your website
- Full page advertisement (mono) in the June edition of the Australasian Journal of Environmental Management (copy to be provided by sponsor)
- Full page advertisement (colour) in the June edition of The Environmental Practitioner (copy to be provided by sponsor)
- Banners (up to 3) displayed in prominent location (max 1m wide, 2.1m high) during the dinner
- Option to supply promotional giveaways on tables (note these must be ‘environmentally responsible’ and are subject to the discretion of the Conference Organisers).



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## Welcome Drinks (1 only)

- Cost: \$4,500
- Acknowledgement by MC at the Conference Dinner
- Brief welcoming remarks at the Welcome Drinks
- Banners (maximum 2) displayed in prominent location (max 1m wide, 2.1m high) during the conference
- Option to supply promotional giveaways (note these must be 'environmentally responsible' and are subject to the discretion of the Conference Organisers)
- Logo on advertisements for the event
- Logo on e-bulletin advertisement
- Logo on opening and session break slides
- Option to provide lucky door prize at the welcome drinks
- Registration of up to three (3) people to Welcome Drinks
- Half page advertisement to be included in the Conference Handbook (artwork to be supplied by sponsor).

To become a partner please use our partnership application form at the end of this document.

Alternatively, contact the Conference Organiser at [office@eianz.org](mailto:office@eianz.org). All Sponsorship items are sold on a first come first-paid basis.

## Satchel Sponsorship (1 only)

- Cost: \$3,000
- We are interested in an organisation that would like to sponsor the conference satchel with their branding. The satchel will be practical and environmentally responsible (e.g. practical and easy to reuse, and something that fits easily into a bag for delegates who have limited luggage capacity).
- Half page advertisement to be included in the Conference Handbook (artwork to be supplied by sponsor).

## Satchel Insert

- Cost: \$750
- We are interested in organisations that would like to provide a gift with their branding that is practical, environmentally and socially responsible.
- Quarter page advertisement to be included in the Conference Handbook (artwork to be supplied by sponsor).

## Conference Lanyard

- Cost: \$2,500
- Your company logo appears on the lanyard used by attendees to indicate their registration and display their names, worn around the neck.

## Philanthropic Sponsorship

Want to give back to the profession? Why not sponsor a student, an indigenous environmental professional or a practitioner in a non-government organisation (such as a local landcare group) to attend the conference. Help those that cannot fund themselves and invest in the future of our profession.

- Logo on the participant sponsorship advertising the event
- Acknowledgement of conference involvement on the EIANZ website post the event.
- Cost: \$500 per student, indigenous professional, or NGO attendee.

## Custom Partnership and Related Opportunities

Looking for something you didn't see on this menu of opportunities? We are happy to create custom sponsorship packages to meet your needs. If you have a unique idea or in-kind sponsorship that will enhance your presence and participation in the conference, please contact us today to discuss details. We are keen to collaborate to make this event a success for our partners, as well as for delegates.

We want to provide every opportunity possible to help you reach your customers and clients.

# EIANZ 2013 CONFERENCE PARTNERSHIP APPLICATION

|                         |  |            |  |         |
|-------------------------|--|------------|--|---------|
| Organisation            |  |            |  |         |
| Title                   |  | First Name |  | Surname |
| Position Held           |  |            |  |         |
| Business Postal Address |  |            |  |         |
| State                   |  | Postcode   |  | Country |
| Business Phone          |  | Mobile     |  | Fax     |
| Email                   |  |            |  |         |

I/We would like to apply for the following sponsorship: (please tick)

|                          |                                   |          |
|--------------------------|-----------------------------------|----------|
| <input type="checkbox"/> | Platinum Package                  | \$20,000 |
| <input type="checkbox"/> | Gold Package                      | \$15,000 |
| <input type="checkbox"/> | Half Day Session                  | \$5,000  |
| <input type="checkbox"/> | Quarter Day Session               | \$2,500  |
| <input type="checkbox"/> | Welcome Drinks Event Partnership  | \$4,500  |
| <input type="checkbox"/> | Gala Dinner Principal Partnership | \$12,000 |
| <input type="checkbox"/> | Lanyard                           | \$2,500  |
| <input type="checkbox"/> | Satchel Sponsorship               | \$3,000  |
| <input type="checkbox"/> | Satchel Insert                    | \$750    |

## SPONSORED ATTENDEE

|                          |                                      |               |
|--------------------------|--------------------------------------|---------------|
| <input type="checkbox"/> | _____ x sponsored attendee positions | _____ x \$500 |
|--------------------------|--------------------------------------|---------------|

My preference is to fund a:

|                          |                     |
|--------------------------|---------------------|
| <input type="checkbox"/> | Student             |
| <input type="checkbox"/> | NGO representative  |
| <input type="checkbox"/> | Indigenous attendee |
| <input type="checkbox"/> | Custom Sponsorship  |

Signed

Date

(For and on behalf of the organisation named above)

All figures are inclusive of GST. A tax invoice will be issued upon receipt of this document.  
Cheques payable (\$AU) to the Environment Institute of Australia and New Zealand  
or direct credit to BSB 633000 A/c No 1351 68979

Return to: Anne Young  
EIANZ (ABN 39 364 288 752) GPO Box 211, Melbourne VIC 3001  
Phone: 03 9654 7473 | Fax: 03 9650 1242 | Email: office@eianz.org

PLEASE PHOTOCOPY THIS FORM

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## Terms And Conditions

### **Attendance**

The organisers make no warranty as to the number of delegates and/or visitors that may attend these events.

### **Provision of Delegate Details**

The provision of delegate contact details as specified in individual packages is subject to the provisions of the Privacy Act 1988. The Act requires that before name and address details can be published in the list of forum delegates for distribution to fellow delegates or any other party, delegates must give consent. This consent will be sought but is not guaranteed.

### **Unavoidable Occurrences**

Should the conference be cancelled or delayed through no fault of the organiser or the venue, the sponsor shall not be entitled to any refund or claim for any loss or damage.

### **Corporate Recognition**

Inclusion of artwork and text of corporate logos or recognition in printed material is subject to meeting publication deadlines.

### **Attendee Sponsorship**

EIANZ reserves the right to select the attendee based on the preference selected in the application form. Attendees wishing to attend as a sponsored attendee will need to apply and meet the selection criteria.

### **Advertising for the Events**

The partnership packages include the company logo on selected advertisements, such as the Australasian Journal of Environmental Management and The Environmental Practitioner. These publications are issued quarterly and therefore promotions are subject to the timing of the partnership agreement. The organisers will seek to provide maximum exposure but make no guarantee that the logos will be placed on all advertisements of the conference.

### **Application Procedures**

In the event you cancel your package, the organiser reserves the right to retain deposit monies received unless that particular package is resold. No deposited refunds for such cancellations will be made after 1 August 2013.





Environment  
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