

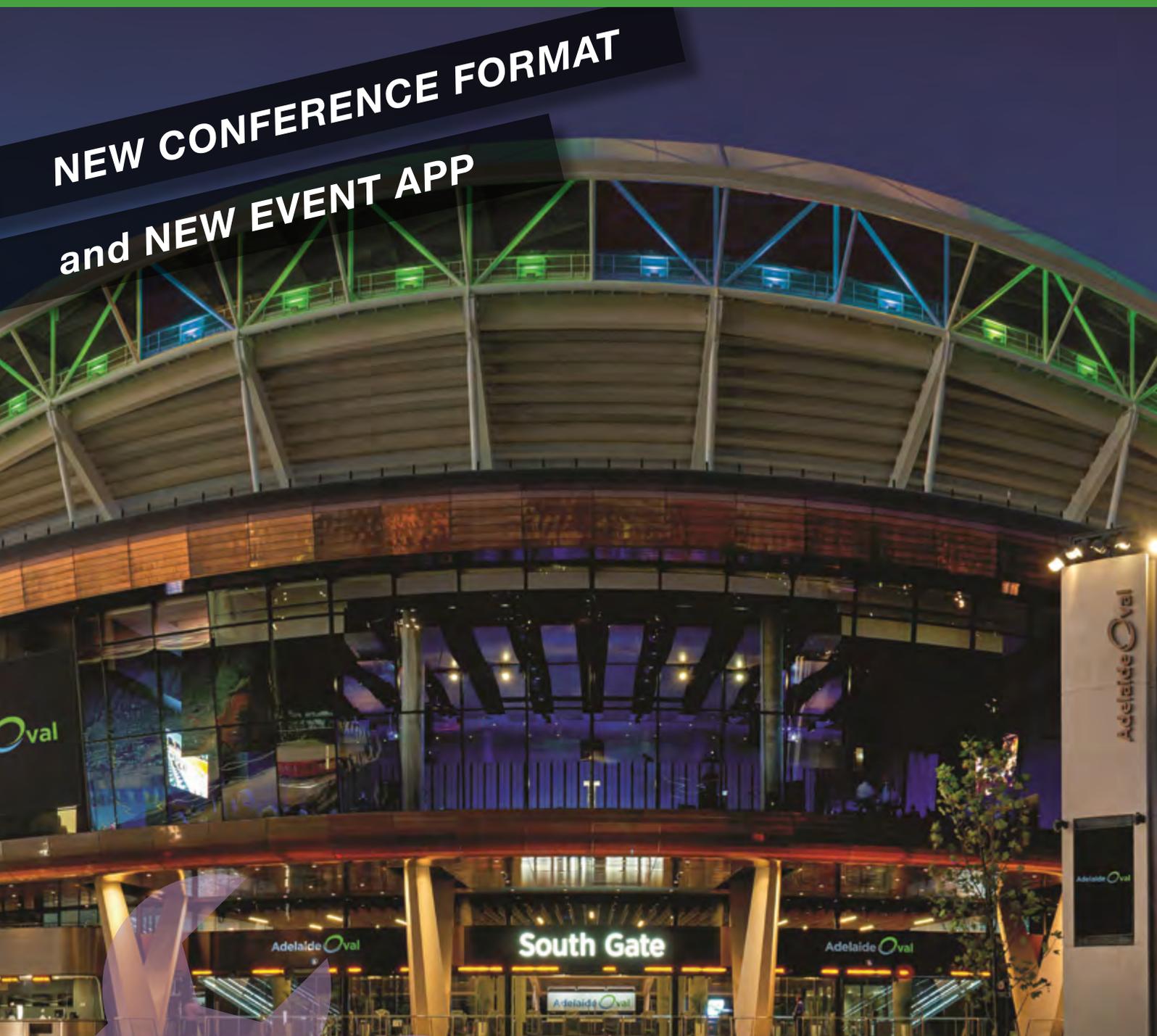
A TOOL KIT for CHANGE



20TH NATIONAL CONFERENCE 23-25 OCTOBER, 2016 ADELAIDE OVAL

Adelaide Oval, Adelaide, South Australia

**NEW CONFERENCE FORMAT
and NEW EVENT APP**



SPONSORSHIP AND TRADE EXHIBITION PROSPECTUS



www.parksleisure.com.au



THE OPPORTUNITY

THE EVENT

Be part of this year's event to be held at the magnificent Adelaide Oval. Adelaide promotes itself as a city that offers the physical and emotional space to breathe. There is a sense of freedom – of expression, of movement, of thought. The city centre is surrounded by parklands and is a blend of historic buildings, wide streets, parklands, cafes and restaurants. Combine this setting with the wonderful redeveloped Adelaide Oval and it is a fantastic venue and location for this year's PLA National Conference.

FILL UP YOUR TOOL KIT

It is a cliché to say that "the only constant is change", but nothing could be truer, we work in an industry and environment where we are challenged daily to seek out new ways to continue to maintain quality places and spaces and to provide access to services that build healthy communities. It's a little overwhelming really when you think about – 'more for less', 'rate capping', 'climate change', 'competing priorities', 'increasing community expectations'....sound familiar.... thought so....so how do we work our way through all of these issues?

What tool/s can we use to tackle that task? Well at this year's event we are going to give our delegates a host of TOOLS to take back to their workplace to help address some of these issues!

Adelaide promotes itself as a city that offers the physical and emotional space to breathe. There is a sense of freedom – of expression, of movement, of thought.

OUR DELEGATES

The 2016 conference will feature 40 trade exhibitors and over 300 attendees.

At the 2015 conference held in Sydney

- 75% of delegates were employed in local government
- 15% in private enterprise
- 10% in state government

Positions held

- 48% of participants were employed as managers
- 20% directors
- 15% coordinators
- 10% employed as executive officers and/or general managers
- 7% officers

Sectors

- 36% recreation and open space planning
- 15% parks, gardens and horticulture
- 18% facility and asset management
- 14% health and physical activity
- 6% in state and national parks
- 2% tourism and the arts
- 3% in play and playspaces
- 3% landscape design
- 3% environment

THE OPPORTUNITY

	PRINCIPAL (Only one available)	GOLD	WELCOME PARTY	AWARDS OF EXCELLENCE DINNER	INTERNATIONAL KEYNOTE	DOMESTIC KEYNOTE	LUNCHES	MORNING & AFTERNOON TEAS	SPEAKER GIFTS	LANYARD	EXHIBITOR ONLY
Number Available	2	2	1	1	1	3	2	1	1	1	40
Value (Ex GST)	\$25,000	\$15,000	\$7,500	\$15,000	\$7,500	\$4,500	\$3,500	\$3000	\$3500	\$4000	\$2,795
Full conference registrations	6	4	2	2	2	1	1	1	1	1	•
3 minute presentation	YES	YES	YES	YES	YES	•	•	•	•	•	•
Acknowledgment by MC	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	•
An exhibition booth + 2 exhibitor passes	YES	YES	•	YES	•	•	•	•	•	•	YES
A full page advert in the AP&L Journal	YES	•	•	•	•	•	•	•	•	•	•
A half page advert in the AP&L Journal	•	YES	YES	YES	YES	•	•	•	•	•	•
Level of sponsorship defined in the conference handbook and app	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Logo and 50 word profile on conference website	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
1/2 page colour advert in the Conference Handbook	YES	YES	YES	YES	YES	•	•	•	•	•	•
Sponsor banner x 2 displayed at the entrance/ information desk	YES	•	•	•	•	•	•	•	•	•	•
Insert to be placed into the delegate satchels	YES	YES	YES	YES	YES	•	•	•	•	•	•
Sponsor banner x 2 at sponsored event	N/A	•	YES	YES	•	•	YES	YES	•	•	•
Merchandise branded with company logo	•	•	•	•	•	•	•	•	•	YES	•



WELCOME TO ADELAIDE

It is with great pleasure, on behalf of Parks & Leisure Australia, I invite your organisation to be part of this year's National Conference to be held at the magnificent Adelaide Oval from 23-25 October. Adelaide promotes itself as a city that offers the physical and emotional space to breathe. There is a sense of freedom – of expression, of movement, of thought. The city centre is surrounded by parklands and is a blend of historic buildings, wide streets, parklands, cafes and restaurants. Combine this setting with the wonderful redeveloped Adelaide Oval and it is a fantastic venue and location for this year's PLA National Conference.

Parks & Leisure Australia takes great pride in its contribution to Australian society by its commitment to protecting the environment, promoting sustainable living, building healthy communities, transforming the places in which we live, creating jobs and investment, and conserving our diverse cultures. Our members and delegates come mainly from local government, associated service providers and related consulting fields that are facing new industry challenges whilst trying to 'deliver more for less', and are therefore keen to be exposed to new innovation and industry best practice to assist them with the delivery and management of services and infrastructure into the future.

This event will provide unbridled access to inspirational business thinkers and industry leaders.

We look forward to your support and seeing you in Adelaide.

John Senior - Conference Chair
Mark Band - CEO

THE CONFERENCE PROGRAMME

We have planned an exciting programme of events aimed at maximising networking opportunities for sponsors and delegates alike.

Starting on the evening of 23rd October, the conference will officially open with the Welcome Party held at the Lindsay Head Terrace Bar, Adelaide Oval.

The speaking programme will commence on Monday 24th with a line up of dynamic and inspirational industry leaders.

The line-up of speakers will continue throughout Tuesday culminating with the Parks and Leisure Australia Awards of Excellence Gala Dinner in the spectacular William Magarey room, Adelaide Oval.

We have again listened to your feedback and this year's trade exhibition has been specifically designed to be even better than the last.

To maximise delegate and sponsor interaction:

FACE TO FACE INTERACTION

- All meals and breaks will be held in the exhibition area
- We will be holding a cocktail function in the area on Monday afternoon

NEW CONFERENCE APP

- Our new conference app offers fantastic brand visibility
- Exhibitors are able to manage your own company profile, and up-load collateral to support your brand presence
- You will be able to create your own promotional offers delivered in-app to qualified attendees
- You can also quantify the number of attendees interested in your offer even if they never visited your booth
- You will have clear metrics so you can make the most of your sponsorship and justify your spend



PROGRAMME AT A GLANCE

Sunday 23rd October, 2016		
4.00pm	5.00pm	Behind Closed Doors - Adelaide Oval Tour
5.00pm	7.00pm	Welcome Party, Lindsay Head Terrace Bar, Adelaide Oval
Monday 24th October, 2016		
8.00am	5.00pm	Official conference programme
5.00pm	6.00pm	Cocktail Hour, William Magarey Room, Adelaide Oval
Tuesday 25th October, 2016		
8.00am	5.00pm	Official programme continues
7.00pm	Late	Awards of Excellence Gala Dinner, William Magarey Room, Adelaide Oval
Wednesday 26th October, 2016		
10.00am	TBC	Optional Technical Tours

The following is correct at time of publishing, is an outline only and is subject to change without notice.



SPONSORSHIP PACKAGES

The following packages provide a summary of benefits, but to truly maximise a partnership we want to work with you to tailor the best package to complement your overall objectives and budget.

PRINCIPAL SPONSOR

\$25,000 ex GST
ONE SOLD/ONE AVAILABLE

Benefits:

- 6 x complimentary conference registrations (including social functions)
- Opportunity for a 3 minute presentation to the audience
- Acknowledgment by the MC on day one of the speaking program
- An exhibition booth and 2 x exhibitor passes including the Welcome Party, plenary sessions, lunch and morning and afternoon teas. Priority booth location
- A full page advertisement in the Australasian Parks and Leisure Journal
- Level of sponsorship defined in the conference programme/handbook and app
- Name and logo prominent on conference app
- Sponsor logo and 50 word company description on the conference website
- Half page colour advertisement in the handbook (subject to production deadlines)
- 2 x sponsor banners displayed at the conference entrance/information desk
- Insert to be placed into the delegate satchels



GOLD SPONSOR

Only 2 available \$15,000 ex GST

Benefits:

- 4 x complimentary conference registrations (including social functions)
- Opportunity to make a 3 minute presentation to the audience
- Acknowledgment by MC at commencement of sponsored session
- An exhibition booth and 2 x exhibitor passes including the Welcome Party, plenary sessions, lunch and morning and afternoon teas
- A half page advertisement in the Australasian Parks and Leisure Journal
- Level of sponsorship defined in the conference programme/handbook and app
- Sponsor logo and 50 word company description on the conference website
- A half page colour advertisement in the conference Handbook (subject to production deadlines)
- Insert to be placed into the delegate satchels

"The PLA conference provides a great opportunity to connect with industry partners on both a business and social setting. As is always the case, there is lots of 'energy' between conference delegates and lots of 'interest' across the conference themes."

Graeme Stephenson – General Manager Aquatic Strategy - Swimming Australia



PARKS & LEISURE AUSTRALIA



WELCOME PARTY (NAMING RIGHTS)

Sunday, 23rd October

Only 1 available \$7,500 ex GST

Benefits:

- 2 x complimentary conference registrations (including social functions)
- Opportunity to make a 3 minute presentation at the commencement of sponsored event
- Acknowledgment by MC at commencement of sponsored event
- A half page advertisement in the Australasian Parks and Leisure Journal
- Level of sponsorship defined in the conference programme/handbook and app
- Sponsor logo and 50 word company description on the conference website
- A half page colour advertisement in the conference Handbook (subject to production deadlines)
- Insert to be placed into the delegate satchels
- Sponsor banners x 2 at sponsored event



SOCIAL FUNCTIONS

AWARDS OF EXCELLENCE GALA DINNER

Tuesday 25th October

Only 1 available \$15,000 ex GST

Benefits:

- 2 x complimentary conference registrations (including social functions)
- Opportunity to make a 3 minute presentation at the commencement of sponsored event
- Acknowledgment by MC at sponsored event
- An exhibition booth and 2 x exhibitor passes including the Welcome Party, plenary sessions, lunch and morning and afternoon teas.
- A half page advertisement in the Australasian Parks and Leisure Journal
- Level of sponsorship defined in the conference programme/handbook and app
- Sponsor logo and 50 word company description on the conference website
- 1/2 page colour advertisement in the Conference Handbook (subject to production deadlines)
- Full page colour advertisement in the Awards of Excellence table booklet (subject to production deadlines)
- Insert to be placed into the delegate satchels
- sponsor banners x 2 at sponsored event



INTERNATIONAL KEYNOTE SPONSOR

Only 1 available \$7,500 ex GST

Benefits:

- 2 x complimentary conference registrations (including social functions)
- Opportunity for a 3 minute presentation to the audience prior to keynote presentation on day 1
- Acknowledgment by MC at commencement of sponsored session
- A half page advertisement in the Australasian Parks and Leisure Journal
- Level of sponsorship defined in the conference programme/handbook and app
- Sponsor logo and 50 word company description on the conference website
- A half page colour advertisement in the Conference Handbook (subject to production deadlines)
- Insert to be placed into the delegate satchels

KEYNOTE SPONSOR (DOMESTIC)

3 available \$4,500 ex GST

Benefits:

- 1 x complimentary conference registration (including social functions)
- Acknowledgment by MC at commencement of sponsored session
- Level of sponsorship defined in the conference programme/handbook and app
- Sponsor logo and 50 word company description on the conference website



PARKS & LEISURE AUSTRALIA



LUNCH SPONSOR

2 available. \$3,500 ex GST

Benefits:

- 1 x complimentary conference registration (including social functions)
- Acknowledgement by MC as lunch sponsor
- Sponsor logo and 50 word company description on the conference website
- Level of sponsorship defined in the conference programme/handbook and app
- 2 x pull up banners in the dining area during the lunch period

MORNING AND AFTERNOON TEA SPONSOR

1 available. \$3,000 ex GST

Benefits:

- 1 x complimentary conference registration (including social functions)
- Acknowledgment by MC as Morning and Afternoon Tea Sponsor
- Sponsor logo and 50 word company description on the conference website
- Level of sponsorship defined in the conference programme/handbook and app
- 2 x pull up banners in the dining area during morning and afternoon tea



SPEAKER GIFTS SPONSOR

1 available. \$3,500 ex GST

Benefits:

- 1 x complimentary conference registration (including social functions)
- Acknowledgement by MC at the commencement of day 1
- Logo and 50 word profile on conference website
- Level of sponsorship defined in the conference programme/handbook and app
- Merchandise branded with company logo

LANYARD SPONSOR

1 available. \$4,000 ex GST

Benefits:

- 1 x complimentary conference registration (including social functions)
- Acknowledgement by MC as Lanyard Sponsor
- Level of sponsorship defined in the conference programme/handbook and app
- Sponsor logo and 50 word company description on the conference website
- Lanyard branded with company logo

IMPORTANT: the Lanyard Sponsor is responsible for supplying delegate lanyards including clip. Lanyard design is subject to approval. The Organisers are happy to purchase lanyards on sponsors behalf if preferred with cost of purchase incurred by the sponsor.



TRADE EXHIBITION

FACE TO FACE INTERACTION

- All meals and breaks will be held in the exhibition area
- We will be holding a cocktail function on Monday afternoon

NEW CONFERENCE APP

- Our new conference app offers fantastic brand visibility
- Exhibitors are able to manage your own company profile, and up load collateral to support your brand presence
- You will be able to create your own promotional offers delivered in-app to qualified attendees
- You can also quantify the number of attendees interested in your offer even if they never visited your booth.
- You will have clear metrics so you can make the most of your sponsorship and justify your spend.

EXHIBITION BOOTH

\$2,795 ex GST

Benefits:

- 1 x 3m x 2m exhibition booth
- 2 x exhibitor passes including the Welcome Party, morning and afternoon tea and lunch (note: these passes also include access to all conference sessions)
- Sponsor logo and 50 word description in the conference handbook
- Company name and logo on the conference app.
- Logo and 50 word profile on conference website



TERMS AND CONDITIONS

Sponsor and exhibitor placements for the trade exhibition will be confirmed on a first come first serve basis. Note: National and event sponsors are given priority.

Sponsors and Exhibitors are responsible for any loss or damage to any furnishings provided for the Sponsor and/or Exhibitor and will reinstate such damage to the satisfaction of the Organiser.

The Sponsors and Exhibitors will comply with all the rules and regulations of the authority having control over the building.

The Organiser may postpone or adjust the time of the proposed event. If the Organiser changes the date of the event as specified by this clause, the Sponsor and/or Exhibitor shall be entitled to a full refund of all monies paid to the Organiser if the proposed new date is not deemed convenient by the Sponsor and/or Exhibitor.

The Organiser may cancel the allocation of space to any Exhibitor which the Organiser deems is creating a disturbance or nuisance or an activity of which is contrary to the law.

The Organiser will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition and or conference or any loss of property suffered during the course of the exhibition and/or conference.

The Conference Organiser recommends all Sponsors and Exhibitors have their own insurance.

In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor to be observed, then all monies paid will be forfeited and the Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the Organiser.

The Organiser is not responsible for any loss or damage to any product exhibited.

Please note the final trade exhibition floor plan may vary resulting in position changes from the original floor plan due to updated trade floor plans.

Cancellations will only be considered if the following conditions are complied with; the request is received at least 6 months prior to the Conference commencing, the Organiser is able to re-sell the sponsorship item in its entirety, the request for cancellation is submitted in writing.

The Sponsor or Exhibitor shall not be entitled to any refund in the event of cancellation of the sponsorship or exhibition because of industrial action, blackouts or any cause outside the control of the Organiser.

All Sponsor and Exhibitor benefits are conditional on receiving payment, artwork, goods etc. in a timely manner.

CONFIRMATION

- To confirm your acceptance, please return the form on pages 14 and 15 of this document and specify the package required. A tax invoice for payment will be forwarded for payment.
- Sponsorship and exhibition packages are not considered confirmed until payment is received.
- Should the payment not be received within 14 days of invoice, the package will be released for re-sale.
- Sponsors and Exhibitors should nominate their 1st, 2nd and 3rd choices for preferred sites on the acceptance form. Booths will be allocated based on sponsorship level and order of receipt of acceptance form and deposit at the discretion of the Organising Committee.
- Should your preferred sites be unavailable, you will be contacted for another preference.
- Payment must be paid prior to the commencement of the event.

SPONSORSHIP CONFIRMATION

SPONSORSHIP PACKAGES (ex GST)			
<input type="checkbox"/> Principal Sponsor	\$25,000	<input type="checkbox"/> Lunch Sponsor	\$3,500
<input type="checkbox"/> Gold Sponsor	\$15,000	<input type="checkbox"/> Speakers Gifts Sponsor	\$3,500
<input type="checkbox"/> Welcome Party Sponsor	\$7,500	<input type="checkbox"/> Lanyard Sponsor	\$4,000
<input type="checkbox"/> Awards of Excellence Gala Dinner Sponsor	\$15,000	<input type="checkbox"/> Morning and Afternoon Tea Sponsor	\$3,000
<input type="checkbox"/> International Keynote	\$7,500	<input type="checkbox"/> Exhibition Booth	\$2,795
<input type="checkbox"/> Domestic Keynote	\$4,500		
Exhibition Booth Preferences			
Number of single booths required:			
Preferences:	1st	2nd	3rd
Total Amount Due			\$

Company Details			
Contact Name			
Company/ Organisation			
Address			
State		Postcode	
Telephone		Mobile	
Email			

Payment			
<input type="checkbox"/>	I wish to pay by bank transfer. (Bank details will be supplied on your tax invoice).		
<input type="checkbox"/>	I require a tax invoice		
<input type="checkbox"/>	I would like to pay by credit card	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard
Card Number			Expiry Date
Card Holder's Name			
Card Holder's Signature			
Amount to authorise	\$		

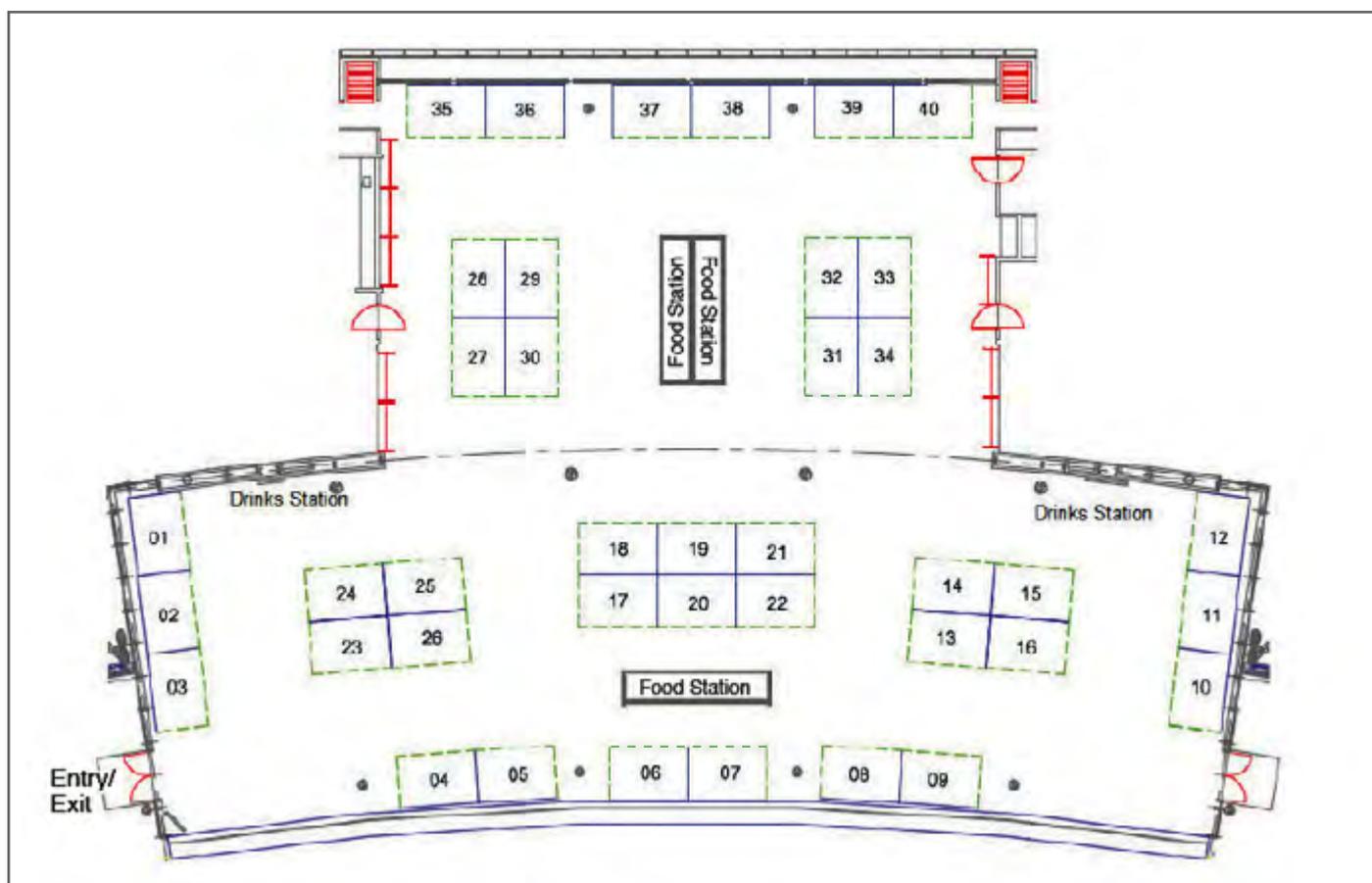
Conditions of Payment and Cancellation Policy	
<input type="checkbox"/>	I understand the deposit must be received before sponsorship or booking can be confirmed. I understand that the deposit is non-refundable. I have read the enclosed Terms and Conditions and accept all conditions.
Name	
Signed	
Date	

Please click the submit button or return form to:	SUBMIT
Parks and Leisure Australia National Office 207 The Parade, Norwood, South Australia, 5067 E finance@parksleisure.com.au T + 61 8 8332 0130 F + 61 8 8431 8180	



EXHIBITION FLOOR PLAN

Ian McLachlan Room, Adelaide Oval



TO FIND OUT MORE CONTACT

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