



# Sponsorship Prospectus



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**WE BUILD  
GREAT LEADERS.**



# About

## “WE OPERATE ON THE PREMISE THAT ANYONE CAN BECOME A GREAT LEADER.”

We launched with the aim of creating a singular point of contact for all leaders and managers regardless of industry or profession. To become a truly successful leader, you must be constantly learning, developing and honing your management and leadership skills.

With access to the right people, the right training, in the right format, we empower our members and customers to become the leaders of tomorrow; the leaders who drive success through ethics, innovation, equality and strategy.

Our team works with managers and leaders, professional associations, industry leaders, executive coaches and our own partners to curate educationally focused professional development and training programs, in various formats - from a 4-day immersive program to 1-day intensive courses, bespoke in-house training, after-work seminars or webinars.

Our events are focused on our four founding pillars:

- Ethics, Trust & Purpose
- Equality, Inclusion & Diversity
- Innovation, Technology & Digital Leadership
- Strategy, Growth & Development

The leadership journey of our members is also varied – some are taking the first step towards becoming a leader, others have been leading teams and organisations for years and are constantly honing their skills, while others are spending their time mentoring and guiding the next generation.

No matter what stage, company or industry, Australia’s leaders are starting and continuing their journey with us.



# Benefits of Sponsoring

“Never underestimate the value of standing face-to-face with a person and engaging them with the thing you are most passionate about.”

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It's a digital world and a lot of emphasis is placed on how technology can push your product or service further. And it can. But there's an old adage that people buy from people and, more importantly, people they know and like. You need to give your customers an opportunity to get to know you. In person. That's where event sponsorship can help.

## **1. Put Your Business in the Spotlight**

Position yourself as an authority in your industry, gain respect and credibility and stand out from the pack in front of the exact right target market for you. Instead of just attending and networking, sponsorship lets you show attendees what you are all about.

## **3. Lead Generation and New Contacts**

Give your sales team a boost and get new leads by attracting people to you that you would otherwise not connect with. Take networking to the next level with games, prize giveaways, and more. Conferences can be information overload, but by making networking fun and giving your brand a physical presence, the leads will flock to you.

## **5. Give attendees a “taste” of your business**

We all know how much advertising can cost. Clicks, views, impressions, EDMs. We can work with you to tailor a package that suits your needs in your budget for the best way you like to get in front of your audience. By leveraging the event to your advantage, there will be no limit on your potential ROI.

## **2. Get in Front of Your Target Market**

We have a big database and we spend a lot of time and effort marketing our event to your exact target market because we have a mutual goal of bringing them together for the event. All you need to do is come prepared to dazzle them.

## **4. New Clients, New Customers, New Business**

You never know who a new customer might be but with so many of the right people gathered together you can't help but get new clients and close new business. We've seen our event partners sign up highly qualified leads on the spot, as well as close deals simply by being in the right place at the right time.

## **6. Increase Brand Awareness**

Event sponsorship is an easy way to build brand awareness with the right target market. We've worked with companies launching new products, brands that have extensive awareness and are looking for a new audience, and even companies going through a re-brand. Use of branded merchandise means your audience takes your brand home with them and can save hours of prospecting time.

# 2020 Event Calendar

2020 dates subject to change. For exact dates please contact us

## LEADING INNOVATION SUMMIT

MARCH  
28 - 31

## EXECUTIVE LEADERSHIP SUMMIT

MAY  
9 - 12

## DISABILITY LEADERSHIP SUMMIT

JUNE  
13 - 16

## EMPOWERED YOUNG WOMAN SUMMIT

JUNE  
22

## WOMEN IN PUBLIC SECTOR LEADERSHIP SUMMIT

JULY  
25 - 28

## LGBTIQA+ LEADERSHIP SUMMIT

AUGUST  
22 - 25

## WOMEN IN LEADERSHIP SUMMIT

OCTOBER  
23 - 26

## INDIGENOUS LEADERSHIP SUMMIT

NOVEMBER  
14 - 17

# Leading Innovation Summit

2 Days of Summit Program | 2 Days of Workshops | 28th – 31st March, Sydney

## About This Event:

### Lead Innovation, Creativity, and Change

The winners of the innovation race will land the next generations of consumers and provide better services to stakeholders more efficiently.

A recent McKinsey survey indicated that 70% of senior executives view innovation as one of the top three drivers of growth for their companies in the next three years. Yet most executives are generally disappointed in their ability to stimulate innovation.

There is no “one size fits all” solution to leading and driving innovation within a team, making it difficult to have a consistent approach.

In this time of continuous disruption, leaders need to solve new, undefined problems. The new leadership shift is less about having the answers and more about creating an organisation, and environment, that allows innovation to emerge.

Providing a team with the skills and tools to innovate, along with the confidence to risk implementing new ideas at scale, is not straightforward. It takes a cultural shift, a leadership commitment, and an aptitude for risk that does not come naturally to a lot of leaders.

## About The Program:

That’s where **Leading Innovation Summit** comes in.

The first event of its kind, this event aims to provide today’s leaders with the skills they need to encourage and drive innovative thinking throughout their organizations.

If you want to ensure that your department or company stays 21st-century relevant rather than a 20th-century relic, this is the event for you.

Learn from the best innovative leaders globally, from departments truly committed to driving internal change and those companies **who are getting sh\*t done in completely new ways.**

## Past Speakers:



**MALLIKA SATHI**  
Vice President, Cyber & Intelligence  
Solutions and Digital Identity,  
Mastercard



**ANDREW WALKER**  
Co founder and CEO  
Nano Home Loans



**SALOO GARG**  
Managing Director,  
Microsoft for Start-Ups  
MICROSOFT



**PROFESSOR JON WHITTLE**  
Director  
CSIRO’s Data61



**BETH LOEB DAVIES**  
Former Head of Learning &  
Development  
TESLA



**RICKY CHANANA**  
Head of Sales ANZ  
Twitch

## Agenda Themes:

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Adapt to the disruption of 2020

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5 International Speakers from 5 of the world's most innovative companies

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Adopt the innovation mindset of successful modern leaders

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Commercialise good ideas and change the innovation landscape of your company

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Lead and grow innovation in your company culture

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Understand the psyche of innovations that have changed the world

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**BONUS:** Learn from the world's most innovative companies - handpicked from the Financial Review, Forbes and Boston Consulting Group's global innovative companies index

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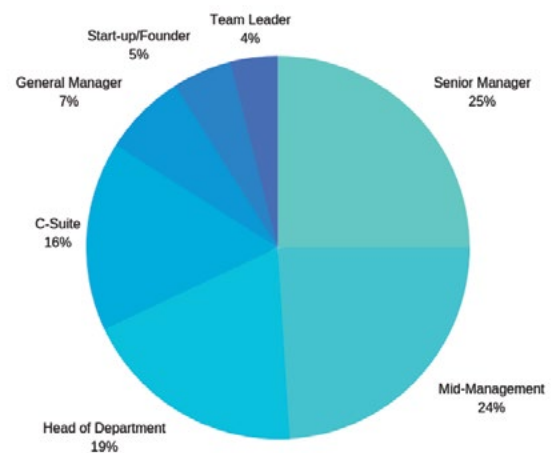
## Attendee Breakdown:

**67%** Key Decision Maker

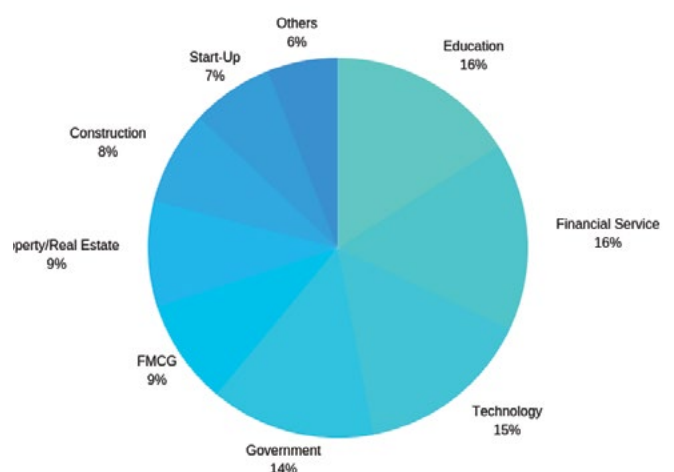
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**54%** Private Schools

### Seniority



### Organisation Type



# EXECUTIVE LEADERSHIP SUMMIT

## RELEASE THE LEADER WITHIN.

2 Days of Summit Program | 2 Days of Workshops | 9th – 12th May, Sydney

### About This Event:

**What got you here won't get you where you want to go.**

The MBA is widely considered the gateway qualification to the C-Suite. It's the all-rounder leadership degree. Like any university course, the MBA is all theory. It's not practical. It's not case-studies by actual CEOs performing the job of running a multi-billion-dollar company every day. It's not on-the-ground learning.

That's why we've put together the Executive Leadership Summit.

Back for its 3rd year, the summit focuses on the core learnings of an MBA with practical, experience-based keynotes and case studies from the leaders of Australia's most successful companies. With sessions on leadership, strategy, innovation, operations, marketing, people, and change management, the event aimed to fine tune your all-round leadership skills or take them to the next level.

**It's time to release the leader within!**

### About The Program:

Executive Leadership Summit is crafted to ensure you can lead a business, not just manage it. For this, you need to re-evaluate how you understand business and evolve with the economy. You need to understand your core values to lead with authenticity and strength. You need to keep your organisation performing and implement clear-cut, integrated strategy. You need to understand how complex enterprises thrive, and mix diverse business models together. Now more than ever; you need to drive innovation in the midst of one catastrophe after another. In short, you need to be at the cutting edge.

**That's why it's time to release the leader within. That's what Executive Leadership Summit is about.**

### Past Speakers:



**JOHN HOWARD**  
25th Prime Minister of  
Australia



**WALEED ALY**  
Co-Host  
The Project



**ITA BUTTROSE**  
Chair of the ABC and  
Australian Media Icon



**ROGER EATON**  
Former Global CEO  
KFC



**KATRINA TROUGHTON**  
Managing Director  
IBM



**KAREN LAWSON**  
Managing Director  
Spotify



## Agenda Themes:

Learn how to lead with practicality and cultivate high-performing teams

Successfully navigate business strategy implementation and integration

Tune up on the fundamental principles of business success

Understand how the global economy affects your organisation

Lead innovation and navigate change to survive disruption

Competently lead multiple business functions and high-performing teams

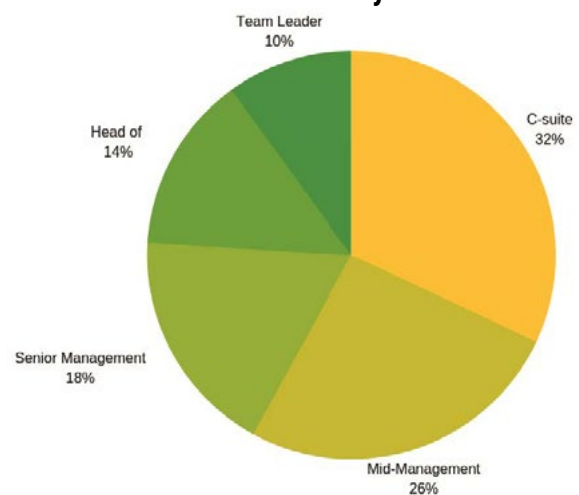
## Attendee Breakdown:

**46%** Key Decision Maker

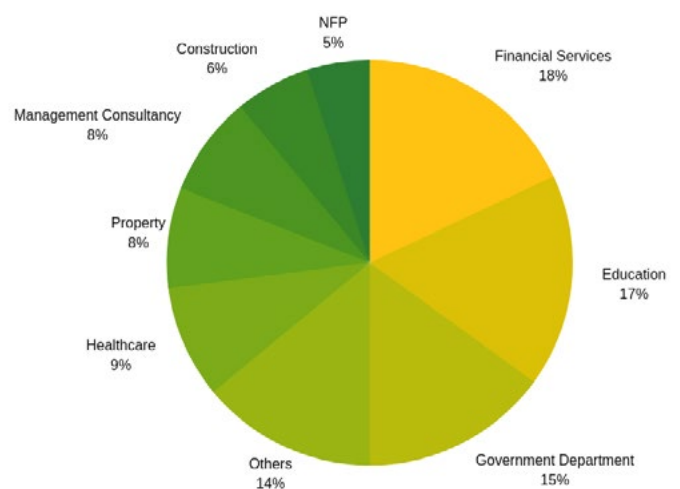
**32%** C-Suite

**26%** Middle Management

### Seniority



### Organisation Type



# DISABILITY LEADERSHIP SUMMIT

2 Days of Summit Program | 2 Days of Workshops | 13th – 16th June, Sydney

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## About This Event:

### Time to take action for disability leadership empowerment!

If you cannot be what you cannot see, then we will never see a Disabled person become the CEO of a publicly listed company.

Or Secretary of a Department.

Or make their mark on the political stage.

2.1 million working-aged Australians experience some form of disability. That's one in five potential staff. Yet Disabled people make up less than 20% of the workforce and less than 5% of leadership positions.

Yet is well established that Disabled workers can uniquely transform and enrich Australian organisations, both public and private, and make them stand out on the global economy.

As Australia suffers from its worst skills and labour shortage in a generation, there is no better time to empower the leadership capabilities of our Disabled leaders so that workplaces can remain innovative, solve real-world problems more effectively, and better compete on the global stage.

That's where the **Disability Leadership Summit** comes in.

## About The Program:

### Now is the time to empower the next generation of disabled leaders!

The first event of its kind, this is a forum where Australia's top leaders can have brave, not safe, conversations and openly discuss tangible action to change the landscape of Disability careers, progression and integration. As we transform employment outcomes and socioeconomic statuses of Indigenous people, we impact education, health and social outcomes across the board.

Bringing together CEOs, Disability experts, Government leaders, and prominent business and social leaders in the Disabled community to discuss tangible pathways to change, this forum aims to move beyond rhetoric and produce a roadmap for better outcomes – in the leadership space and beyond.



## Agenda Themes:

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Create mentally healthy workplaces where everyone thrives

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Seize the opportunities throughout your career to achieve your goals

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Attain the confidence to call out bigotry and unwelcome commentary

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Hear stories of authenticity and feel confident in harnessing your own authentic self at work

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Learn how give your best self to your team

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Enable a safe space for all colleagues to be themselves

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Overcome your inner imposter that thinks your sexuality will hold you back

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# EMPOWERED YOUNG WOMAN SUMMIT

1 Day of Summit Program | 22nd June, Sydney

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## About This Event:

The Empowered Young Woman Summit is a one-day experience to ignite passion for business in all its forms, so that attendees have the skills to pursue and achieve their dream career.

They'll be inspired by personal stories of success, learn from intimate tales of failure, and harness their ambition to make it happen.

Purpose alone is not enough. Once found, The Empowered Woman will give attendees the tools to realise their ambitions. The event will feature keynote presentations from 8 expert female leaders on the themes of achieving their goals, overcoming imposter syndrome, harnessing mentors, finding their voice and supporting other women

## Past Speakers:



**SARAH-JANE CLARKE**  
Former Co-Founder  
of Sass & Bide



**JUSTINE TROY**  
Co-Founder  
42 Below Vodka



**PIPPA HALLAS**  
CEO  
Ella Baché



**SUZY NICOLETTI**  
MD  
Twitter Australia



**REBECCA KENT**  
General Manger  
Discovery Channel



**SANDRA MARTINEZ**  
CEO Oceania  
Nestlé Australia

## Agenda Themes:

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Go from team member to team leader

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Learn what it takes to be a leader from Australia's top businesswomen

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Network with VIP Speakers

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Plan out the steps to winning their next promotion or getting their dream job

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Gain the tools to support your journey to the top

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Develop the negotiation skills to earn their ideal salary  
Bounce back from negative feedback and setbacks

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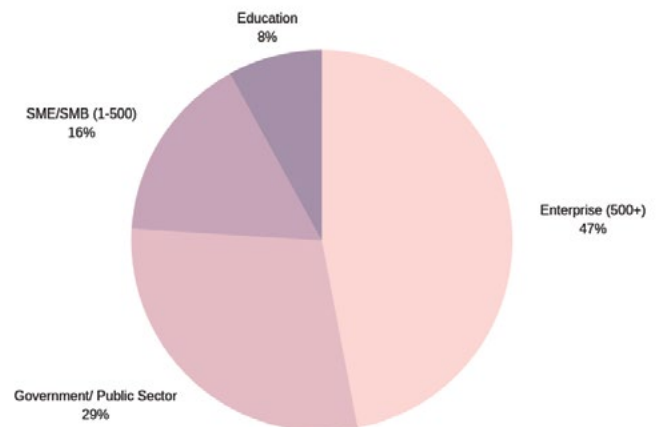
## Attendee Breakdown:

**47%** Enterprise

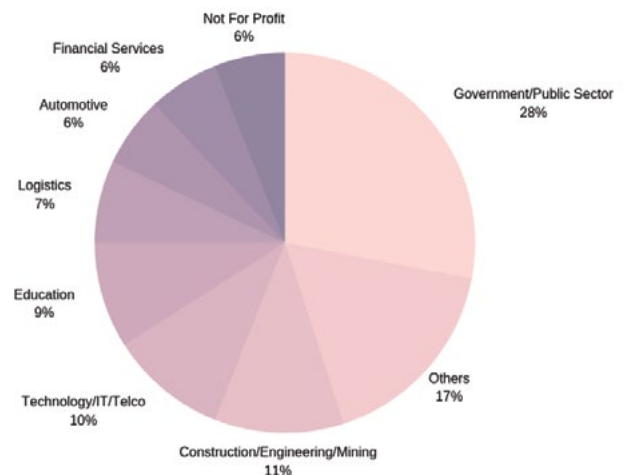
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**88%** Under 35 Years

### Seniority



### Organisation Type



# WOMEN IN PUBLIC SECTOR LEADERSHIP SUMMIT

2 Days of Summit Program | 2 Days of Workshops | 25th -28th July, Canberra

## About This Event:

Google the statistics of women working in government. You'll see women make up 59% of the Australian Public Service.

It's a different story at the executive level - women only represent 43% of leadership roles. It's even less in parliament, with a mere 32% representation.

While the Public Sector is leading the way in many aspects of gender equality, it is clear that much remains to be done before we reach true equality.

The Women in Public Sector Leadership Summit is here to contribute to this journey by empowering women to attain more leadership positions. Attendees will hear inspiring and practical stories of leadership success so they can go back to their workplace and enact meaningful change in their career. Take home inspiring stories from Australian and International leaders on how they achieved success and learn how change can be implemented in any organisation.

## Past Speakers:



**DANA M LEWIS**  
Former Personal Aid to  
Barack and Michele Obama



**DEBORAH RICHARDSON**  
Deputy Minister  
Ontario Ministry of Indigenous Affairs



**JULIE BISHOP**  
Former Foreign  
Minister of Australia



**GEORGIE GARDNER**  
Co-host  
Today Show



**MONICA BARONE**  
CEO  
City of Sydney



**LIZ COSSON**  
Secretary  
Department of Veteran's Affairs

## Agenda Themes:

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Enhance their leadership skills and progress their journey

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Encourage others around them to succeed

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Identify and take current and future opportunities for growth

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Empower change in any organisation by driving diversity and inclusion

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Become an employer of choice for the best candidates

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Take concrete steps to gender equality and sustain success

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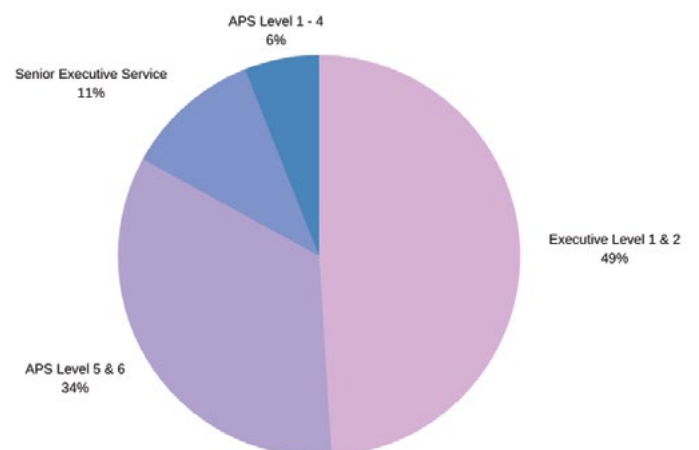
## Attendee Breakdown:

**59%** Enterprise

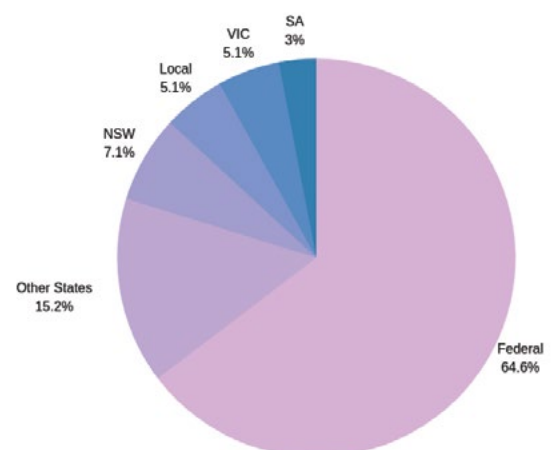
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**36%** Non-Federal

### Seniority



### Organisation Type



# LGBTIQA+ Leadership Summit

2 Days of Summit Program | 2 Days of Workshops | 22nd -25th August, Sydney

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## About This Event:

### The first and only leadership event for LGBTIQ+ Leadership! It's Time to Empower LGBTIQ+ Leaders Across Australia!

LGBTIQ+ rights have come a long way in the last 20 years. We now enjoy a much greater understanding of non-normative gender identities, biased language has been stamped out and we enjoy a broad emphasis on inclusion.

And yet, being a part of the LGBTIQ+ community still impedes your career!

A 2020 McKinsey report identified that LGBTIQ+ staff is more likely to encounter microaggressions, experience sexual harassment (especially women), and become disengaged within their organisation due to "onlyness".

Despite the overwhelming ethical and financial business case for LGBTIQ+ inclusion, it simply hasn't happened. It is reported too often that LGBTIQ+ staff is excluded from the promotion, are overlooked by superiors, and concerns regarding their gender and sexual orientation are dismissed.

LGBTIQ+ leaders have a strong legacy of driving positive change – even in the most difficult circumstances. In the 2020s, an era of the socially aware and responsible consumer, large organisations cannot afford to merely provide lip service to LGBTIQ+ inclusion.

## About The Program:

### What can be done?

We can come together to share our ideas, to share our stories, to listen to those that have trodden the path before us, and take inspiration from those who break barriers and move the bar, each and every day.

The LGBTIQ+ Leadership Summit offers the perspectives, advice, and knowledge of LGBTIQ+ individuals that have made it to the top. Join me at the event that is part inspiration, part education, and all inclusion. The focus is to empower you to believe in your authentic self, put your hand up for opportunities and take your seat at the leadership table.

You will learn what it took for our most senior LGBTIQ+ executives to flourish, where they stumbled, encountered discrimination and bias, and overcame hurdles. But, most importantly, you'll take away what they learned along the way so you can put that in your leadership kitbag and thrive. The summit features inspiring keynotes, career-focused case studies, cutting panel discussions, and interactive workshops from impressive, inspirational LGITQ+ executives.

## Attendee Breakdown:

**59%** Key Decision Makers

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**36%** Non-Federal



## Agenda Themes:

Create mentally healthy workplaces where everyone thrives

Seize the opportunities throughout your career to achieve your goals

Attain the confidence to call out bigotry and unwelcome commentary

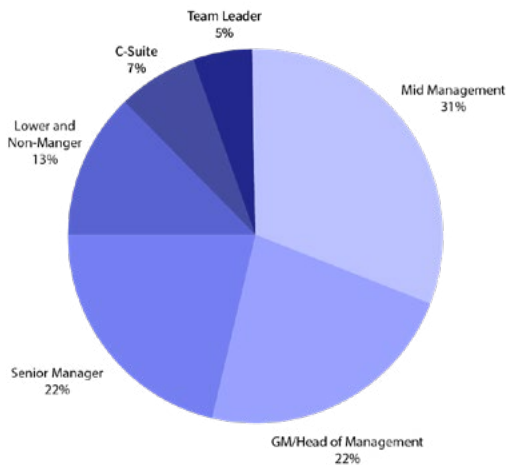
Hear stories of authenticity and feel confident in harnessing your own authentic self at work

Learn how give your best self to your team

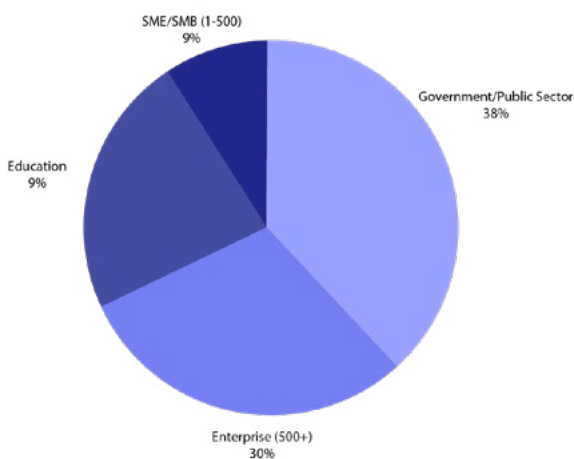
Enable a safe space for all colleagues to be themselves

Overcome your inner imposter that thinks your sexuality will hold you back

### Seniority



### Organisation Type



## Past Speakers:



**HAMISH MACDONALD**  
Award Winning Australian Journalist, Current the Sunday Project Host and ABC Radio National Regular, Network 10



**JULIE BALE**  
CIO  
Energy Australia



**ANDREW BARR**  
Chief Minister  
ACT Government



**GREG KEITH**  
Chief Executive Officer  
Grant Thornton



**DANIEL KOWALSKI**  
Olympic Gold Medalist



**JOSEPHINE INKPIN**  
Australian Priest and Activist  
Australia's first openly transgender Anglican priest & Minister of Pitt Street Uniting Church



# WOMEN IN LEADERSHIP SUMMIT

2 Days of Summit Program | 2 Days of Workshops | 23rd – 26th October, Sydney

## About This Event:

While the world catches up, women need to lead the way by creating their own opportunities and helping other women do so as well.

Let's face it. A lot of companies say they are more committed to gender equality than ever before. But this commitment doesn't always translate into action. We still have a severe lack of women in senior roles, especially the C-Suite. We still have a huge gender pay gap, and we still see discrimination in the workplace. But how do individual women cut through these infuriating statistics and break into the C-suite? How can the few women in leadership create opportunities for the next generation? And how can organisations become real agents of change?

The Women in Leadership Summit is an educationally focused event that helps women along their leadership path. Featuring inspiring keynotes, career-focused case studies, cutting panel discussions and interactive workshops, their leadership journey starts and continues with us. We'll inspire them to become an authentic leader, equip them with the skills and strategies to add maximum value to their organisation and show them how to cultivate meaningful change for future generations.

## Past Speakers:



**CARRIE BICKMORE**  
Host of Carrie & Tommy,  
SCA | Host of The Project  
Network 10



**LISA WILKINSON**  
Host of The Project  
Former Host of Today Show



**JANINE ALLIS**  
Founder Entrepreneur & CEO  
Shark Tank



**LEIGH SALES**  
Award Winning Journalist  
ABC



**MICHELLE BRIDGES**  
Entrepreneur and  
Motivational Coach



**ANN SHERRY**  
Former-CEO & Chair  
Carnival Australia

## Agenda Themes:

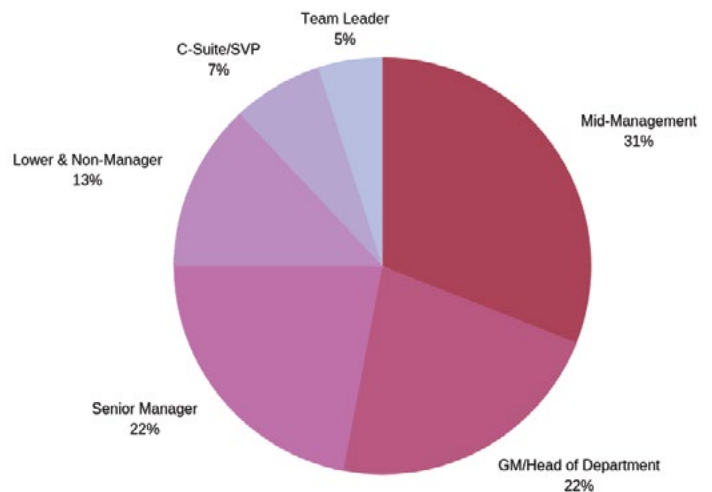
- Develop an executive management toolkit and roadmap
- Become an authentic leader and stay true to their values
- Comfortably deal with difficult situations and hard conversations
- Become an effective coach and mentor to future female leaders
- Carve out their career in male-dominated industries
- Develop the infrastructure for equality and strategies that work!

## Attendee Breakdown:

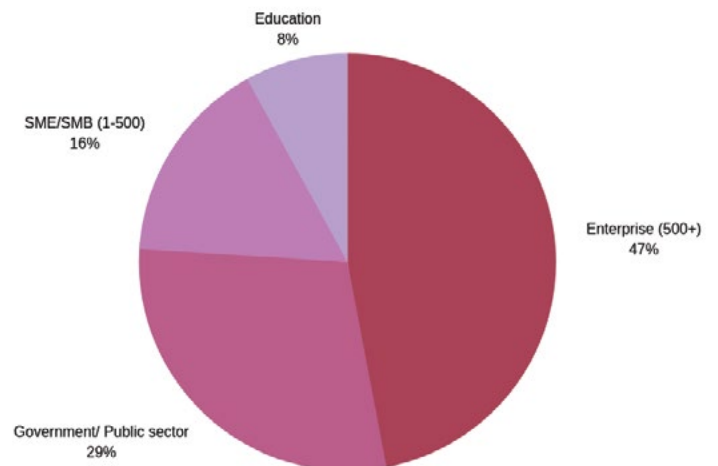
**59%** Key Decision Makers

**36%** Non-Federal

### Seniority



### Organisation Type



# INDIGENOUS LEADERSHIP SUMMIT

2 Days of Summit Program | 2 Days of Workshops

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## About This Event:

Indigenous knowledge and culture can transform and enrich Australian organisations and make them stand out in the global economy.

This event brings together Indigenous leaders, inspiring individuals, government and industry stakeholders and workplace representatives from across the country to examine cultural heritage, leadership opportunities and strengths, and what we can do to ensure greater opportunities in the future.

This comprehensive and inclusive summit will place particular focus on how companies can empower indigenous leadership throughout their organisations, what indigenous leaders have learned on their leadership journey and what advice they have for emerging leaders, and also what needs to be done to overcome institutional barriers to Indigenous leadership.

## Past Speakers:



**NOVA PERIS AM**  
Olympic Athlete and  
Former Politician



**ADAM GOODES**  
AFL Player and  
4x All Australian



**ANTHONY MUDINE**  
Professional Boxer, Former Rugby  
League Player, Businessman, Investor,  
Philanthropist and CEO, MGM Building  
Maintenance, Bundjalung NSW



**ERNIE DINGO**  
Actor, Television Presenter,  
Comedian, Australian National  
Living Treasure, Yamatji WA



**ANITA HEISS**  
Author, Am I Black Enough for You,  
Growing up Aboriginal  
in Australia, Bila



**CHRISTINE ANU**  
National Treasure

## Agenda Themes:

Hear from inspiring indigenous leaders and learn from their experience

Harness their strengths as an indigenous leader

Understand how organisations can support Indigenous Leaders

Discuss what governments and policymakers can do to support Indigenous Leadership

## Attendee Breakdown:

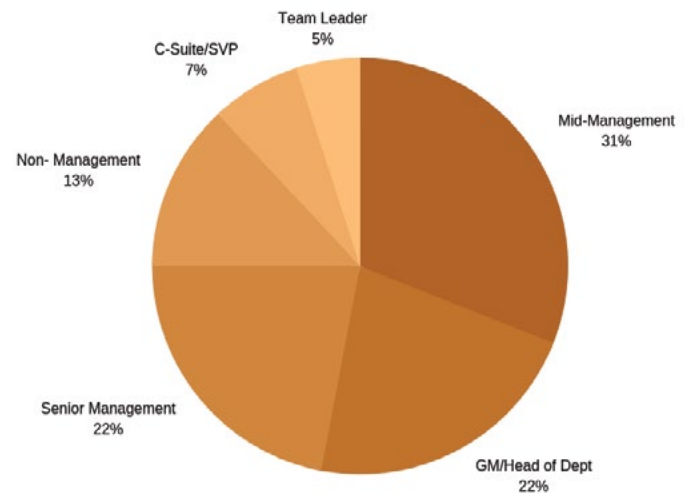
**33%** Enterprise

**32%** Government/Public Sector

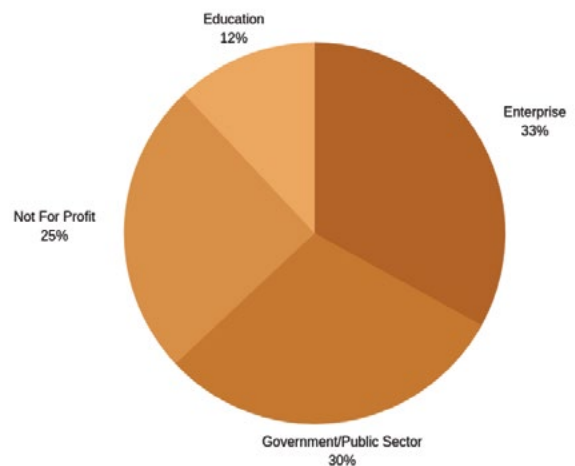
**26%** Not For Profit

**12%** Education

### Seniority



### Organisation Type



# Sponsorship Options, Packages and Cost Summary

## CONFERENCE OPTIONS

| INCLUSION                                | COST                     |
|--|--------------------------|
| Solo Speaking session (40 mins – 1 hour) | \$10,000                 |
| Host Networking Drinks                   | \$4,000 + cost of drinks |
| Host a Panel Discussion /Round Table     | \$4,500                  |
| Host a Workshop or Training Session      | \$3,000                  |
| Exhibition Booth                         | \$3,500                  |

## PRE-EVENT MARKETING OPTIONS

| INCLUSION                                 | COST  |
|---|---|
| Logo/company blurb on Brochure            | Automatic Inclusion   |
| Logo/company blurb on Brochure            | Automatic Inclusion   |
| Social Media Post                         | 1 x Automatic Inclusion   |
| Solus EDM to Database                     | *Starting from \$6,600 depending on size of target market in database |
| Inclusion in Leadership Institute Podcast | \$3,000   |
| Delegate Wishlist                         | Automatic Inclusion   |

## ON THE DAY MARKETING OPTIONS

| INCLUSION  | COST                |
|--|---------------------|
| Logo in the background of all holding slides/ company banners on stage | Automatic Inclusion |
| Thanks from conference chair before and after all breaks               | Automatic Inclusion |

## POST EVENT MARKETING OPTIONS

| INCLUSION                                     | COST    |
|---|---------|
| List of attendees (including contact details) | \$2,500 |
| Thankyou email to delegates /post event offer | \$1,000 |

# Past Sponsors and Partners



Charles Sturt  
University

Reebok 

AustralianSuper 



CRAVE PROPERTY  
ADVISORY

RSA

Ryan   
Innovative Solutions  
to Taxing Problems.

 RMIT  
UNIVERSITY

UQT

 EY

  
CAMMS  
Intelligent performance

 WorkFusion

FRAGOMEN  
WORLDWIDE



MACQUARIE  
University

  
PROTECHT.

 Paladin Security

ReadiNow  
INNOVATE



Sylvania  
Connected  
Solutions

Industrie&Co

## Media Partners & Advertising:



## Charity Partners:



Raised: \$5,000+



Raised: \$5,000+



Raised: \$5,000+



Raised: \$6,000+



# Delegate Snapshot



# Testimonials

## Attendees:

“Excellent day; fantastic insights, each speech was valuable to listen to!

– Department of Defence

“Really appreciated this presentation. Inspirational and provided some great advice and tools in this space.

– SA Health

“Really well organised + well done! Thank you for organising such a wonderful event!

– Department of Human Services

“Very inspiring! Practical advice. Clear and articulate. Loved the insight as well as the simplicity.

– NAB

“Exceptional – I have never had disruptions so clearly articulated. Some really good mixes of theoretical vs practical across presenters. Very well balanced.

– AGL Energy

## Sponsors:

“One of the most impressive line-ups I've seen at an event. We saw tremendous value in being a part of the inaugural event and will be back for sure.

– Industrie & Co.

“One of the best events we've ever attended and been involved in. In terms of value for us, it blew Cartner's event out of the water.

– Ultimo Digital Technology

# Gallery



# Gallery

