# SEGRA

Sustainable Economic Growth
for Regional Australia Conference

Sponsorship Prospectus and Profiling Opportunities
for **SEGRA** 2020 and beyond

## Become a partner with *SEGRA* and be part of Australia's most credible and influential voice in regional Australia

The **advantages** of partnership include:

1. **Building relationships:** *SEGRA* provides your organisation an opportunity to meet key people and stakeholder groups and to maintain a high profile. Target groups include local government authorities, regional economic development practitioners, policy makers in local, state and federal government, business and industry associations and organisations, academics, community organisations, business, indigenous groups and the media.
2. **Demonstrating organisation capability:** *SEGRA* highlights your organisation's capability in regional economic, environmental and community development.
3. **Raising organisation profile:** *SEGRA* lifts the status, awareness or profile of your organisation through relevant national publications, newsletters, conferences and media exposure it receives. In previous years the conference has had extensive national radio coverage.
4. **Building organisation and professional reputation:** *SEGRA* enhances you and/or your organisation's reputation either broadly or specifically within a particular sector.
5. **Promoting your organisation:** Partnership arrangements such as a Regional Expo Display highlights your organisation to the *SEGRA* community.
6. **Opportunities to advance your organisation's critical issues:** Your organisation's critical issues can be addressed, discussed, debated and progressed with a broad range of key players. It is possible for sponsors to address delegates and have their presentation published as part of the conference proceedings.
7. **Demonstrating involvement, commitment and support:** Your involvement, commitment and support of *SEGRA* will be openly demonstrated and widely acknowledged before, during and after the conference. Your organisation's logo can be presented on the program, conference banners and at any event you sponsor. Promotional material about your organisation can be included in the conference proceedings.
8. **Networking:** *SEGRA* gives you and your organisation the chance to mix informally with delegates in an environment conducive to listening and learning, away from the competition of normal, everyday distractions. Complimentary, non transferable registrations are available commensurate to the level of partnership.
9. **Supporting Regional Australia:** *SEGRA* engages a large sector of the community and fosters a forum of sharing ideas and experiences to educate others; encourages participation; and enables the community to move forward with a wider sense of knowledge and wisdom.
10. **Exposure** of your organisation to Management Solutions (Qld) exclusive database featuring over 13,000 key members of local, state and federal government departments, private sector organisations including environmental interest groups, commercial developers and operators and academic institutions across Australia.

### *SEGRA* Goals and Objectives

The *Sustainable Economic Growth for Regional Australia, SEGRA*, conference was established in 1997 in response to growing concern about the absence of a single forum in which practitioners, business, government and researchers with a deep commitment to regional Australia could discuss issues and advance options and solutions for the future. *SEGRA* is now an annual event drawing over 250 delegates from across Australia with a reputation as Australia's most credible and influential voice on issues affecting regional Australia.

*SEGRA* is committed to providing challenging, thought provoking keynote addresses by Australia's leading social, political, economic and environmental thinkers; exemplars of some of Australia's outstanding regional development success stories and; providing a mechanism for drawing together and advancing knowledge and issues. It is focused on practical and applied presentations.

The *SEGRA* Secretariat is committed to profiling a different regional location each year to capture local flavour and enable greater participation from specific regions.

*SEGRA* must operate on a full cost recovery basis. The conduct of a conference of this nature is dependent on the support and participation of sponsors and supporters.

Objectives of *SEGRA* include to:

1. Conduct the *Sustainable Economic Growth for Regional Australia (SEGRA)* conference to the highest possible quality; and maintain its reputation as Australia's premier national conference at the cutting edge of issues affecting regional Australia.

2. Promote regional Australia as a significant contributor to Australia's social, cultural, economic and environmental future. Including assisting regions to demonstrate initiative and drive in regard to their own economic development destinies and raising regional profiles

3. Provide outstanding professional development and training opportunities in regional economic development to practitioners, researchers, industry and the policy community throughout Australia. Including assisting practitioners from regions to:

    - identify their positions - economic, social and cultural - and maximise their worth in the new global economy
    - identify and exploit emerging issues and trends to maximise benefits
    - develop innovative strategies and implementation processes to ensure community support

4. Provide opportunities to initiate joint research projects by connecting research institutes economic development practitioners and agencies

5. Promote leading regional economic development programs and organisations, who are active and forward thinking in the area of sustainable regional economic development.

6. Provide opportunities to build relationships between delegates and stakeholder groups and agencies.

7. Provide economic benefit to businesses within the host region and promote the wider destination and location of the conference.

Previous *SEGRA* Conferences

| Date | Location | Theme |
|---|---|---|
| 20-22 August 2019 | Cobram Barooga | Rivers of Opportunity: activating your potential |
| 22-25 October 2018 | Mackay | Beyond the Boom: opportunity for vitality and growth |
| 24-27 October 2017 | Upper Spencer Gulf | Disruption: a catalyst for change |
| 26-28 October 2016 | Albany & Great Southern | Naturally Stronger Regions: realising the potential |
| 20-22 October 2015 | Bathurst | Leading and Growing Sustainable Regions |
| 8-10 October 2014 | Alice Springs | Connecting Matters |
| 16-18 October 2013 | Coffs Harbour | Unleashing your Regional Mojo |
| 21-23 November 2012 | Central Coast | Maximising leverage opportunities for your region |
| 20-22 October 2011 | Geelong | Promoting Regional Australia: regions and their cities |
| 19-21 October 2010 | Townsville | Regions: delivering a Big Australia |
| 27-29 October 2009 | Kalgoorlie-Boulder | Regional Australia: exploring new frontiers |
| 18-20 August 2008 | Albury | Creative Solutions: expect them to be different |
| 17-19 September 2007 | Wollongong | Changing Regions: the road to success |
| 28-30 August 2006 | Launceston | Adaptable Regions: open minds open opportunity |
| 5-7 September 2005 | Rockhampton | Sustainable Regional Development: getting down to business |
| 6-8 September 2004 | Alice Springs | Big ideas for regional Australia: breaking new territory |
| 15-17 September 2003 | Gold Coast | Building Resilient Regions: actions for a sustainable futures |
| 25-27 November 2002 | Queanbeyan | Smart Paths to Regional Growth: servicing regions for economic growth |

| 10-12 September 2001 | Thuringowah | Regions Driving Decision Making: raising regional profiles |
| 20-22 November 2000 | Ballarat | Regions Taking Control: maximising regional potential |
| 15-17 September 1999 | Sunshine Coast | Vision and Imagination Driving Regional Development |
| 2-4 November 1998 | Beaudesert | Strategies for Success |
| 3-5 September 1997 | Geelong | The Challenges for Regional Australia |

## Key Partnership Opportunities

There are four different ways in which your organisation can benefit from being part of the *SEGRA* commitment to the advancement of regional Australia.

### 1. Host Region

By hosting *SEGRA* your organisation and region can achieve:
- The opportunity to showcase your region and its regional economic development strategies and success across Australia
- Leverage for key stakeholders and networking opportunities
- Benefits from the economic inputs a conference of this scale brings
- Bringing key local, national and international experts and decision makers to the economic development professionals and business leaders in your region.

A Host Region Proposal is available by contacting Kate Charters on 0408 882 871.

*Over the past 3 years host regions have contributed $80 000 - $120 000 excluding GST.*

### 2. Major partnership opportunities

Major Partnership provides your organisation with lead agency exposure and the opportunity to a display your organisation and staff's expertise in desired areas to a critical, targeted group of key players in regional Australia. As a major partner you receive substantial networking opportunities with substantial key speakers, elected representatives and VIP delegates.

Major partnership benefits include:

1. Presentation of organisation's logo as major sponsor in conference venue signage
2. Inclusion of promotional material in delegate's kits
3. Feature articles about your organisation on the CD-rom of post conference proceedings if desired with a url link if desired
4. Complimentary Regional Expo Display space
5. Promotion of your organisation in all media liaison with print, radio and TV outlets
6. Display of sponsor logos and information in media packages that Management Solutions (Qld) will provide to media outlets prior to the Conference

7. Feature articles on the sponsoring agencies for the event including profile of the organisation and keynote speaker
8. Complimentary full registration to *SEGRA* including networking functions on a pro-rata basis. (It is noted that this registration must be allocated to a specific person and cannot be shared)
9. Major partnership might include a keynote speaking position

*Major Partnership Opportunities ranging from $10 000.-$25 000 excluding GST*

### 3. Minor sponsorship and supporter opportunities

As minor sponsors you and your organisation receive the promotional and marketing benefits and exposure through substantial profiling opportunities. Your organisation will be associated with such a high profile national conference as *SEGRA.*

**Opportunities** for minor sponsorship include:
1. Hosting a conference breakfast (**$5,500** including GST), lunch (**$5,500** including GST) or evening function (cocktails ($2750 including GST), formal dinner ($5,500 - $8,250 including GST), barbecue) with naming rights
2. Hosting a VIP function, private briefing session or business breakfast (for 10 including) – $POA
3. Sponsoring the publication of the *SEGRA* Communiqué *Speaking up for Regional Australia* ($9,900 including GST)
4. Sponsoring the field trip component of the program ($9,900 including GST)
5. Sponsoring a keynote speaker at the conference
6. Sponsoring delegates
7. You also have the opportunity for a presentation by a speaker of your choice if choosing to sponsor a function, allowing you to address academic institutions as well as private and public sector organisations from throughout Australia.

*Minor sponsorship and supporter opportunities ranging from $5 000 - $10 000 excluding GST*

### 4. Profiling opportunities
For those organisations who wish to promote their business activities to the key targeted audience of decision makers in regional Australia, *SEGRA* has a number of different opportunities.

- **Displaying in Regional Expo**[*]
An opportunity for your organisation to create a prominent visual display in our "*SEGRA Regional Expo*". Promote your organisation or product during conference breaks (morning & afternoon teas and lunch) as well as during registration time and some networking functions. Numbers are limited so that your organisation has a real opportunity to stand out from the crowd.

> - *Display Space* $**1650** including GST. Floor space available: 3m x 1m.
> - *Display Space plus one full registration* **$3025** including GST.

- **Program Advertisement\***

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[*] Ministerial Press Releases, Surveys, Questionnaires and promotion of competing programs may not be accepted.

Advertise in the program booklet received by all *SEGRA* Conference delegates. A variety of options are available ranging from organisation's logo placement to full page advertisements. One colour artwork to be supplied by the sponsor to specifications provided by the *SEGRA* Secretariat.

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| ▪ | *Full-page advertisement*: | $**880** |
| ▪ | *Half-page advertisement:* | $**550** |
| ▪ | *Quarter-page advertisement*: | $**330** |

- **Sponsoring Delegate/s Registration**

Sponsorship of a specified number of conference registrations to assist representatives from small community and regional associations who often have strict budgetary constraints. Notification will be displayed in the conference program and announced at a major networking function. Sponsorship of three or more delegates attracts a discount.

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| *Cost:* Dependent on registration costs |

## What can your organisation expect from Management Solutions (Qld)?

Management Solutions (Qld) convenes a number of highly successful national conferences. It employs a team with a serious and a time-tested understanding and knowledge about professionally facilitating the activities associated with conference management to ensure maximum outcomes for delegates and sponsors. Management Solutions (Qld) programs are committed to a focus on emerging policy agendas and we utilise a wide variety of experienced facilitators from across academia, government and industry. Management Solutions (Qld) in partnership with you offers you and your organisation a significant opportunity to be part of a highly regarded and influential national conference and be recognised as a leading agency in issues affecting regional Australia.

For further information please visit our website www.segra.com.au or contact:
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