

JOIN THE TEAM!



PARKS & LEISURE
AUSTRALIA
(VIC/TAS)

SPONSORSHIP
PROSPECTUS

20
24

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INTRODUCTION

ABOUT PLA

Parks and Leisure Australia (PLA) is committed to representing, advocating, supporting and servicing all professionals and organisations involved in parks, leisure, recreation, sport, open space, and the environment. We have been servicing and advocating for the parks and leisure industry since 1926 - originally formed as the Victorian Tree Planters Association, becoming the Royal Australian Institute of Parks and Recreation in the 70's, until merging with the Australian Leisure Institute in 1998 to form PLA.

Since then PLA has become the peak industry body for parks and leisure, and we are committed to being a leader in driving the professionalism, recognition and value of the industry. PLA is a now 2,500+ strong member-based organisation with a national office located in Adelaide but administered through five regions: Queensland; NSW/ ACT; VIC/TAS; SA/ NT; and WA.

We exist to

Represent, advocate, support, connect and empower our members, stakeholders and the wider industry; to achieve quality of life for all people in Australia.

Our Vision

For Australia to be the most liveable country in the world, renowned for its parks, sport and recreation facilities that provide the foundation for healthy communities and liveable towns and cities.

Our Members

Our members are "the people behind the places" who work across policy, planning and the provision of assets, services, facilities, programs, and research in the parks and leisure sector including:



Community and Urban Planning

- Recreation Planning
- Play and Playspaces
- Open Space
- Landscape Design
- Urban Planning
- Community/Social Infrastructure Planning



Parks, Environment + Conservation

- Parks and Gardens
- Horticulture
- Arboriculture
- Cemeteries
- State and National Parks
- Environmental Groups



Sport and Physical Activity

- Health Promotion
- Participation + Inclusion
- Sport Development
- Facility Management
- Outdoor Recreation
- Aquatic Recreation



Tourism, Arts and Interpretation

- Trails
- Major Events
- Cultural Events
- Interpretation
- Art installations/ Connections



Research and Academia

- Universities
- TAFE
- Registered Training Organisations
- Other aligned industry associations



Private Sector

- Consulting
- Trade and Suppliers
- Maintenance + Construction
- Benchmarking

ABOUT THE VICTORIA/TASMANIA REGION

VIC/TAS is the leading PLA region with nearly 40% of total national PLA membership. We have over 1,000 passionate industry members with reach to 3,000+ sector colleagues via our region database and mailing list, and a further 1,200+ LinkedIn followers.

The VIC/TAS Region is managed by a voluntary [Council](#) comprising 20 industry professionals from across all parks and leisure sectors, and each with interests and knowledge across a range of sector issues.

VIC/TAS MEMBERSHIP



1,000+ members



3,000+ reach



40% of national membership

REGION COUNCIL



10 region councillors



10 co-opted members



11 Vic + 2 Tas LGAs, 2 State, 1 Uni, 4 business



PARKS & LEISURE
AUSTRALIA
(VIC/TAS)

CONFERENCE SPONSORSHIP + TRADE EXHIBITION OPTIONS



MARVEL STADIUM | 20-22 MAY 2024

ABOUT THE CONFERENCE

Set this year at the iconic Marvel Stadium during 20-22 May 2024, the PLA VIC/TAS CONFERENCE is the largest learning and networking event for the Parks and Leisure industry in Australia.

The only sector conference brought to you by *local government for local government* and its supporters, the three-day event brings together industry experts and offers inspiring and innovative content to address the challenges faced by our sector today.

Join us as we celebrate “the PEOPLE behind the PLACES” across three streams of content: People and Planning; Parks + Projects; and Places + Spaces.



Example program

DAY 1 – MONDAY 20 May 2024	
3:00pm - 7:00pm	Trade bump-in
4:00pm	Stadium Tour
5:00pm - 7:00pm	Welcome event (in trade area)

DAY 2 – TUESDAY 21 May 2024	
8:00am	Registration + coffee cart
9:00am - 10:30am	Welcome + keynote
10:30am - 11:00am	Morning Tea + Trade Show
11:00am - 12:30pm	Concurrent session presentations (3 x streams and rooms)
12:30pm - 1:30pm	Lunch + Trade Show
1:30pm - 3:00pm	Concurrent session presentations (3 x streams and rooms)
3:00pm - 3:30pm	Afternoon Tea + Trade Show
3:30pm - 5:00pm	Concurrent session presentations (3 x streams and rooms)
6:30pm - 10:30pm	Awards of Excellence (incl. 1 hr drinks in trade area)

DAY 3 – WEDNESDAY 22 May 2024	
8:00am	Registration + coffee cart
9:00am - 10:30am	Concurrent session presentations (3 x streams and rooms)
10:30am - 11:00am	Morning Tea + Trade Show
11:00am - 12:30pm	Concurrent session presentations (3 x streams and rooms)
12:30pm - 1:30pm	Lunch + Trade Show
1:30pm - 3:00pm	Concurrent session presentations (3 x streams and rooms)
3:00pm - 4:00pm	Panel/ Keynote + Happy Hour/ Trade Show
4:00pm	Close

The opportunity

The PLA (VIC/TAS) Conference represents an opportunity to promote your products and services to the Victoria and Tasmania membership working across the parks, and leisure sectors, with a reach of over 1,000 members and 3,000 subscribers.

The Conference aims to further working relationships and learning in the interest of stronger parks and leisure industries, focusing on presenting, and discussing unique approaches, research, real practice and emerging trends. This is an opportunity for sponsors to engage with delegates from throughout Victoria and Tasmania through either bespoke or key packages outlined. We would love your help connecting, sharing and inspiring our industry.

VIC/TAS MEMBERSHIP



1,000+ members



3,000+ reach



40% of national membership



300+ attendees per day



60+ speakers



8+ hours of dedicated trade show time

2024 CONFERENCE

Venue

Located in the heart of Melbourne, Marvel Stadium has welcomed more than 42 million fans through the gates since opening in 2000. Renowned for regularly staging AFL, A-League and BBL action under the famous retractable roof, it is proud to be home to five AFL clubs Essendon, Carlton, North Melbourne, St Kilda and the Western Bulldogs and Big Bash League side the Melbourne Renegades. It has also hosted some of the biggest international sporting events and concerts such as UFC, Soccer World Cup Qualifiers, International Rugby Union tests, U2, Ed Sheeran, Taylor Swift, and Foo Fighters. Marvel Stadium is also currently going through a \$225 million upgrade investment by the Victorian Government.



Victory Room

The Victory Room is the largest function room at Marvel Stadium and will be the home of our conference. It boasts a large, open, and versatile floorplan of over 2,000 sqm of floor space and 4m ceiling height, with a stylish interior and in-built audio-visual facilities. On one side, this stunning room boasts floor to ceiling windows with a view over the architecturally striking buildings of Victoria Harbour while the other end has a view out to the concourse and playing field.



SPONSORSHIP OPTIONS

Platinum (keynote speaker)



- 1 x 2-day ticket to Conference + 50% discount off 1 x additional conference ticket
- Sponsor acknowledgement on all conference advertising and promotion as lead sponsor
- Dedicated pre-event social media posts
- Opportunity to address guests (max 3 min) + Acknowledgement as keynote speaker sponsor
- Free standing signage at event venue (provided by sponsor)
- Logo displayed on stage/lecterns, at onsite venue signage, and on delegate name tags
- One full-page advertisement in event program and logo in prominent position (inside cover)
- Logo and 50-word profile displayed on conference webpage and in conference program
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

2 available
x
\$10,000
+GST

Gold



- 2 x 2-day ticket to Conference
- Sponsor acknowledgement on all conference advertising and promotion
- Dedicated pre-event social media posts
- Free standing signage at event venue (provided by sponsor)
- One ½-page advertisement in event program and logo in prominent position (inside cover)
- Logo and 50-word profile displayed on conference webpage and in conference program
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

4 available x
\$2,500



Silver (stream)



- 1 x 2-day ticket to Conference + 50% discount off 1 x additional conference ticket
- Sponsor acknowledgement on all conference advertising and promotion
- Dedicated pre-event social media posts
- Opportunity to address guests (max 3 min) + Acknowledgement by MC as stream sponsor
- Signage on stage/ in room (provided by sponsor) and/or logo displayed on lecterns/ screen
- Dissemination of brochures/ marketing materials throughout stream room as agreed
- One ½-page advertisement in event program and logo in prominent position (inside cover)
- Logo and 50-word profile displayed on conference webpage and in conference program
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

3 available
x
\$5,000
+GST

Welcome event



- 1 x ticket to Welcome Event + 50% discount off 1 x additional ticket
- Sponsor acknowledgement on all conference advertising and promotion
- Dedicated pre-event social media posts
- Opportunity to address guests (max 3 min) + Acknowledgement by MC as event sponsor
- Free standing signage at event venue (provided by sponsor)
- Dissemination of brochures/ marketing materials as agreed
- One ¼-page advertisement in conference program + logo and 50-word profile on webpage
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

1 available
x
\$5,000
+GST

F + B partner



- 1 x 2-day ticket to Conference + 50% discount off 1 x additional ticket
- Acknowledgement as F+B sponsor
- One ¼-page advertisement in conference program + logo and 50-word profile on webpage
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

1 available
x
\$5,000
+GST

Lanyard



- 1 x 2-day ticket to Conference + 50% discount off 1 x additional ticket
- Company logo/branding on delegate lanyards
- One ¼-page advertisement in conference program + logo and 50-word profile on webpage
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

1 available
x
\$5,000
+GST

Coffee cart



- 1 x 2-day ticket to Conference
- Company logo displayed on cart (additional branding options available e.g. cups)
- One ¼-page advertisement in conference program + logo and 50-word profile on webpage
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

2 available
x
\$3,000
+GST

Speaker gift



- 1 x 2-day ticket to Conference
- Company logo displayed on certificate presented to speaker + acknowledgement by MC
- One ¼-page advertisement in conference program + logo and 50-word profile on webpage
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

1 available
x
\$3,000
+GST

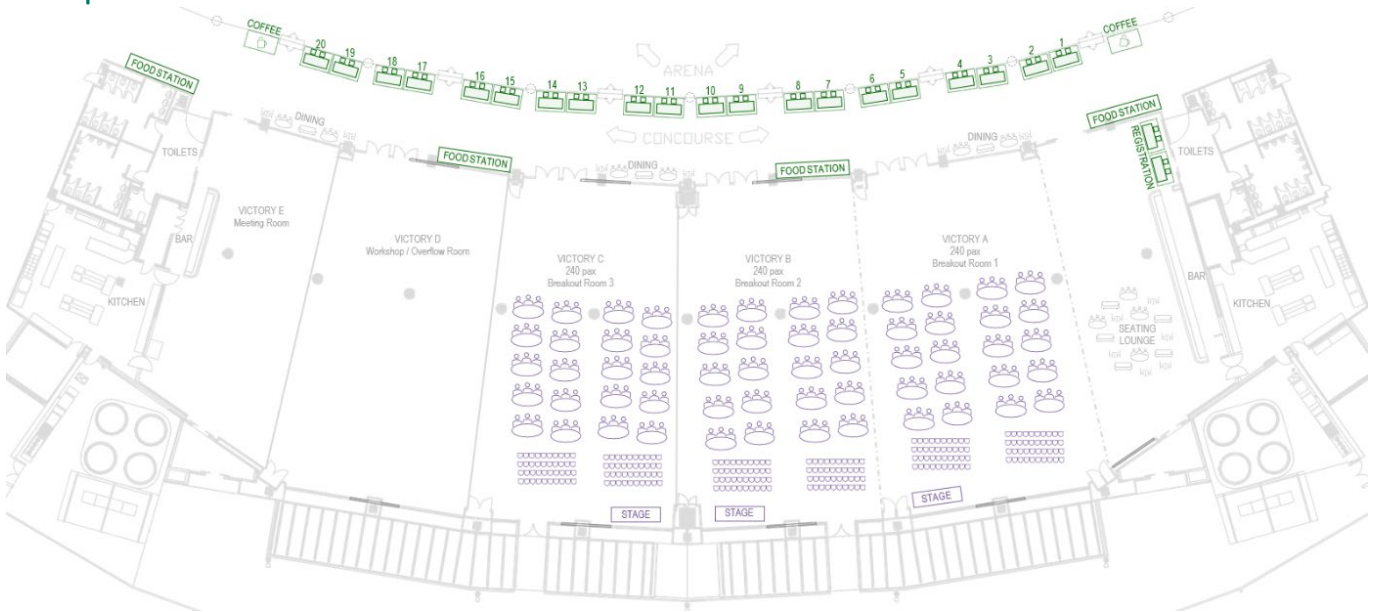
TRADE EXHIBITION



- 2 x 2-day tickets to Conference
- 1 x 2.2m x 1.5m exhibition space (incl. 1.8m x 0.7m table)
- Morning tea, lunch and afternoon tea daily
- Logo, 50-word profile and promotional e-flyer included in program and on webpage
- An electronic copy of the delegate list
- Larger spaces (i.e. booking of two plots) can be accommodated (POA)

20 available
x
\$3,000
+GST

Floorplan



note: indicative layout only and subject to change due to venue management requirements. Victory C & D use may be switched as example.

DIGITAL SIGNAGE

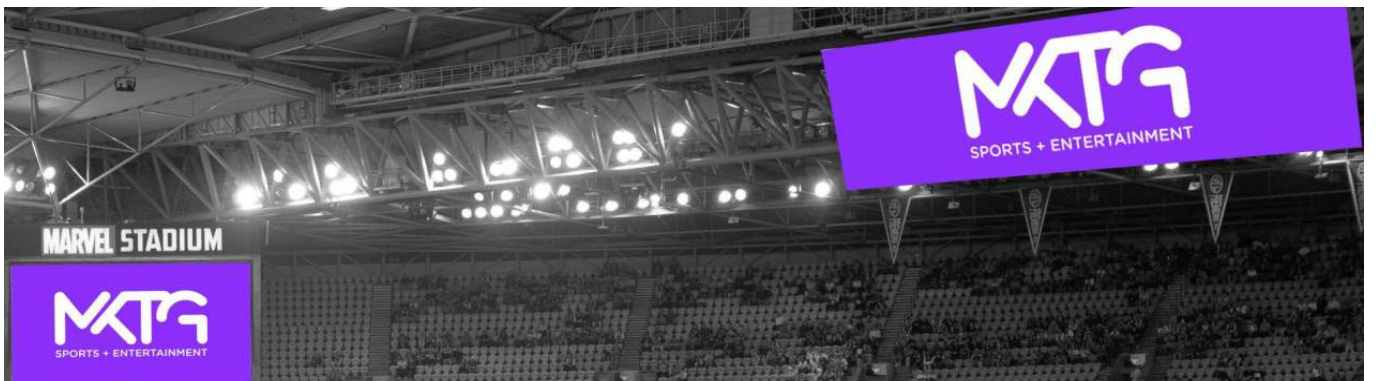
Options are available for sponsors to have 6 hours (per day) of displaying 1 x corporate logo on the LED ribbon board, two big screens, and two super screens across the inside of Marvel Stadium for all to see!



LED Ribbon Board
\$1,750 per day

LED Ribbon Board + Big Screens
\$2,250 per day

LED, Big Screens and Super Screens
\$2,750 per day



note: view of the Big and Super Screens are limited as the conference rooms are located on the ground floor. It is likely delegates will use the ground seating as breakout space during the conference, during which the screens are visible. LED ribbon board retains unobstructed views at all times.



PARKS & LEISURE
AUSTRALIA
(VIC/TAS)

AWARDS OF EXCELLENCE DINNER SPONSORSHIP OPTIONS



VICTORY ROOM | 21 MAY 2024

ABOUT THE EVENT

Join us for the social event of the year as we celebrate the best of Victoria and Tasmania's parks and leisure industry, this is a night not to miss. Held in the Victory Room of Marvel Stadium featuring stunning floor to ceiling views of Harbour Esplanade, expect an evening filled with great food and fun.

Award categories







Our Awards of Excellence recognise and showcase the outstanding initiatives and innovative efforts of our members across eleven* award categories.

- Best Regional/ Rural Industry Contribution
- Best Use of Technology
- Community Based Initiative of the Year
- Community Facility of the Year
- David Aldous Emerging Professional
- Environmental Stewardship
- Park of the Year
- Playspace (project value >\$0.5M)
- Playspace (project value <\$0.5M)
- Research Project of the Year
- Strategic Planning

* Please note: award categories are subject to change

The opportunity

The PLA (VIC/TAS) Awards of Excellence Dinner represents an opportunity to promote your products and services while celebrating the best of the Victoria and Tasmania membership working across the parks, and leisure sectors. We would love your help honouring, sharing and inspiring our industry.

VIC/TAS MEMBERSHIP			2023 AWARDS DINNER (last year)		
					
1,000+ members	2,500+ reach	40% of national membership	200 attendees	10+ awards	4+ hours of networking

SPONSORSHIP OPTIONS

Principal (event sponsor)



- 1 x Ticket to Awards of Excellence Dinner + 50% discount off 1 x additional conference ticket
- Sponsor acknowledgement on all Awards of Excellence advertising and promotion
- Opportunity to welcome guests (max 3 mins)
- Dedicated pre-event social media posts
- Opportunity to address guests (max 3 min) + Acknowledgement as principal sponsor
- Free standing signage at event venue (provided by sponsor)
- Logo displayed on stage/lecterns and screens
- One full-page advertisement in event program and logo in prominent position (inside cover)
- An electronic copy of the delegate list

1 available
x
\$7,500
+GST

MC sponsor



- 1 x Ticket to Awards of Excellence Dinner
- Opportunity to welcome guests (max 3 mins)
- Dedicated pre-event social media posts
- Opportunity to address guests (max 3 min) + Acknowledgement as principal sponsor
- Logo displayed on stage/lecterns and screens
- One ½-page advertisement in event program and logo in prominent position (inside cover)
- An electronic copy of the delegate list

1 available
x
\$5,000
+GST

F + B partner



- 1 x Ticket to Awards of Excellence Dinner + 50% discount off 1 x additional conference ticket
- Inclusion of company logo in the Award of Excellence Event program
- Acknowledgement as F+B sponsor
- One ¼-page advertisement in event program + logo and 50-word profile on webpage
- Company promotional e-flyer included on virtual satchel webpage
- An electronic copy of the delegate list

1 available
x
\$4,000
+GST

Category sponsor



- 1 x Ticket to Awards of Excellence Dinner
- Sponsor acknowledgement on all Awards of Excellence advertising and promotion
- Opportunity to present the Award of Excellence to category winner
- Inclusion of company logo on the assigned category of the Award of Excellence slide
- Inclusion of company logo in the Award of Excellence Event program
- Inclusion of company logo on digital badge provided to Winner (12 months promotion)

11 available
x
\$1,750
+GST



PARKS & LEISURE
AUSTRALIA
(VIC/TAS)

ANNUAL PROGRAM PARTNERSHIP + REGION SPONSOR OPTIONS



2024 PROFESSIONAL DEVELOPMENT EVENTS

ABOUT OUR ANNUAL PD PROGRAM

Our primary focus is to nurture industry networks and provide industry development opportunities. We pride ourselves on the professional development activities we deliver to the sector and what makes us different to other organisations is our reach, sector influence and the multiple direct and indirect benefits we provide to our members and communities.

Regular programs and events

- *Annual Leadership Program:* Recently redeveloped and refreshed for the modern workforce our annual leadership program, now in its 10th edition, is a much sought-after industry course facilitated by skilled leadership experts and experienced industry-based guest speakers. Generally delivered in 3-4 sessions across several weeks this is a highlight of our annual calendar!
- *Industry Talk sessions:* Designed to be responsive to sector demands and interests, these are a series of monthly online forums hosted by a VIC/TAS Region Councillor on industry hot topics.
- *Sector on Show seminars:* A staple in our calendar of events, our seminars celebrate the best and brightest projects, initiatives, and other interest happenings across our sector. Public forums, site tours, online discussions - no matter the format, we'll facilitate it!
- *Rec+ Research sessions:* PLA VIC/TAS have created a partnership to bring a dedicated program that identifies and presents the latest industry research findings directly to the practitioners who are responsible for the planning and delivery of programs, services and infrastructure in our communities. Generally delivered as bi-monthly online sessions.
- *Greg Maddock Memorial Grant:* Greg Maddock was a long-time supporter of PLA and is a former Frank Stewart Distinguished Award winner. The grant was launched in 2011 to recognise the significant personal and professional contribution that Greg made to the industry. The grant supports the professional development and growth of a VIC/TAS member and can be used for things such as: Financing research for a relevant topic; Subsidising costs associated with attending a conference; Undertaking an observational tour; and/or Enrolling in an industry course, or similar.
- *E-newsletter:* Our e-newsletter that delivers the latest industry news, trends and events directly to the inbox of our dedicated 3,000+ strong distribution list every month.

Across all of these programs and events in 2022/23 we engaged with more than 1,000 participants, achieving a near exact 50/50 gender split – a key focus of our efforts as part of PLA's Gender Equity Charter. Participation is only going from strength to strength, and we expect to see these figures increase.







A renewed focus + our Tasmania targets

We are continually developing our annual PD program in direct response to member feedback and industry trends. We are committed to an annual member survey to check in on sector needs and always open to exploring new learning and development opportunities for our industry.

Having returned to in-person events in Tasmania in 2022 for the first time in several years, and followed up with 2 more events in 2023, we have a dedicated focus to build and expand on this commitment in 2024. Watch this space for further developments which we'd love for you to be a part of!

The opportunity

The PLA (VIC/TAS) annual professional development program represents an opportunity to promote your products and services while contributing to the learning and development of the Victoria and Tasmania membership. We would love your help in hosting our program of events and seek your support in extending our capacity to provide as many opportunities to as many people as possible.

VIC/TAS MEMBERSHIP			2024 PLANNED EVENTS		
					
1,000+ members	3,000+ reach	40% of national membership	25+ seminars / sessions	12 e-newsletters	New offerings developed

SPONSORSHIP OPTIONS

Annual Leadership Program (Title Sponsor)



Inclusions:

- 1 x registration + 50% discount off the course fee for one additional staff member
- Opportunity to welcome participants (max 3 mins)
- Sponsor acknowledgement and logo on all advertising + dedicated social media posts
- Ongoing recognition as a Region supporter during 2024
- Involvement during the presentation of program certificates of achievement

1 available
x
\$7,500
+GST

Greg Maddock Memorial Grant (Supporting Sponsor)



Inclusions:

- Opportunity to participate in review of expression of interest applications
- Sponsor acknowledgement and logo on all advertising + dedicated social media posts
- Ongoing recognition as a Region supporter during 2024
- Involvement during the presentation/ dissemination of funding outcomes
- Inclusion of company logo on digital badge provided to Winner (12 months promotion)

1 available
x
\$5,000
+GST

Sector on Show Seminar



Inclusions:

- Invitation to be a panellist at 1 x PLA VIC/TAS event that relates to your core business. This is an opportunity to share your expertise on areas that members will find beneficial.
- 2 x Ticket to attend
- Opportunity to welcome participants (max 3 mins)
- Sponsor acknowledgement and logo on all advertising + dedicated social media posts
- On site signage displayed (provided by sponsor)
- Logo and 50-word profile displayed on event webpage
- An electronic copy of the delegate list
- NOTE: Pending on the nature of the professional development event, there may be other additional sponsors. Where possible the forum will align to the sponsor's core business and/or a project/site the sponsor was involved in

6 available
x
\$5,000
+GST

Industry Talk/ Rec+ Research Webinar



Inclusions:

- 1 x Ticket to attend
- Sponsor acknowledgement and logo on all advertising + dedicated social media posts
- Ongoing recognition as a Region supporter during 2024
- Option to 'bundle' a series of webinars/sessions and save

12 available
x
\$1,500
+GST

Electronic advertisement (EDM mailout)



Inclusions:

- 1 x direct mailout to 3,000+ distribution list
- Content to be approved and sent via PLA VIC/TAS system
- Examples can be provided to interested parties

6 available
x
\$1,500
+GST

Electronic advertisement (e-newsletter)



Inclusions:

- 1 x sponsor advertisement included in monthly e-newsletter
- Content to be approved and sent via PLA VIC/TAS system
- Examples can be provided to interested parties

12 available
x
\$1,000
+GST

Region sponsor (bundle options)



If you are interested in several sponsorship options that collectively amount to a significant investment in PLA VIC/TAS (\$15,000 minimum spend), we would love to discuss opportunities to bring you on as a defined 'Region Sponsor'. Generally, this must include involvement across two or more of our offerings (Conference; Awards; PD program). Additional benefits beyond individual item inclusions include acknowledgement of your support and sponsor logo on ALL formal PLA VIC/TAS communications (e-newsletter, email, website etc.) and ongoing recognition throughout 2024.

CONTACT TO
DISCUSS



PARKS & LEISURE
AUSTRALIA
(VIC/TAS)

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