

2024/25

VIC/TAS PARTNER PROSPECTUS



**THE PEOPLE
BEHIND
THE PLACES**



**PARKS & LEISURE
AUSTRALIA**
(VIC/TAS)

Parks & Leisure Australia (PLA) is the leading industry association for professionals in the sector. Through a broad range of services we support members to provide opportunities that strengthen communities through good use of leisure time for the social, environmental, economic and physical well being of all Australians. We are 'The People Behind the Places'.

Our history

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 3,00+ 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

Play and Playspaces
Open Space + Landscape Design
Recreation + Urban Planning



PARKS, ENVIRONMENT + CONSERVATION

Parks and Gardens
Horticulture + Arboriculture
State and National Parks



SPORT AND PHYSICAL ACTIVITY

Health + Sport Development
Facility Management + Aquatic Recreation
Outdoor Recreation



TOURISM, ARTS AND INTERPRETATION

Major Events
Cultural Events
Public Art



RESEARCH AND ACADEMIA

Universities + TAFE
Registered Training Organisations
Other aligned industry associations



PRIVATE SECTOR

Consulting
Trade and Suppliers
Maintenance + Construction

About the VIC/Tas region

VIC/TAS is the leading PLA region with nearly 40% of total national PLA membership. We have over 1,100 passionate industry members with reach to 3,500+ 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.



**1,100+
members**



3,500+ reach



**40% national
membership**

Region Partner

OPPORTUNITIES + INCLUSIONS

PARKS & LEISURE
AUSTRALIA
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Our primary focus is to nurture sector 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. Across all our programs and events in 2023/24 we engaged with more than 1,100 registered participants.

Regular programs and events

- *Region Conference and Awards of Excellence:* The centrepiece of our annual events calendar. The only sector conference brought to you *by local government for local government* and its supporters, the event brings together industry celebrating the *PEOPLE behind the PLACES*. Various opportunities exist including event partners, trade exhibitors and award category sponsorship.
- *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!
- *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, bus trips - no matter the format, we'll facilitate it!
- *Industry Talk and Rec+ Research webinars:* Designed to be responsive to sector demands, these are a series of online forums on industry hot topics, or presenting the latest research directly to industry practitioners.
- *Greg Maddock Memorial Grant:* Greg Maddock was a former Frank Stewart Distinguished Award winner. The grant was launched in 2011 to support 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 3,500+ strong distribution list every month.







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 sector needs and always exploring learning opportunities for our industry. Having returned to events in Tasmania in 2022 for the first time in several years, and followed up with 2 more events in 2023/24, we have a dedicated focus to build and expand on this in 2024/25, which we'd love for you to be a part of!

The opportunity

We would love your support in extending our capacity to provide as many opportunities to as many people as possible. If you are interested in several partnership 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 one of a limited number of defined 'Region Partners'. Generally, this must include involvement across two or more of our offerings (Conference; Awards; PD program). Additional benefits beyond individual item inclusions involve recognition throughout 2024/25 as region partner (including logo placement) on ALL formal PLA VIC/TAS communications (valued at >\$7,500):

- Monthly e-newsletter (12 per year)
- Formal database wide EDM/emails (30+ per year)
- Website (ongoing)
- Welcome news story on webpage and newsletter (1 x per year)







VIC/TAS MEMBERSHIP			2024/25 PLANNED EVENTS		
					
1,100+ members	3,500+ reach	40% national membership	15+ seminars + webinars	12 e-newsletters	1 conference + awards dinner

Annual PD Program

OPPORTUNITIES + INCLUSIONS

PARKS & LEISURE
AUSTRALIA
(VIC/TAS)



Option	Description	Inclusions	Value
 ANNUAL LEADERSHIP PROGRAM	<p>Recently redeveloped and refreshed for the modern workforce our annual leadership program 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 and has graduated 150+ industry professionals in the past decade!</p>	<ul style="list-style-type: none"> • 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 2024/25 • Involvement during the presentation of program certificates of achievement 	<p>1 available x \$7,500 +GST</p>
 GREG MADDOCK MEMORIAL GRANT	<p>Greg Maddock is a former Frank Stewart Distinguished Award winner. The grant was launched in 2011 and 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.</p>	<ul style="list-style-type: none"> • 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 2024/25 • Involvement during the presentation/ dissemination of funding outcomes • Inclusion of company logo on digital badge provided to Winner (12 months promotion) 	<p>1 available x \$7,500 +GST</p>
 SEMINAR (IN PERSON)	<p>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, bus trips - no matter the format, we'll facilitate it!</p>	<ul style="list-style-type: none"> • 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 	<p>6 available x \$5,000 +GST</p>
 WEBINAR (ONLINE)	<p>Designed to be responsive to sector demands and interests, these are a series of online forums hosted by PLA VIC/TAS on industry hot topics, or presenting the latest research directly to industry practitioners.</p>	<ul style="list-style-type: none"> • 1 x Ticket to attend • Sponsor acknowledgement and logo on all advertising + dedicated social media posts • Ongoing recognition as a Region supporter during 2024/25 	<p>6 available x \$2,500 +GST</p>
 EDM MAILOUT	<p>There are opportunities to send partner EDMs directly to the inbox of our dedicated 3,500+ strong distribution list - perfect for showcasing your latest project or new offering.</p>	<ul style="list-style-type: none"> • 1 x direct mailout to 3,500+ distribution list • Content to be approved and sent via PLA VIC/TAS system 	<p>6 available x \$2,000 +GST</p>
 E-NEWSLETTER ADVERTISEMENT	<p>Our e-newsletter that delivers the latest industry news, trends and events directly to the inbox of our dedicated 3,500+ strong distribution list every month.</p>	<ul style="list-style-type: none"> • 1 x sponsor advertisement included in monthly e-newsletter • Content to be approved and sent via PLA VIC/TAS system 	<p>12 available x \$1,250 +GST</p>

SOLD OUT!

Conference + Awards

OVERVIEW

PARKS & LEISURE
AUSTRALIA
(VIC/TAS)

The cornerstone of our events calendar and the only sector conference brought to you by local government for local government and its supporters, the event brings together industry celebrating the PEOPLE behind the PLACES.

2024 in review

We were back bigger and better than ever as we headed to the heart of Melbourne at Marvel Stadium for our 2024 Regional Conference and Awards of Excellence. We kicked things off with a behind the scenes stadium tour and welcome reception, before two full days and 12+ hours of content across 3 diverse streams. Highlights included:

- Minister Ros Spence provided Letter of Welcome and Minister Steve Dimopolous opening conference
- Brett Phillips as our host for the 2024 Conference and Awards of Excellence
- Alicia McKay join us as our keynote speaker on the first day.
- We closed out the conference program with 'The Great Debate' acilitated by [Alicia McKay](#), with our expert panel of representatives from Australian Sports Commission, CSIRO, Parks Victoria and Sport and Recreation Victoria.
- Delegates were also treated to a copy of Alicia's book *You Don't Need an MBA*.
- The Awards of Excellence Gala Dinner was held in the Victory Room at Marvel Stadium, overlooking the spectacular views of Victoria Harbour as we celebrated the outstanding initiatives and innovative efforts of our industry.

[CONFERENCE EVENT RECAP PAGE + PHOTOS](#) / [AWARDS EVENT RECAP PAGE + PHOTOS](#)

2025 plans

While the venue of our 2025 Conference and Awards of Excellence will not be publically released until October 2024, we can confirm it will be a Melbourne CBD location during Mid-Late May 2025. Off the back of a successful event at Marvel Stadium in 2024 which saw 450+ individual unique attendees, including more than 350+ attendees to each day of the conference and 260+ to our Awards of Excellence event, a return to Melbourne CBD ensures we continue to grow and expand the event.

The opportunity

The PLA (VIC/TAS) 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.

2024 CONFERENCE + AWARDS			2025 CONFERENCE + AWARDS		
					
450 attendees	55% LGA staff	21 trade exhibitors	500+ attendees	>60% LGA staff	5+ hours trade show

INCLUSIONS	CONFERENCE						AWARDS		
	Platinum	Gold	Silver	Bronze	Support	Trade	Principal	Support	Category
Complimentary event tickets	4	2	3	2	1	2	4	2	1
Chance to address attendees	✓		✓				✓		
Recognition during event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dedicated social media posts	✓	✓	✓	✓	✓		✓	✓	✓
Ad in program (page size)	Full	½	½	¼			Full	½	
Logo and profile on website	✓	✓	✓	✓	✓	✓	✓	✓	✓
In venue signage	✓	✓	✓	✓	✓			✓	
On stage signage	✓		✓	✓			✓	✓	
Logo on name tag	✓								
Logo on lanyard					✓				
Logo on digital badge									✓
Electronic delegate list	✓	✓	✓	✓	✓	✓	✓	✓	✓

Conference

OPPORTUNITIES + INCLUSIONS

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Option	Description	Inclusions	Value
 PLATINUM	Exclusivity as lead sponsor of our conference, Platinum conference partners enjoy distinct recognition as our premium event supporter in all event related marketing and promotion.	<ul style="list-style-type: none"> 4 x 2-day ticket to Conference Sponsor acknowledgement on all conference advertising + Dedicated pre-event social media Opportunity to address guests (max 3 min) 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	Already sold out, our Gold conference partners receive priority access to event activities through existing National partnership contracts.	<ul style="list-style-type: none"> 2 x 2-day ticket to Conference Sponsor acknowledgement on all conference advertising + Dedicated pre-event social media 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 \$7,500 +GST
 SILVER	Content curation is key, and our Silver conference partners are aligned to our MC (x1) and keynote speaker (x2) sponsor for optimum promotion.	<ul style="list-style-type: none"> 3 x 2-day ticket to Conference Sponsor acknowledgement on all conference advertising + Dedicated pre-event social media Opportunity to address guests (max 3 min) by introducing MC/keynote Signage on stage/ in room (provided by sponsor) and/or logo displayed on lecterns/ screen One ½-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 	3 available x \$6,000 +GST
 BRONZE	A staple in our event support, Bronze conference partners have exclusive rights to being a conference 'stream' sponsor which includes branding of a presentation rooms and recognition in all event related marketing and promotion.	<ul style="list-style-type: none"> 2 x 2-day ticket to Conference Sponsor acknowledgement on all conference advertising + Dedicated pre-event social media 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 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 	3 available x \$5,000 +GST
 LANYARD	Designed for premium brand recognition, our Lanyard conference partners enjoy exclusivity of logo placement on lanyards used for name tags.	<ul style="list-style-type: none"> 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
 FOOD + BEVERAGE	Keeping attendees nourished, our F+B conference partner has exclusive rights to recognition and branding at catering stations throughout the venue.	<ul style="list-style-type: none"> 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
 COFFEE CART	The highest attended part of any event, Coffee Cart conference partners are recognized as bringing barista made beverages to our attendees.	<ul style="list-style-type: none"> 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 \$3,500 +GST
 SPEAKER GIFT	Acknowledged in every presenter session, Speaker Gift conference partners are celebrated for acknowledging speakers, generally by way of a charitable donation.	<ul style="list-style-type: none"> 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 \$3,500 +GST
 TRADE EXHIBITOR	The ultimate brand exposure for the duration of the conference, benefit from through traffic of more than 400 delegates.	<ul style="list-style-type: none"> 2 x 2-day tickets to Conference 1 x 2.2m x 1.5m exhibition space (incl. 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 	25 available x \$3,500 +GST

SOLD OUT!

Awards Dinner





OPPORTUNITIES + INCLUSIONS

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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. 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

Option	Description	Inclusions	Value
 PRINCIPAL	Exclusivity as name sponsor of our awards of excellence dinner, Principal partners enjoy distinct recognition as our premium event supporter in all event related marketing and promotion.	<ul style="list-style-type: none"> • 4 x Ticket to Awards of Excellence Dinner • Sponsor acknowledgement on all Awards of Excellence advertising and promotion • Opportunity to welcome guests (max 3 mins) • Dedicated pre-event social media posts • 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 \$10,000 +GST
 ENTERTAINMENT + MC	The Entertainment and MC Partner enjoys distinct brand association across the entire night and all event related marketing and promotion.	<ul style="list-style-type: none"> • 2 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 \$7,500 +GST
 FOOD + BEVERAGE	Keeping attendees nourished, our F+B conference partner has exclusive rights to recognition as our catering sponsor for the night's multi-course sit down dinner.	<ul style="list-style-type: none"> • 2 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 \$5,000 +GST
 CATEGORY	A staple in our event support, Category partners have exclusive rights to being one of the award category sponsors which includes presenting the award on stage and branding in all award related marketing and promotion.	<ul style="list-style-type: none"> • 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 \$2,000 +GST



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