



PARKS & LEISURE
AUSTRALIA
(SA/NT)

2024-25
PARTNER PROSPECTUS

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 3,000+ 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:

 <p>COMMUNITY AND URBAN PLANNING Play and Playspaces Open Space +Landscape Design Recreation + Urban Planning</p>	 <p>PARKS, ENVIRONMENT + CONSERVATION Parks and Gardens Horticulture + Arboriculture State and National Parks</p>	 <p>SPORT AND PHYSICAL ACTIVITY Health + Sport Development Facility Management + Aquatic Recreation Outdoor Recreation</p>
 <p>TOURISM, ARTS AND INTERPRETATION Major Events Cultural Events Public Art</p>	 <p>RESEARCH AND ACADEMIA Universities + TAFE Registered Training Organisations Other aligned industry associations</p>	 <p>PRIVATE SECTOR Consulting Trade and Suppliers Maintenance + Construction</p>

About the SA/NT region

SA/NT is the home of PLA with the National head office located in Port Adelaide. We have over 730 passionate industry members in SA/NT with reach to 1,200+ sector colleagues via our region database and mailing list, and a further 560+ LinkedIn followers. The SA/NT Region is managed by a voluntary [Council](#) of industry professionals from across all parks and leisure sectors, and each with interests and knowledge across a range of sector issues.

 <p>730+ members</p>	 <p>3,500+ reach</p>	 <p>560+ LinkedIn</p>
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Annual PD Program

OPPORTUNITIES + INCLUSIONS



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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.

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 sponsors.
- **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.
- **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.

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 SA/NT, 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 SA/NT 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)

Option	Description	Inclusions	Value
 SEMINAR (IN PERSON)	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!	<ul style="list-style-type: none"> • 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 page • An electronic copy of the delegate list 	6 available x \$5,000 +GST
 WEBINAR (ONLINE)	Designed to be responsive to sector demands and interests, these are a series of online forums hosted by PLA SA/NT on industry hot topics, or presenting the latest research directly to industry practitioners.	<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 	6 available x \$2,500 +GST
 EDM MAILOUT	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.	<ul style="list-style-type: none"> • 1 x direct mailout to 3,500+ distribution list • Content to be approved and sent via PLA system 	6 available x \$2,000 +GST
 E-NEWSLETTER ADVERTISEMENT	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.	<ul style="list-style-type: none"> • 1 x sponsor advertisement included in monthly e-newsletter • Content to be approved and sent via PLA system 	12 available x \$1,250 +GST

Conference + Awards

OVERVIEW

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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.

Last year: 2024

Last year we hosted the PLA SA/NT Conference in the centre of beautiful Adelaide at the National Wine Centre with the theme “Inclusivity in sport, recreation and open space.” Providing spaces and places that everybody can access and enjoy.

A one day conference, with 7+ hours of content and experienced industry speakers, including key note Roger Rasheed, former world no 1 tennis coach, media personality and founder of the Roger Rasheed Sports Foundation. Following the conference we celebrated the best of PLA SA/NT at our Awards of Excellence Cocktail Function. Starring MC Steph Frick and Jess Stenson, Commonwealth Games Gold Medallist as our special guest speaker – it was a night to remember!

This year: 2025

We are back bigger and better than ever on 30 May 2025 @ U City Function Centre, Adelaide!

We will be bringing you a full day of content, including guest keynote speakers, 2 concurrent presentation streams, and more than 6 hours of content. You can also join us for the social event of the year as we celebrate the best of SA/NT’s parks and leisure industry at our Awards of Excellence Gala Dinner.

Off the back of a successful event in 2024 which saw 150+ attendees and more than 15 sponsors and exhibitors, we will continue to grow and expand the event with the expectation to exceed 200 attendees with the addition of many new partner organisations – from Federal government agencies, to new and innovative technology, and a spotlight on our amazing Council projects, this year is shaping up to be our biggest and best yet!

For more information check the website: [2025 SA/NT Region Conference + Awards](#)

The opportunity

The PLA SA/NT 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 South Australia and the Northern Territory through either bespoke or key packages outlined. We would love your help connecting, sharing and inspiring our industry.

INCLUSIONS	CONFERENCE						AWARDS		
	Platinum	Gold	Silver	Bronze	Support	Trade	Principal	Support	Category
Complimentary event tickets	4	2	2	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 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 	1 available x \$7,500 +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 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 	1 available x \$6,500 +GST
 SILVER	Content curation is key, and our Silver conference partners are aligned to our keynote speakers (x2) sponsor for optimum promotion.	<ul style="list-style-type: none"> 2 x 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 	2 available x \$5,000 +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 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 	2 available x \$3,500 +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 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 \$2,500 +GST
 COFFEE SPONSOR	The highest attended part of any event, Coffee conference partners are recognized as bringing barista made beverages to our attendees.	<ul style="list-style-type: none"> 1 x ticket to Conference Company logo displayed at station (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 	1 available x \$2,500 +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 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 \$2,000 +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 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 \$1,500 +GST
 TRADE EXHIBITOR	The ultimate brand exposure for the duration of the conference, benefit from through traffic of more than 150 delegates.	<ul style="list-style-type: none"> 2 x ticket to Conference 1 x 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 \$1,500 +GST

Awards

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Join us for the social event of the year as we celebrate the best of SA/NT'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
 <p>PRINCIPAL</p>	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 \$5,000 +GST
 <p>MC SPONSOR</p>	Our 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 \$3,500 +GST
 <p>FOOD + BEVERAGE</p>	Keeping attendees nourished, our F+B conference partner has exclusive rights to recognition as our catering sponsor for the night's cocktail canapes and beverages.	<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 \$2,500 +GST
 <p>CATEGORY</p>	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 \$1,250 +GST



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