



PARKS & LEISURE  
AUSTRALIA  
(WA)

2025-26

PARTNER PROSPECTUS

**Parks and 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 wellbeing 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 1988 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:



#### 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 WA region

Our region offers a dedicated place for members to receive support, engage, learn, mentor, network, and advocate for the field of parks and leisure in Western Australia. We provide an immersive program of events and initiatives, both in-person and online, year-round. We have over 790 passionate industry members in WA with reach to 3,300+ people via our region database and mailing list, and a further 570+ social media followers. The WA 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



**790+ members**



**3,300+ reach**



**570+ Facebook**





# Conference

## OPPORTUNITIES + INCLUSIONS



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Option	Description	Inclusions	Value
 <b>PLATINUM</b>	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"> <li>4 x full conference registrations</li> <li>Sponsor acknowledgement on all conference advertising + dedicated pre-event social media</li> <li>Opportunity to address guests (max 3 minutes)</li> <li>Free standing signage at the Conference venue (company to supply signage)</li> <li>Logo displayed on stage/lecterns, at onsite venue signage, and on delegate name tags</li> <li>One full-page advertisement in event programs and logo in prominent position (inside cover)</li> <li>Logo and 50-word profile displayed on conference webpage and in conference program</li> <li>1 x Trade Show Exhibition double booth</li> </ul>	1 available x \$6,000 +GST
 <b>GOLD</b>	Our Gold conference partners receive priority access to event activities through existing National partnership contracts.	<ul style="list-style-type: none"> <li>2 x full conference registrations</li> <li>Sponsor acknowledgement on all conference advertising + dedicated pre-event social media</li> <li>Free standing signage at the Conference venue (company to supply signage)</li> <li>One half-page advertisement in event programs and logo in prominent position (inside cover)</li> <li>Logo and 25-word profile displayed on conference webpage and in conference program</li> <li>Logo placement on visual screens throughout the venue</li> <li>1 x Trade Show Exhibition booth</li> </ul>	1 available x \$5,500 +GST
 <b>SILVER</b>	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"> <li>2 x full conference registrations</li> <li>Sponsor acknowledgement on all conference advertising + dedicated pre-event social media</li> <li>Opportunity to address guests (max 3 minutes) by introducing MC/Keynote</li> <li>Signage on stage/in room (provided by sponsor) and/or logo displayed on lecterns/screen</li> <li>One half-page advertisement in conference program + logo and 25-word profile on webpage</li> <li>Logo placement on visual screens throughout the venue</li> <li>Company promotional e-flyer included on virtual satchel webpage</li> </ul>	2 available x \$5,000 +GST
 <b>BRONZE</b> One Remaining	A staple in our event support, Bronze conference partners have exclusive rights to being a conference 'stream' sponsor which includes branding of a presentation room and recognition in all event related marketing and promotion.	<ul style="list-style-type: none"> <li>2 x full conference registrations</li> <li>Sponsor acknowledgement on all conference advertising + dedicated pre-event social media</li> <li>Signage on stage/in room (provided by sponsor) and/or logo displayed on lecterns/screens</li> <li>Dissemination of brochures/marketing materials throughout the stream room as agreed</li> <li>One quarter-page advertisement in conference program + logo and 50-word profile on webpage</li> <li>Company promotional e-flyer included on virtual satchel webpage</li> </ul>	2 available x \$3,500 +GST
 <b>LANYARD</b> SOLD OUT	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"> <li>1 x full conference registration + 50% discount off 1 x additional ticket</li> <li>Company logo/branding on delegate lanyards</li> <li>One quarter-page advertisement in conference program + logo and 50-word profile on website</li> <li>Company promotional e-flyer included on virtual satchel webpage</li> </ul>	1 available x \$2,500 +GST
 <b>COFFEE SPONSOR</b> SOLD OUT	The highest attended part of any event, Coffee conference partners are recognised as brining barista made beverages to our attendees.	<ul style="list-style-type: none"> <li>1 x full conference registration</li> <li>Company logo displayed at station (additional branding options available e.g. cups)</li> <li>One quarter-page advertisement in conference program + logo and 50-word profile on webpage</li> <li>Company promotional e-flyer included on virtual satchel webpage</li> </ul>	1 available x \$2,500 +GST
 <b>SPEAKER GIFT</b>	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"> <li>1 x full conference registration</li> <li>Company logo displayed on certificate presented to speaker + acknowledged by MC</li> <li>One quarter-page advertisement in conference program + logo and 50-word profile on webpage</li> <li>Company promotional e-flyer included on virtual satchel webpage</li> </ul>	1 available x \$2,000 +GST
 <b>FOOD + BEVERAGE</b>	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"> <li>1 x full conference registration + 50% discount off 1 x additional ticket</li> <li>Acknowledgement as food + beverage sponsor</li> <li>One quarter-page advertisement in conference program + logo and 50-word profile on webpage</li> <li>Company promotional e-flyer included on virtual satchel webpage</li> </ul>	1 available x \$1,500 +GST
 <b>TRADE EXHIBITOR</b>	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"> <li>2 x full conference registrations</li> <li>1 x 2m x 2m exhibition space (inc. table)</li> <li>Morning tea, lunch and afternoon tea daily</li> <li>Logo, 50-word profile and promotional e-flyer included in program and on webpage</li> </ul>	15 available x \$3,000 +GST



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