

DEVELOP+ DIVERSIFY

2011 QRWN STATE CONFERENCE MACKAY



SPONSORSHIP PROSPECTUS



FRIDAY/SATURDAY
2-3 SEPTEMBER 2011





A WORD TO OUR SPONSORS

2011 HAS BROUGHT EXTREME WEATHER EVENTS and adverse conditions to most of the state of Queensland, challenging the resilience of many rural and regional communities. QRWN aims to ensure this conference plays a vital role in the rebuilding and recovery of our rural and regional communities across Queensland. This conference will provide a support and capacity building mechanism for the women of these communities. There will be opportunities for delegates and sponsors to interact and gain greater understanding of the challenges and opportunities which exist throughout rural and regional Queensland. We aim for all who attend to experience and learn skills that will assist them to meet challenges, and to celebrate and be inspired by the diversity of our rural and regional communities.

As a QRWN sponsor, you will have the opportunity to promote your organisation and services to regional women, who comprise 64% of people in decision-making and leadership roles in business, and over 70% of similar roles in informal community positions, in rural Queensland. Your sponsorship will be promoted in a diverse and widespread number of rural and regional communities across Queensland throughout the Qld Rural Women's Network Branches and via our website, in addition to Conference Packages.

We are pleased to invite you to explore the mutual benefits in sponsoring the 2011 Conference. To ensure your maximum exposure we encourage you to contact our Conference Convenor (details opposite) to discuss the options for your organisation.

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CONFERENCE TEAM

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MACKAY & THE 2011 CONFERENCE

The QRWN Conference has never before been held in Mackay and our local team is excited to showcase this diverse and developing region.

Mackay has experienced massive growth in recent years due to the expansive tourism, mining and resources and sugar industries which support the region.

As part of the 2011 program, participants will have the opportunity to expand their networks and learn new skills to strengthen and build capacity within their communities. With your sponsorship, your business and service will have the opportunity to develop networks and support the diverse range of communities throughout rural and regional Queensland who are represented by conference delegates.

Motivation will be provided by keynote speakers who are established leaders from Rural and Regional Australia. Workshops will provide opportunities for self-development both personally and professionally. QRWN is proud of the diverse range of entries we receive in our expanding 'Creative and Cultural Awards' and 2011 will bring an even higher standard of talent and diversity. A full 2 day program for up to 175 delegates will include:

Workshops: There will be five streams of workshops offered, inspired by the Conference theme of 'Develop & Diversify'

- Small Business
- Diversity in Community
- Health & Self (to include Mind, Body, Spirit)
- Workplace Diversity
- Leadership and Mentoring

Trade Displays: Our venue provides a fantastic space for organisations to showcase their goods and services to conference delegates

Market Place: will showcase a diversity of products from the Mackay and surrounding regions.

Functions: These are formal opportunities where sponsors and delegates have an opportunity to network within the Formal Functions of the program including a Welcome Event, Gala Evening and Arts & Cultural Awards & Regional Tour. Speak to the Conference Convenor to secure exclusive sponsorship rights to one of the unique functions.

Mackay is located on the coast of Queensland approx 1000km north of Brisbane.

It is a diverse region surrounded by the Great Barrier Reef, Sugar Cane Industry and a major support town to the expanding Bowen Basin Coal Mining Industry.

To find out more about the Mackay region please visit the Mackay Tourism Website

www.mackayregion.com

To find out more about the 2011 QRWN Conference go to

www.qrwn.org.au/conference

SPONSORSHIP

The QRWN has a state-wide network of branches, members and long term alliances and seeks long-term linkages with commercial, community, industry and government organisations with a view to growing and developing mutually beneficial relationships.

The annual state conference offers a variety of sponsorship opportunities for business, industry and government and non-government organisations.

GOLD

\$10,000 + GST

- Conference Naming Rights
- Visual projection or banner display in premier position
- Presentation Opportunity during main conference program
- Company logo located on front page of all conference publications including advertising
- Trade Display
- Inclusion of promotional material in delegates kit
- Two company delegates to attend entire conference
- Full page ad or editorial in conference program
- Half page ad on QRWN website

SILVER

\$5000 + GST

- Naming rights for a specific conference event
- Visual projection or banner display in prominent position
- Inclusion of promotional material in delegates kit
- Trade Display
- A representative delegate to attend entire conference
- Half page ad or editorial in conference program
- Quarter page ad on QRWN website

BRONZE

\$2500 + GST

- Visual projection or banner displayed
- Inclusion of promotional material in delegates kit
- Trade Display
- A representative delegate to attend entire conference
- Business cards size ad on website
- Your logo in conference publications



“HISTORICALLY,
MEMBERS HAVE
ESTABLISHED
SHORT AND
LONG TERM
PROFESSIONAL
RELATIONSHIPS
WITH THE
SPONSORS”



“REGIONAL
WOMEN
COMPRISE 64% OF
THE BUSINESS
DECISION-MAKING
AND LEADERSHIP
ROLES ... AND
OVER 70% OF
THE INFORMAL
COMMUNITY
LEADERSHIP”

ENQUIRIES

All sponsorship enquiries to
Amanda Vickers
conferenceconvenor@qrwn.org.au

OTHER SIGNIFICANT SPONSORS

Under \$2500

This includes anyone who is generous enough to make 'in kind' rather than monetary contributions. All sponsorships are appreciated.

- Include your promotional / advertising material in the delegates' conference kit
- A small display in the exhibition space located in the trade display area
- Your logo in conference publications

TRADE DISPLAY

\$650 + GST

Government & Commercial Business	\$650 + GST
Industry Representative Body	\$350 + GST
Not for Profit Organisations	\$150 + GST

A display in the exhibition space located in the trade display area. Registration to attend keynote speakers and spotlight conversations included.

PROGRAM ADVERTISING

\$125 to \$500 + GST

Full page, half page and quarter page ads available in the program for \$500, \$250 and \$125 (+GST) respectively.

SPECIAL FUNCTION EVENTS SPONSORSHIP

Flexible monetary or non-monetary sponsorship. Further details can be obtained from the Conference Convenor upon application.

Featured events:

- Welcome Function
- Gala Function
- Regional Tour
- Arts & Cultural Awards



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OUR VISION:

"Growing the potential of individual women in regional communities through a collaborative, innovative network."

OUR MISSION

"To have confident, connected influential and engaged regional women who create prosperous, sustainable and healthy communities"

QRWN AIMS TO:

- Provide a stimulating and interesting forum for discussions and debate on all issues affecting women
- Provide a support system through networking in all areas of our state
- Network with other groups throughout Australia and the world to improve country-city relationships
- Encourage provision of information by government agencies and private organisations
- Raise the status of all rural women
- Promote the value and diversity of rural industries and communities.



ABOUT QRWN

Queensland Rural Women's Network (QRWN) Inc was formed in 1993 to meet the needs of women in rural communities throughout the state. Since then it has grown to be a progressive and aware organisation running a series of programs in regional centres as well as being involved at a national and international level.

Membership is not restricted to women in primary industries. Members include small business owners, bankers, teachers, retailers, legal and government department representatives, to name just a few. We actively seek and have a large number of members who undertake a huge variety of activities in their communities.

Our focus is on all women, their families and regional communities. We aim to provide opportunities for the self-development of rural women as well as being a lobby group which undertakes action in areas affecting rural women and families as the necessity arises.

Our Uniqueness comes from:

- Being a proactive, solutions based community organisation
- Promoting technology as a lifeline to an improved quality of life and business
- Seeking to innovate
- Providing targeted services to a disparate membership base
- Attracting membership across both genders and a wide age group
- Promoting collaboration with organisations and individuals seeking common outcomes



ANNUAL CONFERENCE HISTORY

QRWN hosts an Annual State Conference each year. These conferences are an important site for leadership development, education and professional skills development. They provide a forum for business networking and liaison between regional Queensland community members, government, industry and decision-making agencies.

Our conferences promote Queensland's creative talent in areas of art, writing, photography, etc as well as providing a venue to feed the mind and relax the body.

QRWN provides a space for women to grow, to test their theories and provide support for one another.

The QRWN annual conference changes lives and positively impacts rural and regional communities. Ensure your company plays a vital role and supports this opportunity for regional Queensland.

INITIATIVES/ACHIEVEMENTS

QRWN initiatives and achievements are an indication of the passion and energy of our group:

- BridgIT Information Technology training project – a \$2.2 million project that provided personalised, basic Internet and email training to rural and remote areas of Queensland
- Place Stories. Digitally capturing regional Queensland's stories
- Wearable Art & Cultural Competitions showcasing the skills, talents and creativity of our members in traditional and non traditional art forms, promoting the talents and diversity of regional Queensland
- Policy to Possibility research project to understand effective engagement strategies for rural and regional women
- Educating and consulting with government, ensuring regional women have input to the formulation of government policies
- Sponsorship of the Queensland Police legacy scheme enabling the "Child Safety Handbook"
- Strong Women, Strong Communities Workshops in collaboration with Queensland Country Women's Association & Qld Government's Office for Women
- Leadership in the farm Safety field, with initiatives over the years in a number of areas
- Recovering from Trauma Webinar Series in partnership with Quest for Life Foundation for communities and individuals affected by 2011 floods and Cyclone Yasi
- Led flood information sharing through social media in early 2011

QRWN MEMBERSHIPS

QRWN is represented on the:

- Australian Women in Agriculture
- Ministerial Advisory Committee for Women in Agriculture
- Qld Rural Women's Symposium Working Group
- Queensland Working Women's Service
- National Council of Women
- Broad Acres Forum
- General Practice Advisory Council (GPAC)
- Women in Adult Vocational Education (WAVE)
- Health Consumers' Rural and Remote Australia
- National Foundation for Australian Women
- Foundation for Australian Agricultural Women



ENQUIRIES

All sponsorship enquiries should be directed to:

conferenceconvenor@qrwn.org.au

Amanda Vickers 0438 377 125

Georgie Somerset 07 4168 0246



latest news at www.qrwn.org.au/conference