



SAFETY INSTITUTE OF AUSTRALIA

Safety in Action 2012 - SIA National Safety Convention Corporate Sponsorship Document

A three day Convention held at
The Melbourne Convention Centre
Victoria

17 April to 19 April 2012

Overview

The Safety Institute of Australia Ltd is Australia's professional body for health & safety professionals. With over 60 years experience, and a membership of over 4,000, the SIA aims to develop, maintain and promote a body of knowledge that defines professional practice in OHS.

We are committed to creating a profession that can deliver the highest standards of OHS and we do this through the engagement of our individual members, corporate and strategic partners, governing bodies and key profession stakeholders.

As an extension of our commitment to the profession, the Safety Institute of Australia will be presenting the first, SIA National Safety Convention from **17 April to 19 April** inclusive, at the Melbourne Convention & Exhibition Centre.

This convention, with the theme of 'New Beginnings, Future in Safety & Health', is designed to attract forward thinking managers and organisations, which are seeking new ways and means to improve the health and safety of their workplaces.

Each year the SIA strives to source high profile speakers to provide delegates with up to date information in areas of interest in health and safety - locally, nationally and internationally. Our keynote speakers set the theme, provide structure, and motivation for streams. Highlights of this year's convention will include keynote addresses from **David Smorgon** (Director Smorgon Industries, President Western Bulldogs), **Dr Graham Phillips** (Presenter of ABC's Catalyst, Journalist and commentator), and **Greg Tweedly** (Chief Executive Officer, WorkSafe Victoria). Local, national and specialised media often cover presentations.

In addition to providing an excellent promotional platform, the SIA National Safety Convention will afford Sponsors increased brand awareness, exposure, and optimal networking opportunities among their peers in health and safety prevention and continuous improvement.

The health and safety journey is a never-ending process of continual improvement, and the SIA invites you to join us in driving this process forward. This year's convention offers nine (9) sponsorship opportunities for your organisation.

Theme

Our theme this year, '**New Beginnings, Future in Safety & Health**', is all encompassing with three daily themes:

- 1 Business Leaders** – New Beginnings
- 2 Yesterday, Today, Tomorrow** – Contemporary Matters & The Good, The Bad and The Ugly
- 3 People** – Planning for Work Health

Demographics

The three-day convention will attract over 900 professionals representing medium to large enterprises. The convention, coincides with 'Safety in Action', the major trade show attracting up to 15,000 attendees. This year, organisations will be given the opportunity to highlight their brand at both events.

Event Details

KEYNOTE ADDRESSES

Highlights of the convention will include keynote addresses from:

- **Day 1: David Smorgon** (Director Smorgon Industries, President Western Bulldogs)

Presenting:

- **Day 2: Dr Graham Phillips** (Presenter of ABC's Catalyst, Journalist and commentator)

Presenting:

- **Day 3: Greg Tweedly** (Chief Executive Officer, WorkSafe Victoria)

Presenting:

PROFESSIONAL DEVELOPMENT WORKSHOPS

The SIA National Convention will also include a number of key *Professional Development Workshops*, covering contemporary industry topics. These will be held outside of the usual remit of the three-day convention and will include:

1. **Systems Thinking**
2. **Understanding Leadership**
3. **Hygiene Update**
4. **Human Factors and Ergonomics**
5. **Managing Psychosocial Hazards**

SIX KEY STREAMS

Six key streams will also be held over the three days, covering contemporary industry topics. Topics in these streams will include:

1. **Responding to economic uncertainty**
2. **Managing legislative change**
3. **Lessons Learnt – the good, the bad and the ugly**
4. **Changing the role of the professional**

5. Business Leaders – Contemporary Matters

6. Where are we now?

7. Dealing with the regulator

8. Where are we going?

9. Mock Court

10. Planning for Work Health

Networking Opportunities

As a networking event, the convention breaks are an excellent way to meet like-minded professional people within OHS, while providing organisations with an opportunity to showcase their brand through our morning tea, afternoon tea and lunch sponsorship packages.

SPECIAL EVENTS

This year we have several special events associated with the convention.

2012 Professional Development Workshops

As part of the 'Safety in Action - SIA National Safety Convention', five *Professional Development Workshops* herald the start of the 3-day convention. The workshops allow delegates to choose from five options for a full day of educational networking.

Monday 16 April, from 9.00am

Interactive Round Table Forum

Day one of the SIA National Safety Convention will include an afternoon of stimulating discussion with delegates and peers covering a wide range of topical issues. This proven format will create open channels of communication and learning as well as opportunities to network with fellow professionals.

Monday 16 April, from 2.00pm

Convention Opening Breakfast

The Convention Opening Breakfast will be held at the Melbourne Convention Centre. It will open with the riveting story of Derrick McManus, member of the SA Special Task and Rescue (STAR) Group, who was shot 14 times in less than 5 seconds when he and his team of 5 went to arrest a man. The story is the basis for one of Australia's most powerful, inspirational and really quite humorous presentations.

Tuesday 17 April 7.30 – 9.00am

Day 2 Keynote Speaker - Dr Graham Phillips

With 20 years experience as a journalist and commentator, Graham is one of the most accomplished science communicators in Australia. Prior to joining Catalyst, Graham was a reporter on ABC TV's science and technology programs: Quantum and Hot Chips.

Graham has a PhD in astrophysics and has lectured and researched at various universities as well as the Commonwealth Scientific and Industrial Research Organisation (CSIRO). He has penned columns for almost every major Australian newspaper and has somehow found the time to write four popular science books, including *Our Fabulous Future* and *Secrets of Science II*.

He has devised and taught university courses in journalism, science and environmental journalism and TV journalism.

Graham combines his detailed understanding of science with a down-to-earth approach making even the most complex of stories accessible and relevant.

Wednesday 18 April, 9.00am to 10.00am

Convention Gala Dinner

Held on the banks of the Yarra River at Zinc, Federation Square the convention gala dinner will feature a three-course meal and live entertainment.

Wednesday 18 April, 7.00pm

Your Involvement

The SIA builds relationships with organisations – providing members and convention delegates with first-hand knowledge they need to excel in their future health and safety endeavours.

The SIA works closely with our sponsors ensuring that their financial involvement achieves the most value. Over the last 11 years, we have built an impressive convention reputation in the field of health and safety and have attracted the top achievers in the industry.

The opportunity to showcase your organisation is available through our various sponsorship packages.

Monetary

Monetary contribution is an essential part of this conference. Without your valuable support, this event would not be possible. Below is a selection of sponsorship packages available; however if your organisation would like a customised package, we will gladly discuss how this might be achieved to meet your needs.

\$25,000 | Principal Sponsorship Package

- Your company logo on all convention material & promotional material
- Your company description (300 words) on SIA convention website
- Acknowledgement as a Principal Sponsor by stream leaders
- Convention registration for three (3) delegates over three (3) days
- Your company signage on main stage
- SIA twelve (12) month Gold Corporate Partnership valued at \$15,000
- Indirect access to SIA members (over 4,000)
- See corporate partnership brochure attached
- One (1) insert in the convention backpack
- Opportunity to provide promotional items to delegates
- Your company logo on convention & trade show PowerPoint slides
- Acknowledgement of Chairperson/MC at opening and closing of each day's proceedings
- One (1) table of (10) to the convention opening breakfast
- One (1) table of (10) to the convention gala dinner

\$5,000 | Convention Full Day Stream Sponsorship Package

- Your company logo on convention brochure & promotional material
- Your company description (200 words) on SIA convention website
- Your company logo on stream slide presentations
- Opportunity to display your corporate signage in session room
- One (1) insert in the convention backpack
- Two (2) attendees to the convention on the day of the stream

\$5,000 | Keynote Speaker Sponsorship Package

- Your company logo on convention brochure & promotional material
- Your company description (200 words) on SIA conference website
- Your company logo on stream slide presentations
- Opportunity to display your corporate signage on lectern
- One (1) insert in the convention backpack
- Two (2) attendees to the convention on the day of the keynote address
- Opportunity to co-brand video interview with stream leader to be used for promotional purposes

\$4,500 | Convention Lanyard Sponsorship Package

- Your company logo on 1,100 lanyards provided to convention attendees and sponsors
- Your company logo & corporate description (200 words) on SIA convention website
- One (1) insert in the convention backpack

\$4,000 | Opening Breakfast Sponsorship Package

- Opportunity to provide promotional material at the breakfast (i.e. on each table)
- Opportunity to display signage at the breakfast
- Your company logo & corporate description (150 words) on SIA convention website
- Acknowledgement from the MC as the mornings sponsor
- One (1) table of (10) to the convention opening breakfast

\$4,000 | Gala Dinner Sponsorship Package

- Opportunity to provide promotional material at the dinner (i.e. on each table)
- Opportunity to display signage at the dinner
- Your company logo & corporate description (150 words) on SIA convention website
- Acknowledgement from the MC as the evenings sponsor
- One (1) table of (10) to the convention gala dinner

\$2,500 | Convention Half Day Stream Sponsorship Package (final day only)

- Your company logo on convention brochure & promotional material
- Your company description (150 words) on SIA convention website
- Your company logo on stream slide presentations
- Opportunity to display your corporate signage in session room
- One (1) insert in the convention backpack
- Two (2) attendees to the convention on the day of the stream

\$2,000 | Morning & Afternoon Tea Sponsorship Package

- Opportunity to provide promotional material at the morning and afternoon tea breaks
- Opportunity to display signage within break out area

- Your company logo on convention brochure & promotional material
- Your company description (150 words) on SIA convention website
- One (1) insert in the convention satchel

\$500 | Convention Satchel Inserts

- One (1) insert in the convention satchel
- Your company logo on the SIA convention website

Please note: All convention advertising material submitted by sponsors is subject to final approval by SIA Ltd.

Donations

Another important aspect of Safety in Action 2012 - SIA National Safety Convention is donations. This is an ideal option for organisations that cannot make a sponsorship pledge to the convention, but still wish to be involved. Contact us to discuss in kind donation options.

Sponsorship Liaison

In addition to the above, all sponsors receive one point of contact through the Safety Institute of Australia Ltd via the Sponsorship Liaison. This individual will be your first point of contact, able to answer any queries, and provide you with regular communication in the lead up to and following the event. They will also be responsible for evaluation of your sponsorship objectives.

Kindest Regards,

Keith Brown,



Chief Executive Officer
Safety Institute of Australia Ltd

We're Interested

If you are interested in becoming a proud sponsor of Safety in Action 2012 – SIA National Safety Convention please complete the form below and send your expression of interest via fax (03) 8336 1179 or scan and email your form to the details provided below.

Name	Title
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Company	
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Phone	Fax
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Email	
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We are interested in:

- \$25,000 | Principal Sponsorship Package
- \$5,000 | Convention Full Day Stream Sponsorship Package
- \$5,000 | Keynote Speaker Sponsorship Package
- \$4,500 | Convention Lanyard Sponsorship Package
- \$4,000 | Opening Breakfast Sponsorship Package
- \$4,000 | Gala Dinner Sponsorship Package
- \$2,500 | Convention Half Day Stream Sponsorship Package
- \$2,000 | Morning & Afternoon Tea Sponsorship Package
- \$500 | Convention Satchel Inserts

Safety Institute of Australia Ltd thanks you for your support and we look forward to seeing you at the convention.

Attn:

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