

BLUEPRINTS for CHANGE: Business Transformation



**PowerHousing Australia
Conference 2012
14th to 16th March
Sponsorship Brochure
www.powerhousingaustralia.com.au**



BLUEPRINTS for CHANGE: Business Transformation



WELCOME

I am delighted to present to you the sponsorship packages for **Blueprints for Change: "Business Transformation"**: PowerHousing Australia's 4th National Affordable Housing Conference, to be held in Sydney at the Menzies Hotel, Wednesday 14th and Thursday 15th March 2012.

As the largest gathering of growth providers of social and community housing in Australia, the **PowerHousing Conference** is a significant marketplace for suppliers to the Australian Community and Social housing sector. Being part of PowerHousing Australia's Conference puts you and your company in front of key decision makers.

PowerHousing Australia is a peer network and business alliance of the nation's top-performing non-profit housing organisations. PowerHousing members are entrepreneurial, innovative, and grounded in their local markets through partnerships with private and public sectors as well as being community leaders. We aim to effectively combine our community mission with business acumen to achieve maximum social impact.

PowerHousing Australia's core business alliance initiatives include partnerships at many levels:

- Local partnerships that bring together public-sector and private-sector leadership and resources
- National collaborations among member organisations
- Entrepreneurial partnerships among financial institutions, foundations,
- Government agencies and our members.

Yours sincerely

A handwritten signature in black ink, appearing to read "Greg Budworth".

Greg Budworth
Chairperson

PowerHousing Australia

The Menzies Sydney





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Who do you reach when you partner with PowerHousing Australia?

For most companies, their first contact with the NFP housing sector is a little confusing and bewildering: – 7 peak State / Territory bodies and one national peak body, 7 Shelter organisations and 3,000 nfp housing organisations nationally. Of those 3,000 nfp housing organisation the majority of players are very small with anywhere between 1 to <100 houses under management and are primarily tenancy managers.

In the past couple of years there has been a concerted effort to build capacity in our sector through growth housing provider strategies. It is envisaged that Australia can only realistically have a total number of “growth” nfp housing providers of between 30 and 35 providers nationally. The reasons are simple: you need a different type of organisation to build, develop and manage large housing portfolios and you need scale and capacity.

PowerHousing Australia is a trade association and business consortium of 30 nfp housing providers in Australia. We have produced 2 seminal works on social housing utilizing two of the best companies to develop these papers – Access Economics and SGS Economics and Planning (copies available on our website). We have built strong relationships at the Federal government and State Government levels.

Our members have been involved in substantial building programs utilizing Federal government, State government and private finance to increase supply of housing nationally. The next surge of growth will be the transfer of 35% of all public housing stock nationally into the nfp sector as outline in the recent COAG Meeting.

By partnering with **PowerHousing Australia** at this conference you will have exclusive access to the Boards, CEOs, CFOs and line managers of our members. You will interact with organisations that are committed to increasing housing supply and which are experienced in finding innovative solutions to funding.

The members of **PowerHousing Australia** are in an exponential growth phase as a result of the dramatic changes brought about by Nation Building and state government funding initiatives. In the past 4 years, all of our members have significantly increased their balance sheets from in some cases ZERO dollars to 100's of millions of dollars today!

The total focus of our conference is to have all the decision makers in one place at one time! We will have a small but strategically important group of Federal and State funders present.

We look forward to transforming our businesses in partnership with you and your team!

A handwritten signature in black ink, appearing to read "Larry O'Brien".

Larry O'Brien
Chief Executive Officer,
PowerHousing Australia

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Program Overview

Wednesday 14th March	Registration 8.30am Welcoming Address 9am Day 1 Plenary and Breakout sessions through to 5pm
Wednesday 14th March	Conference Banquet – Australia Ball Room 6.30pm – 10.30pm
Thursday 15th March	Day 2 Plenary and Breakout sessions 9am to 5pm

****Sponsor set up is in the Park Room, Menzies Hotel, Sydney from 12 noon Tuesday 13th March.**

The Venue

The Menzies Hotel,
14 Carrington Street,
Sydney, NSW, 2000



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Platinum Sponsorship BENEFITS

Investment: \$25,000 + GST

Preferential Positioning:

- Complimentary 3m x 3m exhibition area [*] with seating and power in the Sponsor area in a prominent location.
- [* - "Booths are unavailable; in lieu, a dressed trestle table will be provided, prominently located, powered, etc]

Five Sponsor Passes:

- Full Conference attendance [including all networking opportunities]
- 5 sponsor passes to the Conference Banquet in the Australia Ballroom

Name and Logo Acknowledgement in all Conference Materials as a Platinum Sponsor:

- In the Delegate Handbook (~200 books printed)
- On the Conference webpage of the PowerHousing Australia website with a link to your website
- On all soft and hard copy marketing collateral. On all soft copy collateral your logo will include a link to your website
- Compendium Inserts: Limited to **TWO** items per Platinum Sponsor

Benefits exclusively offered to Platinum sponsorship:

- Signage/banner at the registration desk where Conference Packs are distributed
- One full page [255mm x 165mm] complimentary advertisement in the delegate handbook
- Signage opportunities in the Refreshment area, which will be on Level 1 of the Menzies [NB: Plenary sessions and Registration desk will be on Level 2 and Breakout sessions are located on the Lower Ground floor]

Delegate Listing:

- Access to the consenting delegates list. List will be provided one week prior to Conference.

Sponsorship of the Banquet [2 opportunities on offer] that includes:

- Distribution of marketing collateral at the event
- Signage/banner in the Reception venue or banquet venue
- 3 minute presentation during the Gala Dinner

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Gold Sponsorship BENEFITS

Investment: \$15,000 + GST

Sponsor Area setup table:

- Complimentary trestle table [1800mm x 900mm] with seating; power is available for presentations run from laptop, etc.

Three Sponsor Passes:

- to attend conference on both days with full catering
- to attend the Conference Banquet in the Australia Ballroom

Name and Logo Acknowledgement in all Conference Materials as a Gold Sponsor:

- In the Delegate Handbook (~200 books printed)
- On the Conference webpage of the PowerHousing Australia website with a link to your website
- On all soft and hard copy marketing collateral. On all soft copy collateral your logo will include a link to your website
- Compendium Insert: Limited to ONE item per Gold Sponsor
- One half-page [160mm x 120mm] complimentary advertisement in the delegate handbook

Gold Benefits (LIMITED TO ONE OPPORTUNITY for each Gold Sponsor):

- Signage / banner at one of the three [3] Breakout Rooms, located on the Lower Ground floor [2] or Level 1 [1]
OR
- Logo inclusion on Delegate Name Badges

Delegate Listing

- Access to the consenting Conference delegate list. List will be provided one week prior to Conference.

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Silver Sponsorship **BENEFITS**

Investment: \$7,500 + GST

TWO Sponsor Passes:

- to attend full conference on both days with full catering
- to attend Conference Banquet

Name and Logo Acknowledgement in all Conference Materials as a Silver Sponsor

- In the Delegate Handbook (~200 books printed)
- On the Conference webpage of the PowerHousing Australia website with a link to your website
- On all soft and hard copy marketing collateral. On all soft copy collateral your logo will include a link to your website

Silver Benefits (LIMITED TO ONE OPPORTUNITY for each Silver Sponsor):

- Compendium Insert: Limited to one item per Silver Sponsor AND Signage / Banner in Sponsor area
OR
- Setup table in Sponsor area with seating and power
OR
- One Half-page [160mm x 120mm] advertisement in the delegate handbook

Delegate Listing:

- Access to the consenting Conference delegate list. List will be provided one week prior to Conference.



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Company _____

Contact Person _____

Company Position _____

Address _____

State _____ Postcode _____ Country _____

Tel () _____ Mob _____ Fax () _____

Email _____

SPONSORSHIP – Type of Sponsorship

- Platinum \$25,000 + GST
- Gold \$15,000 + GST
- Silver \$7,500 + GST

PAYMENT MUST BE RECEIVED WITH YOUR COMPLETED BOOKING FORM

Method of Payment:

Payment by cheque made out to **PowerHousing Australia Ltd;**

OR

Direct Deposit to:

Bank: mecu Limited
BSB: 803-140
Account Number: 12004707
Account Name: PowerHousing Australia

SPONSORSHIP booking form

Input and ideas from potential sponsors are most welcome - we want to help you achieve your business objectives and service your customer groups. The packages listed in this document can be tailored to your organisation's specific needs. If you would like to suggest other ways for your organisation to become involved in the conference, please do not hesitate to contact:

Larry O'Brien
Chief Executive Officer
0438 750 013

larryo@powerhousingaustralia.com.au

Scan and email Booking Form to penelopem@powerhousingaustralia.com.au with remittance advice for payment of sponsorship fee. Alternatively, post form and cheque to PowerHousing Australia Ltd, PO Box 122, BENDIGO, Vic 3552