

Sponsorship Prospectus

Lessons Management Forum 2019

About the Australian Institute for Disaster Resilience

The Australian Institute for Disaster Resilience (AIDR) develops, maintains and shares knowledge and learning to support a disaster-resilient Australia. Building on extensive knowledge and experience in Australia and internationally, AIDR works with government, communities, NGOs, not-for-profits, research organisations, education partners and the private sector to enhance disaster resilience through innovative thinking, professional development and knowledge sharing.

AIDR is supported by its partners: the Australian Government Department of Home Affairs, AFAC, the Australian Red Cross and the Bushfire & Natural Hazards CRC.

About AFAC

AFAC is the Australian and New Zealand National Council for fire, emergency services, creating synergies across the emergency management sector.

AFAC was established by its members in 1993 to collaborate on matters of international, national and regional importance for the emergency services sector. AFAC currently represents 31 Members and 20 Affiliate members across Australia and the Asia-Pacific region.

The National Council is made up of the most senior representatives of our member agencies (Commissioner or CEO), who are responsible for strategic decision making, including purchasing decisions, on behalf of their organisations. National Council guides the strategic management of AFAC. The work of AFAC is conducted through a collaboration framework of groups and networks, with representation from senior officers of member agencies. Through its structure, AFAC facilitates industry collaboration on a range of topics, including standards and purchasing, and develops industry Positions and Guidelines for endorsement by the National Council.

AFAC also conducts an ongoing professional development events program through which member agency personnel come together to share knowledge and thinking to advance the practice of emergency management.

Sponsorship opportunities

Lessons Management Forum 2019

The Lessons Management Forum, now in its fourth year, provides an opportunity for lessons management practitioners, those interested in this area, and those new to the area to share good practice, learnings and innovations.

There will be a broad range of presentations and workshops from various jurisdictions and organisations, including military, health and fire and emergency services. The program explores sharing lessons, including insights and lessons identified from experiences in an operational context. This may include outcomes from debriefs and outcomes from significant events. It will also explore implementing lessons and the different approaches taken by organisations in managing lessons. This may include development of frameworks, governance and processes.

The Forum will include face-to-face networking opportunities to enhance the expanding community of practitioners working in the lessons management area.

The Lessons Management Forum has grown to become the preeminent gathering of lessons management practitioners nationally, and it is anticipated that at least 100 practitioners will attend this year. This includes representatives from across Australia from state and territory emergency services agencies, Australian federal agencies and other industries.

Event details

Date: Tuesday 30 and Wednesday 31 July 2019

Location: Novotel Sydney Central, 169-179 Thomas St, Sydney NSW 2000

Why become a sponsor?

This year, for the first time, the Lessons Management Forum will be hosted in Sydney. This provides an excellent platform for NSW-based organisations and agencies to harness the opportunity to demonstrate support and leadership in the growing area of lessons management. Sponsors will have a premium opportunity to showcase their contributions to the lessons management arena and increase their brand awareness.

Importantly, sponsorship will enable an enhanced Lessons Management Forum by providing support to value-adds that will make this event exceptional. Sponsorship will be directed towards initiatives such as:

- **prominent international guest speakers** to share learning and good practice from an international perspective
- **workshop sessions**, a key component of the forum where delegates will break into groups to explore topics in greater detail and share knowledge
- **an exclusive networking function**, where delegates and guest speakers can network in a relaxed environment

Sponsor benefits overview

	Gold	Silver	Bronze
Complimentary forum registration for staff	x 3	x 2	x 1
Exclusive sponsor of networking function	✓		
5-minute speaking spot at the beginning of the networking function	✓		
Opportunity to launch a product or service	✓		
Promotional pull up banner at networking function	✓		
Social media coverage	✓		
Logo on event promotional flyer	✓		
Promotional pull up banner during event	✓	✓	
Acknowledgement as sponsor in <i>AFAC News and Updates from AIDR</i> monthly newsletters	✓	✓	
Opportunity to provide promotional material to forum attendees (A4 flyer or similar; sponsor to provide)	✓	✓	
Acknowledgement as sponsor on Lessons Management Forum webpage	✓	✓	✓
Acknowledgement and logo in forum program	✓	✓	✓
Organisation acknowledged and tagged in social media posts	✓	✓	✓
Acknowledgement in post-event communications, including <i>AFAC News and Updates from AIDR</i> monthly newsletters	✓	✓	✓
Investment required:	\$5,000*	\$2,000*	\$1,000*

*+GST

Contact

To discuss the sponsorship opportunities available in more detail, please email events@aidr.org.au or call the AIDR events team on (03) 9418 5256.

Once your preferred sponsorship opportunity and benefits have been tailored to suit the needs of your organisation, AIDR will prepare a sponsorship agreement for your signature.