

Australian Health Design Council Partnership Invitation March 2024

Introduction

We invite you to join with the Australian Health Design Council in supporting excellence and knowledge sharing for the health care facility design and procurement industry in the Australasian region.

Partnership with AHDC which will offer you coverage and exposure to the health design industry professionals including:

- Access to a body of highly skilled, influential, professional health facility industry personnel across Australia.
- Opportunity to meet and engage with leaders in both the public and private health sector.
- Prominent mention on the AHDC website and link back to your website.
- The right to use our logo on your website and other promotional material, to signify your partnership with AHDC.
- First-call invitation to sponsor AHDC events with the opportunity to target your particular area of expertise.

To find out more about AHDC, please visit our website at www.aushdc.org.au

This year, we have restructured our partnership offering to align more closely with our new events and member benefits.

Foundation Partnership is now the umbrella banner for all our financial sponsors and now includes conference attendance. The Industry Partnership tier is now integrated into three levels of Foundation Partnership.

We are moving towards Event Sponsorship being open exclusively to Foundation Partners through valuable package deals listed in this invitation.

If you are interested in a tailored package to suit your needs, we are open to offering opportunities to new partners and will strive to provide flexibility in tailoring your sponsorship to suit your organisation's interests.

CONTACT

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1. Foundation Partnership

Our new partnership format aims to strengthen long-term relationships and guarantee access to the benefits of membership. As a partner, your team will have full access to membership benefits, conferences and early access to special events. Foundation Partners will have all Logo, and company information included in AHDC media. Our partnership designations are individually assigned based on discussions with each partner to suit the package and offering.

Our National Conference is our major annual event, now in its third year, with over 200 attendees in 2023. By becoming a Foundation Partner, you can lock in your tickets early, and access additional event sponsorship opportunities.

For more information on partnership inclusions, refer to General Offering.

Tier 1 Package (Platinum)		\$12,000 p.a.
<p>This package is tailored to professional practices, such as design, engineering, project management and consultancies, health services organisations and academic institutions.</p> <p>We welcome Tier 1 Partners to an exclusive opportunity to be involved in association governance and strategic direction.</p>	Complimentary 12-months Membership	10 pax
	Complimentary Conference tickets	10 pax
	Discounts to additional event tickets	10%
	Short promotional post in our monthly newsletter	2
Tier 2 Package (Gold)		\$7,500 p.a.
<p>This package is open to all industry and trade organisations, with a focus on product promotion through our member events and conferences.</p> <p>We offer all Foundation Partners the opportunity to expand their reach through event attendance and event sponsorship.</p>	Complimentary 12-months Membership	5 pax
	Complimentary Conference tickets	5 pax
	Discounts to additional event tickets	10%
	Short promotional post in our monthly newsletter	2
Tier 3 Package (Silver)		\$5,000 p.a.
<p>This package is open to organisations of all sizes with an interest in the Australian health design industry and offers an accessible way to stay involved and up to date. Foundation Partnership is becoming a prerequisite to event sponsorship, including conference trade booths.</p>	Complimentary 12-months Membership	2 pax
	Complimentary Conference tickets	2 pax
	Discounts to additional event tickets	10%
	Short promotional post in our monthly newsletter	1

2. Event Sponsorship

Event Sponsorship provides opportunities for Foundation Partners to increase their exposure to the Australian Health Design Industry by actively participating in our AHDC events program. AHDC's regular calendar of events include face-to-face events, webinars, conferences and symposiums. Our webinars are offered periodically with influential speakers promoting sharing of ideas and experiences with both members and partners. Events are interactive and are streamed around Australia, which allows both the members and partners to attend in the state where they are based, with an average of 80 to 120 participants attending each seminar (across all venues).

This is an opportunity for organisations to take a more active role in a specific event, through event hosting, financial support, and co-curation where appropriate. Your nominated representative will have the opportunity to participate in the event, deliver a short welcome speech. Your logo and branding will be incorporated into the event advertising, and you will be acknowledged prominently in all communications and media via your own IT and video equipment.

If you are interested in event sponsorship, please contact us to discuss the right opportunity for your organisation.

National Conference		(Indicative price)
<p>Held annually in November, the Australian Health Design Conference is an in-person national event designed to bring a broad intersection of the healthcare design industry together to discuss opportunities, challenges, and trends.</p> <p><i>Please note: this year, the conference will not include a trade exhibition, but small display tables will be available for the display of products and materials.</i></p>	Session Introduction Provide a short introduction to your company, and open the speaker session (4 available)	\$4000
	Display Booth 2 x 1m table and banner display for your products and material (8 available - may be affected by Venue)	\$3000
	Cocktail Party Exclusive Party hosts and a 15-minute presentation	\$5000
	Other Opportunities Provide a free promotional product, or sponsor a coffee cart for delegates	TBC
Member Events		
<p>Our 2024 events calendar features a range of events across a wide range of topics.</p> <p>As an event sponsor you will be invited to introduce yourself and the event and feature prominently as event sponsors.</p> <p>We will work with you to ensure the event aligns with your interests and provides you an opportunity to meet our members.</p>	AusHFG Round Table National webinar focusing on Australian health facility guidelines, with a presentation and a panel discussion	\$1000
	National Symposium An in-person hybrid event held live in every state (except Tasmania). It will feature an afternoon of presentations, panels, and networking.	\$1000
	Sustainability Round Table National webinar focusing on a Net Zero Roadmap for healthcare, with a presentation and a panel discussion	\$1000
	Podcast Live Webinar A web-based live interview and Q&A featuring podcast guests, providing an interactive environment for discussion and networking	\$500
	Site Visit Exclusive tours of healthcare facilities, offered to our members based on a ballot system.	\$500

3. General Offering

Payment and Renewal Terms

Foundation Partnership is offered annually for 12 months from April 2024 to March 2025.

Partnership agreements for 2024 must be confirmed and paid by 30 April 2024.

All existing partners will be required to renew their agreement to align with the new tiered system.

Complimentary Membership

Complimentary membership is offered in accordance with your package. This provides access to free tickets to all normal events, and early access to balloted tickets.

Complimentary Conference Tickets

Complimentary all access conference tickets are offered in accordance with your package. This reserves your tickets in advance of ticket release. We will be in touch before the conference to confirm the names of your attendees.

Visibility on our Website

The following details will be displayed on our website Foundation Partners page. Please contact us if you would like to provide a bio or a banner.

- Company Logo
- Partner Contact Details
- Short Company Bio (Optional)
- Banner 1200 x 300 (Optional)

Visibility at our Events

All Foundation Partners are invited to display their pull-up banners at our events and conferences, subject to approval and event organisation.

Acknowledgement at Events

We acknowledge all our Foundation Partners at the beginning of all events. Each logo is displayed, along with the partnership designation.

Use of AHDC Logo

You are entitled to use our logo on your website, communication, and marketing materials to signify your role

as a Foundation Partner. Digital assets are available, as well as custom graphics on request.

Membership Directory

You can view the Name, Title, and Company of most members. You can contact individual members through the website, they will get an email from aushdc.org.au.

- Members can adjust their personal privacy settings.
- We never share our membership contact information with Partners or third parties.
- We do not send emails on behalf of Partners or third parties.

Promotional Posts

A short promotional post is offered to Foundation Partners for inclusion in our monthly newsletter. This may include up to 200 words and a graphic banner of 1200 x 300. This post will be displayed at the bottom of our newsletter and is subject to approval.

Event/Session Sponsorship

As an event sponsor, your nominated representative will be invited to introduce your company and the event. AHDC retains independent curatorial control of all events, including the selection of all speakers. If appropriate, we may invite you to be involved as a speaker or panellist.

Session Partners sponsoring Speaker Sessions at our National Conference or National Symposium are invited to say a few words at the beginning of the Session. By sponsoring a session:

- You are not directly sponsoring the speaker(s),
- Event Partners cannot host or select their own speakers,
- There can only be one Partner per Session.

Product and Display Booths

Our events are focused on knowledge sharing and education and we do not host trade exhibitions or expo type events.

Product display booths are small but can be used to display products and material that might pique the interest of attendees.

We encourage sponsors to use Display Booths as a place to host conversations and get to know our members in person.

4. Other Opportunities

Podcast Partner

If you are interested in a unique and highly visible partnership, we are seeking committed Partners to support our dedicated 'Health Design on the Go' Podcast Series. Available on Spotify and Apple Podcasts, the podcast features interviews with industry leaders and is released periodically and advertised on our website and social media.

Event Cross-promotion

If you are hosting an event or conference that would be of interest to our members, please feel free to get in contact and share the details with us. We welcome opportunities to share high quality events with our members through social media cross-promotion. We are open to promoting education webinars, such as Continuing Professional Development for professionals.

Mutual Collaboration Partnering

AHDC is open to sharing information and support with like-minded Not-for-Profit organisations that are interested in improving the delivery of healthcare to their community. Mutual Collaboration Partnering is typically based on non-financial, 'in-kind', or costs-covered arrangements. Examples include:

- Cross-promotion
- Research Collaboration
- Awards and Prizes
- Discounted event tickets
- Co-chairing events
- Representation on Juries and Panel

5. National Conference Theme

Ahead of the Curve

In 2024, we are turning our attention to emerging ideas in healthcare design. We are seeking a broad range of ideas and perspectives, both local and international. We would like to encourage diverse submissions that demonstrate something that is new, novel or unique, that could be scaled up or expanded upon.

An outsider's perspective: How have you brought ideas and approaches from other countries or from other sectors, and applied them to healthcare projects in Australia?

Challenging the method: How have you approached a healthcare design problem in a new way, challenging the standard approach and testing a novel solution to a common problem?

A changing community: How can we provide for diverse communities, and how do social, economic, political and cultural factors influence our health?

Build better, not more: How can we use fewer resources in construction, focus on refurbishment and recycling, and build better healthcare with less environmental impact?