



aaee 2020

Mandjoogoordap: Changing Tides

29 September - 2 October 2020

Mandurah, Western Australia

SPONSORSHIP & EXHIBITION PROSPECTUS

*Australian Association for Environmental Education (AAEE) 21st Biennial National Conference
and 4th Research Symposium*

Invitation

We invite your organisation to be involved in the 21st Australian Association for Environmental Education (AAEE) Biennial Conference and 4th Research Symposium.

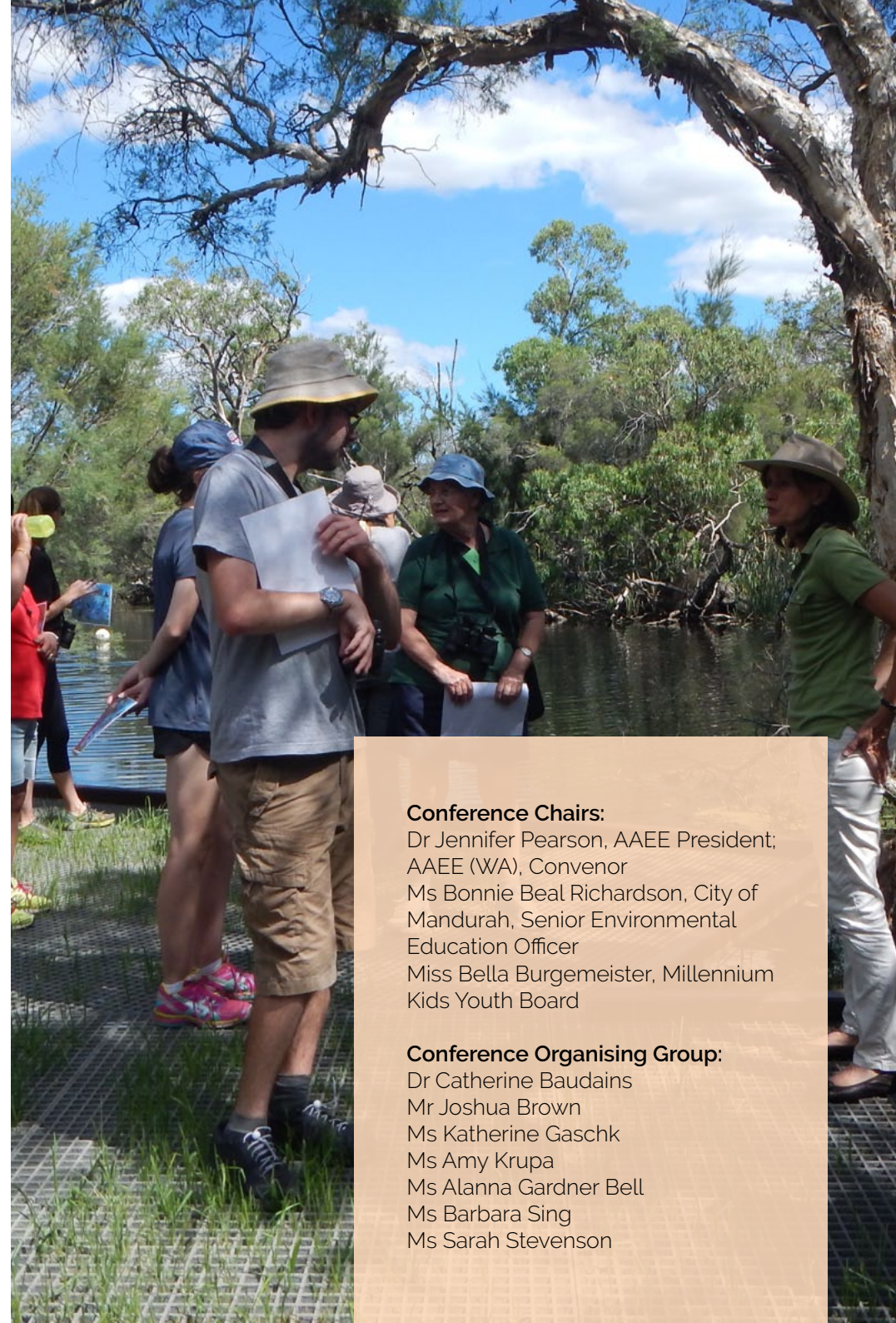
Hosted in Mandurah, Western Australia, a city renowned for its beautiful waterways, internationally recognised wetlands, ancient thrombolites and enchanting plants and wildlife. This global biodiversity hotspot truly is Mandjoogoordap: the meeting place of the heart.

Inspired by moving local examples, resilience theory, and Mandurah's relaxed waterside lifestyle, ***Mandjoogoordap: Changing Tides*** aims to showcase innovative, practical and effective tools to help us "change the tides" of environmental and sustainability education.

This intergenerational, inclusive and inspiring event ensures an anticipated 300 delegates will be immersed in the latest thinking and exposed to the best information and resources. With sustainability professionals and educators from all sectors, including education, government, NGOs and community groups, ours is an audience that values authentic ideas and ways of working.

This is a great opportunity for your organisation or business to be in the room, and to have your services, products and brand connected to this vital work and significant delegate base. Join us in the time of Kambarang, the season of birth, when the weather starts to warm, rain eases and we see an abundance of wildflowers and new arrivals. Together, we will explore, discuss and learn from others who are working to empower their communities to action change.

Sharing the latest in theory, policy and practice, our focus is turning this conference moment into a movement by challenging old thinking and fostering innovation and futures thinking. We look forward to changing the tides of this incredible field with you, and we welcome you to our Mandurah, our Mandjoogoordap - meeting place of the heart.



Conference Chairs:

Dr Jennifer Pearson, AAEE President;
AAEE (WA), Convenor
Ms Bonnie Beal Richardson, City of
Mandurah, Senior Environmental
Education Officer
Miss Bella Burgemeister, Millennium
Kids Youth Board

Conference Organising Group:

Dr Catherine Baudains
Mr Joshua Brown
Ms Katherine Gaschk
Ms Amy Krupa
Ms Alanna Gardner Bell
Ms Barbara Sing
Ms Sarah Stevenson

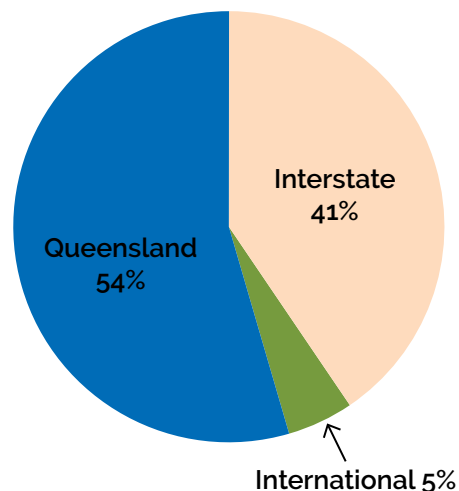
Who will Attend?

The AAEE National Biennial Conference 2020 will attract over 300 dedicated sustainability and educational professionals from across Australia, New Zealand, our overseas neighbours and MOU Partners in the United States, Japan and Abu Dhabi.

Your organisation can use this conference to build and develop relationships with professionals working directly in environmental and sustainability education.

The most recent AAEE conference, hosted in Queensland in 2018, had the following participant profile:

AAEE National Biennial Conference 2018
Registration by region



WHY SPONSOR OR EXHIBIT AT THE AAEE 2020 CONFERENCE?

- **Build credibility**
Demonstrate your organisations' pursuit of a more sustainable and equitable future.
- **Extend networks**
Expand and deepen networks by meeting and speaking with delegates in a focussed and informative environment. There will be social events throughout the conference to further develop relationships.
- **Increase awareness**
Sponsoring and/or exhibiting will provide opportunities to increase awareness of your products and services amongst influential national and international environmental and sustainability educators.
- **Reach new audiences**
Engage with intergenerational delegates; from up and coming young and passionate advocates of our environment, through to experienced and researched organisational and academic ambassadors.



Conference Program

Inspired by moving local examples, resilience theory, and Mandurah's relaxed waterside lifestyle, **Mandjoogoordap: Changing Tides** aims to showcase innovative, practical and effective tools to help us "change the tides" of environmental and sustainability education.

Mandjoogoordap is the traditional name of Mandurah, and means "meeting place of the heart". The conference program nods to both the Aboriginal history of Mandurah as a meeting place, and our intention as a chapter to open hearts to a movement of change.

AAEE2020 will highlight this through the following themes:

- Optimism for a changing world
- Systems approach and resilience theory
- Showcasing community-led examples
- Education as transformative citizenship
- Future's Thinking
- Exploring values-based communication
- Recognition of Aboriginal knowledge
- Respectful intergenerational collaboration
- Reconnection for agency of nature
- Technologies and education for sustainability
- Valuing an informed, diverse world

Our intention is to turn this conference moment into a movement by challenging old thinking and fostering innovation and genuinely effective action.



Credit Russell Ord Photography and Visit Mandurah

About AAEE

The Australian Association for Environmental Education (AAEE) is Australia's peak professional body for environmental and sustainability educators. AAEE advocates for environmental and sustainability education and promotes best practice. It contributes to skills development among educators across the country and internationally, who work in government agencies, schools, businesses and community organisations.

AAEE supports these educators to stay at the forefront of environmental and sustainability education and behaviour change. It provides a network for the growing force of cross-sector environmental educators.

AAEE has three major roles:

1. Promoting the most extensive and effective use of education to help people to live more sustainably
2. Supporting its members and others in the sector via professional development
3. Building greater strength in local networks that facilitate collaboration and skill-sharing.

AAEE's vision is to connect through education to advance understandings and actions in relation to environmental and sustainability issues across all communities and education sectors.

CONFERENCE MARKETING AND COMMUNICATION STRATEGY

A detailed marketing strategy will ensure that the AAEE 2020 Conference is extensively publicised prior to, during and after the Conference.

Use of offline and online communications tactics and integrating aspects of traditional and social media networking, including:

- **AAEE 2020 website** – provides the key information and frequently updated to reflect the latest news and related matters.
- **AAEE 2020 blog** – starts prior to, then a key tool during the conference.
- **Direct marketing** – frequent email updates will be sent to AAEE members, and other sustainability and/or educational organisations providing general information, latest news, key dates, program and speaker details. This will assist delegates and other interested people to become engaged in activities leading up to the conference.
- **Marketing collateral** – branded electronic and (a minimal amount of) printed materials carrying sponsors' logos will be used to highlight key activities such as registration promotions and 'call for papers' reinforcing sponsors' identity to participants and the wider educational community.
- **Media coverage** – will be generated before, during and after the conference through specialist and general media channels, profiling associated local events, activities of keynote speakers and conference participants.
- **Social media** – will generate excitement, interest, inform and engage conference participants and the wider Australian and International community about the conference, keynote speakers and associated events.

Mandurah

Mandurah is a coastal city in Western Australia, situated approximately 72 kilometres (1 hour) south of the state capital, Perth. The first people known to have inhabited the area were the Bindjareb people of the Bibbulmun Nation. The locality was known by Aboriginal people as Mandjoogoordap, which translates as 'meeting place of the heart'.

After European settlement the City's name was adapted to Mandurah, and since this time Mandurah has emerged from a small fishing and holiday community to the largest regional city in Western Australia. As a community, Mandurah is united in building its economic potential, preserving its environment and celebrating its culture. It strives to be the place where a thriving regional city and the heart of a village meet.

Mandurah boasts a typical Mediterranean climate and relaxed coastal lifestyle. It is situated between the Indian Ocean, the expansive waterways of the Peel-Harvey Estuary and the lower reaches of the Serpentine River, with the Jarrah forests and farmlands of the Darling Range to the east.

Renowned for its beautiful waterways, internationally recognised wetlands, ancient Thrombolites and enchanting plants and wildlife, this global biodiversity hotspot truly is Mandjoogoordap.





The Venue

Mandurah Performing Arts Centre ('ManPAC') is more than a performing arts centre. It's a hub for extraordinary, dynamic and creative ideas – a centre for the arts.

ManPAC is a national leader in the curation and presentation of quality arts and cultural experiences that are relevant to local artists, audiences and the community. It is committed to presenting, commissioning and creating work which aspires to build a more inclusive, resilient and enlightened Mandurah community.

ManPAC programs music, theatre, circus, physical theatre, dance, festivals, film, visual arts, workshops, outreach, community engagement, youth and children's events.

Sponsorship Opportunities

A wide variety of opportunities are available to help keep your organisation's name 'front and centre' in the minds of conference attendees.

The Conference Organising Group appreciates your support, and its responsibility to ensure an appropriate return on investment. We will provide approaches that are in line with your organisation's strategic objectives as an active participant in the environmental and sustainability education community. The organisers would welcome discussions on tailoring additional sponsorship items to suit your individual budget and marketing needs.

TIER 1	TIER 2	TIER 3	INDIVIDUAL
\$11,000 inc gst	\$5,500 inc gst	\$2,750 inc gst	\$1,650 inc gst
Logo on sponsor signage at venue	Logo on sponsor signage at venue	Logo on sponsor signage at venue	Logo on sponsor signage at venue
Logo and 200-word profile in Conference electronic program	Logo and 100-word profile in Conference electronic program	Logo and 50-word profile in Conference electronic program	Logo in Conference electronic program
Logo on sponsor session slide to be shown during breaks in the main session room	Logo on sponsor session slide to be shown during breaks in the main session room	Logo on sponsor session slide to be shown during breaks in the main session room	Logo on sponsor session slide to be shown during breaks in the main session room
Logo on Conference website	Logo on Conference website	Logo on Conference website	Logo on Conference website
One 3m x 2m exhibition space	One 3m x 2m exhibition space	Shared 3m x 2m exhibition space	Logo in the national AAEE's ozEEnews, accompany participants case study
Four registrations to the full 3-day conference (including morning teas, lunches and afternoon teas, a ticket to the Welcome Reception and to the Conference Dinner)	Two registrations to the conference (including morning teas, lunches and afternoon teas, a ticket to the Welcome Reception and to the Conference Dinner)	One registration to the conference (including morning teas, lunches and afternoon teas, a ticket to the Welcome Reception and to the Conference Dinner)	
Four extra tickets to attend the Conference Dinner	Two extra tickets to attend the Conference Dinner		
Full-page advertisement in the conference electronic program book	Half-page advertisement in the conference electronic program book	Quarter-page advertisement in the conference electronic program book	
Delegate list – supplied two weeks prior to the conference	Delegate list – supplied one week prior to the conference	Delegate list – supplied one week prior to the conference	
Opportunity to place one sponsor-provided free-standing pull-up banner in the registration area and entrance to the main session room	Opportunity to place one sponsor-provided free-standing pull-up banner in registration area		
Plus much more...	Plus more...		

Tier One

\$11,000 Multiple Opportunities (inc. GST)

Entitlements:

- Logo on sponsor signage at venue
- Logo and 200-word profile in Conference electronic program
- Logo on sponsor session slide to be shown during breaks in the main session room
- Logo on Conference website
- Opportunity to provide a short (5 minutes) address to the conference during a plenary session when introducing a key speaker
- Four registrations to the full 3-day conference, including morning teas, lunches and afternoon teas, a ticket to the Welcome Reception and to the Conference Dinner
- Four tickets to attend the Conference Dinner (in addition to those already included in the above registrations – giving the sponsor eight in total)
- Logo on the Conference Dinner menus
- Logo on the Conference Dinner signage
- One 3m x 2m exhibition space
- Full-page advertisement in the conference electronic program book – your advertisement will be located inside the front cover, or pages immediately following (finished artwork to be supplied by sponsor to the specifications provided by Conference Organisers)
- Opportunity to place one sponsor-provided free-standing pull-up banner in the registration area (max. 2m high by 1m wide)
- Opportunity to place one sponsor-provided free-standing pull-up banner at the entrance to the main session room (max. 2m high by 1m wide)
- Logo included on conference electronic newsletters
- Verbal recognition of your support in the opening and closing sessions of the conference
- Delegate list – supplied two weeks prior to the conference (in accordance with Australian Privacy and Anti-Spam Legislation)
- Sponsorship of one of the Conference-selected Keynote Speakers
- Logo in Conference electronic program book next to Conference-selected speaker (subject to printing deadlines)
- Logo on Conference website next to Conference-selected speaker
- Logo on session slide of Conference-selected speaker.

Tier Two

\$ 5,500 Multiple Opportunities (inc. GST)

Entitlements:

- Logo on sponsor signage at venue
- Logo and 100-word profile in Conference electronic program
- Logo on sponsor session slide to be shown during breaks in the main session room
- Logo on Conference website
- One 3m x 2m exhibition space
- Opportunity to place one sponsor-provided free-standing pull-up banner in registration area (max. 2m high and 1m wide)
- Two registrations to the conference, including morning teas, lunches and afternoon teas, a ticket to the Welcome Reception and to the Conference Dinner
- Two tickets to attend the Conference Dinner (in addition to those already included in the above registrations – giving the sponsor four in total)
- Half-page advertisement in the conference electronic program book (finished artwork to be supplied by sponsor to specifications provided by Conference Organisers)
- Delegate list – supplied one week prior to the conference (in accordance with Australian Privacy and Anti-Spam Legislation).

Tier Two sponsorship includes the following items: *(Please choose from one of the two options listed below)*

Option 1 – Morning Tea (subject to availability)

- Logo on Morning Tea signage
- Logo in Conference electronic program book against Morning Tea sponsorship (subject to publishing deadlines)
- Logo on Conference website against Morning Tea sponsorship.

Option 2 – Afternoon Tea (subject to availability)

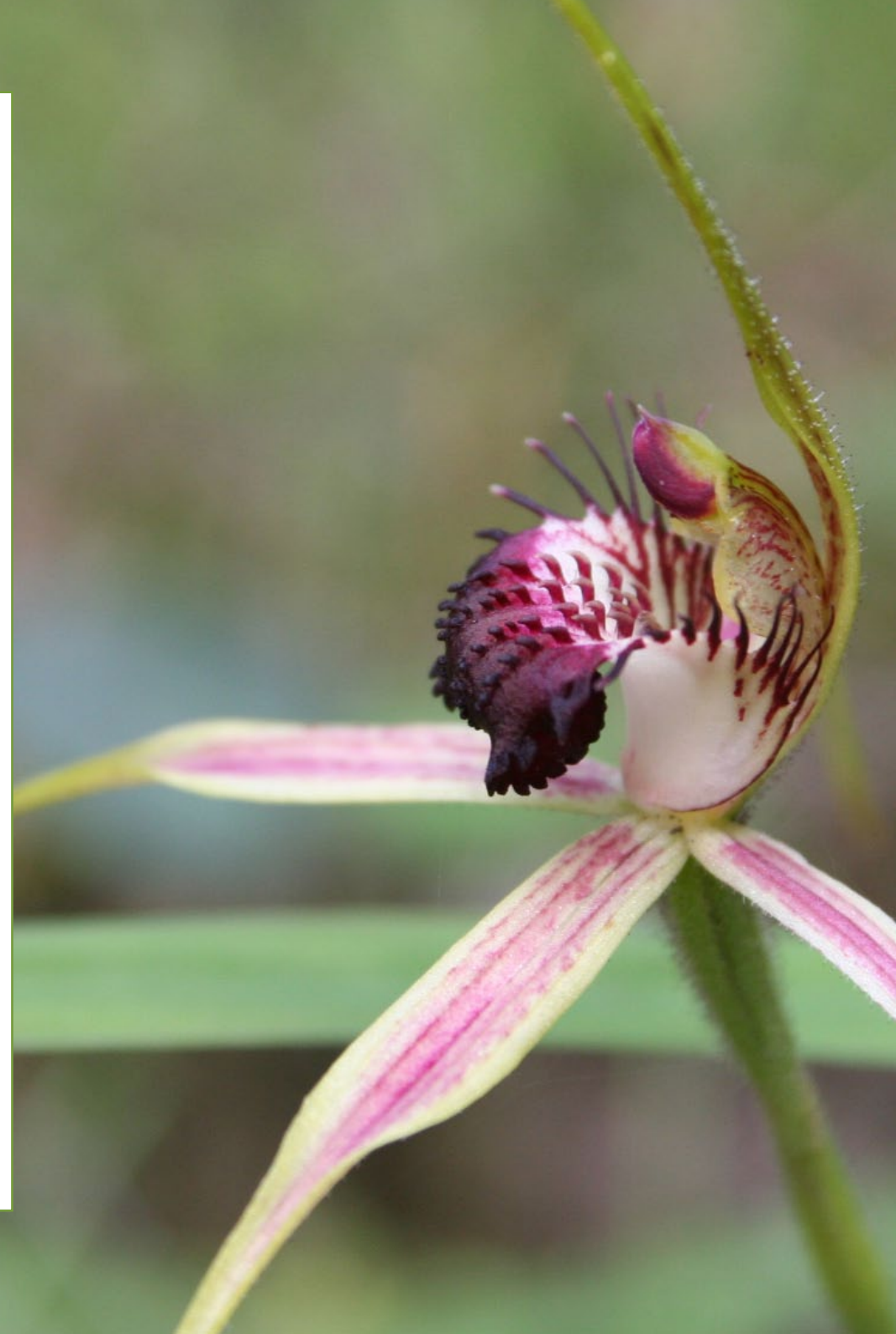
- Logo on Afternoon Tea signage
- Logo in Conference electronic program book against Afternoon Tea sponsorship (subject to publishing deadlines)
- Logo on Conference website against Afternoon Tea sponsorship.

Tier Three

\$2,750 Multiple Opportunities (inc. GST)

Entitlements:

- Logo on sponsor signage at venue
- Logo and 50-word profile in Conference electronic program
- Logo on sponsor session slide to be shown during breaks in the main session room
- Logo on Conference website
- Shared 3m x 2m exhibition space
- One registration to the conference, including morning teas, lunches and afternoon teas, a ticket to the Welcome Reception and to the Conference Dinner
- Quarter-page advertisement in the conference electronic program book (finished artwork to be supplied by sponsor to specifications provided by Conference Organisers)
- Delegate list – supplied one week prior to the conference (in accordance with Australian Privacy and Anti-Spam Legislation).



Individual Sponsor Opportunities

Participant Subsidies Scholarships

\$1,650 Multiple Opportunities (inc. GST)

To recognise and facilitate stronger links with people from diverse backgrounds and experiences, the conference offers the opportunity for organisations to sponsor delegate subsidies.

These scholarships will support participation by facilitating attendance from:

- Indigenous peoples and educators working with them
- People from culturally and linguistically distinctive backgrounds, including recent arrivals and refugees, and the educators working with them
- Full-time students in environment/sustainability education courses.

We would be pleased to negotiate with potential sponsors about which of the above areas you would like to assist with.

Your contributions will assist with providing airfares, accommodation and registration for participants.

Entitlements:

- Logo on sponsor signage at venue
- Logo in Conference electronic program
- Logo on sponsor session slide to be shown during breaks in the main session room
- Logo on Conference website
- Logo in the national AAEE's ozEEnews, accompany participants case study.



In-kind Sponsorship

Multiple Opportunities

The Conference Organising Group seeks opportunities to discuss appropriate sponsorship entitlements with organisations and individuals in recognition of their in-kind contributions.

Examples of in-kind sponsorship include:

- Budget replacement –the provision of necessary items that the conference requires such as transport, website support, entertainment, local produce, printing, etc.
- Conference culture – items that will enhance participants' experiences at the conference such as early-bird registration, raffle prizes, speakers' gifts, tickets to pre- and post-conference recreational events, etc.

Please note that the agreed value of all non-cash sponsorship will be at the suggestion of the sponsor, and the discretion and approval of the Conference Organising Group.

Advertising

Multiple Opportunities

Advertising space will be available in the conference program book, which will be distributed to all conference delegates electronically.

Ad Size	Position	Cost (inc GST)
Full page	Outside back cover	\$1,100
Full page	Inside back cover	\$990
Full page	Within the electronic program	\$550
Half page	Within the electronic program	\$330

Please note Advertising artwork is to be supplied by the sponsor, with specifications to be provided by the Conference Organiser



Exhibition

Exhibition Space:

Early Bird (up to 10th July 2020) – price \$1,650 inc GST

Standard (to 11th Sept 2020) – price \$2,750 inc GST

The AAEE 2020 Conference Exhibition will be run in conjunction with the conference program, and its practical sustainability intentions. It seeks to showcase the best and latest products and services effective in assisting environmental and sustainability educators.

Exhibitors will have a valuable opportunity to promote their products and services in discussions with delegates. To ensure that exhibitors have considerable opportunities to interact with delegates all conference lunch, morning and afternoon tea breaks will be held in this area.

Exhibitor Inclusions:

- Trestle table (approx. 1600mm x 800mm) + pin-up board (approx. 1800mm wide x 1800mm high [600mm gap at bottom]) + plain cloth + 2 chairs.
- Company name listed on the Conference website
- Logo and 25-word profile in Conference electronic program book
- One exhibitor registration for the three days of the conference including morning teas, lunches and afternoon teas, and a ticket to the Welcome Reception
- Delegate list – supplied at the conference (in accordance with Australian Privacy and Anti-Spam Legislation).

Ecological Footprint

Please note that satchels and satchel inserts will not be used at the AAEE 2020 Conference. Participants, sponsors and exhibitors will all be actively encouraged to minimise their ecological footprint.

Exhibitors are expected to maximise their use of technology in the provision of information to participants, to minimise their use of hard-copy hand-outs, and to remove all their remaining materials at the end of the conference/exhibition.

Exhibitors will be invited to use a conference pro-forma to describe their strategies for ecological footprint minimisation.

Representatives from the *AAEE2020 Small Footprint: Big Handprint Working Group* will award the 'AAEE 2020 Exhibitor Small Footprint' award to the exhibitor who has most demonstrably attempted to minimise their ecological footprint. This award will be one among several given at the AAEE 2020 closing session.

Exhibition layout

The Exhibition floorplan will be available shortly. Please visit the conference website www.aaeeconference.org.au for up to date information.

Additional Registrations

If you will have more than one person on your exhibition booth, a special registration rate has been set and includes the following entitlements:

- Morning tea
- Lunch
- Afternoon tea
- A ticket to the Welcome Reception.

The cost for this registration is \$330 for the three days and is significantly reduced from the standard registration fee in recognition of your support of the event. Tickets to the Conference Dinner can be purchased for an additional cost.

Public and Product Liability Insurance

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of \$10,000,000 or above. This refers to damage or injury caused to a third party/visitor on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate along with their confirmation.

Important Information for Intending Sponsors, Advertisers and Exhibitors.

Selection of sponsors, advertisers and exhibitors will be based on conference requirements. AAEE reserves the right, in its absolute discretion to refuse any sponsorship application.



For further information please contact:

Jan Bryson

Conference Organiser

Partner&Prosper

08 9443 3468

jan@partnerandprosper.com.au

Or visit www.aaeeconference.org.au

Terms & Conditions

Sponsorship & Exhibition Booking & Payment Conditions

The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference and all prices in this document are inclusive of the GST. GST is calculated at date of publication. The Conference reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

Sponsorship and Exhibition space will be allocated only on receipt of appropriate confirmation. Confirmation will be provided, together with a tax invoice for the required 50% deposit. The deposit is payable 14 days from the date of the tax invoice. The balance is due and payable by 10 July 2020. All sponsorship and exhibition applications received after 10 July 2020 must include full payment.

All monies are payable in Australian dollars. Cheques should be made payable to AUSTRALIAN ASSOCIATION FOR ENVIRONMENTAL EDUCATION 2020 (AAEE), and must be drawn on an Australian bank. All monies due and payable must be received (and Cheques Cleared) by the Conference prior to the event. No sponsor or exhibitor will be allowed to either begin to move in operations or be listed as an exhibitor in the on-site publications until full payment and confirmation have been received by the Conference Managers.

All international payments must include provision for bank fees and exchange rates in the payment amount. Any outstanding balance will be required to be paid by the sponsor or exhibitor prior to the commencement of the conference.

All deposits and payments including GST will be subject to the Merchant surcharges charged by American Express. All payments processed using American Express will incur a 3% surcharge.

Public and Liability insurance to a minimum of AUD\$10 million must be taken out by each sponsor & exhibitor at their own expense. A copy of the certificate of insurance currency must be provided to the Conference Managers a minimum of four weeks prior to the commencement of the Conference.

CANCELLATION POLICY: In the event of cancellation, a service fee of 50% of total fees applies to cancellations on or before 10 July 2020. No refunds will be made for cancellations after this date. After sponsorship or exhibition

space has been confirmed and accepted, a reduction in sponsorship or exhibition space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any space not claimed one hour before the Exhibition commences will be reassigned without refund.

The Conference reserves the right to rearrange the floor plan and/or relocate any exhibit without notice. The Conference will not discount or refund for any facilities not used or required.

The Conference reserves the right to amend existing unsold sponsorship packages or add additional sponsorship packages as required without notice to confirmed sponsors and exhibitors.

If an exhibitor intends to utilise a custom-built stand, the Sponsorship & Exhibition Manager must be advised and such advice must include full details and dimensions a minimum of six weeks prior to the commencement of the conference. All display construction requires the approval of the Sponsorship & Exhibition Manager. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.

No sponsor or exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship package or booked space except upon prior written consent of the Sponsorship & Exhibition Manager. Shared Sponsorship and exhibition packages will result in one set of benefits only being available to be shared by all parties involved. This includes but is not limited to logo recognition, profile inclusion, signage, and registration benefits.

The AAEE 2020 Organising Group and Partner&Prosper all comply with the principles of permission-based marketing. We will use your information to send you updates and other news about related services or events. We will only pass on your information to reputable third-party official contractors of the Conference for the purpose of assisting you with your participation.

Yes, I have read and agree to the conditions of sale above.

Authorised by:

Date:

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Mandjoogoordap: Changing Tides is proudly sponsored by the City of Mandurah

