

IT'S LIVE!
in Queensland



**GOLD COAST CONVENTION
AND EXHIBITION CENTRE
15-17 NOVEMBER 2017**

PARTNERSHIP PROSPECTUS



Host Sponsor



Networking Function Supporter



Australian Government
Australian Sports Commission

Event Producers

**COMMITTEE OF
AUSTRALIAN SPORT AND
RECREATION OFFICIALS**

INVITATION

On behalf of the Australian Sports Commission and the Committee of Australian Sport and Recreation Officials, I am delighted to invite you to participate in the sixth Our Sporting Future (OSF) conference, to be held at the Gold Coast Convention & Exhibition Centre from 15-17 November 2017.

OSF17 will provide delegates with an insight into the developments that will maintain and expand on Australia's sporting success. The conference's key themes will focus on commercialisation, participation growth and technology and innovation in sport and building capable and effective organisations. The conference will include leading invited speakers who will discuss and explore new ideas and strategies on the future of Australia's sporting industry, looking at both internal and external impacts, and the effects this may have on the numerous sporting stakeholders.

There are a number of excellent opportunities available for organisations with a passion for sport to participate in the conference as sponsors and/or exhibitors. These opportunities have been designed to provide organisations with optimum flexibility to choose how they wish to contribute to the conference, and maximise on the awareness and networking benefits available.

I encourage you to consider the opportunities outlined in this prospectus and I look forward to welcoming you to the Gold Coast.



Kate Palmer
CEO
Australian Sports Commission



ABOUT THE CONFERENCE

OSF17 will provide delegates with a chance to discuss and address some of the key issues, challenges and opportunities that impact Australia's sporting future.

The three day conference is attended by the leaders across Australian sport — including chief executives, general managers, administrators and other professionals from Australia's State and National Sporting Organisations.

The conference's key themes will focus on:

- Understanding the Sports Consumer
- Leadership and Change
- Women in Sport
- Technology in Sport

Participants will have the opportunity to learn new strategies and ideas, which they can apply to help improve participation, drive growth and overall build a better business.

Happy Hour kicks off the first evening of the conference, which includes canapés, beverages and speeches. The following evening our renowned networking function will take place at Cararra Stadium, which is playing a central role at the 2018 Commonwealth Games. This function is being hosted by Gold Coast Business Events.

In addition, OSF17 will host further networking opportunities on the Gold Coast for you to meet and connect with like-minded professionals and experts within the sports industry and gain fresh perspectives outside your organisation.

FAST FACTS

DATES

Wednesday 15 –
Friday 17 November 2017

VENUE

Gold Coast Convention &
Exhibition Centre

DELEGATES

400+ Leaders from the Australian
Sport Industry

WEBSITE

oursportingfuture.com

HOST ORGANISATION

THE AUSTRALIAN SPORTS COMMISSION

The Australian Sports Commission [ASC] is the Australian Government agency that develops, supports and invests in sports at all levels. The ASC's national leadership role is achieved through three operational areas: the Australian Institute of Sport [AIS], Participation and Sustainable Sports, and Corporate Operations Division. The ASC was established in 1984 subsequently becoming a Commonwealth Statutory Authority. The ASC works to make Australian sport stronger – to get more people playing sport and to help Australian athletes pursue their dreams on the world stage.

The ASC works directly with sporting organisations, peak bodies, state and territory departments, institutes and academies of sport, and the business sector. The ASC works to inform, support and create alignment through the Australian sport sector to drive the collective goal of participation growth. Another goal of the Commission is to have more sports build the structure, workforce and leadership capacity to develop and run successful sport programs.

The AIS — a division of the ASC — is Australia's strategic high performance sport agency, responsible for leading the delivery of Australia's international sporting success.

THE COMMITTEE OF AUSTRALIAN SPORT AND RECREATION OFFICIALS

The Committee of Australian Sport and recreation Officials [CASRO] consists of representatives from State and Territory Departments of Sport and Recreation.



Australian Government
Australian Sports Commission

**COMMITTEE OF
AUSTRALIAN SPORT AND
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DELEGATE PROFILE

The OSF17 Conference provides an environment for the exchange of information about current and future sporting trends. In recent years, the conference has consistently attracted around 400 participants.

WHO WILL THE EVENT APPEAL TO?

- National, State and Regional Sporting Organisations (chief executive officers and directors, coaches & officials, general managers, high performance staff, development staff)
- Professional code leaders
- Elite sporting clubs
- Personnel from: state departments of sport and recreation; state sport federation; state and regional academies of sport
- Fitness and recreation industry managers
- Australian National Elite Sports Council executives
- Professionals working in industries that service sport: business and management; sponsorship; law
- Club management personnel (Leadership teams, teachers, school sport professionals, administrators, treasurers).
- Marketing and public relations
- Local government associations
- Sport management and business administration students

WHAT TYPES OF SPORTS DOES IT INVOLVE?

- Australian Football League
- Australian Rugby League Commission
- Cricket Australia
- Tennis Australia
- Basketball Australia
- Netball Australia
- Football Federation Australia
- Athletics Australia
- Gymnastics Australia
- Hockey Australia
- Cycling Australia
- Softball Australia
- Australian Baseball Federation
- Swimming Australia
- Table Tennis Australia
- Confederation of Australian Motor Sport
- Rowing Australia
- Golf Australia
- Equestrian Australia
- Water Polo Australia
- Squash Australia
- Australian Sailing
- Touch Football Australia
- Surfing Australia
- Australian Rugby Union

PROGRAM

15 NOVEMBER 2017

Registration opens
Optional pre-conference workshops
Happy hour

16 NOVEMBER 2017

Plenary and concurrent sessions
Networking function

17 NOVEMBER 2017

Plenary sessions
Farewell lunch

PROGRAM THEMES

This year's program themes include:

**THE BENEFITS
OF SPORT**

**WOMEN IN
SPORT**

**UNDERSTANDING
THE SPORTS
CONSUMER**

**LEADERSHIP
AND CHANGE**

**LEVERAGING
EVENTS FOR
EFFECTIVE LEGACY**

**TECHNOLOGY
IN SPORT**

Topics to be covered within these themes included revenue generation in sport, data analytics, good governance, people development, marketing, member engagement and how technology is changing how people participate in sports.

PAST SPEAKERS



Michael Clarke

Former Captain of the
Australian Cricket Team



Russel Howcroft

Former Panellist on ABC's 'the Gruen
Transfer', Chief Creative Officer at PwC

PARTNERSHIP OPPORTUNITIES

OSF17 OFFICIAL DATA ANALYSIS PARTNER - \$25,000

BRANDING RIGHTS

- Partner will be acknowledged as the Data Analysis Partner for the duration of the conference

TICKETS

- Five passes to attend the OSF17 Conference
- Ten passes to attend all social functions surrounding OSF17
- One speaker pass for your Chief Executive level speaker

INDUSTRY EXPERT PARTICIPATION

- A Chief Executive level speaker can represent the partner as part of the Data Analysis session
- Partner organisation will be highlighted as the industry expert

DATA ANALYSIS MASTERCLASS

- Opportunity to host a masterclass at your pavilion during the breaks of the conference
- Masterclass will be marketed as part of the program pre-conference and during the event

DATA ANALYSIS HUB

- Ownership of the OSF17 Data Analysis Pavilion - a shared space for attendee interaction and showcasing the Data Analysis Partner's product or insight in the area
- Additional furniture at partner's expense

BUSINESS MATCHING

- Opportunity to build a wish list of 10 sporting key opinion leaders from the delegate list
- Committee will reach out on your behalf to invite them for a facilitated introduction at your pavilion

HAPPY HOUR

- Data Analysis Partner's Pavilion will be a catering point for delegates during the OSF17 Happy Hour function

VISIBILITY & COMMUNICATIONS

- Logo on the OSF17 website as the Data Analysis Partner
- Opportunity for collaboration on editorial coverage during OSF17 mail outs

PARTNERSHIP OPPORTUNITIES

OSF17 OFFICIAL ORGANISATIONAL CHANGE AND LEADERSHIP PARTNER - \$25,000

BRANDING RIGHTS

- Partner will be acknowledged as the Organisational Change and Leadership Partner for the duration of the conference

TICKETS

- Five passes to attend the OSF17 Conference
- Ten passes to attend all social functions surrounding OSF17
- One speaker pass for your Chief Executive level speaker

INDUSTRY EXPERT PARTICIPATION

- A Chief Executive level speaker can represent the partner as part of the Organisational Change and Leadership session
- Partner organisation will be highlighted as the industry expert

ORGANISATIONAL CHANGE AND LEADERSHIP MASTERCLASS

- Opportunity to host a masterclass at your pavilion during the breaks of the conference
- Masterclass will be marketed as part of the program pre-conference and during the event

ORGANISATIONAL CHANGE AND LEADERSHIP HUB

- Ownership of the OSF17 Organisational Change and Leadership Pavilion - a shared space for attendee interaction and showcasing the Organisational Change and Leadership Partner's product or insight in the area
- Additional furniture at partner's expense

BUSINESS MATCHING

- Opportunity to build a wish list of 10 sporting key opinion leaders from the delegate list
- Committee will reach out on your behalf to invite them for a facilitated introduction at your pavilion

HAPPY HOUR

- Organisational Change and Leadership Partner's Pavilion will be a catering point for delegates during the OSF17 Happy Hour function

VISIBILITY & COMMUNICATIONS

- Logo on the OSF17 website as the Organisational Change and Leadership Partner
- Opportunity for collaboration on editorial coverage during OSF17 mail outs

PARTNERSHIP OPPORTUNITIES

OSF17 OFFICIAL PARTICIPATION PARTNER - \$25,000

BRANDING RIGHTS

- Partner will be acknowledged as the Participation Partner for the duration of the conference

TICKETS

- Five passes to attend the OSF17 Conference
- Ten passes to attend all social functions surrounding OSF17
- One speaker pass for your Chief Executive level speaker

INDUSTRY EXPERT PARTICIPATION

- A Chief Executive level speaker can represent the partner as part of the Participation session
- Partner organisation will be highlighted as the industry expert

PARTICIPATION MASTERCLASS

- Opportunity to host a masterclass at your pavilion during the breaks of the conference
- Masterclass will be marketed as part of the program pre-conference and during the event

PARTICIPATION HUB

- Ownership of the OSF17 Participation Pavilion - a shared space for attendee interaction and showcasing the Participation Partner's product or insight in the area
- Additional furniture at partner's expense

BUSINESS MATCHING

- Opportunity to build a wish list of 10 sporting key opinion leaders from the delegate list
- Committee will reach out on your behalf to invite them for a facilitated introduction at your pavilion

HAPPY HOUR

- Participation Partner's Pavilion will be a catering point for delegates during the OSF17 Happy Hour function

VISIBILITY & COMMUNICATIONS

- Logo on the OSF17 website as the Participation Partner
- Opportunity for collaboration on editorial coverage during OSF17 mail outs

PARTNERSHIP OPPORTUNITIES

OSF17 OFFICIAL TECHNOLOGY PARTNER - \$25,000

BRANDING RIGHTS

- Partner will be acknowledged as the Technology Partner for the duration of the conference

TICKETS

- Five passes to attend the OSF17 Conference
- Ten passes to attend all social functions surrounding OSF17
- One speaker pass for your Chief Executive level speaker

INDUSTRY EXPERT PARTICIPATION

- A Chief Executive level speaker can represent the partner as part of the Technology session
- Partner organisation will be highlighted as the industry expert

TECHNOLOGY MASTERCLASS

- Opportunity to host a masterclass at your pavilion during the breaks of the conference
- Masterclass will be marketed as part of the program pre-conference and during the event

TECHNOLOGY HUB

- Ownership of the OSF17 Technology Pavilion - a shared space for attendee interaction and showcasing the Technology Partner's product or insight in the area
- Additional furniture at partner's expense

BUSINESS MATCHING

- Opportunity to build a wish list of 10 sporting key opinion leaders from the delegate list
- Committee will reach out on your behalf to invite them for a facilitated introduction at your pavilion

HAPPY HOUR

- Technology Partner's Pavilion will be a catering point for delegates during the OSF17 Happy Hour function

VISIBILITY & COMMUNICATIONS

- Logo on the OSF17 website as the Technology Partner
- Opportunity for collaboration on editorial coverage during OSF17 mail outs

ADDITIONAL OPPORTUNITIES



SMART PHONE APP

\$10,000 (inc. GST)

Branding Rights to the conference phone app (accessible by all smart phones). This includes your logo prominently embedded in the mobile app skin design, pop-up notifications to prompt delegates to visit your stand, and acknowledgment on the website and conference pocket program.

\$1,100 1 x banner

Purchase a banner on the OSF17 smart phone application.



LANYARDS

\$2,500 (inc. GST)

Opportunity to have your company logo printed [alongside the Conference logo] on all name badges or lanyards worn by delegates. Includes exclusive branding opportunity on the lanyards and name badges [alongside conference and host logos].

Provides a very high profile opportunity to extend the sponsorship to featuring in social media as delegates post their conference photos to personal Twitter, Facebook and others.



ESPRESSO COFFEE CART

From \$4,500 (inc. GST)

Includes provisions of 1x coffee cart/fruit juice station, barista and complete coffee/juice service during exhibition hours. The sponsor may provide their own branded take away cups/serviettes etc. [at sponsor's expense] and display a free standing banner next to the cart. The sponsor may supply a branded t-shirt for the barista to wear. In addition, the sponsor will receive logo recognition in the pocket program and on the OSF17 app.



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15-17 NOVEMBER 2017

To find out more about Partnership Opportunities,
please contact Danny Perry at **(02) 9213 4015**
or **danny.perry@mci-group.com**