

World Elder Abuse Awareness Day CONFERENCE

Friday 15th June 2018

Aged Rights Advocacy Service Inc.

Sponsorship & Exhibitors

Prospectus



aras

aged rights advocacy service inc.

**Stamford Grand Adelaide
Moseley Square, Glenelg**

THANK YOU TO OUR PREVIOUS CONFERENCE SPONSORS



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AAG
Australian
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Gerontology

WORLD ELDER ABUSE AWARENESS DAY CONFERENCE 2018

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ABOUT THE CONFERENCE

Aged Rights Advocacy Service (ARAS) is proud to present its 12th World Elder Abuse Awareness Day (WEAAD) Conference **'Elder Abuse – from Prevention to Intervention'** on Friday 15th June 2018 at the Stamford Grand Adelaide, Glenelg, South Australia.

ARAS has raised awareness about elder abuse through its annual state WEAAD Conference since 2006 and also hosted the 2013 National WEAAD Conference in Adelaide.

Approximately 200 people participate in the annual Conference which has consistently attracted high praise for its relevance and interesting subject matter and the calibre of its national and international speakers.

THE DELEGATES

The Conference will bring together:

- Researchers
- Aged Care and Community Service Providers
- Key Stakeholders
- Community Members
- Law Enforcement Workers
- Government – Local, State/Territory and Commonwealth
- Tertiary Students
- Education and Training Organisations
- Health and Allied Health Professionals

SPONSORSHIP

Sponsorship is sought to cover costs for holding the WEAAD Conference.

The Aged Rights Advocacy Service (ARAS) is a not-for-profit organisation and without your sponsorship as a Sponsor or Exhibitor it would be impossible for ARAS to hold an event of this high standard and interest to professionals from around Australia.

Your organisation has an opportunity to support the WEAAD Conference by:

- Contributing funds to the Conference through a selection of sponsorship packages
- Being an Exhibitor at the Conference
- Negotiating a package to suit your organisation



WHAT IS WORLD ELDER ABUSE AWARENESS DAY (WEAAD)?

The United Nations General Assembly designated June 15th as World Elder Abuse Awareness Day (WEAAD). It is the main day in the year when the world voices its opposition to the abuse and suffering inflicted on older people.

Elder abuse can be defined as:

‘Any act occurring within a relationship where there is an implication of trust, which results in harm to an older person. Abuse can be physical, sexual, psychological, financial, social and/or neglect.’

(Australian Network for the Prevention of Elder Abuse, 1999)

In many parts of the world, elder abuse occurs with little recognition or response. Until recently, this serious social problem was hidden from the public view and considered mostly a private matter. Even today, elder abuse continues to be a taboo, mostly underestimated and ignored by societies across the world. Evidence is accumulating, however, to indicate that elder abuse is an important public health and societal problem with 1 in 20 older people experiencing some form of abuse.

The purpose of the WEAAD is to encourage communities to recognise the problem of elder abuse and for countries to create policies that foster respect for elders and provide them with the tools to continue to be productive citizens.

WEAAD ACTIVITIES

An increasing number of activities and events are held across the globe on this day to raise awareness of elder abuse and highlight ways to challenge such abuse.

ARAS continues to raise awareness and to shine a light on elder abuse through its annual WEAAD Conference and by encouraging organisations to hold their own WEAAD activities in the month of June.

‘Raising awareness of elder abuse is in our hands.

It starts right here with every one of us.

Help spread the message throughout your community by standing up and speaking out against elder abuse.

With your ongoing support, we can make a difference. Let’s work together and show solidarity in our actions and prevent elder abuse in our community.

Elder abuse is everybody’s business.’

Doris Gioffre, Manager of ARAS’ Abuse Prevention Program



To register your interest and find out more about the various WEAAD activities for your organisation, please contact:

ARAS phone: (08) 8232 5377



ABOUT THE AGED RIGHTS ADVOCACY SERVICE INC

The Aged Rights Advocacy Service (ARAS) is a state-wide, not-for-profit, independent, community-based organisation that has provided advocacy support for older people across South Australia for more than 26 years.

The service is accessed by older people in community or residential care services, people who live in retirement villages, as well as older people who are experiencing, or who are at risk of, abuse from family and friends.

ARAS' vision is 'a society in which all older people are recognised as valued, active and contributing participants and where aged care services are responsive to the rights and needs of all consumers'.

ARAS' mission is 'to increase the person's control over goods, services, quality of life, and to develop a sense of empowerment and of being valued as individuals and citizens of Australia, through an advocacy process'.

ARAS is supported by funding from the Australian Government and Office for the Ageing, SA Health and is one of a nine-member organisation of the Older Persons Advocacy Network (OPAN).



The ARAS Team



SPONSORSHIP BENEFITS

The Conference will provide Sponsors with:

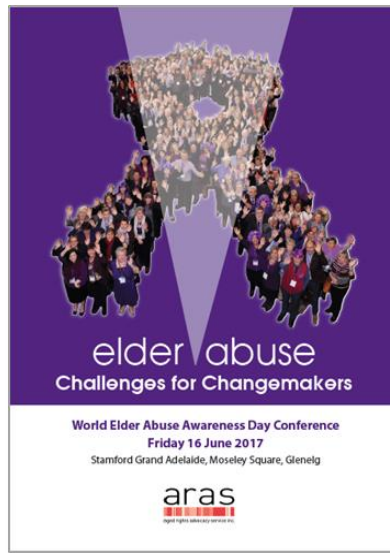
- Media exposure before, during and after the Conference, within South Australia and nationally.
- Valuable networking opportunities with a range of service providers, aged care professionals and experts, key stakeholders, government and policy makers from South Australia and interstate, and the opportunity to create a prominent profile with these agencies.
- The opportunity to enhance their skills and knowledge of elder abuse issues and elder abuse prevention when attending the Conference.
- (All Sponsors receive a free registration to the Conference)
- Sponsors will have their promotional material displayed throughout the Conference and on all WEAAD Conference promotions before and after the Conference.
- Sponsors' logos will be included in the Conference Program, on screen at the Conference and displayed on the delegates' tables.
- The opportunity to demonstrate their involvement, ongoing commitment and support to addressing elder abuse.
- Opportunities to develop contact lists by subscriptions to their publications, running competitions to obtain contact details on entry forms, or holding a business card draw for a prize to be donated by the Sponsor.
- Conference bag inserts of Sponsors' promotional items.



PHOTOS OF PAST WEAAD CONFERENCE EVENTS

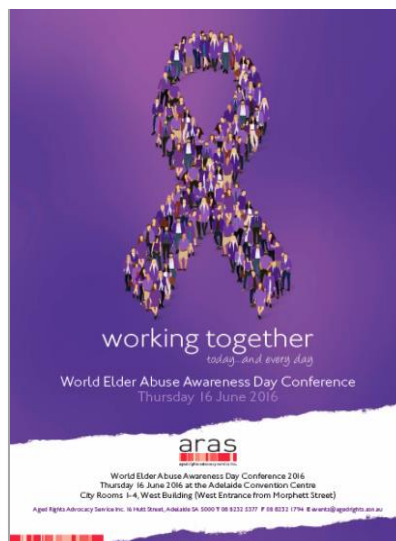
WEAAD 2017

'Elder Abuse: Challenges for Changemakers'



WEAAD 2016

'World Elder Abuse Awareness Day – Working together today...and every day'



PAST CONFERENCE FEEDBACK

Participants' survey results

- 51.35% rated the event as 'excellent' and 45.95% as 'very good'
- 36.36% rated the speakers as 'excellent' and 60.61% as 'very good'
- 40.63% 'strongly agreed' that the event met their expectations and 59.38% 'agreed'
- 69.70% 'strongly agreed' that the venue was suitable/comfortable
- 68.97% preferred the Conference location at Stamford Grand (Glenelg)
- 54.55% found the event was 'extremely organised' and 39.39% 'very organised'
- 57.58% found the staff 'extremely helpful' and 39.39% 'very helpful'
- 75.76% preferred a full day conference rather than a Breakfast or Luncheon event

Qualitative feedback



“My thanks to you and the ARAS team for hosting such a wonderful (and stimulating) conference.”

“The program provided a 360 degree view of elder abuse issues and the speakers were very engaging. I think everyone attending the conference was 100% focussed throughout the day.”

“Just wanted to say how much I enjoyed the conference and its very relevant, topical discussions.”

“Everyone from ARAS involved in running it should be commended for putting together such a well thought out, well presented conference.”



SPONSORSHIP PACKAGES/ OPTIONS

There are a range of sponsorship options available to suit you as detailed below. We would also welcome negotiating a package to suit your budget and specific needs. Sponsorship packages are GST inclusive and are offered as:

SPONSORSHIP

Principal	\$15,000
Platinum	\$10,000
Gold	\$ 7,000
Silver	\$ 5,000
Bronze	\$ 2,500

OTHER SPONSORSHIP OPPORTUNITIES

Audio-visual Sponsors	\$2,000
Remote/Rural Delegate Sponsor	\$1,500
Lunch Sponsors	\$1,200
Conference Bags Sponsor	\$1,000
Refreshments (Morning tea)	\$ 600
Post-Conference Drinks/Nibbles	\$ 500
Opening Ceremony	\$ 500
Lanyard Sponsor	\$ 500
Community Member Sponsorship	\$ 275

EXHIBITORS

Exhibitors Tables	\$1,500
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As Principal Sponsor, there is the opportunity to negotiate and tailor your sponsorship to suit your needs; however, an example of what this could include is listed below:

ACKNOWLEDGEMENTS

- Verbal acknowledgement as Principal Sponsor by the MC throughout the Conference event.
- Your organisation's logo as Principal Sponsor will appear on the front cover of the Conference Handbook.
- Framed Principal Sponsor Certificate of Appreciation awarded during Conference Opening Ceremony.
- Your organisation's logo will appear as the Principal Sponsor on screen at the Conference and on the delegates' tables.
- Acknowledgement of Principal Sponsor at the 5th National World Elder Abuse Awareness Day (WEAAD) Conference in February 2018 in Sydney, NSW.
- Principal Sponsor granted the right to display "Proud Principal Sponsor of the ARAS 12th World Elder Abuse Awareness Day (WEAAD) Conference 2018" on its website, letterhead, email signature block, newsletters.
- Your organisation's logo will be promoted on all Conference promotions, including in ARAS Annual Report.
- Acknowledgement as Principal Sponsor in all media promotions of the Conference, including state and national magazines, radio/TV interviews, newspapers, peak body advertisements (e.g. Aged and Community Services SA & NT, Australian Ageing Agenda).
- Acknowledgement as Principal Sponsor will be displayed on the ARAS WEAAD Conference website: <http://www.sa.agedrights.asn.au/>
- Acknowledgement as Principal Sponsor on the website of the national advocacy network - Older Persons Advocacy Network (OPAN) <http://www.opan.com.au/>

BENEFITS

- Five-minute opportunity to speak at Conference before Morning Tea break.
- Full page colour advertisement in the Conference Handbook.
- Opportunity to be interviewed as a WEAAD Conference supporter by the Media at the Conference.
- Choice of two (2) Exhibitors' tables measuring 183cm x 75cm each with space for banner.
- Priority selection of Exhibitor's tables location.
- Five (5) inserts into delegates' Conference bags, subject to approval by ARAS.
- Five (5) Complimentary Conference registrations including lunch/ refreshments.
- Sponsor banners to be prominently positioned at the Conference venue entrance and on the Conference stage.

As Platinum Sponsor, there is the opportunity to negotiate and tailor your sponsorship to suit your needs; however, an example of what this could include is listed below:

ACKNOWLEDGEMENTS

- Verbal acknowledgement as Platinum Sponsor in the Conference Opening and Closing Ceremonies.
- Your organisation's logo as Platinum Sponsor will appear on the front cover of the Conference Handbook.
- Framed Platinum Sponsor Certificate of Appreciation awarded during Conference Opening Ceremony.
- Your organisation's logo will appear as the Platinum Sponsor on screen at the Conference and on the delegates' tables.
- Acknowledgement as Platinum Sponsor will be displayed on the ARAS WEAAD Conference website: <http://www.sa.agedrights.asn.au/>
- Acknowledgement as Platinum Sponsor on all Conference promotions, including state and national magazines, radio/TV interviews, newspapers & peak body advertisements. (e.g. Aged and Community Services SA & NT, Australian Ageing Agenda).

BENEFITS

- Five-minute opportunity to speak at Conference before Lunch Break.
- Full page colour advertisement in the Conference Handbook.
- Exhibitor's table measuring 183cm x 75cm each.
- Three (3) inserts into delegates' Conference bag, subject to approval by ARAS.
- Three (3) Complimentary Conference registrations including lunch/ refreshments.
- Sponsor banner to be placed on the Conference stage.

As Gold Sponsor, there is the opportunity to negotiate and tailor your sponsorship to suit your needs; however, an example of what this could include is listed below:

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted on all Conference promotions.
- Your organisation's logo as Gold Sponsor will appear in the Conference Handbook.
- Your organisation's logo will be displayed on screen at the Conference during the breaks and on the delegates' tables.
- Verbal acknowledgement as Gold Sponsor during the Conference Program.

BENEFITS

- Three Quarter (3/4) page colour advertisement in the Conference Handbook.
- Exhibitor's table measuring 183cm x 75cm.
- Two (2) inserts into delegates' Conference bags, subject to approval by ARAS.
- Two (2) Complimentary Conference registrations including lunch/refreshments.



As Silver Sponsor, there is the opportunity to negotiate and tailor your sponsorship to suit your needs; however, an example of what this could include is listed below:

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted on all Conference promotions.
- Your organisation's logo as Silver Sponsor will appear in the Conference Handbook.
- Your organisation's logo will be displayed on screen at the Conference during the breaks and on the delegates' tables.
- Verbal acknowledgement as Silver Sponsor during the Conference program.

BENEFITS

- Quarter (1/4) page colour advertisement in the Conference Handbook.
- Exhibitor's table measuring 183cm x 75cm.
- One (1) insert into delegates' Conference bags, subject to approval by ARAS.
- Two (2) complimentary Conference registrations including lunch/refreshments.

As Bronze Sponsor, there is the opportunity to negotiate and tailor your sponsorship to suit your needs; however, an example of what this could include is listed below:

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo as Bronze Sponsor will appear in the Conference Handbook.
- Your organisation's logo will be displayed on screen during breaks.
- Your organisation's logo will be displayed on delegates' tables.

BENEFITS

- Exhibitor's table measuring 183cm x 75cm.
- One (1) insert into delegates' Conference bags, subject to approval by ARAS.
- Two (2) Complimentary Conference registrations including lunch/ refreshments.



AUDIO-VISUAL SPONSORSHIP**\$2,000 inc. GST**

Your organisation's sponsorship will assist in funding the Audio-Visual support at WEAAD.

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted in the Conference Handbook, on screen at the Conference and on delegates' tables.

BENEFITS

- Exhibitor's table measuring 183cm x 75cm.
- One (1) Complimentary Conference registration including lunch/refreshments.

REMOTE & RURAL DELEGATE SPONSORSHIP**\$1,500 inc. GST**

Your organisation's sponsorship will fund a Remote/Rural Delegate at the Conference.

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted in the Conference Handbook, on screen at the Conference and on delegates' tables.

BENEFITS

- Exhibitor's table measuring 183cm x 75cm.
- One (1) Complimentary Conference registration including lunch/refreshments.

COMMUNITY MEMBER SPONSORSHIP**\$275 inc. GST**

Your organisation's sponsorship will support a Community Member to attend the WEAAD.

ACKNOWLEDGEMENTS

- Your organisation's logo will be promoted in the Conference Handbook.
- Your organisation's logo will be included, with other Sponsors' logos, on screen at the Conference and on delegates' tables.

BENEFITS

- An opportunity to demonstrate your organisation's support to provide an older person to attend the Conference.



LUNCH SPONSORSHIPS

\$1,200 inc. GST

Your organisation's sponsorship will assist in funding the Conference Lunch.

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted in the Conference Handbook.
- Your organisation's logo will be included, with other Sponsors' logos, on screen at the Conference and on delegates' tables.

BENEFITS

- Opportunity to distribute promotional material at the selected Lunch Break
- Opportunity to run a competition or draw prize during Lunch Break.
- One (1) Complimentary Conference registration including lunch/refreshments.

REFRESHMENTS MORNING TEA SPONSORSHIPS

\$600 inc. GST

Your organisation's sponsorship will assist in funding the Conference Morning Tea.

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted in the Conference Handbook.
- Your organisation's logo will be included, with other Sponsors' logos, on screen at the Conference and on delegates' tables.

BENEFITS

- Opportunity to distribute promotional material during Morning & Afternoon Break.
- Opportunity to run a competition or draw prize during Morning & Afternoon Break.

POST CONFERENCE REFRESHMENTS SPONSORSHIP

\$500 inc. GST

Your organisation's sponsorship will assist in funding the post-Conference Refreshments.

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted in the Conference Handbook.
- Your organisation's logo will be included, with other Sponsors' logos, on screen at the Conference and on delegates' tables.

BENEFITS

- Opportunity to distribute promotional material at the selected Post Conference Break.
- Opportunity to run a competition or draw prize during Post Conference Break.



CONFERENCE BAGS SPONSORSHIP

\$1,000 inc. GST

Your organisation's sponsorship will fund the Conference Bags.

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted in the Conference Handbook.
- Your organisation's logo will be included, with other Sponsors' logos, on screen at the Conference and on delegates' tables.

BENEFITS

- An opportunity to demonstrate your organisation's support of the Conference and elder abuse prevention in South Australia.

OPENING CEREMONY SPONSORSHIP

\$500 inc. GST

Your organisation's sponsorship will assist in funding the Welcome to Country at WEAAD.

ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted in the Conference Handbook.
- Your organisation's logo will be included, with other Sponsors' logos, on screen at the Conference and on delegates' tables.

BENEFITS

- An opportunity to demonstrate your organisation's support to provide an older person to attend the Conference.

LANYARD SPONSORSHIP

\$500 inc. GST

Your organisation's sponsorship will fund the Conference lanyards and name badge.

ACKNOWLEDGEMENTS

- Your organisation's logo will appear as lanyard Sponsor on ARAS' Conference website.
- Your organisation's logo will be promoted on all Conference promotions.
- Acknowledgement as a Sponsor during the Conference program.

BENEFITS

- Opportunity to have your organisation's logo displayed exclusively on all Conference lanyards worn by all delegates.



ACKNOWLEDGEMENTS

- Your organisation's logo will appear on the WEAAD Conference website.
- Your organisation's logo will be promoted in the Conference Handbook.
- Your organisation's logo will be included, with other Sponsors' logos, on screen at the Conference and on delegates' tables.

BENEFITS

- Your organisation is entitled to one (1) Exhibitor's table measuring 183cm x 75cm with space available for organisation's banner.
- Your organisation's logo will be promoted in the Conference Handbook.
- Your organisation's logo will be included, with other Sponsors' logos, on screen at the Conference and on delegates' tables.
- One (1) complimentary Conference registration, including lunch/refreshments.



HOW TO APPLY

1. Complete the application form attached on the Sponsorship & Exhibitors Prospectus (Page 16) please email to: aras@agedrights.asn.au
2. Upon receiving your application, an invoice for the non-refundable 50% deposit will be generated and sent to your nominated contact person.
3. Late applications are accepted but we cannot guarantee that you will receive all your sponsorship entitlements (e.g. logo printing in the Conference Handbook).
4. Sponsor and Exhibitor applications close **COB Monday 30th April 2018**.
5. Full payment is required 14 days before the Conference by **COB Friday 1st June 2018**.

SPONSOR & EXHIBITOR TERMS AND CONDITIONS

1. Cancellation of sponsorship bookings must be sent to: aras@agedrights.asn.au in order to receive a refund payment less the non-refundable deposit.
2. Your sponsorship will only be confirmed and sponsor entitlements will be fulfilled upon payment of the non-refundable 50% deposit.
3. Exhibitor tables may be set up at **8.00 am** on the morning of the Conference and dismantled by close of Conference.
4. The Exhibitor will be responsible for any damage to the walls or the floor of the building as may be occupied by the Exhibitor and will reinstate such damage to the satisfaction of the Conference hire venue.
5. Your organisation is solely responsible for any physical loss or damage to your own property.
6. It is a condition of registration that your organisation provides ARAS with a current Certificate of Public Liability in the amount of not less than \$20 million **covering the dates of the Conference** to ensure your eligibility to access the Conference venue.
Please email a copy to aras@agedrights.asn.au



SPONSORSHIP APPLICATION FORM

Organisation Name:..... Contact:.....
 Person:..... Position:.....
 Address:.....
 Suburb/City:..... State/Province:..... Postcode:..... Country:.....
 Phone:..... Fax:.....
 Mobile:..... Email:.....

- Level of Sponsorship - Please tick your level of sponsorship. Prices are quoted in Australian dollars.

Sponsorship Type		Total incl GST	Sponsorship Type		Total incl GST
<input type="checkbox"/>	Principal	\$15,000	<input type="checkbox"/>	Audio-visual Sponsor	\$2,000
<input type="checkbox"/>	Platinum Sponsor	\$10,000	<input type="checkbox"/>	Exhibitors Tables	\$1,500
<input type="checkbox"/>	Gold Sponsor	\$ 7,000	<input type="checkbox"/>	Conference Bags	\$1,000
<input type="checkbox"/>	Silver Sponsor	\$ 5,000	<input type="checkbox"/>	Opening Ceremony	\$ 500
<input type="checkbox"/>	Bronze Sponsor	\$ 2,500	<input type="checkbox"/>	Lanyard Sponsor	\$ 500
Delegate Sponsorship			Lunch & Refreshments		
<input type="checkbox"/>	Remote /Rural	\$1,500	<input type="checkbox"/>	Lunch Sponsor	\$1,200
<input type="checkbox"/>	Community Member	\$ 275	<input type="checkbox"/>	Morning Tea Break	\$ 600
			<input type="checkbox"/>	Conference Drinks	\$ 500

I agree to abide by the rules and regulations of the 12th World Elder Abuse Awareness Day Conference.
 I understand the 50% deposit must be received before sponsorship or booking can be confirmed.
 I understand that this deposit is non-refundable.
 I understand that all applications received after 30th April 2018 must be accompanied by full payment.
 Payment in full is due by 1st June 2018. A tax invoice will be sent for the balance by 25th May 2018.
 I have read and have accepted the enclosed sponsorship terms and conditions and understand that I have entered into an application of contract.

SIGNED:..... DATE:.....

Please nominate your payment option below:

Electronic Funds Transfer (EFT)	Account Name: Aged Rights Advocacy Service BSB: 105-159 Account No: 714931240	<input type="checkbox"/>
Cheque Payable to:	Aged Rights Advocacy Service Inc	<input type="checkbox"/>

Please return this completed form to Aged Rights Advocacy Service via:

- Email: aras@agedrights.asn.au
- Mail: Louise Herft - Conference Convenor
 ARAS, 16 Hutt Street, Adelaide SA 5000 Phone: 08 8232 5377

Please note: An invoice will be sent to you within five (5) working days for the non-refundable 50% deposit.





Aged Rights Advocacy Service Inc.

~ **WEAAD Conference Convenor** ~

Louise Herft

~ **WEAAD Activities Coordinator** ~

Doris Gioffre

Telephone: (08) 8232 5377

Address: 16 Hutt Street Adelaide, SA 5000

ABN: 72214044225

www.sa.agedrights.asn.au

