



1st Biennial Australian Implementation Conference

Melbourne Convention Exhibition Centre | 25 & 26 October 2012



Sponsorship Prospectus



ausimplementationconference.net.au

Welcome

The Parenting Research Centre and the Australian Research Alliance for Children and Youth are co-convening a conference focused on implementation - "1st Biennial Australian Implementation Conference": Making change happen this year in Melbourne, **the first of its kind in Australia.**

Governments, researchers and service delivery organisations have been focusing a lot of attention on developing and testing 'evidence-based practice' in recent years. Yet when these policy and practice innovations are rolled out in real world settings many do not live up to their initial promise. This conference seeks to explore why this might be so and what we can do to make sure that the change we want is the change we get.

Implementation Science is a relatively new field of scientific inquiry based on the premise that "**the way**" in which a policy, program, practice, or other initiative, is implemented is just as important in achieving the desired results as "**the what**" it is that is being implemented.

This new science of implementation involves the application and testing of planned and intentional strategies to support the achievement of intended outcomes (of policies, programs, practices and other initiatives) in "real-world" settings. Implementation science is backed up by rigorous monitoring of how effectively initiatives have been put into place, as measured against what they were intended to achieve, and what they actually did achieve.

Effective implementation supports "making change happen" in the way we intend it to happen.

This conference will provide a forum for 300+ researchers, policy makers, practitioners, and community and organisational leaders working in the health, education and human services sectors to share their knowledge and experiences on how policies, programs and practices can best be implemented so as to most effectively make a real, positive and enduring impact on people's everyday lives.

We invite you to join us to bring this innovative event to Australia for the first time.



Warren Cann
Chief Executive Officer
Parenting Research Centre



Dr Lance Emerson
Chief Executive Officer
Australian Research Alliance for
Children and Youth



Partnership Opportunities

Establish your organisation as a key partner in the ground breaking space of implementation.

The conference will offer partners unparalleled access for your organisation to a significant representation from:

- public health and health promotion
- injury prevention
- child welfare
- family support services
- early childhood care
- education, mental health
- criminology
- and many more.

Our team will work with you to:

- facilitate innovative ways to engage with this audience
- showcase your services across the two days of the event
- profile your support and build awareness of your brand within communications leading up to the conference, and within reference materials actively promoted to attendees and wider networks which will be available in perpetuity on the conference website following its conclusion.

We will work with you to build a tailored package of benefits to drive association of brand within this premier event.

At the Conference itself we will also ensure we present significant opportunities for you to boost relationships with key clients and potential new business.

An overview of levels of investment and corresponding benefits are on the following page.

Conference Themes

- Building a shared understanding of implementation terms, concepts and theories
- Designing policies and programs with implementation in mind
- Selecting policies and programs that work “in the real world”
- Barriers and facilitators to effective implementation
- Applying implementation principles and processes in policy and practice
- Evaluating implementation effectiveness



Benefits of Partnership

Opportunity	Major Partner \$20,000	Associate Partner \$15,000	Supporting Partner \$10,000	Session Partner \$7,500 – International \$5,000 – National \$2,500 – Concurrent/ Workshops/Breaks	USB Partner \$7,000	Welcome Reception Partner \$4,000
Significant brand acknowledgment on the front cover of the registration brochure and conference program	Yes				Program only	
Brand acknowledgment within all conference collateral including media and promotional messages	Yes	Yes	Yes	Yes	Yes	Yes
Brand acknowledgment on the conference website with a link to your website	Yes	Yes	Yes	By line credit	By line credit	By line credit
Recognition from the conference hosts during the opening sessions and at appropriate times throughout the conference	Yes	Yes	Yes			At the Welcome Reception
Opportunity to display promotional material (video and/or hard copy) during the conference eg. immediately prior to key addresses, on chairs in presentation rooms, at associated hospitality (as agreed with the organising committee)	Yes	Yes	Yes	At your sponsored session		At the Welcome Reception
Complimentary conference registrations (including tickets to the Welcome Reception)	4	3	2	1	1	1 & 3 tickets to the Welcome Reception
Inclusion of an online advertisement in the conference program (distributed to delegates via USB)	Full Page	Half Page	Quarter Page	Quarter Page	Full Page	Quarter Page
Opportunity to chair and host a session during the conference (as agreed with the organising committee)	Plenary	Concurrent	Concurrent	Sponsored session only		Opportunity to make a 5 minute presentation at the Welcome Reception



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Hosted by



Australian Research Alliance
for Children & Youth



Parenting Research Centre
raising children well

More Information

To discuss a sponsorship package tailored to your organisation, please contact:

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Or

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