



*Solving Complex  
Implementation  
Problems*



# 2nd Biennial Australian Implementation Conference

Sheraton on the Park, Sydney, Australia | 17 & 18 September 2014



## Sponsorship Prospectus



[ausimplementationconference.net.au](http://ausimplementationconference.net.au)

# Key Facts

- ARACY and PRC have over 10,000 subscribers in their network.
- Network at the event with over 500 people expected to attend.
- Hosts are two of the most well-respected, evidence-based, national not-for-profit organisations in Australia.

The Parenting Research Centre (PRC) and the Australian Research Alliance for Children and Youth (ARACY) are co-convening a conference focused on implementation - "2nd Biennial Australian Implementation Conference": Solving Complex Implementation Problems in Sydney in 2014. The Australian Implementation Conference (AIC 2014) will build on the successes of the inaugural AIC held in Melbourne in 2012, where we brought together more than 400 researchers, policy-makers, practitioners, community and organisational leaders from the health, education and human services sectors, providing opportunities to build networks and leverage cross-discipline learning to advance and enhance the science and practice of implementation.

**AIC 2014** aims to advance implementation science, practice, and policy to ensure that more effective implementation will result in **better health, education and wellbeing outcomes for individuals and families**.

With an impressive line-up of experts in the field, this conference will assist human services sectors working in complex service environments to explore advances in implementation science. The conference will serve as an important forum to report implementation research and evaluation results, share implementation best practices, and advance implementation science and practice. Delegates will also gain the opportunity to build networks and leverage cross-disciplinary learnings.

## Unpacking the theory, tools and practice to solve "complex implementation problems".

This conference will provide a forum for 500+ professionals engaged in implementation, including researchers, policy-makers, practitioners, community and organisational leaders from the health, education and human services sectors will 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 deliver this innovative event.

**Warren Cann**  
Chief Executive Officer  
Parenting Research Centre

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



*"The 2012 Australian Implementation Conference completely transformed the way that I think about the work that I do"*  
- Health Coordinator, Sydney

## Who will be attending?

- Professionals engaged in implementation, including researchers, policy-makers, practitioners, community and organisational leaders from the health, education and human services sectors will be attending and following the activities surrounding this event. We expect that 80% of the audience will be from Australia, as in 2012, we had delegates come from across the world to learn and network with us.

## Why Sponsor?

- Establish your organisation as a key partner in the ground breaking space of implementation.
- Increase your exposure to tens of thousands of people working in the fields of health, education and human services.
- Network at the event with over 500 people expected to attend.
- Alignment with two of the most well-respected, evidence-based, national not-for-profit organisations to help meet your corporate social responsibility or partnership objectives.
- An opportunity to promote your products or services – particularly if you work or support the health, education and human services.
- Assurance that you are partnering with organisations experienced in hosting well-organised, well attended events that attract national and international interest.
- Expand your social media reach, by interacting with the global implementation community via the conference twitter account @AIC2014.



# Sponsorship Opportunities

The conference will offer partners unparalleled access to a significant representation from the public health and health promotion, injury prevention, child welfare, family support services, early childhood care, education, mental health, criminology, sectors – and many more.

Our team will work with you to facilitate innovative ways to engage with this audience and showcase your services across the two days of the event, as well as 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.

Tailored packages including benefits of partnership unique to your organisation can be developed in consultation with the conference team. An overview of levels of investment and corresponding benefits includes:

Benefits	Major Partner <b>\$20,000</b>	Associate Partner <b>\$15,000</b>	Supporting Partner <b>\$10,000</b>	Session Partner <b>\$7,500</b> International Speaker <b>\$5,000</b> National Speaker <b>\$2,500</b> Concurrent / Workshops/Breaks	Welcome Reception Partner <b>\$4,000</b>	Exhibition Space <b>\$2,000</b> (NGO) <b>\$3,500</b> (corporate/government)
Significant brand acknowledgment on all conference collateral	✔					Program Only
Brand acknowledgment on the conference website with a link to your own website	✔	✔	✔	✔	✔	Logo Only
Brand acknowledgment on conference e-communications including social media channels	✔	✔	✔	✔	✔	✔
Recognition from the conference hosts during the opening sessions and at appropriate times throughout the conference	✔	✔	✔	✔	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)	✔	✔	✔	At your sponsored session	At the Welcome Reception	Within your space only
Complimentary conference registrations (including tickets to the Welcome Reception)	4	3	2	1	1 + 3 tickets to the Welcome Reception	1
Inclusion of an online advertisement in the conference program (distributed to delegates via USB)	Full Page	Half Page	Half Page	Half Page	Half Page	
Invitation to VIP dinner during the conference	4 guests	2 guests	1 guest			
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	



## The aims for this conference are to:

- promote a shared understanding across sectors and disciplines of the principles and processes of effective implementation to enable policy, program and practice initiatives to achieve their goals
- integrate knowledge across disciplines and professions towards developing a common language, frameworks and measures to guide and support implementation across research, policy and practice sectors
- provide a forum for sharing the latest research in implementation science and for exchanging practical strategies and frameworks that will best support effective implementation
- increase knowledge and build capacity in the application of the principles and processes of effective implementation
- build networks and strengthen collaboration across disciplines and professions in advancing the science of implementation
- strengthen the evidence base for better translation of evidence and its effective implementation in Australia.

This event is designed to complement and build onto the Global Implementation Conference which will also held biennially (the first was in Washington, DC in 2011 and the next scheduled for 2015).

[www.implementationconference.org](http://www.implementationconference.org) (Dr Robyn Mildon, Parenting Research Centre, is a member of the practice group organising committee).

## Conference themes

The conference program will be structured under the following broad 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



The conference program is being developed by the following leaders in their field of work:

- **Dr Robyn Mildon** (Program Chair), Director of Knowledge Exchange and Implementation, Parenting Research Centre
- **Bianca Albers**, Principle Implementation Specialist, Parenting Research Centre and Co-chair for the planning committee of the Global Implementation Conference
- **Professor Gabriele Bammer**, Director, National Centre for Epidemiology and Population Health, The Australian National University
- **Amarylise Bessey**, Research Manager, Australian Research Alliance for Children and Youth
- **Dr Wee-Ming Boon**, Senior Research Scientist, Strategic Policy, National Health and Medical Research Council
- **Alex Collie**, Acting CEO, Institute for Safety, Compensation and Recovery Research
- **Pauline Dixon**, Executive Manager, Wanslea Family Services
- **Paul Hardcastle**, Acting Branch Manager, Family Support Program, Dept. of Families, Housing, Community Services and Indigenous Affairs
- **Professor Brian Head**, Program Leader, Policy Analysis, University of Queensland
- **Professor Ilan Katz**, Research Proposal Coordinator, Social Policy Research Centre, University of New South Wales
- **Annette Michaux**, Director, Social Policy and Strategy, Parenting Research Centre
- **Andrew Milat**, Associate Director, Evidence and Evaluation Branch, Centre for Epidemiology and Evidence, NSW Ministry of Health
- **Professor Jan Nicholson**, Research Director, Parenting Research Centre
- **Professor Brian Oldenburg**, Professor and Head, International Public Health Unit, Monash University
- **Dr Natasha Pearce**, Post Doctoral Research Fellow, Child Health Promotion Research Centre
- **Dr Tahna Pettman**, Research Fellow, Public Health Evidence and Knowledge Translation, Jack Brockhoff Child Health and Wellbeing Program, University of Melbourne
- **Pauline Zardo**, Research Translation Manager, Institute for Safety, Compensation and Recovery Research





## Sponsorship Form

View options at the Conference website  
[www.ausimplementationconference.net.au](http://www.ausimplementationconference.net.au)

This form becomes a Tax Invoice upon payment. Please retain a copy for your records.

### Cancellation and refund policy

Cancellations must be submitted in writing to ARACY.

Cancellations made before 25 July 2014 will receive a 75% refund of the total amount booked.

Cancellations made on or between 26 July and 29 August 2014 will receive a 50% refund of the total amount booked.

Cancellations made on or after the 30 August 2014 will not receive a refund.

**Please complete and return this form, accompanied by your payment in Australian dollars to:**

2nd Biennial Australian Implementation Conference  
PO Box 5070 Braddon ACT 2612  
fax: 02 6248 8764 | email: [events@aracy.org.au](mailto:events@aracy.org.au)  
ABN: 25 023 841 736

### Organisation Information (Please print in block letters)

Title (Prof/Dr/Mr/Ms/Mrs/Miss)	Given Name :	Family Name :
Company/Organisation :		
Position :		
Mailing Address :		Postcode :
Country :		
Phone Business :	Mobile :	Fax :
Email :		

### Sponsorship | All rates are per package and are quoted in Australian Dollars exclusive of GST.

Item	Please tick or add quantity	Value	Sponsorship Value
Major Partner	<input type="checkbox"/>	AUD 20,000	\$
Associate Partner	<input type="checkbox"/>	AUD 15,000	\$
Supporting Partner	<input type="checkbox"/>	AUD 10,000	\$
Session Partner - International Speaker	<input type="checkbox"/>	AUD 7,500	\$
Session Partner - National Speaker	<input type="checkbox"/>	AUD 5,000	\$
Session Partner - Concurrent/Workshops/Breaks	<input type="checkbox"/>	AUD 2,500	\$
Welcome Reception Partner	<input type="checkbox"/>	AUD 4,000	\$
Exhibition Space - NGO	<input type="text"/>	AUD 2,000	\$
Exhibition Space - Corporate/ Government	<input type="text"/>	AUD 3,500	\$
Other <input type="text"/>	<input type="checkbox"/>	<input type="text"/>	\$
<b>Sponsorship SUB TOTAL</b>			<b>\$</b>
<b>GST 10%</b>			<b>\$</b>
<b>Sponsorship TOTAL</b>			<b>\$</b>

### Payment Details

Payment due by  
26 July 2014

Please Invoice

All payments MUST BE IN  
AUSTRALIAN DOLLARS (AUD).

ARACY  
PO Box 5070 Braddon ACT 2612

#### Credit Card:

Please note that credit card charges will appear on your statement as ARACY.

Please charge my (tick  which applicable)

MasterCard  Visa

Card Number:

Card Expiry Date:  /  (mm / yy)   (CSC )  
Must be completed to process payment

Cardholder's Name (Please Print):

Cardholder's Signature:



# 2nd Biennial Australian Implementation Conference

Sheraton on the Park, Sydney, Australia | 17 & 18 September 2014

Hosted by



**ARACY**

Australian Research Alliance for Children & Youth  
Collaboration • Evidence • Prevention



**Parenting Research Centre**  
*raising children well*

## More Information

To discuss sponsorship opportunities, please contact:

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Australian Research Alliance for Children and Youth

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