



# SPONSORSHIP PROSPECTUS

THE AASW ONLINE HEALTH SYMPOSIUM | 16 NOVEMBER 2023  
PRACTICE INNOVATIONS, CHALLENGES AND LEADERSHIP IN SOCIAL WORK HEALTH CARE

# PRACTICE INNOVATIONS, CHALLENGES AND LEADERSHIP IN SOCIAL WORK HEALTH CARE

THE AASW ONLINE HEALTH SYMPOSIUM | THURSDAY 16 NOVEMBER 2023

The AASW Health Symposium will be held online Thursday 16 November 2023.

This year's focus is the intersection of Social Work and the broader Health sector; both in acute and community care. It is a theme that speaks to one of the largest areas where Social Workers practice today and is also a critical reference point for a broader base of allied health professionals.

Pooling together the most contemporary and compelling presenters in the sector, our annual Symposiums are the largest fixture on the Social Work Calendar.

We are proud to build upon our ever-increasing, highly attended online symposiums and we warmly invite you to partner with the AASW in 2023.

## WHO WILL ATTEND

- ▼ Social workers, allied health, health and mental health professionals, and social services practitioners
- ▼ Researchers, educators, students and higher education providers in the health sector
- ▼ Leaders and decision makers in the health, advocacy and social services sectors
- ▼ Government departments, affiliated associations, agencies and organisations



## SPONSOR BENEFITS



**Experience long exposure of your brand** and messaging for up to five months in pre-event promotion and three months post-event on-demand recorded content



**Generate new business leads** within the social work profession and broader health sectors



**Reach and engage with attendees** at the online event



**Recruit potential employees** by promoting your workplace and opportunities of employment



**Target select audiences** with tailored session sponsorships



**Network with delegates** at the event, with complimentary sponsor registration



**Showcase your organisation** as a supporter of the Australian Association of Social Workers



**Launch products or services** directly to your target audience through video presentations



**Reach an engaged audience** of social worker professionals (650 attendees in 2022)

## AASW REACH



**20,000+**

recipients of  
AASW's emails



With an exceptional  
average open rate  
of 50%



**150+**

Associated with  
over 150 leading  
Australian peak  
bodies and  
organisations



**32**

Affiliations with  
Accredited  
Higher  
Education  
Institutions



**3.8  
MILLION**

Views to our  
website per year

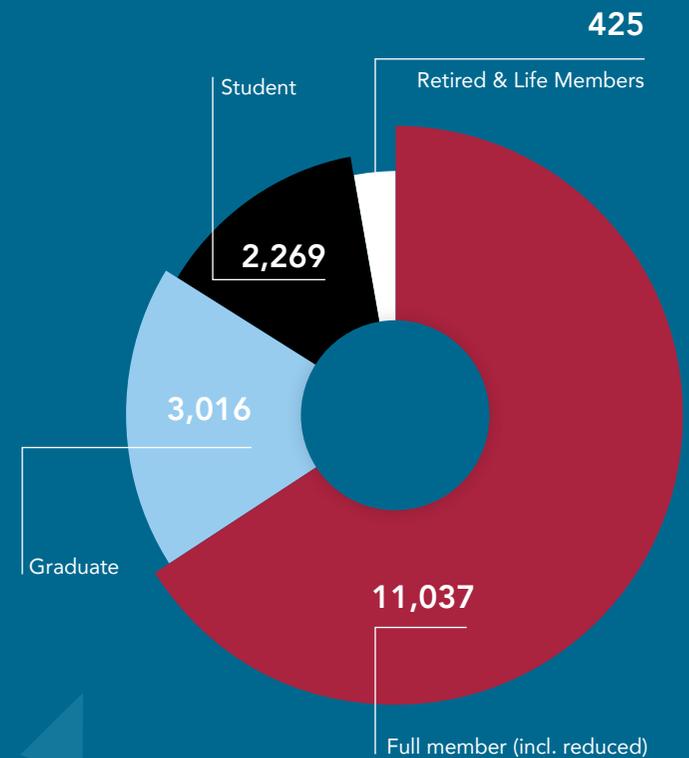
**52,000+**

Social media  
followers,  
growing by  
30% per year



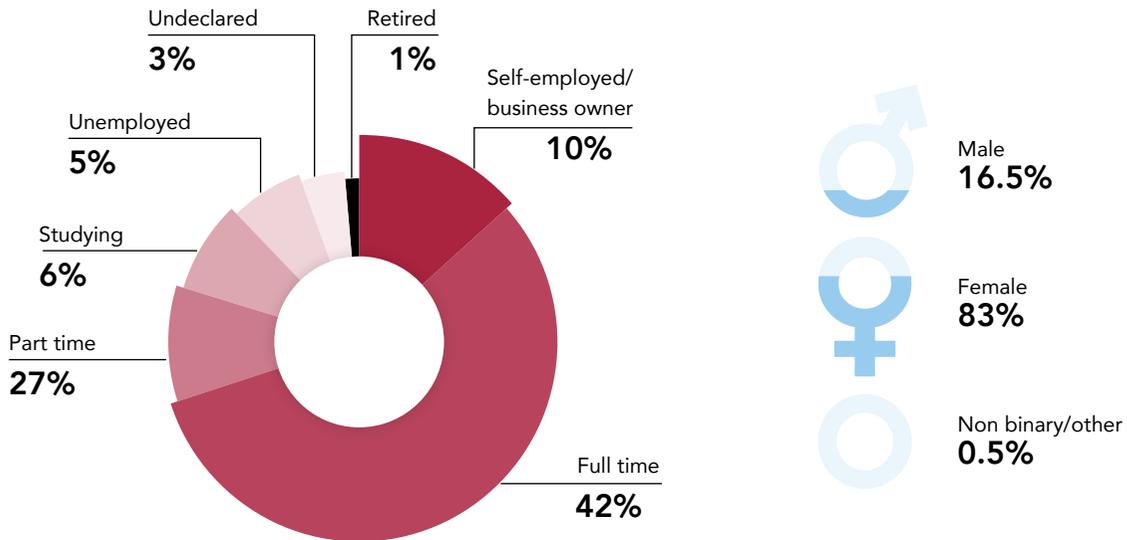
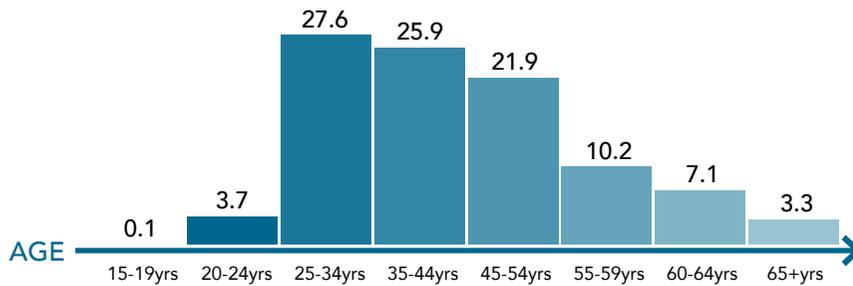
## OUR MEMBERS

**16,782 members**



# SOCIAL WORKERS IN PRACTICE

## MEMBER TYPES



## EMPLOYMENT & REMUNERATION

**\$92,000**

average degree qualified salary per year

**>16% higher**

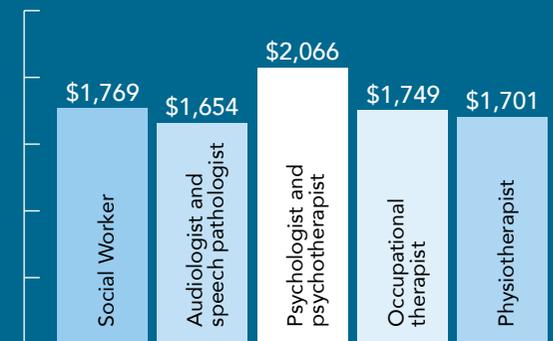
than national average salary

**23.2% job growth**

job growth projected over next 5 years

**1/3 distribution**

across NGO, Government & private sectors



Average weekly earnings across like professions

# SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Your opportunity to be involved!

AASW is pleased to offer an array of opportunities for your involvement in the AASW Health Social Work Symposium 2023. Whether it be Symposium Partner, and the significant presence that this offers, or if you just want to ensure that you are part of the event to maintain your visibility within the social worker profession and potential employees, there is a wide range of options for you to select from. Alternatively, contact us to create a sponsorship or advertising package tailored to the specific needs of your organisation.

Please note all opportunities are subject to availability and will be offered on a first come, first served basis.

All prices are in Australian dollars and exclude GST.

Sign up and pay before  
30 June 2023 to claim a tax  
deduction in this financial year!

SPONSORSHIP TYPE	SYMPOSIUM PARTNER	SYMPOSIUM SUPPORTER	VIDEO SPONSOR	KEYNOTE SPONSOR	VIRTUAL EXHIBITOR
Number Available	1	3	1	1	15
Investment	\$25,000	\$15,000	\$8,000	\$4,000	\$2,200
Exclusivity	Yes	No	Yes	No	No
Partner rights to the Symposium (logo digitally used at all times when referencing the Symposium)	✓				
Supporter rights to the Symposium		✓			
Primary logo positioning on the 2023 AASW Symposium website and the registration portal, with hyperlink to sponsor's website	✓				
Primary logo positioning on the AASW Events webpage	✓				
Supporting logo positioning on the AASW Events webpage, Symposium website and registration portal		✓	✓	✓	
Dedicated eDM when announcing sponsorship including free text and timing at sponsor's choice	✓				
Dedicated social media post during lead up to Symposium acknowledging support x 3 posts (Tw, FB and LinkedIn)	✓				
Dedicated social media post when announcing keynote sponsorship (Tw, FB and LinkedIn)				✓	
Sponsor's logo to appear in AASW staff email signatures at key times of Symposium campaign	✓				
Company profile, images and any special offers or opportunities for the Symposium delegates displayed on your personalised virtual booth	✓	✓			✓
Recognition by the MC at the Symposium opening and closing sessions	✓				
Recognition by the MC when introducing and when concluding the keynote speaker				✓	
2-minute slot in the main stream of the Symposium to address attendees*	✓				

## VIRTUAL EXHIBITOR

The 2023 Health Symposium will provide exhibitors the opportunity to market products and services directly to delegates within their target markets.

The Virtual Exhibition will be open for delegates to visit throughout the Symposium day. In addition, the information on your exhibition booth will be available for access for 90 day after the event has concluded, meaning that delegates can visit your booth, browse your resources, and find your contact details. Each exhibitor will be provided with a virtual booth which will be housed on the Symposium broadcasting platform. The exhibitor booth can include contact details and company profile, digital resources such as brochures, and instant chat and calls with delegates! For more information on the entitlements, see table.

To discuss sponsorship opportunities, or to create a customised package, contact:

Anna Smaragdi  
Event Program Manager  
[membership@asw.asn.au](mailto:membership@asw.asn.au)

03 9320 1000

SPONSORSHIP TYPE	SYMPOSIUM PARTNER	SYMPOSIUM SUPPORTER	VIDEO SPONSOR	KEYNOTE SPONSOR	VIRTUAL EXHIBITOR
Complimentary Symposium online registrations	6	4	2	1	1
Logo to be present on all holding slides and/or AASW required digital material during the Symposium	✓				
Logo positioning on the Symposium broadcast platform in always holding position (viewable during broadcast)	✓				
Instant chat and call function with delegates (subject to delegate privacy preferences) through the virtual booth	✓	✓			✓
Ability to upload digital resources onto your virtual booth	✓	✓			✓
Post-event booth analytics	✓	✓			✓
30-second video to play at the beginning of the lunch break*			✓		
Sponsor to be provided with lock-up of logo with Symposium branding	✓	✓	✓	✓	✓
1 x full page advertisement in the Symposium digital booklet (artwork provided by sponsor)	✓				
1 x half page advertisement in the Symposium digital booklet (artwork provided by sponsor)		✓			
Logo included in the Symposium digital booklet including 100-word company profile	✓	✓	✓	✓	✓
1 x half page ad in the <i>Social Work Focus</i> magazine (edition chosen by sponsor) and artwork provided by sponsor.	✓	✓			
Copies of photography captured at the event	✓	✓			
Copies of post-show analytics and reporting (relevant to sponsorship entitlements, does not include delegate personal data)	✓	✓	✓	✓	✓

\*The video will also be added on the platform during the event for viewing on-demand. The video will need to be pre-recorded and provided to AASW prior to the Symposium to be approved for broadcast.



**AASW**  
.....  
**Australian Association  
of Social Workers**

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Anna Smaragdi  
Event Program Manager  
[membership@asw.asn.au](mailto:membership@asw.asn.au)  
03 9320 1000