

Changing Your World



CHANGING YOUR WORLD

CONFERENCE 6 MARCH 2020
& FAIR 7 MARCH 2020

**Where aspiration, innovation
and inspiration come together
for a sustainable future.**



CHANGING
YOUR
WORLD





The Changing Your World Conference and Fair will be hosted by the City Of Canning in March 2020.

THE TWO EVENTS WILL BE A SHOWCASE OF INNOVATION IN THE BROADER SUSTAINABILITY SPACE, CONNECTING COMMUNITY, INNOVATORS, INDUSTRY, RESEARCH AND GOVERNMENT, TO BUILD IDEAS AND CELEBRATE SUCCESS.

The Conference will take place on 6 March and will provide opportunities for key stakeholders (government practitioners, sustainability researchers and innovators) to network, learn about new and emerging sustainability innovation and technology, and brainstorm solutions to shared sustainability challenges for local government and the community.

The Fair will take place on 7 March and will highlight evolving tech and new approaches covering broad themes of community sustainability, corresponding with City-wide sustainability targets. The Fair will also showcase local sustainability initiatives and provide opportunities for providers to network.

CITY OF CANNING DEMOGRAPHIC

The City of Canning has a population of over 97,000 residents and in 2016, 50% of residents were born overseas. The overseas demographic is largely made up of people from the UK, India, Malaysia and China.

Age Groups	City Demographic
Babies and pre-schoolers (0 - 4)	5,085
Primary schoolers (5 - 11)	7,621
Secondary schoolers (12 - 17)	6,623
Tertiary education and independence (18 - 24)	11,043
Young workforce (25 - 34)	14,923
Parents and homebuilders (35 - 49)	18,022
Older workers and pre-retirees (50 - 59)	10,448
Empty nesters and retirees (60 - 69)	8,671
Seniors (70 - 84)	6,214
Elderly aged (85 and over)	1,549

Source: .id and Australian Bureau of Statistics, Census of Population and Housing 2016

ANTICIPATED NUMBERS

Attendance: 3,500+

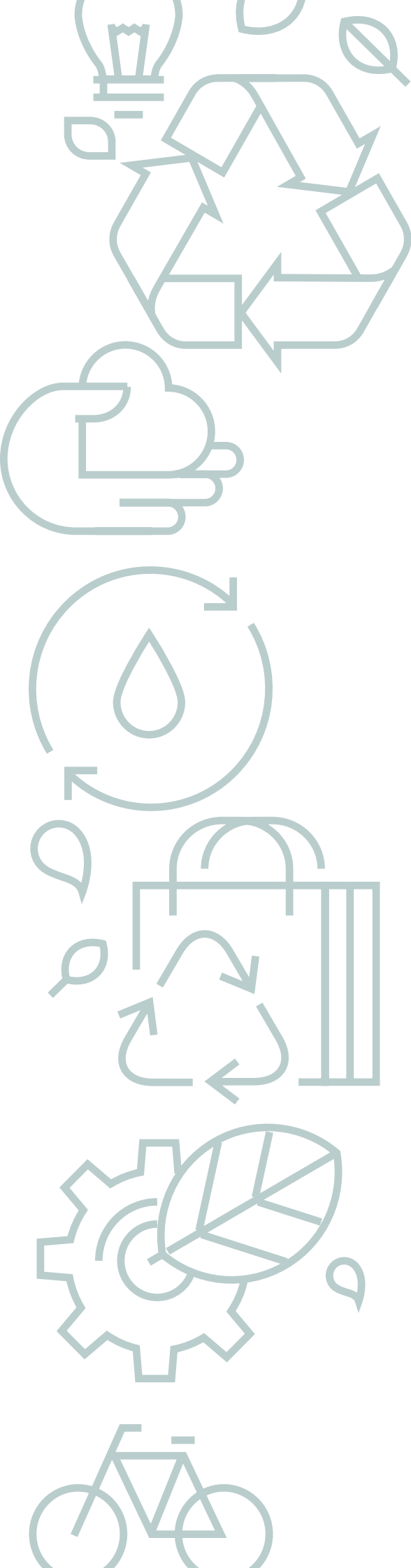
Organisations: 150+

Key stakeholders:

- Government/local government environment and sustainability practitioners
- Conference presenters (researchers and innovators)
- Community (primarily adults and older youth)
- Stallholders (start-ups, emerging industries, innovative, renewable and sustainable technologies)
- Corporate sponsors

Sample attendee list:

- Local government sustainability, environment, planning, business, innovation and technology professionals
- Local government executives and managers
- State government agencies and professionals in sustainability, waste, water, energy, environment etc.
- Sustainable technology experts and enthusiasts (including renewable energy, energy efficiency, water efficiency, carbon management, waste management and technology, social impact, social enterprise and more)
- EV experts and enthusiasts
- Engaged youth
- Community members
- Start-ups and local sustainable and technology businesses



SPONSORSHIP OPTIONS

Sponsorship can be undertaken in a variety of ways:

- cash contribution
- in-kind offer of services (e.g. event catering or printing/marketing)
- donation of prizes for use as incentives for the community to attend the event.

WHAT CAN WE OFFER?

- large numbers of event patrons/engagements
 - over 50,000 people attended our events in 2017
 - over 10,000 people engaged with our events online in 2017
 - 8,000+ followers on Facebook
 - 3,000+ followers on Twitter
 - 1,700+ followers on Instagram
 - 20,000+ database for weekly eNewsletter
- this event is at a low to no cost offering a welcoming and inclusive experience as a context for your brand
- we are a diverse and multicultural council, with a progressive business community and a drive for change
- the enhancement of your corporate image and credibility as a committed supporter of the Canning community.

SPONSORSHIP BENEFITS

		Platinum \$10,000	Gold \$5,000	Silver \$2,500
Pre-event	Logo included in all City produced marketing materials ¹	At the top	At the base (line 1)	At the base (line 2)
	Acknowledgement in media releases	✓	✗	✗
	Digital and social media promotion ²	✓	✗	✗
	Acknowledgement in eNewsletter articles	✓	✓	✗
	Acknowledgement on the City's website	✓	✓	✓
Conference	Verbal acknowledgement by Conference convenor	✓	✗	✗
	Opportunity to provide welcoming comments	✓	✗	✗
	Opportunity to display promotional banner at the registration table/entrance ³	✓	✗	✗
	Opportunity to display promotional banner adjacent to the speaker stand ³	✓	✓	✗
	Complimentary booth	✓	✓	✗
	Complimentary entry	4	2	1
	VIP parking passes	4	2	1
	Include a question in the post event survey	✓	✗	✗
Fair	Verbal acknowledgement during opening ceremony	✓	✗	✗
	Opportunity to provide comments at opening ceremony	✓	✗	✗
	Opportunity to display promotional banner adjacent to the stage ³	✓	✓	✗
	Complimentary stall/marquee	✓	✓	✓
	Opportunity to provide a prize in fair competition	✓	✓	✓

¹ City produced marketing materials includes promotional flyers, conference program, fair program and map.

² Digital and social media promotion includes Facebook, Twitter, Instagram and LinkedIn as specified in the social media plan.

³ Promotional banners to be supplied by the sponsor and be a pull up or tear drop banner.

ADDITIONAL SPONSORSHIP OPPORTUNITIES


Put your brand, product, or service front and centre with these additional opportunities:

Sundowner	\$5,000
Speed date and innovate session	\$2,000

Custom sponsorship

Let's work together to unlock a unique opportunity for your brand. Benefits discussed on application.

Contact us today at sustainability@canning.wa.gov.au to discuss your business objectives and we'll build a sponsorship package that will help you achieve your goals.

Changing Your World 



CHANGING YOUR WORLD

City of Canning

1317 Albany Highway,
Cannington WA 6107
Locked Bag 80,
Welshpool WA 6986
T 1300 422 664
canning.wa.gov.au

Connect with us



canning.wa.gov.au