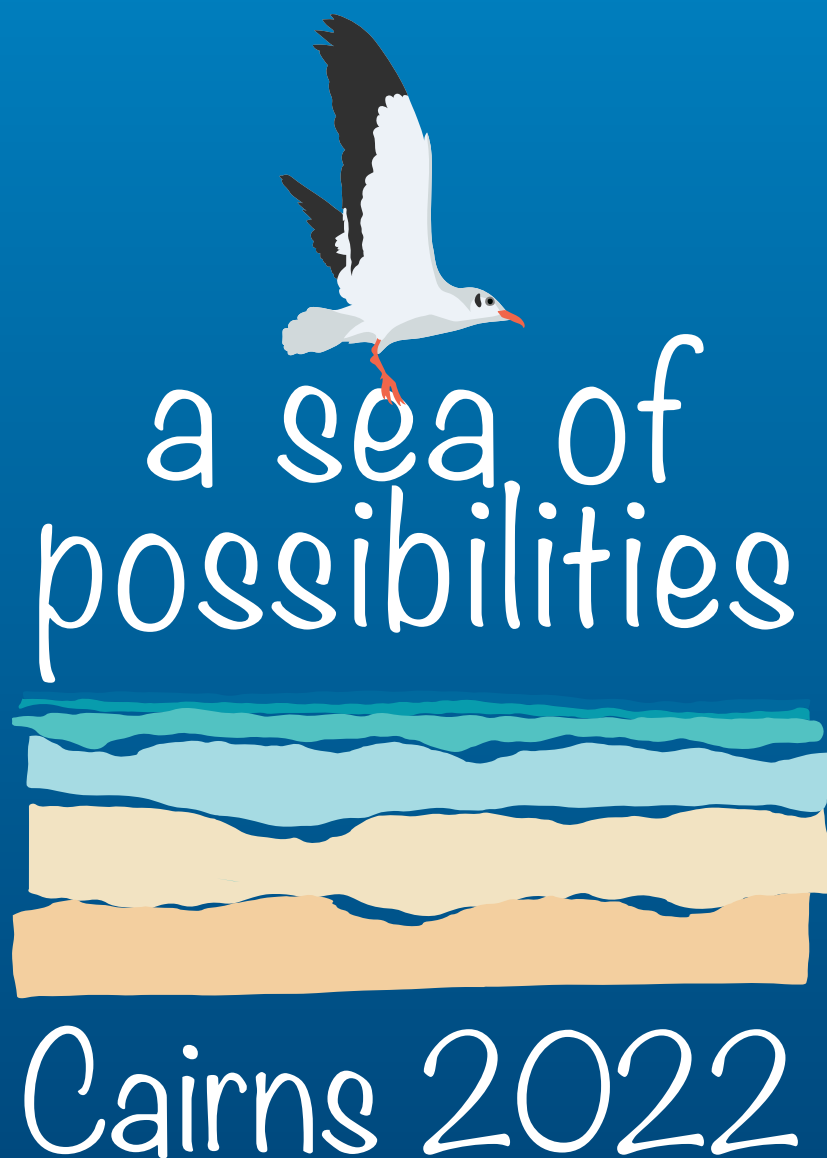


PROSPECTUS FOR SPONSORS AND EXHIBITORS



financial  
counselling  
australia



# Contents

Your support makes a difference .....	5
Why invest in the FCA conference? .....	5
Direct access to financial counsellors .....	5
Network with other organisations that support vulnerable customers .....	5
Showcase or road-test your initiatives .....	7
Increase your profile .....	7
The program .....	7
Learn and be challenged .....	7
How to show your support .....	7
Sponsorship tiers .....	9
Cost of Stand Apart supporter options .....	10
Exhibitors .....	20
Having an exhibitor stand .....	20
Industry exhibitor options .....	20
Community sector special offer .....	20
What is included with my stand? .....	20
What's involved in being an exhibitor? .....	20
About the exhibitor area .....	21
Covid-safety measures .....	23
Reducing our environmental footprint .....	23



# Conference at a glance

Join us in May 2022 in the glorious sunshine in Cairns.

Financial Counselling Australia's annual conference is the largest financial counselling conference in Australia. Last year, over 600 delegates from all over the country converged in Darwin for a fabulous conference. We had 40 exhibitor stands safely spread out in three exhibitor precincts, including an outdoor beer garden. It was both a dynamic and a relaxed environment for quality conversations with delegates.

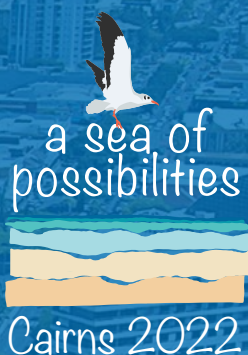
The feedback was that it was the 'best ever conference', so we're going to give it our best shot to do it all again. We have deliberately chosen Cairns, a place where the sun always shines because we all need the sunshine.

It's not easy holding a conference in a pandemic, but last year we worked hard to make it safe and successful. It took a lot of background planning. Your sponsorship and support were vital to managing the risks and gave us the confidence to proceed. Simply put, we could not hold a conference without your support.

The conference benefits everyone but we must be safe. We'll check vaccine status, source RAT tests, and refund anyone without question who needs to stay away to keep everyone safe. We have a plan. If May brings its own covid surprises and we can't hold the conference safely we'll ask you what you want to do with your sponsorship- donate it, push it forward to 2023 or be fully refunded.

The theme this year is 'a sea of possibilities'. It is deliberately optimistic.

Please join us in imagining this sea of possibilities.



- Monday, 16 May – pre-conference events  
(Cairns Hilton Hotel and Pullman International)
- Tuesday, 17 May – pre-conference events and exhibitor bump-in  
(Cairns Hilton Hotel and Pullman International)
- Wednesday, 18 May – conference day one  
(Cairns Pullman International) and Jan Pentland dinner
- Thursday, 19 May – conference day two and exhibitor bump-out  
(Cairns Pullman International)



**Dear prospective sponsors and exhibitors,**

Let's face it, the last couple of years have knocked us all about. How we work, who we work with, our social lives, and our finances have been shaken up. I'd like to invite you to join with FCA to support us as we try to imagine and navigate what comes next.

It's time to step out from behind our screens and come together. The 2022 FCA conference is an opportunity to do just that.

This is an exclusively in-person event. We'll be delivering the high-quality program and networking opportunities you've come to expect, along with lots of colour and fun. We'll also be taking full advantage of the beautiful and balmy Cairns vibe, with lots of social events to allow for long overdue catch ups and the chance to build some new relationships with colleagues from around the country.

There is a range of ways you can show your support: whether it be having a stand in our exhibitor space, purchasing one of our sponsorship packages or doing something a little more bespoke with one of our 'stand apart' options. We're always open to ideas you have about what might work best for your organisation, so please talk to us.

Having a profile at this large conference is a powerful way for your organisation to show it is committed to working with people experiencing hardship. We can't make it happen without you, and we know that holding an event like this at (hopefully) the tail end of a pandemic comes with some risks. The prospectus sets out the key measures we'll be taking to manage the risks and make our event as safe as possible.

On a personal note, I'm excited to be stepping into Lauren Levin's (slightly daunting) shoes as the conference organiser. Lauren has done a spectacular job, and I look forward to working with you to build on the work you've already done together.

Please don't hesitate to give me a ring to discuss anything – we're committed to making this work for you.

We can't wait to see you in person in Cairns.

**Domenique Meyrick**

*Director of Development (and Conference Manager)*

e: [Domenique.meyrick@financialcounselingaustralia.org.au](mailto:Domenique.meyrick@financialcounselingaustralia.org.au)

**Ph: 0411 895 643**

## Your support makes a difference

Being a sponsor or exhibitor supports FCA to work towards an Australia with fewer people in financial hardship. If there's anything that the last couple of years has taught us, it's to expect the unexpected. If the conference is cancelled or postponed, you can choose to either push it forward to next year or **we'll give you a full refund**. (A massive thank you to those organisations that chose the former option in 2020 - you saved the day!)

FCA is dedicated to working with participants in the hardship space. Supporting the FCA conference as an exhibitor or sponsor is a great way to give back to the financial counselling sector and contribute to the overall financial well-being of vulnerable people.

Your support helps to:

- Create a conference known for being lively and cutting-edge - people look forward to coming to the FCA conference every year.
- Keep prices down for community sector delegates, so that they can afford to come.
- Fund collaborative forums and meetings with industry, government, and the community sector, so we can continue to do important work together

## Why invest in the FCA conference?

### Direct access to financial counsellors

The FCA conference attracts Australia's largest gathering of financial counsellors. In 2022 we expect over 400 financial counsellors will attend (plus 200 delegates from industry, government and elsewhere).

### Network with other organisations that support vulnerable customers

Our conference attracts delegates from more than 150 organisations nationally including from:

- Community sector.
- Government departments.
- National ombudsmen schemes.
- Major banks' hardship departments.
- Telcos, energy and water companies Centrelink, AFSA, ATO and other government agencies.
- Debt collectors.



# ode Team



BCCC

Banking Code  
Compliance Committee

GENE  
Code Ge

INSURAN  
BROKER  
COD  
COM  
CO



afca

Australian Financial  
Complaints Authority

Need help  
complaint  
a financial  
or service?

[www.afca.org.au](http://www.afca.org.au)



## Showcase or road-test your initiatives

You can use the conference as an opportunity to road-test or showcase your initiatives.

## Trust

Financial counsellors appreciate those who take the time to meet them. Engaging with our sector helps to build trust.

## Increase your profile

Being a sponsor or exhibitor at the conference increases your organisations' chance of being seen and be noticed.

## The program

We design the program to be relevant to both financial counsellors and industry and government delegates.

## Learn and be challenged

We design the program to be relevant to both financial counsellors and industry and government delegates.

## How to show your support

There are several ways you can support the FCA conference:

1. Three tiers of sponsorship support:
  - a. Patron (the most prominent and includes exhibitor stand).
  - b. Platinum (includes exhibitor stand)
  - c. Gold (entry level, 50% discount on the exhibitor stand).
2. Stand Apart options (exhibitor stand not included)
3. Exhibitor stand only options

You're very welcome to combine options and, of course, if you have something else in mind, please let us know. .



# Ombudsman



Telecommunications  
Industry  
Ombudsman

and internet  
telco



Tele  
Indu  
Omb

We help  
problem  
can't f

tio.co

1800



## Telco rights: case studies



Let's make sure our  
mob knows about  
the Ombudsman.  
They can help if  
something does not  
seem right.

Telecommunications  
Industry  
Ombudsman





# Sponsorship tiers

The table below sets out the inclusion for the Patron, Platinum and Gold sponsorship options

		Patron	Platinum	Gold
		\$25,300	\$12, 300	\$6, 300
Public acknowledgement				
Plenary slide	Public acknowledgement on plenary screen at the beginning and the end of the conference	Individual slide	Group slide, larger logo	Group slide, smaller logo
Stage banner	Your banner on stage for both days of the plenary	Yes	x	x
Conference website	Logo on conference website	Yes	Yes	Yes
Conference program and program app	Logo in printed program and on conference app	Whole page/ large logo	Medium logo	Small logo
Pre-conference social media	Broadcast to financial counselling community	Yes	x	x
Exhibiting				
Exhibitor stand	Includes standard furniture and custom signage @ \$1,750 a day	Two days free (value \$3,500)	Two days free (value \$3,500)	1 day free (value \$1,750)
Stand location	Where will your stand be?	Category A (best in house)	Category B	Category C
Registrations				
Stand staff registration	Catering costs @\$220 each	2 free	2 free	2 free
Free delegates	@ \$1,010 per delegate	4 free	2 free	1 free
Jan Pentland conference dinner	Three course dinner @\$150 pp	4 free	2 free	1 free

## Cost of Stand Apart supporter options

	Options	Costs
	Lights, camera, action! (Conference videos)	\$15,000
	Fight the footprint (carbon offset for flights)	\$15,000 (estimate)
	Spot talks – a conference highlight	\$14,000
	Capturing Kindness	\$14,000
	Harbour welcome events	\$10,000
	Shop with swag (veggie bags)	\$7,000
	Far from the madding crowd (quiet space)	\$5,000
	Coffee, coffee, coffee	\$6,500
	Quiet do-gooder	Up to you



## Lights, camera, action – conference videos. \$15,000

Help the moment to live on. Your sponsorship will pay for professional quality filming and editing of key moments of the conference. Your logo will be featured on the title and closing pages and your organisation will be acknowledged in the blurb.

Conference videos are available for all delegates for six weeks after the conference. After this period, we select two or three conference training offerings to be loaded onto the FCA Toolkit, where it will be accessible to over 1000 FCA toolkit users indefinitely (with a video bought to you by ... [insert your organisation here] featured in the blurb)

Select videos are also provided to training organisations to show to their financial counselling students. Inspire the next generation of financial counsellors.



# Fight the footprint - carbon offset. \$15,000

As precious as it is to come together in person, the downside is the environmental cost. Each conference involves over five hundred return flights.

We are inviting someone to help mitigate some of the environmental costs of coming together, by funding a carbon offset program. We're on the hunt for an initiative that will make a difference and ties in with the spirit of the FCA conference.

taken





## FCA Spot talks. \$14,000

Every year, seven or eight brave souls stand in the spotlight in front an auditorium of delegates in the plenary session to give a Spot Talk. No notes. No slides. Just seven minutes, a spotlight and an idea worth sharing.

This year the theme is 'No time to ...'

You get an hour of exposure to the plenary audience. The supporter package covers the costs of professional lighting and staging, broadcast quality camera opera and professional editing. It pays for our professional TEDx curator to mentor our speakers to deliver outstanding talks.

Spot Talks are a conference highlight, so you'd get great benefit from supporting this event.

The cost to sponsor our SPOT Talks is \$14,000 (incl. GST), which is great value for a confident sponsor who likes to stand out.



taken



# Capturing Kindness. \$14,000

Happily, Lauren is still involved with the FCA conference as our creative consultant. Many of you will remember the fantastic 'gratitude garden' in 2019 or the 'portrait of a financial counsellor exhibition' in 2021.

What will she come up with this year? We've had a hard year so we're focusing on something positive.

We will develop a signature project to 'capture kindness' and put it on display with our trademark creativity and humour. This might be an installation, delegate giveaways, or something else, but whatever the end form, it will involve creative storytelling and lots of kindness.





# Harbour welcome event. \$10,000

Help us to kick off the conference in style by sponsoring this celebratory event, bringing together sponsors, financial counsellors and other guests. The welcome event will be held on a beautiful veranda, overlooking the Cairns harbour on the conference eve (Tuesday 17th May).

Social events are more important than ever right now. Why not have your brand associated with fun and reconnection? Let the good times roll.



## Shop with swag- veggie bags. \$7000

Help us to save the planet, one veggie shop at a time. FCA is giving each delegate re-usable Swag produce bags so they can say no to plastic when they get home. How useful is that?

Each delegate will take home five re-usable mesh produce bags in a stuff bag (so there is only one thing to grab when heading to the supermarket).

We'll think of a catchy slogan - we're working on something great.





# **‘Far from the madding crowd’ – quiet space. \$5000**

Fun as they are, conferences can be a bit much for those of us who need regular ‘me-time’. This year we’d like to provide a quiet space for a few people at a time to step out of the busy hustle and bustle of the conference.

Enter the... quiet space. Situated in the poolside pagoda at the Pullman, the quiet space is just far enough away from the action to allow people to take a little minute. It’s a place just to be quiet and take a big deep breath.

Your sponsorship will pay for the space, the fittings and someone to manage it. We’ll name the space after you in the signage.



## Coffee. Coffee. Coffee. \$6,500

Where there is coffee, there are people. The coffee station is always a smash hit, driving traffic to the exhibitor stands. Your sponsorship will pay for two barista carts for the two days of the conference. You will have a prime spot for your stand next to a busy coffee cart.

The carts will carry your logo (and everyone will love you very much).





## The quiet do-gooder

We offered this for the first time last year and your generosity (we'll be shush, but you know who you are) helped to create a slush-fund that did things like support students and people who would otherwise self-fund to attend the conference.

Whatever you could contribute would be perfect.



# Exhibitors

## Having an exhibitor stand

Exhibitor stands are complementary for patron and platinum sponsors, and half price for gold sponsors. You can also combine it with stand-alone options. Exhibitor-only options are also available

## Industry exhibitor options

If your preference or budget means you'd rather keep it simple, you can just have an exhibitor stand. Our standard exhibitor stand for both days of the conference costs \$3500 (includes GST).

## Community sector special offer

You can also choose the minimalist option of just having an exhibitor stand without being a sponsor. Contact us for pricing.

## What is included with my stand?

- Your stand space.
- Trestle table, dressed in black and two chairs.
- Professionally printed overhead signage.
- An exhibitor kit, to help you organise your stand.
- Two complimentary stand staff registrations (valued at \$210 each and covering catering

## What's involved in being an exhibitor?

- You'll need to set up your stand. You can set up anytime from Tuesday 17<sup>th</sup> May, 4pm to midnight.
- Exhibitor stands should be staffed during all breaks for the conference itself (Wednesday and Thursday till afternoon tea).
- Stand-staff must observe all Covid requirement, including having a valid vaccination certificate.
- Attend the Jan Pentland Conference Dinner— Wednesday night. It's not compulsory but most people, including exhibitor staff, go to this special night. Why not invite your team?

### Benefits of having a stand

- Invite people to come and talk to you at your stand and build rapport.
- Build relationships with financial counsellors and put faces to names.
- Provide information about new things that your organisation is doing.
- Get feedback directly from financial counsellors about what's working for them and what might work better for both of you.
- Talk to other exhibitors. It's a great opportunity to build relationships and pick up new ideas.

We see happy and engaged people. With so many people returning each year, many exhibitors and delegates, our conference has a wonderful sense of community.



## Things to consider when planning your stand

- Is there anything new you want financial counsellors to know?
- How can you receive feedback from financial counsellors?
- How can you expose management to the voices connected to the grassroots?
- How can you use the theme creatively and to engage with delegates?
- How you can go 'greener' and have less waste, and less plastic?

## About the exhibitor area

The large, open foyer at the Pullman Hotel is a beautiful space. Think lots of light, high ceilings and old-fashioned glamour. It spans two floors, but the second level is a mezzanine. This allows us to be covid-safe without losing a sense of all being in the one space.

We do our best to make sure everyone has a good position, but some positions naturally have a foot traffic advantage. Those supporting higher levels of sponsorship are in the highest traffic areas. 'Patron' sponsors can select their location and have first choice. All other spots are allocated by organisers.

Exhibitors who register early also receive priority over those who sign up late.

# Ombudsman



Telecommunications  
Industry  
Ombudsman

and internet  
telco



Tele  
Indu  
Omb

We help  
problem  
can't f

tio.co

1800



## Telco rights: case studies



Let's make sure our  
mob knows about  
the Ombudsman.  
They can help if  
something does not  
seem right.

Telecommunications  
Industry  
Ombudsman





# Covid-safety measures

Assuming everything goes ahead as planned, we'll all have to work together to stay as safe as possible.

## Here's what FCA are doing:

- We require delegates, speakers and facilitators to have an up-to-date vaccination certificate or medical exemption.
- We'll require delegates to take Rapid Antigen Tests to take before attending the event.
- We're hosting our conference at venues with Covid safety plan.
- We've appointed a Covid Safety Officer with FCA.
- We'll provide hand sanitiser and masks.
- We'll clearly communicate public safety information, both before and during the conference including asking all delegates to stay home if they feel unwell, with even the slightest sniffle, and offer full refunds to last minute cancellations due to illness.

We will stay alert to the situation with Covid and add other measures as necessary

## Here's what we're asking you to do:

- Provide hand sanitisers at your stand.
- Think about how your stand can operate safely.
- Make sure your team know that if they are unwell, they should not attend.

# Reducing our environmental footprint

Last year we started on a journey towards 'going green' and invited you to do so too. We're still on our way and hope you'll work with us to improve our footprint again this year.

## Here's what FCA is doing

- We'll be working closely with both the Pullman and the Hilton to make sure this our most environmentally friendly conference yet.
- We'll use an app to minimise printed material, including the program. We'll ask people to nominate a preference for a paper program at registration, so we don't over-print.
- We'll select low impact gifts for speakers.
- We'll use cardboard name badges and reuse the plastic pockets and source sustainable lanyards.

## What we're asking you to do

- Please think carefully about the product lifecycle of the giveaways you bring.
- Please let us know if you have any other ideas about how we can all tread a bit more lightly.

### Have something else in mind?

We are always open to suggestions, questions and new ideas (or even offers). We're particularly interested in ideas that will help us to either be more covid-safe or to lessen our environmental impact.

Contact:

**Rita Battaglin**, Exhibitor/Sponsor Manager 0403 220 777  
[exhibitor@financialcounsellingaustralia.org.au](mailto:exhibitor@financialcounsellingaustralia.org.au)

**Domenique Meyrick**, Conference Manager 0411 895 643  
[Domenique.meyrick@financialcounsellingaustralia.org.au](mailto:Domenique.meyrick@financialcounsellingaustralia.org.au)

## Next steps – time to book

Early birds have priority for stand allocation and getting in early means that you have first pick before your favourite sponsorship options are taken by others. 'Patron' sponsors and high-level supporters are given all-round red-carpet treatment. What we're really trying to say is we'd love you to be as generous as possible and send your form in quickly!

**[Apply here](#)**



# CREDITSMART

CLEARER CREDIT H

CREDIT REPORT  
Steps!

3 4



financial  
counselling  
australia

