

DISABILITY EMPLOYMENT AUSTRALIA CONFERENCE

11 - 13 JUNE 2024, GRAND HYATT MELBOURNE

# Ready for Reform



2024

Sponsorship and  
Exhibition Prospectus



Disability  
Employment  
AUSTRALIA

## Contents

---

Benefits of sponsorship	3
About the DEA Conference	4
Stream 1	4
Stream 2	4
Stream 3	5
Stream 4	5
Conference Venue: Grand Hyatt Melbourne	6
Important 2024 Dates	6
2023 Conference Organisations	7
Venue Floor Plan	8
Sponsorship and Exhibition Packages	9-12
Additional Information	12
Sponsorship Application Contacts	12

## Benefits of sponsorship



### Position your brand at the forefront of the disability employment sector

Disability Employment Australia's Conference is Australia's foremost disability employment event, attracting senior leaders, practitioners and academics working in the Disability Employment Services (DES) sector.

The 2024 Conference comes at a time when the sector is embarking on a once-in-a-generation reform process. The resulting uncertainty increases interest in an already vibrant sector, with recent conferences attracting upwards of 400 delegates. The Conference boasts informative and engaging plenary sessions, panel discussions and an impressive variety of expert breakout presentations. Additionally, in 2024 we will be incorporating a Practitioners' Forum and Tender Readiness Workshop into our program, adding value to both our delegates and Sponsors.

Our diverse program ensures delegates receive the most current material from national and international industry leaders. The Conference offers a once-a-year opportunity to put your brand at the centre of Australia's Disability Employment Services sector, as well as the broader community of interest.

#### Benefits include:

- Connect with sector leaders and decision makers
- Position and enhance your brand
- Gain a greater understanding of current thinking within the sector
- Showcase your organisation in an innovative way
- Leverage existing and develop new relationships with customers
- Launch new initiatives and products
- Demonstrate your expertise
- Enhance your profile through association with Australasia's premier disability employment conference, and preeminent industry peak body.

There are a range of sponsorship options to fit different budgets and requirements. Packages can be tailored to better suit the needs of your organisation. Sponsorship packages, exhibitor stands, and other promotional opportunities are outlined on page 9.

### How valuable was this conference as a tool for reaching your customers?

*"It was a great chance for us to meet with existing partners and create new opportunities."*

*– conference sponsor*

## About the DEA Conference

The Conference is dedicated to significantly increasing open employment outcomes for people with disability. Our 2024 national conference is the ideal gathering point for those central and significant to the future planning and future-proofing of disability employment policy, design, model and practice.

We know that the key to the future of disability employment is the DES program, the DES sector, and DES expertise. However, DEA, as a national leader in this dialogue, asks its members, committed stakeholders, and conference delegates to look well beyond thinking about a DSS-commissioned iterative program and into what you know as evidence-based best practice. What works to get significantly more people with disability into sustainable employment?

As always there will be a focus on starting with the person, the employer, and the DES provider. We want to hear more about working with families, community, departments and governments. We also want to bring more universities to the table, and to look beyond Australia for good ideas.

We stand proud with you knowing that the workforce participation rate for people with disability has risen and that we have played our part. The 2024 DEA conference is focused on the future of disability employment in Australia. It is the only conference in Australasia dedicated to bringing the best of the best together to continue to improve on significantly increasing open employment outcomes for people with disability.

The conference program will include relevant debates, research and innovative practices across the following areas:

### STREAM 1

#### The future of disability employment policy:

- Changing 'ecosystem' of employment support for People with Disability
- Impacts of the DRC Recommendations, the NDIS Review, the Employment White Paper, and the Workforce Australia review. What does it all mean?
- The Disability Employment Centre of Excellence
- Sector development and training – do we need a minimum requirement?
- The future of disability employment within the Future of Work policy
- Analysis of the Jobs and Skills Summit and the Employment White Paper
- Digitalisation of employment services and impacts on people with disability looking for work
- What does goal orientated employment look like?
- National mental health reforms and improving employment outcomes
- State, territory and local government disability

employment policy and initiatives

- The future of employment outcomes including 13, 26 and 52-week outcomes and beyond
- The Disability Services and Inclusion Bill (2023)
- Disability Royal Commission impact on the DES program
- The United Nations Convention on the Rights of People with Disabilities and Article 27
- The future of ADEs and the transitioning participants to open employment
- The future of employment via social enterprise and other programs – how do these fit together?
- Community attitudes and closing the workforce participation gap for people with disability
- Case studies of changing employer attitudes and practices

### STREAM 2

#### The future of disability employment practice including better participant and employer strategies:

- DES 2025 – what do we know
- DES 2025 – Focus on purchasing and tenders
- Delivery of Quality Services and driving quality enhancement
- What does a DES Service look like in 2025? Face-to-face servicing, hybrid servicing?
- Sector development
- Interim and longer-term performance frameworks within DES
- Employ My Ability and the Disability Employment Strategy – how is this working and what is its interaction with disability employment.
- Working with large employers – how to make the relationship work longer term
- Marketing and branding in your employer community
- Building disability employer confidence
- Challenging perspectives: how the employer, jobseeker and provider can intersect
- The role of ongoing support – the interface between employers and keeping people with disability in work
- Challenging employers to use Disability Employment Services?
- Better use of employer incentives including wage subsidies
- The 'burnt' and or reluctant employer – how to invigorate and / or reinvigorate a relationship?
- How can 'Collaboration' work more effectively across the broader sector?
- Jobs and Skills Australia and interaction with People with Disability

- Effective strategies for participants with disability who are registered with Workforce Australia
- Innovate practices in working with employers
- Current challenges in becoming an effective digital or hybrid employment service for people with disability
- Training as the pathway to improved employment opportunities
- Transition of supported employment – what works?

### STREAM 3

#### The current DES program: compliance, outcomes, performance framework, operations:

- Transitioning now – and new models of delivery
- The DES Performance Framework – combination of the three KPIs and moving into 2025 and beyond
- Review of the first months of the new DES Quality Framework
- Training and education as the pathway to improved employment opportunities.
- Effective models for participants including achievement of employment goals
- Improving DES guidelines: what works, what doesn't
- Guidelines for DES post-2025
- Wage subsidies
- Ensuring the DES program works for participants and employers
- Program assurance activity
- Employment outcomes, quality service and participant expectations
- The future of mutual obligation and the targeted compliance framework
- Attracting participants – the untapped referral pool – where and how?
- Building the capacity of Indigenous people with a disability
- The role of state, territory, and local government in disability employment
- Choice and control and empowering participants
- Engaging frontline staff: Person-centred approach, employer engagement and community.

### STREAM 4

#### NDIS – Open Employment, Employment Supports, Youth Employment Supports, Supported Employment Transition and pathways to independence:

- Changes to NDIS delivery following the NDIS Review
- The NDIS Participant Employment Strategy and Action Plan
- Better use of the DES program for NDIS participants
- Interaction between Youth Employment Supports to increase open employment outcomes
- ADE to Open Employment – how is the supported employment sector changing
- NDIS, LACs, Support Coordinators and DES – how to better work collaboratively
- Understanding barriers to employment throughout a participant's life
- Analysis of the effectiveness of the NDIS to date
- Exploring opportunities with participants, families, and the sector
- Planning the right supports that lead to more confident entry to work
- NDIS and better planning by services for participants
- The increasing impact of the NDIS and employment in the disability sector
- Accessing participants with self-managed plans
- Employment supports for mature-aged participants
- Evidence-based, innovative, capacity building and outcomes-focused supports that assist young people with disability find and keep a job

#### Welcome Reception

The Welcome Reception is included in conference registration. 80% of conference delegates attend our Welcome Reception. This is a perfect opportunity to network with your existing customers and meet new ones in a relaxed and engaging environment.

#### Gala Dinner

The annual Gala Dinner is a much-anticipated event throughout the disability employment services sector. Guests will enjoy fine food at a formal three-course dinner, drinks and a band to dance the night away. The evening will also feature the Hall of Fame Award Ceremony, acknowledging excellence, innovation, and long-term commitment to the evolution of disability employment in Australia. Following a sell-out event at our last conference, we expect to enjoy the evening with more than 200 guests.

# Conference Venue – Grand Hyatt Melbourne

123 Collins Street, Melbourne VIC



At Grand Hyatt Melbourne, a luxurious stay awaits you in the heart of our dynamic city. We are located prestigiously on Collins Street, surrounded by the city's high fashion and fine dining and within walking distance of many of Melbourne's top tourist attractions, including business, sporting and theatre districts. Our hotel features 546 spacious rooms and suites, delectable dining and an events floor with 15 innovative spaces. With our ideal location for both business and leisure travellers, coupled with exemplary service, we invite you to #GoGrand in one of the world's most livable cities.

## Who attends?

In recent years upwards of 300 Disability Employment Services professionals and other specialists have attended Disability Employment Australia's Conference. Attendees are predominately sector leaders, decision makers, management and practitioners of the Disability Employment Services (DES).

## Delegates include:

- Disability Employment Services
- jobactive
- People with disability
- Advocates
- Training organisations
- Policy makers
- Researchers
- Employers and their representatives
- Academics.

## Important 2024 Dates

<b>29 March</b>	Early bird registration offer closes COB
<b>03 May</b>	Deadline for publicity material from sponsors and exhibitors
<b>31 May</b>	Deadline for sponsorship and exhibition bookings
<b>11 June</b>	Tender Readiness Workshop (12pm–3pm) Practitioners' Forum event (12pm–3pm) Welcome Reception (5:30–7:30pm)
<b>12 June</b>	Registration (8am–9am) Conference Day One (9am–5pm) Gala Dinner (7pm–11pm)
<b>13 June</b>	Registration (8:30am–9am) Conference Day Two (9am–4pm)



## 2023 Conference Organisations

Disability Employment Australia's 2023 Conference, held at W Hotel Brisbane, attracted key representatives from almost 120 industry organisations, including:

- Ability First Australia
- Ability Options
- Afford Employment
- alffie
- AMES Australia
- Angus Knight Group
- Aon
- APM Employment Services
- Ashton Manufacturing Pty Ltd
- Asuria
- Atwork Australia
- Australian Foundation for Disability
- Australian Human Rights Commission
- Australian National University
- Australian Network on Disability
- AutogenAI
- Azurum | Budge
- Back2work
- BEST Employment
- Bounce Global
- Breakthru
- BUSY Ability
- Campbell Page
- Castle Personnel
- Centre For Social Impact Swinburne
- Chapter 1 Employment
- CHESS Connect
- CoAct
- Cocoon SDA Care
- Community Bridging Services
- Deakin Business School
- Department Of Employment And Workplace Relations
- Department of Seniors, Disability Services, Aboriginal and Torres Strait Islander Partnerships
- Department of Social Services
- Edge Employment Solutions
- Employment Development Institute Of Kead
- EPIC Assist
- ETC
- Flinders University
- Flourish Australia
- Gcess
- Genu Training
- Gold Coast University Hospital
- Help Enterprises
- ICS Service Solutions
- Ideal Placements
- Inclusion Australia
- Interact Australia
- JobAccess
- Jobfind Centres and Joblife Employment
- Joblife Employment and Jobfind Centres
- JobLink Plus
- Jobmatch Employment
- Jobs Australia Limited
- Jobsupport
- Key Employment
- LEAD Disability Services
- Leading Directions
- Life Without Barriers
- Living On The Spectrum
- Lowes Manhattan Pty Ltd
- Madec Australia
- Marriott Support Services
- Matchworks
- MAX Solutions
- Maxima Training Group (Aust) Ltd
- Medhealth Group
- MEGT
- Mission Australia
- Mobo Group
- MSWA
- MTC Australia
- Multiple Solutions (The MS Society SA/NT)
- Multitask
- My Pathway
- National Disability Services (NDS)
- Octec Ltd
- Ostara Australia
- Outlook AUST
- Own Words
- Parkhouse Bell
- Plp Solutions
- Populi Solutions
- Prime Super
- Prospert
- Pure Insights
- QUT
- QUT Centre For Robotics
- ReadyTech
- Real Life Assistants
- Real Life Social Enterprises
- Settlement Services International
- Status
- STEPS Group
- Sureway Employment and Training
- SYC
- The Achieve Foundation
- The Disability Trust
- The Personnel Group
- The Salary Packaging People
- The Salvation Army Employment Plus
- Trace
- Tursa Employment & Training
- Unitingcare Qld
- University Of Melbourne
- VERTO Ltd
- Vision Australia
- Wcig
- Wdea Works
- We Make a Difference
- WISE Employment
- Worklink

# Venue Floor Plan

## LEGEND

- Platinum
- Gold
- Exhibitors
- Catering
- Cart Sponsorship



NB: This is a draft floor plan and is subject to change.



## Sponsorship and Exhibition Packages

SPONSORSHIP PACKAGE	PRICE (INCL GST)	LEVEL
Platinum Sponsor	\$25,000	SPONSOR
Gold Sponsor	\$12,500	
<b>Gold Sponsor ADD-ONS</b>		
Satchel Sponsorship	\$4,500	
Lanyard Sponsorship	\$4,500	
Gala Dinner Sponsor	\$4,500	
Welcome Reception Sponsor	\$4,500	
Coffee Cart Sponsor	\$10,500	EXHIBITOR
Juice Bar Sponsor	\$10,500	
Silver Sponsor	\$8,900	
Exhibition Stand	\$3,750 Earlybird <i>Closes Friday 5 April</i>	
	\$3,950	

2024

## Conference Sponsorship Packages

**PLATINUM**  
**\$25,000**

**2**  
**ONLY**

### Acknowledgement as a Platinum Sponsor during the event and in Conference marketing activities

- Opportunity to be Sponsor of either the Practitioners' Forum or the Tender Readiness Workshop. These events will be heavily promoted, and your involvement in these sponsorships would include your logo and all relevant pre-event marketing, as well as a short speech at the Workshop or Forum.
- Access to a function room within the main event space at the Grand Hyatt, from 12:00pm on Tuesday up until 4:00pm on Thursday. Space available for workshops/meetings etc., however functions may be subject to approval by DEA, and AV requirements for these events would be at your own cost.
- Opportunity to place up to five free-standing banners through the catering and registration areas
- Access to the delegate app including sponsor page, logo and delegate messaging features
- A five minute presentation during a Conference plenary session
- Recognition in pre-Conference marketing as Sponsor of a specific keynote speaker. Logo on introductory session holding slides, and opportunity to introduce the speaker
- Corporate logo included on Conference holding slides
- Promotional banner on footer of the Conference website
- Two dedicated posts via DEA LinkedIn
- Your choice of marketing material placed on each seat in the Plenary Room on Wednesday 12 June
- Four full Conference registrations, including the Welcome Reception
- Four tickets to the Gala Dinner
- Editorial in a pre-Conference newsletter (200 words and 1 image/logo)
- Corporate logo on the DEA Conference website with URL linked
- Company profile in the Conference handbook (200 words and 1 logo)
- One advertisement in Conference handbook (A4 portrait)
- Two inserts in the Conference satchel
- Opportunity to place a corporate gift in the Conference satchel
- List of registered delegates (required two weeks prior to the Conference)
- Personalised social media tiles and email banners to promote your attendance at the Conference
- Exhibition stand including four exhibitor passes with Welcome Reception attendance, one clothed trestle table, two chairs, access to power with a four socket power board and two Conference satchels
- **Add-on opportunities (\$4,500 each)**

**GOLD**  
**\$12,500**

### Acknowledgement as a Gold Sponsor during the event and in Conference marketing activities

- Opportunity to place up to two free-standing banners through the catering and registration areas
- Access to the delegate app including sponsor page, logo and delegate messaging features
- A three minute presentation during the Welcome Reception
- Corporate logo included on Conference holding slides
- Two full Conference registrations, including the Welcome Reception
- Two tickets to the Gala Dinner
- Editorial in a pre-Conference newsletter (150w and 1 image/logo)
- Corporate logo on the DEA Conference website with URL linked
- Company profile in the Conference handbook (150w + 1 logo)
- One advertisement in the Conference handbook (A5)
- One insert in the Conference satchel
- List of registered delegates (to be received prior to the Conference)
- Exhibition stand including two exhibitor passes with Welcome Reception attendance, one clothed trestle table, two chairs, access to power with a four socket power board and one Conference satchel
- Personalised social media tiles and email banners to promote your attendance at the Conference
- Add on opportunities (\$4,500 each):

#### Satchel Sponsorship

- Corporate branding on Conference satchels (co-branded with DEA)
- Corporate logo on the DEA Conference website with URL linked
- One additional satchel insert

#### Lanyard Sponsorship

- Corporate branding on Conference lanyards (co-branded with DEA)
- Corporate logo on the DEA Conference website with URL linked
- One additional satchel insert

#### Gala Dinner Sponsor

- Opportunity to place up to four free-standing banners within the dinner hall
- Corporate logo on the DEA Conference website with URL linked
- A five minute presentation during the Gala Dinner and Hall of Fame awards
- Four tickets to the Gala Dinner
- One additional satchel insert

#### Welcome Reception Sponsor

- Opportunity to place up to four free-standing banners within the Welcome Reception space
- Corporate logo on the DEA Conference website with URL linked
- Opportunity to make one promotional item available on tables at the Welcome Reception
- A five minute presentation during the Welcome Reception
- Four tickets to the Welcome Reception
- One additional satchel insert.

## Conference Sponsorship & Exhibition Packages

### COFFEE CART, JUICE CART, \$10,500 (one each)

#### Acknowledgement as Coffee Cart or Juice Cart Sponsor during the event and in Conference marketing activities

- Opportunity to place one free-standing banner next to the cart/stand
- Access to the delegate app including sponsor page, logo and delegate messaging features
- Corporate logo included on Conference holding slides
- Up to two branded/promotional items placed next to the cart
- Opportunity to provide branded coffee cups/juice cups/ napkins (at cost to sponsor)
- One full Conference registration, including the Welcome Reception
- Corporate logo on the DEA Conference website with URL linked
- Company profile in the Conference handbook (150 words and 1 logo)
- One advertisement in the Conference handbook (A5 landscape)
- One insert in the Conference satchel
- List of registered delegates (to be received prior to the Conference)
- Exhibition stand (including two exhibitor passes [with Welcome Reception attendance], one clothed trestle table, two chairs, access to power with a four socket power board and one Conference satchel)
- Personalised social media tiles and email banners to promote your attendance at the Conference.

### SILVER \$8,900

#### Acknowledgement as a Silver Sponsor during the event and in Conference marketing activities

- Access to the delegate app including sponsor page, logo and delegate messaging features
- Corporate logo included on Conference holding slides
- One full Conference registration including the Welcome Reception
- Corporate logo on the DEA Conference website with URL linked
- Company profile in the Conference handbook (150 words and 1 logo)
- List of registered delegates (to be received prior to the Conference)
- Exhibition stand (including two exhibitor passes [with Welcome Reception attendance], one clothed trestle table, two chairs, access to power with a four socket power board and one Conference satchel)
- Personalised social media tiles and email banners to promote your attendance at the Conference.

### EXHIBITION STAND \$3,950 (Earlybird \$3,750)

#### Acknowledgement as an Exhibitor during the event and in Conference marketing activities

- One clothed trestle table, two chairs and access to power (one four-socket power board)
- Two exhibitor passes (including access to the Welcome Reception [excludes Conference access])
- Corporate logo on the DEA Conference website with URL linked
- Company profile Conference handbook (100 words and 1 logo)
- List of registered participants' contact details for post-Conference marketing
- Additional Exhibitor Passes are available for purchase (excludes access to Conference)
- Full Conference registration is available at member rates
- Personalised social media tiles and email banners to promote your attendance at the Conference.

*NB: Please note that in 2024 a pull up banner will not be supplied. Participating exhibitors may bring up to two banners with a width of up to 0.85m each, or one banner of width up to 1.2m.*



## Additional Information



### PROMOTER PACKAGES

**Plenary Room  
Seat Drop  
\$1,200**

Your chosen piece of marketing material will be placed on each seat in the Plenary Room at a given time during the conference prior to delegates entering the room

**Satchel Insert  
\$1,000**

One insert in the conference satchel (any size up to A4, double sided)

**A5 Handbook  
advertisement  
\$850**

One **A5** size advertisement in the conference handbook (landscape orientation, artwork must be supplied)

### Additional Sponsorship Options

Disability Employment Australia offers a range of long-term partnership options, so please contact us for more information. Additional sponsor opportunities and 'add-value' options are available to suit all budgets, including: co-branded notepads, branded pens, corporate gifts.

**Please contact Lucy at Conference Works on (03) 9870 2611 to discuss options.**

### How valuable was this conference as a tool for reaching your customers?

*"We were able to cover a large amount of potential business prospects in a fun/interactive setting."*

*– conference sponsor*

## Sponsorship Application Contacts

To enquire about sponsorship and other promotional opportunities, please contact

### Lucy Cote

#### Event Manager

Conference Works

Email: [lucy@conferenceworks.com.au](mailto:lucy@conferenceworks.com.au)

Phone: 03 9870 2611

Mobile: 0450 248 624

### Peter Bacon

#### Chief Executive Officer

Disability Employment Australia

Email: [peter.bacon@disabilityemployment.org.au](mailto:peter.bacon@disabilityemployment.org.au)

Phone: 03 9012 6000

Mobile: 0490 426 497