

Sponsorship Prospectus

Lessons Management Forum 2023

Updated: 20 February 2023

About the Lessons Management Forum

The Lessons Management Forum (the Forum), running since 2015, provides an opportunity for lessons management practitioners, those interested in this area, and those new to the area to share good practice, learning and innovation.

There will be a broad range of presentations and workshops from various jurisdictions and organisations, including military, health and fire and emergency services. The program explores sharing lessons, including insights and lessons identified from experiences in an operational context. This may include outcomes from debriefs and outcomes from significant events. It will also explore implementing lessons and the different approaches taken by organisations in managing lessons. This may include development of frameworks, governance and processes.

The Forum will include face-to-face networking opportunities to enhance the expanding community of practitioners working in the lessons management area, and online viewers unable to attend in person.

The Forum has grown to become the preeminent gathering of lessons management practitioners nationally, and it is anticipated that at least 100 practitioners will participate this year. This includes representatives from across Australia from state and territory emergency services agencies, Australian federal agencies and other industries.

The Forum is hosted by AFAC, with the support of the Australian Institute for Disaster Resilience.

Event details

Date: Tuesday 27 and Wednesday 28 June 2023

Location: QT Canberra, 1 London Circuit, Canberra ACT 2601.

About AFAC

AFAC is an independent, member-based organisation dedicated to achieving connected and capable emergency management in Australia and New Zealand.

AFAC National Council comprises member organisations spanning fire, emergency service and land management organisations, who lead a paid and volunteer workforce of more than 288,000 people, supporting communities to be safer and more resilient.

AFAC also delivers services to, and on behalf of, emergency management organisations in Australia and New Zealand. AFAC also works in partnership with the Commonwealth Government and other domestic and international organisations supporting response, risk reduction and community resilience.

AFAC delivers value to its members by amplifying the collective capability and capacity of emergency management organisations. AFAC enables connection, collaboration, and innovation. AFAC works to achieve better outcomes for our sector and advance the safety and resilience of communities.

About the Australian Institute for Disaster Resilience

The Australian Institute for Disaster Resilience (AIDR) is the National Institute for disaster risk reduction and resilience. We collaborate across sectors to strengthen the resilience of Australian communities to disasters.

AIDR creates, grows, and supports a range of networks; provides opportunities for learning, development, and innovation; shares knowledge and resources to enable informed decision making and action; and facilitates thought leadership through national conversations.

AIDR contributes to a more disaster resilient Australia through four key influencing strategies that encapsulate AIDR's work; actively supporting, growing and sustaining a range of networks across sectors and jurisdictions; enabling those with a role in disaster risk reduction and resilience to come together to learn, develop and innovate; collecting, developing, curating and sharing knowledge to educate and promote good practice in disaster risk reduction and resilience and; providing a central focus point for national thought leadership on disaster risk reduction and resilience.

AIDR is a consortium managed by AFAC as a business unit and supported by its partners: the Australian Government National Emergency Management Agency and the Australian Red Cross.

Why become a sponsor?

This year, for the first time, the Lessons Management Forum will be hosted in Canberra. This provides an excellent platform for Canberra-based organisations and agencies to harness the opportunity to demonstrate support and leadership in the growing area of lessons management. Sponsors will have a premium opportunity to showcase their contributions to the lessons management arena and increase their brand awareness.

Importantly, sponsorship will enable an enhanced Lessons Management Forum by providing support to value-adds that will make this event exceptional.

Contact

To discuss the sponsorship opportunities available in more detail, please email events.afac@afac.com.au or call the AFAC events team on (03) 9419 2388.

Once your preferred sponsorship opportunity and benefits have been tailored to suit the needs of your organisation, AFAC will prepare a sponsorship agreement for your signature.

Sponsor benefits overview

	Gold [^]	Silver #	Bronze #
Complimentary forum registration for staff	x 3	x 2	x 1
Exclusive sponsor of networking function	✓		
5-minute speaking spot at the beginning of the networking function	✓		
Opportunity to launch a product or service	✓		
Promotional pull up banner at networking function	✓		
Logo on event promotional material	✓		
Promotional pull up banner during event	✓	✓	
Opportunity to provide promotional material to forum attendees (A4 flyer or similar; sponsor to provide)	✓	✓	
Acknowledgement as sponsor in <i>AFAC News and Updates</i> from AIDR monthly newsletters	✓	✓	
Acknowledgement as sponsor on Lessons Management Forum webpage	✓	✓	✓
Acknowledgement and logo in forum program	✓	✓	✓
Organisation acknowledged and tagged in social media posts	✓	✓	✓
Acknowledgement in post-event communications, including <i>AFAC News and Updates</i> from AIDR monthly newsletters	✓	✓	✓
Investment required:	\$6,000*	\$3,000*	\$1,500*

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[^] Exclusive sponsorship opportunity
 # Multiple sponsorship opportunities