

# roads australia

## Sponsorship Program

2020/2021



THE LEADER • THE COLLABORATOR • THE FACILITATOR • THE CHAMPION

# SPONSORSHIP

**Roads Australia** is nationally recognised as the peak body for roads within an integrated transport system. We bring together the who's who across government, construction, design, operations, maintenance and more – to discuss leading policy issues and network.

Holding over 90 events per year and attracting nearly 10,000 attendees, RA is uniquely positioned to deliver large industry lunches, forums, gala dinners, boardroom events and policy workshops attracting industry's most senior leaders.

Sponsoring RA events will give you a front row seat to this activity; enhancing the profile of your company, and enabling unparalleled relationship development with a range of key clients.

## PATRON STATUS

Positioning yourself as a Patron Sponsor will put your company in a leading position to maximise exposure and opportunities across all RA activity.

With an investment in excess of \$60k annually, you will unlock a number of exclusive benefits:

- 5% discount on Sponsorship packages
- Early selection of the annual sponsorship calendar
- Additional branding on the RA website and select publications
- Verbal acknowledgement at every industry event nationally
- Priority invites for boardroom events
- Priority access to presentation opportunities
- Exclusive seating benefits

### 2020 PATRONS

**Advisian**  
Worley Group



 **ARCADIS**

**ARUP**

 **aurecon**

 **Cardno**

**JOHN  
HOLLAND**

 **SMEC**  
Member of the Surlana Jurong Group

# EVENTS & INCLUSIONS

## Single Table Lunches and Dinners

Single tables are small informal Boardroom-style events, limited to 20-30 senior executives engaging in Chatham House Rules discussion with key government stakeholders on trending industry issues. Single tables are free for members, who attend as guests of the sponsor.

### Inclusions:

- Exclusive branding, including website, promotional emails and on the day
- Two seats to the event including one next to the speaker
- The right to deliver the vote of thanks
- Option to display banners or other marketing material
- Attendee list and run sheet prior to the event
- Post-event social media recognition

## Board Dinners

Board dinners are exclusive to Tier 1 members and Patrons who are invited to dinner with the RA Board immediately following Board meetings. Board Dinners are free for members and typically host 40-50 guests at EGM to CEO level.

### Inclusions:

- Exclusive branding, including on the website, promotional emails and on the day materials including name tags
- Two seats to the event including one next to the guest speaker
- The right to deliver the vote of thanks
- Option to display banners or other marketing material
- Attendee list and run sheet prior to the event
- Post-event social media recognition

## Industry Lunches

Industry lunches featuring high profile guest speakers are held regularly in capital cities across the country, attracting up to 450 attendees. These events offer an ideal opportunity for companies to book corporate tables and fly their company flags.

### Inclusions:

- Exclusive branding, including on the website, promotional emails and on the day through special mentions, AV and name tags
- One corporate table of 10 seats
- One additional seat at the VIP table next to the guest speaker
- The right to deliver the vote of thanks
- Option to display banners or other marketing material
- Attendee list and run sheet prior to the event
- Post-event social media recognition

## Annual Lunches

Roads Australia holds Annual (Christmas) Lunches in capital cities across the country as a way to celebrate the festive season with members and invited guests. These are our flagship events attracting up to 550 guests in major cities. Guest speakers are generally state premiers and senior ministers.

### Inclusions:

- Exclusive branding, including on the website, promotional emails and on the day through special mentions, AV and name tags
- One corporate table of 10 seats
- One additional seat at the VIP table next to the guest speaker
- The right to deliver the vote of thanks
- Option to display banners or other marketing material
- Attendee list and run sheet prior to the event
- Post-event social media recognition

## Industry Forums

Following the National Transport Summit, RA hosts three major one-day Forums in Brisbane, Melbourne and Perth to brief industry on national policy issues and key state projects. They are attended by up to 300 members and typically host a minister over lunch.

### Inclusions:

- Three major sponsorship opportunities available per Forum
- Opportunity to feature a high profile speaker or moderate a session
- Branding, including on the website, promotional emails and on the day through special mentions, AV and name tags
- One corporate table of 10 seats
- One additional seat at the VIP table next to a guest speaker
- Option to display banners or other marketing material
- Attendee list and run sheet prior to the event
- Post-event social media recognition



## Policy Forums

Every year, Roads Australia sets a national set of policy objectives, with the CEOs of Australia's road agencies. We pursue these objectives by facilitating and hosting events, workshops and meetings across five policy streams:

- Capacity
- Sustainability
- Journey Reliability
- Transport Reform
- Safety

### Inclusions:

Policy Forums take many different forms and will vary in price and inclusions per event. A key benefit to all Policy Forums is the opportunity to provide a speaker and position yourself as a thought leader against one of the Policy Streams.

**Please refer to the Sponsorship calendar for Policy Forums available for sponsorship**

## John Shaw Dinner\*

The prestigious John Shaw Gala Dinner is held on the first night of the Annual Transport Summit and attracts over 700 attendees each year as the industry's premier event. The John Shaw Medal is awarded during the evening.

### Inclusions:

- One corporate table of 10 seats plus 1 seat at the head table
- Right to move the vote of thanks
- Exclusive branding and logos on website, email correspondence and name tags
- Option to display marketing collateral and banners
- Option for you to provide entertainment and or centrepieces
- Attendee list and run sheet prior to the event
- Post-event social media recognition



## Transport Summit

The Annual Transport Summit held in Sydney brings together over 300 leaders from overseas and across Australia to discuss prevalent policy issues across two days that are drawn from the Strategic Plan. The Summit also encompasses the CEO Workshop bringing 40 Tier 1 CEOs of industry together with transport agency CEOs nationally to discuss policy priorities and RA's actions across each Policy Stream over the following 12 months.

**See separate Summit flyer for packages and inclusions**

## Diversity

RA seeks to champion a diverse, inclusive, sustainable and values led organisation and industry, with a focus on:

- Engaging and Retaining Women
- Supporting Indigenous Engagement
- Promoting Social Enterprise Programs
- Fostering Young Talent

Our Diversity and Inclusion Committee is dedicated to making positive changes within the industry which includes multiple events and engagement opportunities.

### Inclusions:

D&I events take many different forms and will vary in price and inclusions per event. A key benefit to all D&I events is the opportunity to provide a speaker and position yourself as a leader in this space. If this is an area of focus, we would love to hear from you.

## Insider Newsletter\*

The Insider newsletter is a fortnightly news service reaching over 15,000 subscribers nationally. It has evolved in to a key service to industry and covers updates on RA activity leading transport and infrastructure news.

### Inclusions:

- Exclusive newsletter branding and logo on every edition
- Special mention as the newsletter sponsor at every major industry event, including during the business card draw
- Additional opportunities to contribute thought leadership and other relevant news articles



## Fellowship Program\*

The Fellowship Program is a unique mentoring initiative that matches industry 'up and comers' with 10-15 years of experience with some of the most experienced, senior leaders in the Australian infrastructure sector. The Program focuses heavily on mentoring and leadership, and provides a strong sense of ongoing Fellowship with alumni opportunities and connection to the Emerging Leaders Program.

### Inclusions:

- Recognition as a Patron sponsor (refer to Patron benefits)
- Exclusive Program branding, including on the website, promotional emails and at 6 annual events
- One free Fellow in the Mentoring Program
- Opportunity to provide keynote speakers at two leadership events per year
- Opportunity to deliver the vote of thanks and the End of Year Dinner
- Additional opportunities to speak at Emerging Leaders events
- Option to display banners or other marketing material at all events
- Attendee list and run sheet prior to events
- Post-event social media recognition

**JOHN  
HOLLAND**

## Podcasts

Join the recently launched Road Works podcast series as a monthly thought-leader. Podcasts are shared to the 15,000 strong network across Australia through social media, news and our website.

### Inclusions:

- Exclusive branding as the monthly Thought Leader for the podcast
- Co-design of the podcast, including choice of speaker and theming
- Right to use the recording at your discretion
- Social media post and recognition

## Emerging Leaders Program\*

The Emerging Leaders program was introduced in 2016 for under 35's to network, expand career horizons and entrench gain access to mentoring. It also represents RA's commitment to fostering young talent and attracting and retaining a diverse workforce.

### Inclusions:

- Exclusive Program branding, including on the website, promotional emails and at 12 events per year, including the Annual Gala Dinner
- Special mention at every major industry event as the exclusive program supporter
- 10 seats at every major event held
- Opportunity to host mentoring events in house
- Opportunity to provide speakers at major events where appropriate
- Opportunity to deliver vote of thanks at all events
- Option to display banners or other marketing material at all events
- Attendee list and run sheet prior to events
- Post-event social media recognition

**ARUP**

## Webinars

Our new way of delivering online events for a wide national audience. Topics vary and can be tailored to your area of interest.

### Inclusions:

- Exclusive branding on all promotional emails, webinar background and website
- Unlimited attendees nationally or 2 attendees for invitation-only events
- Recognition and special mention at the start and end of the webinars from our RA host
- Speaking or chairing role depending on the topic
- Attendee list and run sheet prior to the event
- Post event social media recognition

**\*Currently under ongoing contract**





# 2020 FY CALENDAR

Available  
Not Available

		INDUSTRY	SINGLE TABLE	OTHER
JUL	NSW	<b>Michael McCormack</b> , Deputy Prime Minister & Minister for Infrastructure, Transport and Regional Development, <b>Webinar - 30 July</b>		<b>Fellows Mid-Year Workshop (Part 2) Webinar- 2nd July</b>
	VIC		<b>Ed Walker</b> , GM, Victorian Projects ARTC, <b>Webinar - 23 July</b>	<b>POLICY - Regional Road Infrastructure (National) Webinar - 8 July</b>
	SA		<b>Tony Shepherd</b> , Chair, Infrastructure SA, <b>Webinar - 3 July</b>	<b>POLICY - How do we re-engage public transport customers? (National) Webinar</b>
AUG	NSW			<b>Emerging Leaders Talking Heads Webinar - 4 August</b>
	VIC		<b>Megan Bourke O'Neil</b> , Deputy Secretary- Policy & Innovation, Department of Transport	<b>POLICY - Regional and Rural Road Safety (National) Webinar - 19 August</b>
	SA		<b>Jeremy Conway</b> , Chief Executive, Infrastructure SA- <b>14 August</b>	
SEP	NSW		<b>John Hardwick</b> , Head of Asset Management, TfNSW, <b>Dinner - 22 Septemeber</b>	
	VIC		<b>Ben Ryan</b> , Project Director, Airport Rail Link, <b>Dinner</b>	<b>Emerging Leaders Breakfast - 16 September</b>
	QLD	<b>Richard Wankmuller</b> , CEO, Inland Rail- <b>25 September</b>	<b>Anne Moffat</b> , Chief Operations Officer, Department of Transport & Main Roads- <b>9 September</b>	<b>Emerging Leaders Group Mentoring - 24 September</b>
	SA		<b>Brett Gliddon</b> , GM Transport Services, NZTA, <b>Webinar - 30 September</b>	<b>POLICY - Use of Recycled Materials in Transport Infrastructure (National) Webinar - 2 September</b>
	WA	<b>Peter Woronzow</b> , Director-General, WA Department of Transport- <b>4 September</b>		
	TAS	<b>Kim Evans</b> , Secretary, Department of State Growth - <b>18 September</b>		
OCT	NSW	<b>Rodd Staples</b> , Secretary, Transport for NSW- <b>9 October</b>	<b>Carol-Anne Nelson</b> , Deputy Secretary, Regional & Outer Metropolitan, TfNSW- <b>14 October</b>  <b>Tony Sheppard</b> , Project Director, Warringah Freeway Upgrade	
	VIC		<b>Kevin Devlin</b> , CEO, Level Crossing Removal Project  <b>Paul Younis</b> , Secretary, Department of Transport, <b>Dinner - 8 October</b>	<b>Fellows Multi-State Round Table - 7 October</b>  <b>POLICY - Utilities (National) Webinar</b>
	QLD		<b>Adrian Schrinner</b> , Lord Mayor, Brisbane City Council- <b>13 October</b>	<b>POLICY - Enhancing Road Safety Data (National) Webinar</b>
	SA	<b>Tony Braxton-Smith</b> , Chief Executive, DPTI- <b>16 October</b>		
	WA		<b>Nicole Lockwood</b> , Deputy Chair, Infrastructure WA- <b>21 October</b>	
	ACT	<b>Alison Playford</b> , Director-General, Transport Canberra & City Services- <b>15 October</b>		
NOV	NSW	<b>Annual</b>	<b>Jon Lamonte</b> , CEO, Sydney Metro	<b>POLICY - International Insights: Transport Network Pricing - November</b>
	VIC		<b>Steve Cornish</b> , Delivery Director- SRU- MRPV	<b>POLICY - International Insights: Connected and Autonomous vehicles - November</b>
	QLD		<b>Sue Johnson</b> , Group Executive- Queensland, Transurban	<b>POLICY - Spotlight on Safety - November</b>
	SA	<b>Annual</b>	<b>Jon Whelan</b> , Executive Director, Transport Project Delivery, DPTI	<b>Fellows End of Year Workshop &amp; Dinner - 19 November</b>
	ACT	<b>Annual</b>		
	NT	<b>Annual</b>		
DEC	VIC	<b>Annual</b>	<b>Fiona Adamson</b> , Chief Metro Surface Transport, Department of Transport- <b>3 December</b>	
	QLD	<b>Annual</b>		
	WA	<b>Annual</b>		
	TAS	<b>Annual</b>		

2021

Available  
Not Available

		INDUSTRY	SINGLE TABLE	OTHER
FEB	NSW		<b>Marika Calfas</b> , CEO, NSW Ports	<b>POLICY - Spotlight on Sustainability</b>
	VIC	<b>Evan Tattersall</b> , CEO, Rail Projects Victoria	<b>Brendan Bourke</b> , CEO, Port of Melbourne	<b>Board Dinner - 4 February</b>
	QLD	<b>Neil Scales</b> , Director General, Department of Transport & Main Roads		
	WA		<b>Tony Earl</b> , Executive Director Road Network Operations, Main Roads WA	
MAR	NSW	<b>Elizabeth Mildwater</b> , Deputy Secretary- Greater Sydney, Transport for NSW	<b>Alex Wendler</b> , Chief Development Officer, TfNSW	<b>Emerging Leaders Gala Dinner - 11 March</b>
	VIC		<b>Duncan Elliott</b> , CEO, North East Link Project <b>Alexis Davison</b> , Director Program Services & Engineering, Major Road Projects Victoria	<b>International Women's Day Roundtable - 5 March</b>
	QLD		<b>Amanda Yeates</b> , Deputy Director General, Department of Transport & Main Roads	<b>Board Dinner - 25 March</b> <b>Emerging Leaders Networking</b>
	SA	<b>Jeremy Conway</b> , Chief Executive, Infrastructure SA	<b>Susana Fueyo Suarez</b> , Executive Director, North South Corridor, DPTI	<b>Fellows Local Dinner</b>
	WA	<b>Des Snook</b> , MD, MRWA		
APR	NSW		<b>Leilani Frew</b> , CEO, IPFA	<b>Fellows Mid-Year Workshop</b>
	VIC	<b>Paul Younis</b> , Secretary, Department of Transport		
	SA		<b>Wayne Buckerfield</b> , Executive Director- North South Corridor Program Management Officer, DPTI	
	WA		<b>Leo Coci</b> , Executive Director Infrastructure Delivery, Main Roads WA	
	TAS	<b>Industry Lunch</b>		
MAY	NSW	<b>Peter Regan</b> , Deputy Secretary- Infrastructure & Place, Transport for NSW	<b>Camilla Drover</b> , Acting ED, Finance and Commercial, Infrastructure and Place, TfNSW	
	VIC		<b>William Tieppo</b> , Deputy Secretary- Network Integration, Department of Transport	<b>Transport Summit</b>
	QLD		<b>Damian Gould</b> , CEO, Building Queensland	
JUN	NSW		CEO, Western Sydney Airport	<b>Pre Conference Dinner - 16 June</b> <b>CEO Roundtable - 16 June</b> <b>Transport Summit - 17 &amp; 18 June</b> <b>John Shaw Dinner - 17 June</b>
	VIC	<b>Tim Pallas</b> , Treasurer, Victoria	<b>Michel Masson</b> , CEO, Infrastructure Victoria	<b>Emerging Leaders Group Mentoring</b>
	QLD	<b>Adrian Schinnerer</b> , Lord Mayor, Brisbane City Council	<b>Dennis Walsh</b> , Chief Engineer, Department of Transport & Main Roads	
	SA	<b>Jon Whelan</b> , Executive Director- Transport Project Delivery, DPTI		
	ACT	<b>Alison Playford</b> , Director-General, Transport Canberra & City Services Directorate		<b>Board Dinner - 23 June</b>
	NT	<b>Andrew Kirkman</b> , CEO, NT DIPL		

# SPONSORSHIP VALUES

	INDUSTRY LUNCHES	SINGLE TABLE LUNCHES	SINGLE TABLE DINNERS	INDUSTRY FORUM	SUMMIT	BOARD	ANNUAL	PODCASTS & WEBINARS
NSW	\$15,000	\$12,000	\$15,000		Gold \$18,000 Coffee cart \$10,000 Lanyard \$10,000	\$15,000	Gold \$18,000 Award \$7,000	\$5,000
VIC	\$15,000	\$12,000	\$15,000	\$9,000		\$15,000	\$18,000	
QLD	\$11,000	\$9,000		\$9,000		\$15,000	\$15,000	
WA	\$9,000	\$8,000		\$9,000			\$12,000	
SA	\$8,000	\$6,000					\$11,000	
TAS	\$7,000	\$6,000					\$7,000	
NT	\$7,000	\$6,000					\$7,000	
ACT	\$7,000	\$6,000					\$7,000	

\*All events and dates are subject to Board and Stream Chair approval.

Events that aren't sponsored, will not proceed.

Please contact Marlie Curtis for sponsorship information at [marlie@roads.org.au](mailto:marlie@roads.org.au)