



**EQUALLYWELL**

SYMPOSIUM  
SPONSORSHIP  
**PROPOSAL**



# ABOUT US

The Equally Well initiative evolved out of the Equally Well National Consensus Statement developed in 2016 by the National Mental Health Commission. The implementation of this statement, by organisations and individuals, is essential to achieve our goal to improve the physical health of people living with mental illness, which will in turn increase their life expectancy.

Equally Well works collaboratively with organisations across Australia to identify opportunities to achieve this.

EQUALLYWELL  
2022 Symposium

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# OUR SYMPOSIUM

The Equally Well Symposium brings together a broad array of people from across the mental health sector to share innovative projects and research from Australia and overseas; people with lived experience, academics, health leaders, clinicians, policy officers and advocates. The event also offers workshops for skill development and networking opportunities to identify areas for collaboration.

Your sponsorship will ensure this national event is accessible by everyone as a free event.



# EVENT DETAILS

24 July 2023  
25-27 July 2023

Pre-event meetings and workshops  
Symposium

Location University of Technology, Sydney

# EVENT HIGHLIGHTS

During the 2023 Symposium, Equally Well will be celebrating a very important milestone, our 5th anniversary. We have a number of events planned to mark this occasion;

- **Equally Well Achievement Awards** - these awards are an opportunity to recognise projects and activities being undertaken by organisations or individuals who are making an impact in improving the physical health outcomes of people living with mental illness
- Launch of the **Kicking Goals report** - a publication celebrating Equally Well's achievements over the first five years of the project

The Symposium will also be an opportunity to launch work achieved by Equally Well and our partners;

- Report on the **Equally Well National Scan**
- Launch of the **Healthtalk** consumer and clinician resource.

# EVENT ATTENDANCE

The 2022 Symposium was well attended with over 2,800 virtual delegate visits across the 2 days of the conference and the Symposium website had a total of 4,447 hits.

The event closely followed a COVID outbreak, however, this did not deter delegates from attending in person, with over 100 people present both days.

We conducted a survey, a third of the attendees (in person and virtual) responded. This is a breakdown of the profile of our event attendees.

Lived experience of my own mental ill-health and recovery (consumer)	18.37%
Lived experience of supporting someone with mental ill-health and recovery (carer)	6.12%
Health care professional	32.65%
Representing an educational organisation	10.2%
Representing a national organisation	6.12%
Representing a government agency	8.16%
Representing a not-for-profit / non-profit / community-managed organisation	6.12%
Representing a Primary Health Network	8.16%
Other professional body or organisation	4.08%



# MARKETING OPPORTUNITIES

## SOCIAL MEDIA

Almost 1,300 tweets were sent by 141 participants tagging #EquallyWellAu22, resulting in **12.1 million** twitter impressions.

Equally Well contracts Croakey Media which provides direct access to their twitter account of 12,000 followers.



## LIVESTREAMING

In previous years, the event has been livestreamed from the main auditorium and one of the breakout rooms. In 2023 we plan to livestream 60% of the presentations. Where possible we will also record and upload all other presentations.



## NETWORKING

Our participants love to be social and all networking events are free. Meet and mingle at our networking events, make connections about your organisation and explore new opportunities for collaboration.



# SPONSORSHIP OPPORTUNITIES

## Platinum

\$15,000

Naming rights to the networking function

Short address at the networking function

Branding on the “Sponsors Banner” at networking function

Branding on Symposium website with link to your website

Branding on Symposium program

Branding on PowerPoint holding slide

Branding on book of proceedings

Acknowledgment in the book of proceedings

Branding on Symposium emails, newsletters, social media promotion & media releases

Promotional stand\* free of charge

Free insert in the Symposium satchel, 1 x A4 &/or promotional item

*A proportion of all sponsorship will go towards supporting people with a lived experience and carers to attend the conference.*

\*Promotional stands to be organised and staffed by sponsors.

# SPONSORSHIP OPPORTUNITIES

## Executive

\$10,000

5 available

Naming rights to a breakout room

Branding on the “Sponsors Banner” at networking function

Branding on Symposium website with link to your website

Branding on Symposium program

Branding on PowerPoint holding slide

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# SPONSORSHIP OPPORTUNITIES

## **Supporting**     \$5,000

- Branding on the “Sponsors Banner” at networking function
- Branding on Symposium website with link to your website
- Branding on Symposium program
- Branding on PowerPoint holding slide
- Branding on book of proceedings
- Branding on Symposium emails, newsletters & media releases
- Promotional stand\* free of charge
- Free insert in the Symposium satchel, 1 x A4

## **Contributing**     \$3,000

- Branding on the “Sponsors Banner” at networking function
- Branding on Symposium website with link to your website
- Branding on Symposium program
- Branding on PowerPoint holding slide
- Branding on book of proceedings
- Branding on Symposium emails, newsletters & media releases

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# CONTACT **US**



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[www.equallywell.org.au/equally-well-symposium-2023/](http://www.equallywell.org.au/equally-well-symposium-2023/)