



PROSPECTUS

FOR SPONSORS

SHAKE IT UP

FINANCIAL
COUNSELLING
AUSTRALIA
CONFERENCE

26 - 29 May 2025, Adelaide South Australia



financial
counselling
australia



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FINANCIAL COUNSELLING AUSTRALIA CONFERENCE AT A GLANCE



Our annual conference in 2025 will take place in Adelaide. Join us in May 2025 in this beautiful city.

Financial Counselling Australia's annual conference is the largest financial counselling conference in Australia. As the national peak body for the financial counselling sector, FCA has its fingers on the pulse of the issues impacting consumers in Australia. Attracting more than 800 delegates and 50 exhibitor stands, the FCA conference is an agenda-setting event.

KEY INFORMATION

The conference will be held at the Adelaide Convention Centre, Adelaide SA.

- **Monday, May 26** pre-conference events
- **Tuesday, May 27** pre-conference events and exhibitor bump-in
- **Wednesday, May 28** conference day one and Jan Pentland conference dinner
- **Thursday, May 29** conference day two and exhibitor bump-out

This year's theme is **Shake it Up**.

We'd love you to join us in creating positive change.





Dear prospective sponsors,

It's hard to believe but it's that time of the year again. When FCA shifts gear and goes into conference coordination overdrive.

We have a fantastic theme for 2025: **Shake it Up!**

It's all about making changes, introducing excitement, or breaking out of a routine to bring new energy or perspectives. Sometimes it is difficult to look at the same things differently, but the 2025 conference aims to introduce fresh ideas and different ways of working.

We value the strong relationship your organisation has with FCA and we are keen for this to continue. We invite you to formally support the 2025 FCA conference, being held at the beautiful Adelaide Convention Centre on Wednesday 28th and Thursday 29th May.

We are so pleased to hold this event in South Australia, a state that's been shaking it up for a long time:

- ✦ the first to sanction the right to vote for women, including Aboriginal women in 1894
- ✦ the first Australian state to outlaw racial discrimination
- ✦ the first to decriminalise homosexual acts in 1975
- ✦ the first to make education compulsory for both sexes.
- ✦ the first in Australia to admit women to undertake university degrees in 1881
- ✦ the first men's shed in Goolwa.

For those of you planning to be an exhibitor, you'll have the opportunity to listen to financial counsellors and capability workers on the ground. It's the perfect chance to be seen and heard. Having a profile at this large conference is a powerful way for your organisation to show its commitment to being a part of the conversation around financial hardship and other important consumer issues.

You can do that by purchasing one of our sponsorship packages or do something more bespoke with one of our 'stand-apart' options. There are a few suggestions in this prospectus, but if there is something that would work better for your organisation, please don't hesitate to ring me – we're committed to making this work for you.

Finally, to those of you who have sponsored us before, thank you! We hope you will continue your vital support.

I firmly believe that what we can do together over the few days of the conference will have an impact on consumers all over the country. I hope you can join us.

Peter Gartlan
Conference Manager

Email peter.gartlan@financialcounsellingaustralia.org.au **Phone** 0457 700 028





Attracting more than 800 delegates and 50 exhibitor stands, the FCA conference is an agenda-setting event



YOUR SUPPORT MAKES A DIFFERENCE

Supporting the FCA conference as an exhibitor or sponsor is a great way to give back to the financial counselling sector and to the community and contribute to the overall financial wellbeing of vulnerable people.

Your support helps to:

- attract high-calibre speakers and set the agenda around financial hardship
- 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.

Your support is vital to the success of the conference.

BENEFITS OF SUPPORTING THE FCA CONFERENCE

The FCA conference is a highly collegiate event. It's an opportunity to:

- have direct access to financial counsellors
- network with other organisations that support vulnerable consumers
- showcase or road-test your initiatives
- increase your profile
- learn and be challenged.

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 an exhibitor stand)
- b. **Platinum** (includes exhibitor stand)
- c. **Gold** (entry level, now includes exhibitor stand).

2. Stand-apart options (exhibitor stand not included)

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





SPONSORSHIP TIERS

The table below sets out the inclusions for the Patron, Platinum and Gold sponsorship options. Please note that prices exclude GST.

The Gold sponsorship level now includes a free exhibitor stand for both days of the conference.

To book your sponsorship, [complete the booking form](#).

		Patron \$33,000	Platinum \$16,000	Gold \$10,000
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	Yes	x
Exhibitor stand	Includes standard furniture and custom signage	Two days free (value \$4,400)	Two days free (value \$4,400)	Two days free (value \$4,400)
Stand location	Where will your stand be?	Category A (best in house)	Category B	Category C
Stand staff registration (exhibitor area only)	Catering costs for day one and two of the conference	Two free	Two free	Two free
Free delegates (attend the conference plenary & concurrents)	Registration for day one and day two of the conference	Four free	Two free	One free
Jan Pentland conference dinner	Three-course dinner	Four free	Two free	One free











Please note

Your sponsorship is booked via the [booking form](#). All your people who are attending the conference as a delegate or as stand staff, must also be registered via the conference website, when registrations open in February 2025. We will send you a link.



STAND-APART SUPPORTER OPTIONS

Stand-apart options come in many shapes and sizes. You can combine them with tiered sponsorship options.

INCLUSIONS		COSTS(ex GST)
	Spot talks – a conference highlight	\$22,000 TAKEN
	Carbon offset for flights	\$16,000
	Welcome event	\$11,000
	Speakers' corner	\$11,000 TAKEN
	Juice station	\$8,000
	Coffee bar	\$8,000
	First Nations wellbeing space	\$7,700 TAKEN
	Quiet space	\$7,700
	Conference creche	\$8,500 TAKEN
	Quiet do-gooder	Up to you



SHAKE IT OUT

SPOT TALKS

Celebrating 10 years of inspiration

TAKEN

FCA SPOT TALKS \$22,000

Every year, seven or eight brave souls stand in the spotlight in front of 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 **Shake it Out**.

We all have big dreams and aspirations for the sector. We want to make change and ensure that the people we support don't get into financial strife in the first place. I'm sure you understand the systems in play, the core aspects that make it work (or not) and what we could do to change it. This is big picture thinking.

We want to hear your insights and experience. Let's shake things down and get to the nuts and bolts of the issue. We want to hear real ideas and solutions, no matter how fanciful but we KNOW would move the needle for the sector

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

SPOT Talks are a conference highlight, so you'd benefit greatly from supporting this event. The cost to sponsor our SPOT Talks is \$22,000, which is excellent value for a confident sponsor who likes to stand out.





CARBON OFFSET \$16,000

As precious and important as it is to come together in person, the downside is the environmental cost. Each conference involves more than 500 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 tie in with the spirit of the FCA conference.





WELCOME EVENT

\$11,000

Please help us 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 at the Adelaide Convention Centre on the conference eve, Tuesday, May 27.

Why not have your brand associated with fun and connection?





TAKEN

SPEAKERS' CORNER

\$11,000

The Speakers' Corner successfully debuted at the 2024 conference. A space set aside for delegates to engage directly with our conference speakers. This will be a well-appointed and highly visible space in the main foyer which will see considerable foot traffic during the event. Speakers' Corner is intended as a space where delegates can ask questions of, or discuss their experience with, our speakers in a dedicated space and at a designated time. Based on last year's conference and feedback at previous events, we predict it will be a popular feature of the conference.





JUICE STATION \$8,000

Coffee isn't everyone's cup of, well ... coffee. The juice bar was very popular last year so we're offering it again. This gives people an alternative to caffeine and offers them a dose of energy-boosting phyto-nutrients instead, which we reckon will be a popular addition. Your sponsorship will pay for juice across both days with the option of a prime spot for your stand near a juice station, which will also carry your logo.





COFFEE BAR \$8,000

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 if preferred.

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





TAKEN

FIRST NATIONS WELLBEING SPACE \$7,700

FCA is committed to ensuring First Nations members attend our annual conference so that their voices are heard on the many systemic issues affecting their communities. For many First Nations delegates, attending a conference such as ours can be overwhelming and a bit intense, so we're creating a dedicated First Nations wellbeing space. This will be a space where First Nations delegates can meet with each other, have a yarn and take some time out in a culturally appropriate environment.





THE QUIET SPACE

\$7,700

Fun as they are, conferences can be a bit much for those of us who need regular 'me-time'. We want 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 – somewhere just far enough away from the action to allow people to take a little minute for themselves. It's a place 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.





TAKEN

CONFERENCE CRECHE \$8,500

For the first time at the FCA conference we are making a creche available for up to 10 children aged between 3-5 years, for both conference days between 7.30am-6.00pm. There would be two staff from an accredited child minding centre that is regularly used by the Adelaide Convention Centre.

We hope this will provide a family friendly attendance option for those with caring responsibilities. The creche will be available on Tuesday 27th through Thursday 29th May. The creche will bear your signage and promote your family friendly credentials.





THE QUIET DO-GOODER UP TO YOU

A big thanks to the organisations that helped to create a fund at the last conference (you know who you are!) These funds support people who would otherwise self-fund to attend the conference or enable us to host social events for students or other groups.

Whatever you can contribute would be perfect.





Our conference has
a wonderful sense
of community, with
so many people
returning each year.



HAVING AN EXHIBITOR STAND

Exhibitor stands are complimentary for the patron, platinum sponsors, and gold sponsors.

We do have some exhibitor-only options available, but preference will be given to community-sector organisations for these spots.

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 \$250 each).

WHAT'S INVOLVED IN BEING AN EXHIBITOR?

- › You'll need to set up your stand. You can set up on Tuesday, May 27, late afternoon or Wednesday May 28 from 6.30 - 8am
- › Exhibitor stands should be staffed during all breaks for the conference (Wednesday and Thursday until afternoon tea)
- › We do not accept stand bookings for one day only – it leaves a dead space on the other day that affects those nearby
- › You are welcome to attend the Jan Pentland Conference Dinner on Wednesday night. It's not compulsory, but most people, including exhibitor staff, attend this special night. Why not invite your team?
- › 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.

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 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. Our conference has a wonderful sense of community, with so many people returning each year. Many exhibitors and delegates look forward to catching up in the exhibition hall and at our social events.

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 can you go 'greener' and have less waste, particularly less plastic?





ABOUT THE EXHIBITOR AREA

The Adelaide Convention Centre has excellent exhibitor spaces. We'll be using a large room adjacent to where the plenary will be. Eating areas will be close by.

We do our best to ensure everyone has a good position, but some stand positions naturally get higher foot traffic. Those supporting higher levels of sponsorship are in the highest traffic areas. 'Patron' sponsors can select their location and have their first choice. Organisers allocate all other stand positions.

(Just a note that exhibitors who register early also receive priority over those who sign up later).





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 application in quickly!

To book sponsorship or an exhibitor stand please [complete our booking form.](#)

CONTACT

Please get in touch if you'd like further information, or if there are other options you'd like to explore.

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