



VET NATIONAL TEACHING & LEARNING CONFERENCE

FROM COMPETENCE TO EXCELLENCE
STRIVE TO INSPIRE



15 & 16
AUGUST
2024



MELBOURNE
CONVENTION AND
EXHIBITION CENTRE

**SPONSORSHIP
PROSPECTUS**



The VET Development Centre has a proud 19-year tradition of providing one of Australia's leading teaching & learning conferences for Vocational Education and Training.

The focus of the VET National Teaching & Learning Conference 2024 and other professional learning provided by the VDC is to empower teachers and trainers from public, private and community providers to improve the education and employment outcomes for VET students. Any support your organisation can provide to assist us in contributing to this crucial economic and social outcome is sincerely welcome. Sponsorship options offer a unique opportunity

to align your organisation with the VDC and showcase your brand to over 13,000+ VET professionals in the national VET sector.

The Conference promises to be a fantastic in-person conference, with a target audience of approx. 250 delegates. Our 2023 conference was a resounding success, exceeding our target number and achieving over 350 delegates.

This year's Conference theme is "From Competence to Excellence - Strive to Inspire".

Over 2-days there will be an abundance of professional learning opportunities with a focus on VET practitioners, as well as a stream of sessions featuring VET applied research for other VET Sector professionals.

- Keynote Speakers & Presentations
- Expert Panels, including World Skills Australia representatives & Skillaroos
- Concurrent Teaching & Learning Workshops
- Applied Research Sessions
- Networking function

The National Conference includes showcasing the VDC partnership with WorldSkills Australia. If you are not aware, World Skills Australia hosts regional and national competitions providing opportunities for Australia's trainees and apprentices to test their skills and knowledge in their chosen field against their peers. Like the Olympics, medal winners progress to compete and represent Australia as Skillaroos at the biennial World Skills International championships, empowering Skillaroos with the most elite skillset possible and preparing them for future success and career pathways. The 47th WorldSkills International Championships will be taking place in September 2024 in Lyon, France. Representatives from the team will be at the event.

The theme "From Competence to Excellence - Strive to Inspire" is about understanding why it's essential for learners to be aware of what the highest level of performance looks like in their chosen field and how to take the next steps. The VET National Teaching & Learning Conference is designed for educators to be empowered to reflect on their own practices and strive to inspire learners to make their journey from Competence to Excellence!

MARTIN POWELL | CEO VDC



ABOUT THE VDC

The VET Development Centre (VDC) has been providing continuous professional learning to all teaching and non-teaching staff in the VET Sector across Australia since 2005. There are no membership fees to access VDC services.

VDC Professional Learning Programs offer an extensive range of in person, online and hybrid continuing professional learning for the

VET and Adult Learning Workforce. Sessions include highly engaging and interactive webinars, half and full day workshops, self-paced eLearns and special activities such as the Australian VET Sustainability Fellowship, VDC News, the VET National Teaching & Learning Conference, World Teachers' Day webinar and free Thought Leadership webinars throughout the year to meet the current and future expectations of learners, industry, and government.

In 2023, the VDC hosted over 300 events and received over 15,000 registrations for all VDC services. VDC consistently maintains a very high satisfaction rating for its programs and events, with 97% achieved for our professional learning programs in 2023.

2023 ENGAGEMENT

97%

average satisfaction rating
for attendees surveyed
at VDC programs

300+

events hosted by VDC

15,000+

registrations for all
VDC services



PARTNER WITH THE VDC

VDC is focussed on designing, managing, and delivering continuous professional learning that supports VET professionals and training providers nationally to meet the current and future expectations of learning and industry.

The Conference offers you a unique opportunity to align your organisation with VDC, a leading centre for excellence for continuing professional learning, and to demonstrate your commitment for the growth of education and training in the VET sector.

A partnership with the VDC will offer your organisation the opportunity to broadcast a message and build further brand awareness through well-established networks.



HOW WE CAN BUILD YOUR BRAND

The opportunity to showcase your brand to over 13,000+ VET professionals in the national VET sector improving customer awareness of your product and services

The ability to communicate directly with a VET audience

Extensive reach to both Victorian and National VET providers

Networking opportunities with delegates to cultivate strong working relationships

Maximise brand exposure through VET member organisations, including WorldSkills Australia, promoting the conference

Align your brand to a reputable event and association with a proven record of high customer satisfaction

VDC'S SUBSCRIBER DATABASE INCLUDES A NETWORK OF OVER 13,000 VET PROFESSIONALS FROM 1,000+ EDUCATION PROVIDERS WHO ENGAGE IN OUR COMMUNICATIONS & PROFESSIONAL LEARNING PROGRAMS

23 TAFE_s

25 UNIVERSITIES

81 SECONDARY SCHOOLS

737 RTO_s

210 COMMUNITY PROVIDERS

170 CONSULTANTS

146 ASSOCIATIONS



VET NATIONAL
TEACHING & LEARNING
CONFERENCE 2024



ABOUT THE CONFERENCE

The VET National Teaching & Learning Conference 2024 is an in-person conference, with a target audience of approx. 250 delegates. VDC's 2023 conference was a resounding success, achieving over 300 delegates.

The theme for this year's VET National Teaching & Learning Conference is "From Competence to Excellence - Strive to Inspire".

Held over 2-days at the Melbourne Convention & Exhibition Centre (MCEC), there will be professional learning opportunities for VET practitioners, as well as a stream of sessions featuring VET applied research for other VET Sector professionals.

There will be various networking opportunities through sponsor's interactive displays together with daily social breaks and a networking event.

This opportunity to meet, interact and engage in meaningful conversations with delegates and supporters will provide a further business opportunity for sponsors to reach Australia's active Vocational Education and Training sector.

THURSDAY 15 AUGUST 2024

8:30am - 4:15pm

MCEC: Conference Day 1

4:15pm - 5:30pm

MCEC: Networking Function,
Canapés & Drinks

FRIDAY 16 AUGUST 2024

8:30am - 3:15pm

MCEC: Conference Day 2

SESSIONS INCLUDE

- Keynote Speakers & Presentations
- Expert Panels, including World Skills Australia representatives & Skillaroos
- Concurrent Teaching & Learning Workshops
- Applied Research Sessions
- Networking Function



CONFERENCE VENUE

MECE is a Melbourne icon. Located in the vibrant South Wharf precinct, just a walk along the Yarra River to Southbank, the Arts precinct and the CBD. Getting to MCEC is easy. Stroll along the river from Melbourne's city centre, catch a tram or train to the venue doorstep, or drive into one of several onsite secure car parks.

Catering will be provided for all delegates and sponsor table attendants (where applicable). Sponsor attendants are also welcome to attend the Network Event at the conclusion of Day 1 held in the registration foyer adjacent to the plenary.

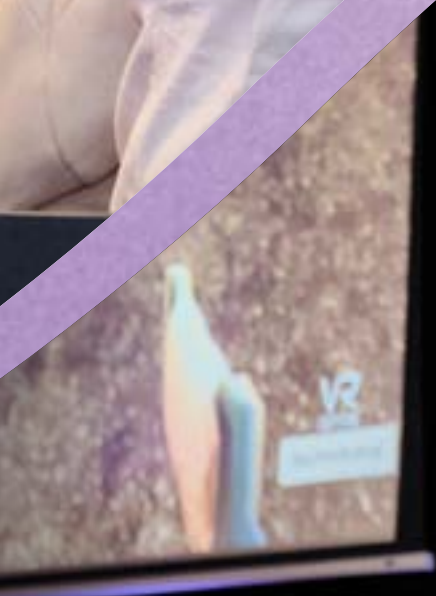


MELBOURNE CONVENTION & EXHIBITION CENTRE

Wurundjeri Woi Wurrung Country
2 Clarendon Street
South Wharf, Victoria 3006

THURSDAY 15 & FRIDAY 16 AUGUST 2024





VET NATIONAL
TEACHING & LEARNING
CONFERENCE 2024



DELEGATE PROFILE

The 2024 VET National Teaching & Learning Conference is the perfect opportunity for delegates to hear from international and high-profile keynote speakers, engage in a range of presentations and panel discussions including World Skills Australia, and attend concurrent interactive workshops and research sessions.

“The VDC is to be commended on organising an excellent event. The MC did an outstanding job. The speakers were relevant and engaging, providing opportunities for reflection and food for thought. Thank you for a most enjoyable, informative and uplifting experience.”

WHO WILL BE THERE?

The conference attracts a diverse range of VET providers, industry research professionals and relation organisations from across Australia and New Zealand including:

TAFE

PRIVATE REGISTERED TRAINING
ORGANISATIONS (RTOS)

ADULT COMMUNITY EDUCATION /
LEARN LOCAL PROVIDERS (LLP)

NATIONAL & STATE GOVERNMENT AGENCIES

REGIONAL, STATE-WIDE AND NATIONAL
BUSINESS/INDUSTRY ASSOCIATIONS

The attendees are educators, teachers, trainers and assessors, coordinators, specialist support staff and research professionals.

REACH & REGISTRATIONS

As the name implies, the VET National Teaching & Learning Conference 2024 has a national reach, and also attracts interest beyond the borders of Australia.

The target registration numbers for this inspiring in-person conference, is 250 delegates. Our 2023 conference exceeded our target number and achieved well over 300 delegates.

SPONSORING THE CONFERENCE

The VET National Teaching & Learning Conference highlights how Vocational Education and Training VET educators, trainers and assessors can achieve high quality delivery, innovative teaching practices and improved student outcomes. Delegates will have opportunities to participate in numerous presentations and interactive workshops with leading VET professionals, showcasing key issues facing teachers and practitioners relating to vocational education.

Sponsors will have brand promotion and networking opportunities during the Conference. There will also be brand promotion within VDC marketing collateral shared across a range of communication channels.

The VET National Teaching & Learning Conference provides a unique opportunity for you to connect personally and promote your brand to Australia's Vocational Education and Training VET sector.

Sponsor acknowledgement leading up to, during and after the Conference through marketing collateral, emails, VDC News and the VDC website.

Connecting and networking with delegates throughout the Conference at registration, lunch and scheduled social breaks.

Expanded interaction with delegates at the Networking Function held onsite at the conclusion of Day 1.

MAJOR SPONSOR

\$20,000
(1 AVAILABLE)

Inclusions

Complimentary Conference registration for up to four delegates plus 50% discount for up to four delegates

Premium location of sponsor table

Two complimentary conference registration for two sponsor table attendee

One 30-minute presentation session in plenary on topic relating to conference theme

Brand logo included on front cover of digital conference program

Double page colour advertisement included in digital Conference program

Brand logo included in digital Conference program

Promotional footage played on return from a break - up to 30 seconds aired once on both days

Verbal sponsors acknowledgement by the Conference MC each day at opening and conclusion

Sponsors acknowledgement shown on slide during opening and conclusion of each day

Two scheduled brand promotions articles in VDC News Articles of approx. 400 words with logo image, emailed to our 13,000+ contact database*

Scheduled brand logo tile included in VDC News, up to six editions*

Scheduled brand logo promotion in Conference emails to VDC's 13,000+ contact database*

Logo placement in at least three of VDC Professional Learning Program marketing emails*

Sponsors level, brand logo and website link included in Conference website sponsor section

Sponsors level and brand logo on Conference registration page

Sponsors level and brand logo on Conference registration page

*Quantity & timings are dependent upon sponsorship take-up



PLATINUM SPONSOR

\$10,000
(2 AVAILABLE)

Inclusions

Complimentary Conference registration for up to two delegates plus 10% discount for up to four delegates

Main foyer location of sponsor table

Two complimentary Conference registration for two sponsor table attendee

One 15-minute presentation session in plenary on topic relating to Conference theme

Full page colour advertisement included in digital Conference program

Brand logo included in digital Conference program

Verbal sponsors acknowledgement by the Conference MC each day at opening and conclusion

Sponsors acknowledgement shown on slide during opening and conclusion of each day

One scheduled brand promotions articles in VDC News Articles of approx. 400 words with logo image, emailed to our 13,000+ contact database*

Scheduled brand logo tile included in VDC News, up to six editions*

Scheduled brand logo promotion in Conference emails to VDC's 13,000+ contact database*

Logo placement in at least three of VDC Professional Learning Program marketing emails*

Sponsors level, brand logo and website link included in Conference website sponsor section

Sponsors level and brand logo on Conference registration page

Promotion on VDC social media platform (either LinkedIn, Twitter, or Facebook)

*Quantity & timings are dependent upon sponsorship take-up



GOLD SPONSOR

\$5,000
(6 AVAILABLE)

Inclusions

Complimentary Conference registration for one delegate plus 10% discount for up to three delegates

Main foyer location of sponsor table

Two complimentary Conference registration for two sponsor table attendee

Half page colour advertisement included in digital Conference program

Brand logo included in digital Conference program

Verbal sponsors acknowledgement by the Conference MC each day at opening and conclusion

Sponsors acknowledgement shown on slide during opening and conclusion of each day

Scheduled brand logo tile included in VDC News, up to six editions*

Scheduled brand logo promotion in Conference emails to VDC's 13,000+ contact database*

Promotion on VDC social media platform (either LinkedIn, Twitter, or Facebook)

*Quantity & timings are dependent upon sponsorship take-up



SILVER SPONSOR

\$2,500
(6 AVAILABLE)

Inclusions

Complimentary Conference registration for up to two delegates plus 10% discount for up to four delegates

Sponsor table located in secondary space

Two complimentary Conference registration for two sponsor table attendee

Quarter page colour advertisement included in digital Conference program

Brand logo included in digital Conference program

Sponsors acknowledgement shown on slide during opening and conclusion of each day

Scheduled brand logo tile included in VDC News, up to six editions*

Scheduled brand logo promotion in Conference emails to VDC's 13,000+ contact database*

Logo placement in at least three of VDC Professional Learning Program marketing emails*

Sponsors level, brand logo and website link included in Conference website sponsor section

Sponsors level and brand logo on Conference registration page

Promotion on VDC social media platform (either LinkedIn, Twitter, or Facebook)

*Quantity & timings are dependent upon sponsorship take-up





BRONZE SPONSOR

\$1,000
(MULTIPLE AVAILABLE)

Inclusions

10% discount Conference registration for two delegates

Opportunity for Sponsor Banner on display at the Conference

Brand logo included in digital Conference program

Sponsors acknowledgement shown on slide during opening and conclusion of each day

Scheduled brand logo tile included in VDC News, up to six editions*

Scheduled brand logo promotion in Conference emails to VDC's 13,000+ contact database*

Logo placement in at least three of VDC Professional Learning Program marketing emails*

Sponsors level, brand logo and website link included in Conference website sponsor section

Sponsors level and brand logo on Conference registration page

Promotion on VDC social media platform (either LinkedIn, Twitter, or Facebook)

*Quantity & timings are dependent upon sponsorship take-up



NETWORK FUNCTION SPONSOR

\$10,000
(1 AVAILABLE)

Inclusions

Complimentary Conference registration for up to two delegates plus 10% discount for up to four delegates

Sponsor table

Two complimentary Conference registration for two sponsor table attendee

One 5-minute advertising presentation session in plenary at conclusion of Day 1 prior to Network Function

Full page colour advertisement included in digital Conference program

Brand logo included in digital Conference program

Verbal sponsors acknowledgement by the Conference MC each day at opening and conclusion

Sponsors acknowledgement shown on slide during opening and conclusion of each day

One scheduled brand promotions articles in VDC News Articles of approx. 400 words with logo image, emailed to our 13,000+ contact database*

Scheduled brand logo tile included in VDC News, up to six editions*

Scheduled brand logo promotion in Conference emails to VDC's 13,000+ contact database*

Logo placement in at least three of VDC Professional Learning Program marketing emails

Sponsors level, brand logo and website link included in Conference website sponsor section

Sponsors level and brand logo on Conference registration page

Promotion on VDC social media platform (either LinkedIn, Twitter, or Facebook)

*Quantity & timings are dependent upon sponsorship take-up



2024 SPONSORSHIP PACKAGES

	MAJOR \$20,000	PLATINUM \$10,000
Number of packages available	1	2
Complimentary and discount Conference registration for delegates	4 DELEGATES + 50% DISCOUNT FOR UP TO 4 DELEGATES	2 DELEGATES + 10% DISCOUNT FOR 4 DELEGATES
Sponsor table	✓ IN PREMIUM LOCATION	✓ IN MAIN FOYER
Sponsor table attendee (if applicable), in addition to Complimentary Conference Registration	2	2
Presentation session in plenary (topic to be mutually agreed & relating to Conference theme)	1 X 30-MINUTE	1 X 15-MINUTE
Brand logo included on front cover of digital Conference program	✓	N/A
Advertisement included in digital Conference program	DOUBLE SPREAD	FULL PAGE
Brand logo included in digital Conference program	✓	✓
Promotional footage played on return from a break (up to 30 seconds aired once on both days)	✓	N/A
Verbal sponsors acknowledgement by the Conference MC during opening and conclusion of each day	✓	✓
Sponsors acknowledgement shown on a PPT slide during opening and conclusion of each day	✓	✓
Scheduled brand promotions in VDC News Articles (approx. 400 words & logo image) to our 13,000+ contact database*	2 ARTICLES	1 ARTICLE
Scheduled brand logo tile included in VDC News*	6 EDITIONS	6 EDITIONS
Scheduled brand logo promotion in Conference emails to VDC's 13,000+ contact database*	✓	✓
Logo placement in at least 3 of VDC Professional Learning Program marketing emails*	✓	✓
Sponsors level, brand logo and website link included in Conference website sponsor section	✓	✓
Sponsors level and brand logo on Conference registration page	✓	✓
Promotion on VDC social media platform (either LinkedIn, Twitter, or Facebook)	✓	✓

*Quantity and timings are dependent upon sponsorship take-up. Supplementary sponsorship opportunities may also be available up

GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	NETWORK FUNCTION \$10,000
6	6	Multiple	1
1 DELEGATE + 10% DISCOUNT FOR UP TO 3 DELEGATES	1 DELEGATE + 10% DISCOUNT FOR 1 DELEGATE	10% DISCOUNT FOR 2 DELEGATES	2 DELEGATES + 10% DISCOUNT FOR 4 DELEGATES
✓ IN MAIN FOYER	✓	BANNER ONLY	✓
2	2	BANNER ONLY	2
N/A	N/A	N/A	1 X 5-MINUTE ADVERTISING SESSION AT END OF DAY 1 PRIOR TO FUNCTION
N/A	N/A	N/A	N/A
1/2 PAGE	1/4 PAGE	N/A	FULL PAGE
✓	✓	✓	✓
N/A	N/A	N/A	N/A
✓	N/A	N/A	✓
✓	✓	✓	✓
N/A	N/A	N/A	1 ARTICLE
6 EDITIONS	6 EDITIONS	6 EDITIONS	6 EDITIONS
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓

on request.



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GENERAL TERMS

Attendance: The organisers make no guarantee as to the number of delegates and/or visitors that attend the conference.

Confirmation: Upon confirmation of your sponsorship, VDC will issue a Sponsorship Agreement and tax invoice. All prices listed in this prospectus exclude GST.

Disclaimer: All information is correct at the time of publication.



VET NATIONAL TEACHING & LEARNING CONFERENCE





Thank you for considering sponsoring the VET National Teaching & Learning Conference 2024.

To secure a sponsorship opportunity, or to make an enquiry, please contact Sandra Ball, Chief Operating Officer on **03 8614 2304** or email **sball@vdc.edu.au**.

VET DEVELOPMENT CENTRE

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