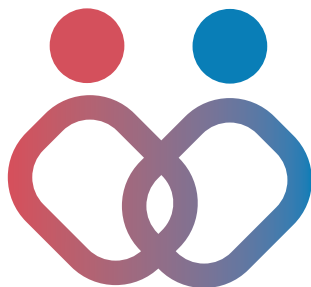




# Sponsorship Prospectus

**Carers WA**  
**Conference 2026**  
Thurs 8 Oct • Optus Stadium



**Navigating  
Care Together:**  
Connection, Collaboration and Growth

## Invitation from CEO

This year, Carers WA proudly celebrates 30 years of supporting carers across Western Australia.

From small beginnings in 1996, as a non-profit, community based organisation, Carers WA has grown significantly, remaining steadfast in our commitment to improving the lives of carers for three decades.

As we reflect on this milestone, I am delighted to invite your organisation to become a valued sponsor of our flagship biennial event, Carers WA Conference 2026.

As an important lead into National Carers Week 2026, Sunday 11 – Saturday 17 October, our Conference will help recognise, celebrate, inform and raise awareness for the 2.65 million Australians, including the estimated 320,000 in WA, who provide unpaid care and support to a family member or friend with disability, mental health challenges, chronic condition, terminal illness, an alcohol or other drug issue, or who is frail aged.

Carers WA Conference 2026 is curated to best address the interests of carers across WA.

Host venue, Optus Stadium, has again been chosen for its world-class Conference facilities, breathtaking views, inclusive design, free parking for attendees and more.

To ensure maximum accessibility for carers, registration to attend is free of charge, offering carers the choice to attend either in-person (subject to capacity limits) or via an online platform.

Our 2026 theme, “Navigating Care Together: Connection, Collaboration and Growth”, reflects the importance of working collectively to address both current and emerging issues faced by carers. Our dynamic program promises learnings, thought-provoking discussions, shared insights and meaningful contributions from sector professionals and carers with lived experience. Delegates will have ample opportunities to connect, collaborate and contribute with other carers, sponsors and program participants.

Carers WA invites organisations to partner with us, who share our values of compassion, diversity, inclusion, innovation and positive impact. Join us in contributing to the recognition and well-being of carers in WA.

Thank you for your consideration to support Carers WA Conference 2026.

### ■ RICHARD NEWMAN

Chief Executive Officer - Carers WA



## About Carers WA

Carers WA is a non profit, community based organisation and registered charity dedicated to improving the lives of carers living in WA. Part of the National Network of Carers Associations, we are the peak body recognised by both State and Federal governments as the voice of carers.

Carers WA aims to enhance and support the empowerment and wellbeing of carers through our offering of free innovative programs and services, providing practical and emotional support. Carers WA is also the lead provider of Carer Gateway services in WA.

Our role is to work in active partnerships with carers, people with care and support needs, health professionals, service providers, government and the wider community. Carers WA also advocates for improved services and supports for carers by addressing carer issues at a state and federal level to influence government and other decision makers.



## Who are carers?

A carer is someone who provides unpaid care and support to family members and friends who have disability, mental health challenges, chronic condition, terminal illness, an alcohol or other drug issue, or who are frail aged.

Carers range in age from as young as eight to people well into their nineties. They are the foundation of our aged, disability, palliative and community care systems.

Carers make an enormous contribution to our community, state and national economy.



## The Program

# Navigating Care Together:

Connection, Collaboration and Growth

Carers WA Conference 2026 will bring together an audience of 300 delegates in-person at Optus Stadium and an unlimited number of delegates via our online platform.

The program is created for the interests of carers, with the theme being addressed across all aspects of the Conference.

The format will include a ministerial address, keynote speakers and panel discussions with insights from carers with lived experience and sector leaders. Afternoon sessions will cover key topics which carers have told us matter to them most.

There will be ample opportunity for delegates to contribute, engage, share their wisdom and ask questions in a welcoming space.

After the conclusion, Carers WA will host an exclusive '30 Year Celebratory Sundowner', enabling further opportunity for connection and sharing of lived experience.

Carers WA will make sessions available on the Carers WA website, in the weeks after the Conference.



# Attendance & Registration



A capacity of 300 delegates can attend in person at Optus Stadium, River View Room.

An unlimited number of delegates can attend online.

Delegates will comprise:

- **Carers registered with Carers WA.**
- **Service Provider sector employees.**

A registration fee of \$650 for in-person attendance AND \$350 for online attendance has been waived by Carers WA.

With thanks to our sponsors for their support, Carers WA is pleased to provide FREE registration to Carers WA Conference 2026.

## Sponsor Benefits

With 300 delegates attending in-person and unlimited attending online, Carers WA Conference 2026 offers your organisation a unique platform to:

- **Showcase your services and initiatives to a highly engaged and targeted audience.**
- **Strengthen connections with carers and other service providers across WA.**
- **Enhance your brand visibility and reputation through positive PR.**
- **Demonstrate your commitment to supporting an often under-recognised, but vital cohort in our community.**



## Sponsor Packages

As a sponsor, your organisation will have opportunity to receive premium brand exposure leading up to and during Conference 2026.

Sponsor packages are limited and will generally be allocated in the order Booking Forms are received. Allocation of sponsorships is at the final discretion of Carers WA.

There are a range of sponsor packages to suit all budgets and objectives.

### Sponsor Packages

All prices exclude GST.

Gold – 2 available	\$20,000
Silver – 2 available	\$8,000
Coffee Cart	\$3,000
Morning Tea and Lunch Break	\$3,000
Name Lanyards	\$2,000
Lookout Lounge	\$1,500
Expo Display Tables – 16 available	\$900
Program Handbook – ¼ Page Ad	\$400
‘Welcome Tote Bag’ Insert	\$350

## Bespoke Packages

Bespoke opportunities can be considered by Carers WA, formulated to meet specific objectives of aligned organisations.

Enquire at: [conference@carerswa.asn.au](mailto:conference@carerswa.asn.au)



## Terms & Conditions

Carers WA will take all due care and diligence to fulfil sponsor entitlements. Sponsors are responsible for providing materials by applicable deadlines including logo and artwork in applicable format, banners for display, promotional inserts. Sponsors are required to make full payment within one month of receipt of the sponsorship tax invoice. Your sponsorship selection is confirmed upon receipt of payment.

Sponsors are responsible for the security of their own equipment and materials, whilst at the Conference.

Carers WA reserves the right to alter the sponsorship opportunities if required.

### **Cancellation Policy:**

Cancellations will only be accepted in writing. Cancellations received prior to Friday 31st July 2026 will receive a 50% refund. Cancellations thereafter, will not be entitled to any refund. Should the Conference be cancelled or rescheduled, all payments will be refunded.



**As a Gold Sponsor, your organisation will receive a minimum of these entitlements:**

## Logo

Priority placement - on Conference marketing, including on:

- Conference page at Carers WA website. (With hyperlink to your website and 100 word organisation profile.)
- Conference program, printed on front and inside cover.
- Registration Desk on LED screen.
- Primary holding slide on main screen.
- Rotational basis with other logos, images and special features in Conference room.
- Super screen overlooking Optus Stadium.

## Other entitlements

- Acknowledgement in up to 10 x eDM's sent prior to Conference. (Includes 4 x Carers WA e-newsletters, circulated to 15,000+ subscribers.)
- 1 x feature / blog, in an eDM sent leading up to Conference. Content submitted by sponsor.
- Exposure across Carers WA social media platforms (4 mentions) including an acknowledgement of sponsorship.
- 1 x half page space, full colour advertisement in program book.
- Verbal acknowledgement by Emcee in official opening and closing of Conference, and adhoc throughout.
- Opportunity for a representative to participate in a panel discussion or session, as part of program. (Subject to final approval by Carers WA.)
- 2 x placements of one promotional video, up to 60 seconds, on screen during the Conference.
- Prominent signage placement at Conference. 2 x pull up banners provided by sponsor.
- Promotional insert in 'Welcome Tote Bag' for delegates, in-person. (Minimum 400 items required from sponsor.)
- 4 x reserved delegate, in-person, registrations. (Includes 2 x registrations for Expo Table hosts, if table entitlement is used.)
- 1 x Exhibition Table, including 1 x trestle table at 2.4 x 1.1m, white table cloth, 2 x chairs.
- Recognition in the 2026 /2027 Carers WA Annual Report.

**As a Silver Sponsor, your organisation will receive a minimum of these entitlements:**

## Logo

Priority placement - on Conference marketing, including on:

- Conference page at Carers WA website. (With hyperlink to your website and 50 word organisation profile.)
- Conference program, printed on inside cover.
- Registration Desk on LED screen.
- Primary holding slide on main screen.
- Rotational basis with other logos, images and special features in Conference room.
- Super screen overlooking Optus Stadium.

## Other entitlements

- Acknowledgement in up to 6 x eDM's sent prior to Conference. (Includes 3 x Carers WA e-newsletters, circulated to 15,000+ subscribers.)
- 1 x feature / blog, in an eDM sent leading up to Conference. Content submitted by sponsor.
- Exposure across Carers WA social media platforms (2 mentions) including an acknowledgement of sponsorship.
- 1 x half page space, full colour advertisement in program book.
- Verbal acknowledgement by Emcee in official opening and closing of Conference, and adhoc throughout.
- 2 x placements of one promotional video, up to 30 seconds, on screen during Conference.
- Prominent signage placement, at Conference. 2 x pull up banners provided by sponsor.
- Promotional insert in 'Welcome Tote Bag' for in-person delegates. (Minimum 400 items required from sponsor.)
- 3 x reserved delegate, in-person, registrations. (Includes 2 x registrations for Expo Table hosts, if table entitlement is used.)
- 1 x Exhibition Table, including 1 x trestle table at 2.4 x 1.1m, white table cloth, 2 x chairs.
- Recognition in the 2026/2027 Carers WA Annual Report.

# Coffee Cart Sponsor

\$3,000

Barista-made coffee will be free and available from the cart across the day.

As Coffee Cart Sponsor, your organisation will receive a minimum of these entitlements:

## Logo

On Conference marketing, including on:

- Conference page at Carers WA website. (With hyperlink to your website and 25 word organisation profile.)
- Conference program, printed on inside cover.
- Registration Desk on LED screen.
- Rotational basis with other logos, images and special features in Conference room.
- Branded signage located at Coffee Cart.

## Other entitlements

- Verbal acknowledgement by Emcee in introduction.
- Option to supply own branded coffee cups. (Cups supplied have to meet Optus Stadium sustainability standards.)
- Promotional insert in 'Welcome Tote Bag' for in-person delegates. (Minimum 400 items required from sponsor.)
- 1 x reserved delegate, in-person, registration.



As Morning Tea & Lunch Break sponsor, your organisation will receive a minimum of these entitlements:

## Logo

On Conference marketing, including on:

- Conference page at Carers WA website. (With hyperlink to your website and 25 word organisation profile.)
- Conference program, printed on inside cover.
- Registration Desk on LED screen.
- Rotational basis with other logos, images and special features in Conference room.

## Other entitlements

- Verbal acknowledgement by Emcee in introduction.
- Prominent signage placement, on A4 signs, displayed on Buffet stations during Morning Tea and Lunch breaks.
- Promotional insert in 'Welcome Tote Bag' for delegates, in-person. (Minimum 400 items required from sponsor.)
- 1 x reserved delegate, in-person, registration.



As Name Lanyard sponsor, your organisation will receive a minimum of these entitlements:

## Logo

On Conference marketing, including on:

- Conference page at Carers WA website. (With hyperlink to your website and 25 word organisation profile.)
- Conference program, printed on inside cover.
- Registration Desk on LED screen.
- Rotational basis with other logos, images and special features in Conference room.
- Logo on each name card, attached to a Carers WA lanyard, worn by all delegates and participants.

## Other entitlements

- Verbal acknowledgement by Emcee in introduction.
- Promotional insert in 'Welcome Tote Bag' for in-person delegates. (Minimum 400 items required from sponsor.)
- 1 x reserved delegate, in-person, registration.



Delegates can take a relaxing break, at their leisure during the Conference, in a quiet space overlooking Optus Stadium.

As Lookout Lounge sponsor, your organisation will receive a minimum of these entitlements:

## Logo

On Conference marketing, including on:

- Conference page at Carers WA website. (With hyperlink to your website and 25 word organisation profile.)
- Conference program, printed on inside cover.
- Registration Desk on LED screen.
- Rotational basis with other logos, images and special features in Conference room.

## Other entitlements

- Verbal acknowledgement by Emcee in introduction.
- Opportunity to contribute to theming of the space.
- Prominent signage placement, at front of the space. 1 x pull up banner provided by sponsor.
- Promotional insert in 'Welcome Tote Bag' for delegates, in-person. (Minimum 400 items required from sponsor.)
- 1 x reserved delegate, in-person, registration.



**As an Exhibition Table Sponsor, your organisation will receive a minimum of these entitlements:**

- Acknowledgment in Conference Program.
- Table placement in prime location, overlooking Optus Stadium, on Champions Terrace.
- Opportunity to engage directly with delegates and other sponsors.
- Supplied on site: 1 x trestle table at 2.4m x 1.1m. White table cloth. 2 x chairs. (Sponsor to bring own free standing display banner and table theming.)
- 2 x Exhibitor Registrations for members of your organisation to host the table. Full access to Conference sessions and catering included.
- Promotional insert in 'Welcome Tote Bag' for delegates, in-person. (Minimum 400 items required from sponsor.)



## Program Handbook Advertising Sponsor

\$400ea

As a 'Program Handbook Advertising' Sponsor, your organisation will receive:

¼ Page ad: \$400ea

- All delegates will receive a printed A4 sized program handbook.
- A digital version will be available at Conference page at Carers WA website.

## Welcome Tote Bag Insert Sponsor

4 available

\$350ea

As a 'Welcome Tote Bag' Sponsor, your organisation will receive a minimum of these entitlements:

- Social media promotion.
- Promotional insert in 'Welcome Tote Bag' for delegates, in person. (Minimum 400 items required.)

Note: Delegates, attending in-person, will receive a Bag, as will some attending on-line at hubs across regional WA.



## Contact Carers WA

Your support is vital in helping us recognise and support the role of carers in Western Australia.

We understand that these packages may not meet the specific objectives of all organisations. Carers WA will consider suggestions for a bespoke package and will collaborate to best suit your requirements.

Please contact the Carers WA Conference 2026 team to discuss how you would like to partner with us.

@ [conference@carerswa.asn.au](mailto:conference@carerswa.asn.au)

### Acknowledgement of Country

Carers WA acknowledges the Wadjuk Noongar Nation's lands, water, customs and culture of which the Carers WA head office is located. Carers WA recognises our services reach beyond the Perth region, and so we also acknowledge the cultural diversity of First Nation Peoples across our state and throughout Australia.

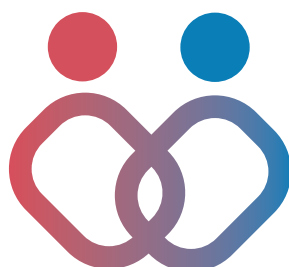
### Diversity and Inclusion

Carers WA is committed to understanding, embracing and celebrating the rich and multi-dimensional experiences that shape our lives and aims to ensure that everyone who engages with the organisation feels welcome and included. Carers WA welcomes all people irrespective of ethnicity, lifestyle choice, faith, sexual orientation and gender identity.



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