

# Australian Illegal Waste Conference

Friday 21 July 2023 | Jasper Hotel, Melbourne

## Sponsorship Opportunities





According to a study completed in 2020/21, managing illegal dumping costs Australian Councils an average of \$529 per incident.

**This equates to over \$560 million nationwide.**

Source: ABS population data and WEAA 2020-21 Illegal Waste Survey

# Invitation

The Waste Enforcement Association Australia (WEAA) is delighted to present the inaugural Australian Illegal Waste Conference in Melbourne on Friday 21 July 2023.

The conference aims to demonstrate proven and effective tools for reducing illegal waste and showcase leading examples in waste regulation, investigation and prosecution.

Recognised experts in illegal waste management will be key speakers and the conference will highlight proactive management of the emerging trends in illegal waste. Topics will be relevant to all land managers and waste authorities.

The Australian Illegal Waste Conference presents an excellent and unique opportunity for you to engage with a qualified audience keen to embrace future trends, products and services, exploring new research, emerging areas of improvement and best practice.

This prospectus outlines a range of opportunities in which you can support the conference, network with colleagues, and make yourselves noticed. For an out of the box tailor-made sponsorship package, please do not hesitate to contact us.

We urge you to get involved and align yourself with the Waste Enforcement Association Australia for this important and exciting event.

We look forward to working with you and seeing you in Melbourne in July.



**SAMUEL LAWSON**  
Managing Director  
Waste Enforcement  
Association Australia



**TRAVIS FINLAYSON**  
Director and Enforcement  
Training Manager  
Waste Enforcement  
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For further information or to reserve a package, contact:

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Hosted by the Waste Enforcement Association Australia, the Australian Illegal Waste Conference will be held on Friday 21<sup>st</sup> July 2023 at Jasper Hotel, Melbourne Victoria.

The goal of the Australian Illegal Waste Conference is to demonstrate proven and effective tools for reducing illegal waste and showcase leading practices in waste regulation, investigation, and prosecution.

The conference will feature recognised experts in illegal waste management and highlight proactive management of emerging trends in illegal waste. Topics will be relevant to all land managers and waste authorities.



### Event objectives

The Australian Illegal Waste Conference aims to

- + Demonstrate proven or effective tools reducing illegal waste and showcase leading examples in illegal waste regulation, investigation and prosecution.
- + Demonstrate proactive approaches to managing emerging illegal waste issues.
- + Assist waste authority management to regulate, investigate and prosecute illegal waste.
- + Assist commercial, private and charitable land managers to prevent and reduce illegal waste using illegal waste prevention programs.
- + Profile case studies on successful investigation and prosecution nationally.
- + Encourage the review and reform of processes of those responding to illegal waste.
- + Provide networking opportunities for industry in an open and informal environment.

### Program and format

The Conference will be presented in a single stream format to provide event partners and sponsors with maximum access to delegates throughout the event's duration with associated advertising and promotional opportunities.

The program will include a combination of presentations and panel discussions combined with ample opportunities for attendee interaction. To enhance audience engagement the Conference will use 'Catchbox'. This is a padded microphone that can be thrown between members of the audience, allowing them to ask questions and make comments more quickly than if the microphone is passed from one to another.

### Host organisation

The Waste Enforcement Association Australia (WEAA) is run with the purpose of reducing illegal waste nationwide. WEAA currently operates the Litter Enforcement Officer Network (LEON) in Victoria and seeks to deliver similar operating models nationwide.

WEAA is committed to supporting Australian communities, charities, organisations and regulatory agencies to reduce illegal waste. WEAA will achieve this by delivering training, research and intelligence sharing platforms. WEAA has a vision for skilled and respected authorised officers and organisations that take a coordinated approach to reducing illegal waste.

# AUDIENCE PROFILE

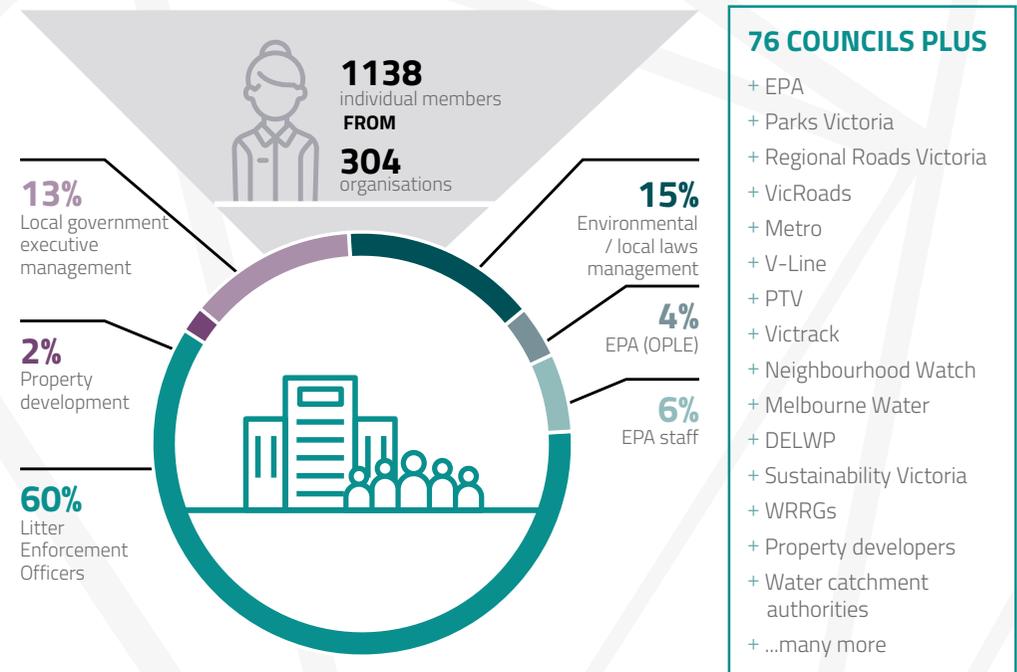
WEAA Events attract a high calibre of participants from both regional and metropolitan Victoria as well as other Australian States and Territories.

With an expected audience of around 120 attendees, the Australian Illegal Dumping Conference will bring together industry professionals from across Australia and promises to be an excellent networking opportunity.

Showcase your products and services to:

- + Local Government executive management and senior management
- + Commercial and private land manager executive management and senior management
- + Shopping centre management companies
- + Large land managers
- + State agency executive management and senior management
- + Charities / Charitable Recyclers Australia
- + Local Government authorised officers
- + Local Government education and communications officers

## WEAA MEMBERSHIP PROFILE

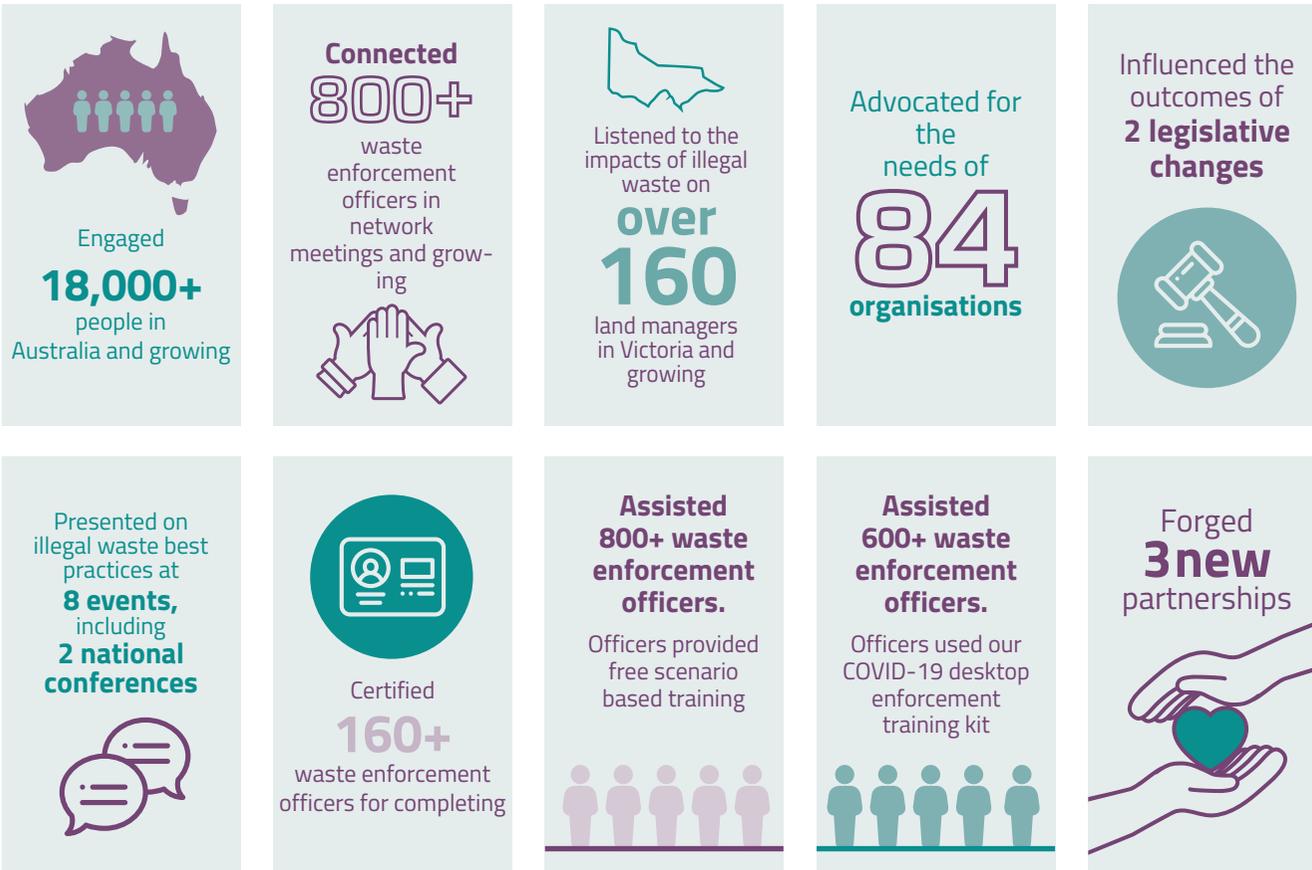


## Venue

**Jasper Hotel 489 Elizabeth Street, Melbourne Victoria 3000**

Jasper Hotel is a vibrant boutique hotel located in the Melbourne CBD within metres of the iconic Queen Victoria Markets. The hotel is within the Free Tram Zone and an easy walk to Melbourne Central Station.

## WHAT WEAA HAS ACHIEVED IN 2022



**2022 Member Training Day –** The last member training day had 120+ officers attend from across Victoria, with EPA CEO Lee Mieziis kicking off training the new Environment Protection Act 2017.

## EXPERTS IN TRAINING

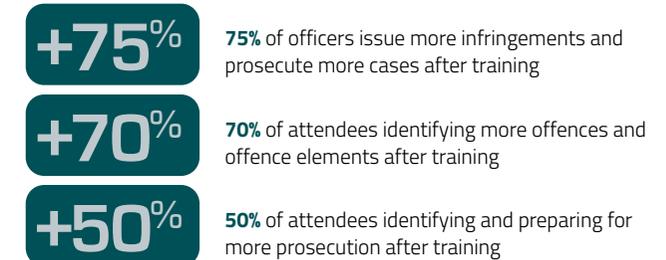


## TRAINING THAT WORKS



95% satisfaction rate with course material, content and delivery

98% of attendees leave more confident in their authority and ability



# SPONSORSHIP OPPORTUNITIES

## WHY PARTNER WITH WEAA?

Partnering with WEAA for the Australian Illegal Waste Conference offers the opportunity to align with organisations and officers dedicated to reducing illegal waste across Victoria.

The Waste Enforcement Association Australia has a vision for unified action to prevent and reduce illegal waste.

As leaders in illegal waste research, training and responses, we work to see respected and skilled enforcement officers targeting litter and illegal dumping.

Through WEAA, over 1,100 individuals from 300+ organisations work together to prevent and enforce litter and illegal dumping.

This is your opportunity to connect with local government and state regulators as litter authorities and demonstrate a commitment to improved waste in communities.

### As a sponsor:

- + Maximize brand visibility by putting it in the spotlight at Australia's only illegal waste event
- + Increase awareness of your products and services to your target market.
- + Collect highly qualified leads and strengthen long term brand building
- + Benefit from brand engagement pre-event, during and post-conference
- + Position your organisation as a leader in the prevention and reduction of illegal waste.
- + Showcase and educate prospective customers about your products, services and programs

THE AUSTRALIAN ILLEGAL WASTE CONFERENCE OFFERS AN UNPARALLED OPPORTUNITY FOR FACE-TO-FACE INTERACTION WITH A HIGHLY QUALIFIED, ENGAGED AUDIENCE.



## MAJOR SPONSOR

As the exclusive Major Sponsor of the Conference, your organisation will receive the highest level of exposure and recognition during the event.

Investment: \$10,000 + GST

EXCLUSIVE OPPORTUNITY

### BENEFITS:

- + Corporate logo displayed on:
  - event promotional material
  - electronic communications
  - conference webpage
  - the sponsors' slide shown at regular intervals throughout the event (with other event sponsors)
- + 100-word company profile in Conference Program
- + 100-word company profile and web-link from sponsors' page on event website
- + Recognition during the Conference opening and closing addresses
- + Exposure via WEAA social media networks
- + Access to digital photographs from the event
- + Half page advertisement in the Conference Program
- + 3 x complimentary conference registrations
- + An advance list of conference attendees (Given Name, Surname, Organisation and State)
- + The sponsor may provide a freestanding banner to be positioned at the front of the room for the event duration
- + Trestle table display located in a prominent position to maximise your exposure to the attendees
- + Dedicated email blast to confirmed delegates either prior to or immediately after the event including logo, link to your website, 300 words of text and one image

## MINOR SPONSOR

Align your brand with leading organisations in the litter and illegal dumping management industry.

Investment: \$5,000 + GST

MAX TWO (2) PACKAGES AVAILABLE

### BENEFITS:

- + Corporate logo displayed on:
  - event promotional material
  - electronic communications
  - conference webpage
  - the sponsors' slide shown at regular intervals throughout the event (with other event sponsors)
- + 50-word company profile in Conference Program
- + 50-word company profile and web-link from sponsors' page on event website
- + Recognition during the Conference opening and closing addresses
- + Exposure via WEAA social media networks
- + Access to digital photographs from the event
- + Quarter page advertisement in the Conference Program
- + 1 x complimentary conference registration
- + An advance list of conference attendees (Given Name, Surname, Organisation and State)
- + Trestle table display located in a prominent position to maximise your exposure to the attendees

## CHARITY PARTNER

Align your charity with leading organisations in the litter and illegal dumping management industry.

Investment: \$1,000 + GST

EXCLUSIVE OPPORTUNITY

### BENEFITS:

- + Corporate logo displayed on:
  - event promotional material
  - electronic communications
  - conference webpage
  - the sponsors' slide shown at regular intervals throughout the event (with other event sponsors)
- + 50-word company profile in Conference Program
- + 50-word company profile and web-link from sponsors' page on event website
- + Exposure via WEAA social media networks
- + Access to digital photographs from the event
- + 1 x complimentary conference registration
- + Opportunity to include your message to audience in post-event communications.
- + An advance list of conference attendees (Given Name, Surname, Organisation and State)

## PROGRAM SPONSOR

The Conference Program is the key resource that all attendees receive with their registration materials and refer to throughout the Conference.

Investment: \$1,000 + GST

MAX TWO (2) PACKAGES AVAILABLE

### BENEFITS:

- + Corporate logo displayed on:
  - event promotional material
  - electronic communications
  - conference webpage
  - the sponsors' slide shown at regular intervals throughout the event (with other event sponsors)
- + 50-word company profile in Conference Program
- + 50-word company profile and web-link from sponsors' page on event website
- + Exposure via WEAA social media networks
- + Access to digital photographs from the event
- + 1 x complimentary conference registration
- + An advance list of conference attendees (Given Name, Surname, Organisation and State)

## LUNCH SPONSOR

The lunch breaks are a great networking opportunity for delegates where they can relax and enjoy refreshments.

Investment: \$1,500 + GST

EXCLUSIVE OPPORTUNITY

### BENEFITS:

- + Corporate logo displayed on:
  - event promotional material
  - electronic communications
  - conference webpage
  - the sponsors' slide shown at regular intervals throughout the event (with other event sponsors)
- + 50-word company profile in Conference Program
- + 50-word company profile and web-link from sponsors' page on event website
- + Exposure via WEAA social media networks
- + Acknowledgement by the MC as the lunch sponsor at the end of the session prior to lunch
- + Logo displayed on table signage during the lunch
- + Access to digital photographs from the event
- + 1 x complimentary conference registration
- + An advance list of conference attendees (Given Name, Surname, Organisation and State)

## TEA BREAKS SPONSOR

These breaks are a great networking opportunity for delegates where they can relax and enjoy refreshments.

Investment: \$1,500 + GST

EXCLUSIVE OPPORTUNITY

### BENEFITS:

- + Corporate logo displayed on:
  - event promotional material
  - electronic communications
  - conference webpage
  - the sponsors' slide shown at regular intervals throughout the event (with other event sponsors)
- + 50-word company profile in Conference Program
- + 50-word company profile and web-link from sponsors' page on event website
- + Exposure via WEAA social media networks
- + Acknowledgement by the MC as the tea breaks sponsor at the end of the session prior to the break
- + Logo displayed on table signage during the tea breaks
- + Access to digital photographs from the event
- + 1 x complimentary conference registration
- + An advance list of conference attendees (Given Name, Surname, Organisation and State)

## POCKETGUIDE SPONSOR

Increase brand recognition and respect with officers on the ground who use this pocket guide containing key details and calculations used every day during investigation and prosecution of illegal waste.

Investment: \$3,000 + GST

EXCLUSIVE OPPORTUNITY

### BENEFITS:

- + Corporate logo displayed on:
  - event promotional material
  - electronic communications
  - conference webpage
  - the sponsors' slide shown at regular intervals throughout the event (with other event sponsors)
- + 50-word company profile in Conference Program
- + 50-word company profile and web-link from sponsors' page on event website
- + Exposure via WEAA social media networks
- + Prominent logo placement on pocket guide
- + Pocket guide provided to all attendees courtesy of your organisation
- + Access to digital photographs from the event
- + 1 x complimentary conference registration
- + An advance list of conference attendees (Given Name, Surname, Organisation and State)

## TERMS AND CONDITIONS

### Attendance

WEAA makes no guarantee as to the number of delegates that may attend the conference.

### Confirmation and Payment

Full payment must be finalised 90 days prior to the event. Should payment not be received by the due date, WEAA may cancel the sponsorship. On receipt of a signed sponsorship agreement, WEAA will issue a tax invoice. Payments made by credit card may be subject to a merchant fee of 2%.

### Cancellation Policy for Sponsorship

Any cancellation of sponsorship must be advised in writing. Once promotion of your sponsorship has commenced, however, no refunds will be available and you will be liable for full payment. Your signature on the booking form is taken as confirmation of your booking, acceptance of the details of the relevant sponsorship as listed on the agreement and acceptance of these conditions.

### Logos, Printing and Sponsor Collateral

Inclusion of corporate logos, organisation profile and other information in printed materials is subject to meeting publication deadlines and specifications. The preferred format for logos is vector .EPS or .AI. Advertising should be submitted as a print ready PDF and any images must be high resolution, suitable for printing (minimum 300 dpi). The placement of banners and promotional material is subject to approval by WEAA.

### Insurance and Liability

WEAA shall not be liable to the sponsor, or any other person, for any loss, damage or injury sustained at or in connection with their sponsorship. Sponsors whose package includes exhibition space must have Public Liability Insurance for the period of the event and must provide a copy of their Certificate of Currency prior to bump-in.

