

**SAGE CONFERENCE 2025**

# **BREAKING SILOS**

**Working together for equity**

Sydney | 25-27 August

# **PARTNERSHIP PROSPECTUS**

# Align your brand with the cutting edge of gender equity action

We invite you to join us for a landmark event in the Australian **higher education and research sector**.

Join us as a sponsor for an unmissable event hosted by Science in Australia Gender Equity (SAGE), **celebrating 10 years of leadership in advancing gender equity, diversity, and inclusion (EDI)**.

This exclusive Conference and Awards Night will not only recognise outstanding achievements but also shape the future of EDI across the sector.

As the only transformational program of its kind in Australia, and the sole accrediting body for the internationally recognised Athena Swan Charter, SAGE brings together the **foremost leaders in equity and inclusion**.

This event will be a catalyst for systemic, sustainable change. It will offer **unparalleled opportunities to connect with key stakeholders** and **showcase your commitment to building a more equitable and inclusive future**.

Through a dynamic agenda of reflection, exploration, and collaboration, your brand will be aligned with the thought leadership shaping the next decade of EDI progress.

This is your chance to be part of an extraordinary moment—**driving forward the next decade of equitable transformation** with renewed ambition and energy.

## Why support this event?

This event will be remembered as a pivot point for action: **an event that marks the sector's 'before' and 'after'**.

It will be a unique opportunity to **showcase your commitment to social responsibility** and elevate your brand's reputation.

Your organisation's brand in the room – supporting this event and making it possible will be deeply associated with cutting-edge approaches to EDI transformation.

By supporting and aligning with SAGE, you will demonstrate leadership, connect with like-minded professionals, and **highlight your dedication to fostering inclusivity**—ultimately attracting socially conscious consumers and top talent to your organisation.

We invite you to take a stand for these values.

### Support us today to demonstrate:

- ✓ how your organisation walks the talk on social responsibility
- ✓ your commitment to fostering an inclusive workplace culture
- ✓ your determination to attract and retain the best talent, driving innovation through varied perspectives

Join us in shaping the equitable higher education, tertiary education and research landscape of the future.

## Your benefits

By supporting SAGE 2025—Breaking silos: Working together for equity **your organisation will gain:**

- ✓ **Exposure** to pre-eminent gender equity, diversity and inclusion experts and advocates, and organisations with a proven track record in advancing gender equity, diversity and inclusion.
- ✓ **Access** to a national network of SAGE subscriber organisations.
- ✓ **The opportunity to showcase your brand**, services and/or products to conference delegates via your own sponsor page on the conference app (available to delegates before, during and after the event).
- ✓ **Up to seven months' brand exposure** when you sign up early, taking advantage of the conference webpage, EDMs sent to the SAGE mailing list and, during the event, on the conference app (providing pre-, during and post-event ROIs).
- ✓ **Social media exposure** to a highly engaged audience of over 2,000 followers
- ✓ **Space to generate new collaborations**, research or business opportunities in gender equity, diversity and inclusion.
- ✓ **The opportunity to engage directly** with conference delegates through your own presentation, or through selection of a keynote speaker (Conference Partners and Champions only)
- ✓ **The opportunity to participate** in the conference as a delegate, including access to in-person and virtual networking opportunities with other delegates.

# PARTNERSHIP PACKAGES P1



Package	Foundation Partner	Conference Partner		Conference Champion			Conference Advocate			Conference Ally			
<b>Main feature</b>	Fully customisable leadership package (exclusive)	Awards Night Dinner & Ceremony	Evening Networking event	Venue Provider	Catering for a day (2 available)	Drinks Provider	Keynote support (2 available)	Progress & Impact Poster Hall	Visual record (sketch artist)	Online/Hybrid access	Registration desk & lanyards	Conference bags	Exhibition table (2 available)
<b>Your support</b>	\$45,000	\$30,000	\$25,000	\$20,000	\$20,000	\$20,000	\$15,000	\$10,000	\$10,000	\$8,000	\$5,000	\$5,000	\$3,000
<b>Supporting Equity</b>	Add \$2,000 to your package to contribute to needs-based equity access. This can also be purchased as a standalone package, please contact SAGE for more details.												
At award night: 1x award named, 10-minute address with logo	✓												
Table drop (e.g., company material or an item)	✓	On dinner tables at awards night											
Include double-sided flyer insert(s) for conference bags	✓	2 inserts		1 insert									
Choose or present moderator/speaker	✓	Introducing Awards ceremony	Give a 3-minute introduction	2-minute welcome on first morning	2-minute welcome before lunch	2-minute welcome before drinks							
Tailored social media post	✓	1 x LinkedIn post											
Display provided stand-up banner (max 1m w x 2m h)	✓	During awards dinner	At networking event										
90 second video shown	✓	✓		✓									

# PARTNERSHIP PACKAGES P2



Package	Foundation Partner	Conference Partner		Conference Champion				Conference Advocate			Conference Ally		
Introduction in SAGE newsletter (~1k subscribers)	✓	✓		✓									
Complimentary award dinner tickets	✓	Six	Five	Four				Three	Two	One			
Full complimentary conference access	✓	Six	Five	Four				Three	Two	One			
Digital program advertising space	✓	Full page digital program		1/2 page digital program				200 words			logo only		
Company bio in the conference app	✓	400 words		300 words				200 words			100 words		
Verbal acknowledgement during opening and closing address	✓	✓		✓				✓			✓		
Logos (linking to partner website) on conference website and EDMs	✓	✓		✓				✓			✓		
Logo displayed at the conference	✓	Highly visible on signage throughout the venue, registration desk, and on screen		Highly visible on signage and screen	At morning tea & lunch	At bar	Throughout key note	Throughout poster hall	In corner of illustrations	During hybrid sessions	Lanyards & registration desk	On conference bags	On table
Post-conference thanks on SAGE socials and EDMs	✓	✓		✓				✓			✓		
Provision of SAGE logo/tile which can be used to promote sponsorship status	✓	✓		✓				✓			✓		

## The organisation: SAGE

SAGE is Australasia's **leading advocate for equity, diversity and inclusion (EDI)** in the education and research sector.

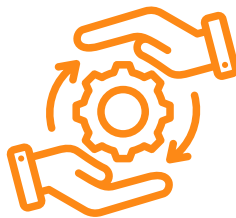
We're the guide our region's brightest minds turn to when they want **a vibrant workplace where everyone can thrive.**

SAGE's world-respected Athena Swan accreditation program drives participants' EDI evolution.

Through an evidence-based and impact-focused framework, each institution develops a uniquely customised approach to achieve **systemic, structural and cultural change, measured against international benchmarks.**

Throughout that journey, they're supported by advice, tools and dynamic communities of practice that provide assistance when they need it.

As a valued adviser to government and other key decision-makers, SAGE also gives its participants a seat at the table to influence external policies that impact their EDI goals.



**Proven tools  
of change**



**Tailored  
support**



**Communities  
of practice**



**Advocacy**

## The sector: Higher education and research

Australia's higher education and research sector comprises 42 universities, 60 medical research institutions and ten publicly-funded research organisations across Australia.

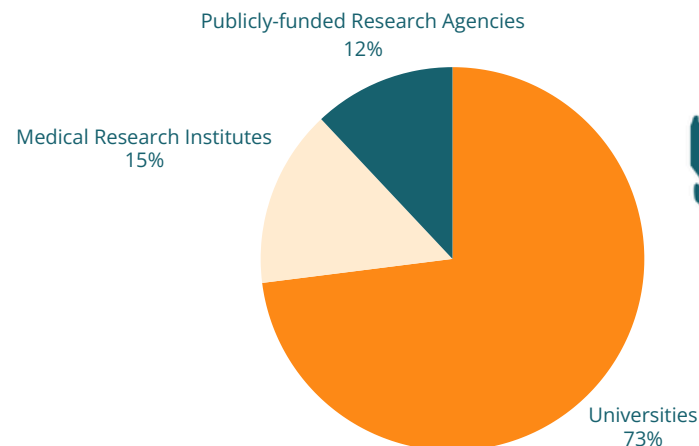
**Together they employ almost 300,000 people**, and bring in an annual revenue of over **\$37.8 billion**.

**SAGE supports a vast majority of this sector.** Our participating institutions account for 85% of all university employees and 76% of publicly-funded research agency employees.

With our support, 42 organisations of various sizes and sectors have successfully achieved SAGE accreditation.

In total, **our subscribers employ ~210,640 people around Australia.**

Our subscribers





## The delegates

This event directly targets delegates from diverse disciplines and sectors.

We will bring together **Australia's thought leaders** in equity, diversity and inclusion to share knowledge and foster cross-sector collaboration.

Expect opportunities to connect with a broad range of attendees, including:

- Leading gender equity, diversity and inclusion practitioners
- Higher education executives
- Researchers
- Policymakers
- Advocates
- Fellows and staff of our Founding member Academies (Australian Academy of Science and the Australian Academy of technological Science and Engineering), plus other learned Academies
- International education institutions
- Athena Swan partners in USA, UK, India, Japan, Canada, Cyprus and New Zealand
- National and international government agencies, WGEA and Sex Discrimination Commissioner
- Representatives from peak industry bodies, such as Diversity Council of Australia and the Champions of Change Coalition
- Peak bodies such as Universities Australia
- Sector networks such as the Australian Technology Network of Universities, the Regional Universities Network

## The impact



250+ attendees  
40+ institutions  
Online participation



2,200+ social  
media followers



210,000+ employees  
at SAGE subscriber  
institutions



980+ email  
subscribers



55,000+ SAGE  
website visits  
per year

## The speakers

SAGE has a track record of attracting speakers of the highest calibre to host and guide conversations.

In 2025 we look forward to welcoming:

- **The world's most innovative and expert international keynote speakers**
- A diverse array of Australian panellists examining EDI issues from different perspectives
- Skilled workshop facilitators who will draw out our delegates' deep expertise.

### Past speakers at SAGE events

- June Oscar AO, Indigenous rights activist and Aboriginal and Torres Strait Islander Social Justice Commissioner
- Tim Soutphommasane, Australia's eighth Race Discrimination Commissioner
- Dr Alan Finkel AO, Australia's eighth Chief Scientist
- Catherine Fox AM, Walkley Award-winning journalist and author of Stop Fixing Women
- Elizabeth Broderick AO, Australia's eighth Sex Discrimination Commissioner and founder of the Champions of Change Coalition
- Ita Buttrose AC OBE, pioneering women's journalist and 2013 Australian of the Year



## Be an ‘Equity Supporter’: Add on to your package

Improving conference inclusion for people from marginalised groups is essential. As the people most affected by barriers to inclusion, they are often also the ones who do most of the EDI work.

**Many people may need different kinds of supports to attend and contribute.**

Improving conference inclusion for people from marginalised groups is essential. As the people most affected by barriers to inclusion, they are often also the ones who do most of the EDI work.

For these groups, your support as a sponsor will directly increase participation, offering you great visibility and a reputational boost as **an organisation that “walks the talk”**.

We will ask applicants to self-identify the amount and type of support they need. This eliminates restrictive criteria and ensures delegates are supported in a way that suits their circumstances. We aim to support as many bursary applicants as possible.

**Support accessibility:** Ensure people with disability are able to participate fully and safely.

- ✓ Live captioning (and sign language, if requested) services
- ✓ Support to bring a carer or interpreter (subsidised travel and accommodation)

**Support equal participation:** Subsidise those for whom conference costs are prohibitive.

- ✓ Registration
- ✓ Travel and accommodation

**Support parents and carers:** Ensure those with dependents are able to attend with peace of mind.

- ✓ On-site or nearby childcare facilities
- ✓ Parenting room
- ✓ Childcare or other care arrangements, for example bringing a family member to perform caring duties or to organise for someone to care for dependants back home

**Any other needs,** as identified by applicants.

## Environmental and social consciousness

You'll be pleased to know that your contribution will be used in an environmentally and socially responsible way.

To reduce our collective carbon footprint, we are minimising the amount of collateral, for example by using digital programs only, and asking participants to bring their own stationery.

**Where possible, procurement will be from social enterprises and Indigenous-owned organisations.**

## Enquiries

For further information or to book a sponsorship package, please contact:

**Sarah Dixon**

Director, Catalyst Events

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