



2024 PROSPECTUS

Tue 2 & Wed 3
JULY 2024



**SOCIAL
IMPACT
SUMMIT**



350+

Attendees



50+

Speakers



2

Event days



3

Streams

socialimpactsummit.co

an initiative of





Are you ready to shape the “S” in ESG?

Social Impact Summit brings together leaders from the social, corporate and government sectors under one vision: to create a fair, just and inclusive Australian society.

Each of us believe in a world where the economy should prioritise holistic wellbeing over narrow measures of financial success.

At the inaugural 2023 event, attendees walked away hopeful, energised and better connected, with the understanding there's a lot to do and a lot to do differently. Our 2024 event is designed to move you from insight to action. We'll provide the knowledge, tools and partnership opportunities you need to carry the impact movement forward.

What's new?

Since our last Social Impact Summit, the Government has released its first Measuring What Matters framework, an imperfect but promising sign that the impact era is well and truly underway.

At the same time, we've seen widening inequality and social division become more pronounced thanks to – among other things – a volatile economic landscape, ongoing corporate greed and the divisive rhetoric around an Indigenous Voice to Parliament.

At this year's Summit we want to acknowledge that change is never easy, but it is necessary. We'll show why topics like the impact era and the wellbeing economy are bipartisan issues: good for the community and good for business.

We'll remind attendees of what's already been achieved and give you the **knowledge and tools** you need to keep momentum going.



Why you should join us

Inspire Australia's community of social impact leaders.

ImpactInstitute is on a mission to enable purpose-driven leaders and organisations. Our program of activities are fostering an engaged, outcomes-oriented community of social impact leaders.

As a sponsor and event partner, you will work with an exciting team of cross-sector change-makers, advocates and business professionals dedicated to positive, sustainable social impact.

1. Raise brand awareness and build reputation

- Raise awareness of your brand, product or service among key decision makers across key corporate, social sector and government organisations.
- Build your reputation as an organisation authentically dedicated to partnerships, programs and services that foster wellbeing in the Australian community.

2. Create lead generation opportunities

- Connect with decision-makers via our in-person and virtual events.
- Partner with our team of in-house marketing, digital and social strategists to develop permission-based lead generation opportunities via reports, newsletters and digital assets.
- Take advantage of our reach and scale:
 - Engage with our database of 5,000 social impact leaders and marketing activities targeted at 35,000 Australian social impact leaders on LinkedIn.
 - Social Impact Summit engaged more than 500 individual organisations in 2023, a number set to grow in 2024.

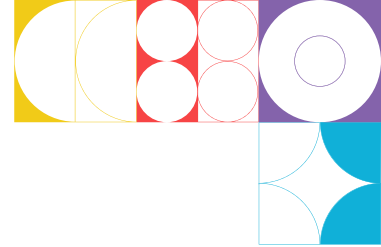
- Our Disability Expo program engages 45,000+ registered attendees each year and 1,000+ NDIS disability service providers.
- The State of Social Impact Report will attract a national, metro and regional audience of millions thanks to media partnerships with Nine production company Australian TV and Media Group and The Mandarin, plus a national PR and media launch campaign to build on support from Andrew Leigh MP, Federal Treasury and NSW Treasury (each anticipating a copy of the report).

3. Be a thought leader, not thought follower

- Summit Platinum Sponsors partner with our team to contribute to editorial program development.
- Develop unique speaking, content publishing and social media activations with our team aligned to the narratives, themes and topics that resonate with social impact leaders.
- Work with our brand storytelling and content team to develop video, podcast and written material that align with your organisation's objectives and add value to our community of social impact leaders.

We have a number of sponsorship opportunities for you to join us as event partner including:

- State of Social Impact Report (2023) sponsorship
- Social Impact Summit Quarterly sponsorship
- Sponsorship opportunities for the 2024



About Social Impact Summit 2023

The inaugural 2023 Social Impact Summit brought together social impact leaders from across the corporate, government and social sectors. ImpactInstitute founded this event because we're passionate about inspiring, informing and equipping the current and next generation of leaders to make long-term, positive and sustainable impact on people and communities.

Theme: Together for Good. Accelerating a fair, just and inclusive Australian society.



300 *sold out*

Total audience



63

Total speakers



3

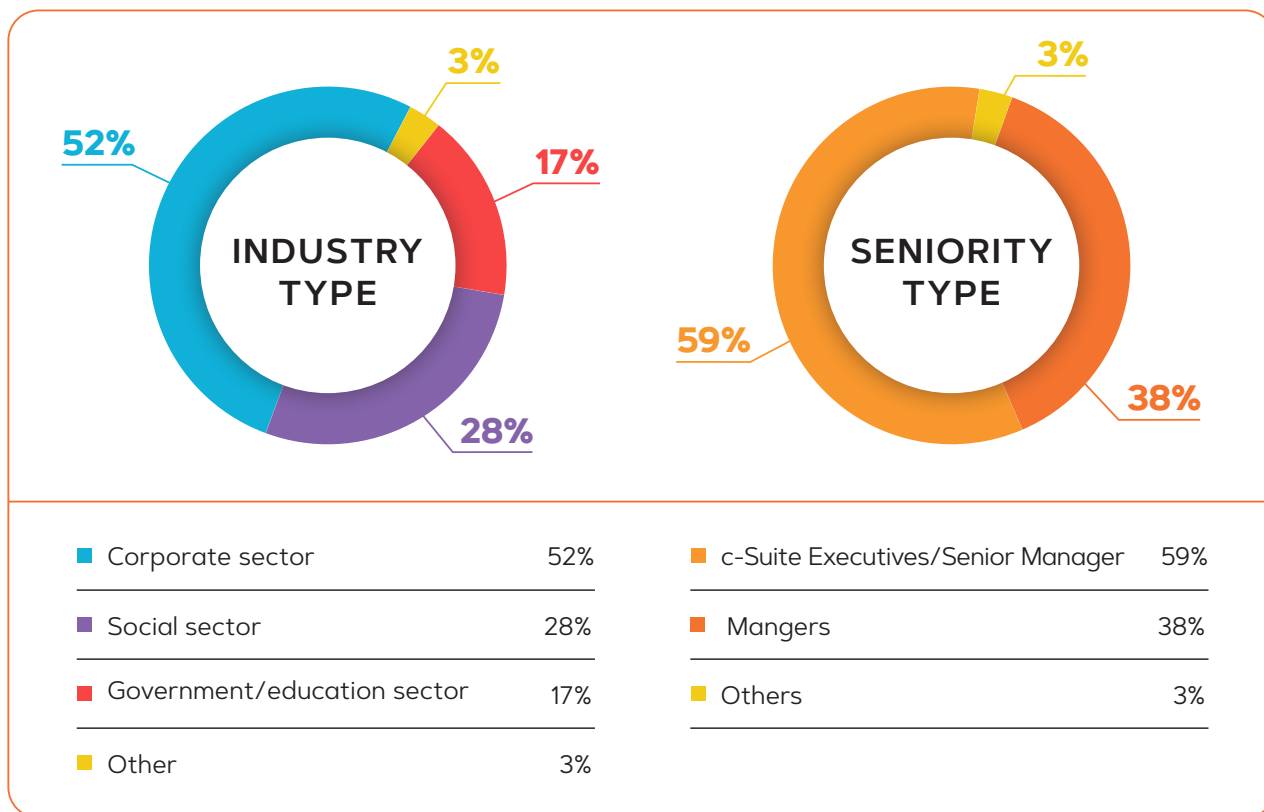
Streams



5M

Reach

2023 Audience:



Headline Speakers

Hugh Mackay AO, Dr Katherine Trebeck, Jenny Ware MP, Sam Reinhardt, Prof. Rosemary Addis AM, Peter Horsley, Verity Firth, Susan Coghill, Dr David Cooke, Shelley Ware.

Sponsors and partners:

Greater Cities Commission

PLATINUM SPONSOR



SILVER SPONSOR

Uniting

STREAM SPONSOR

Beyond Bank
AUSTRALIA

NETWORKING DRINKS SPONSOR



BRONZE SPONSOR



LANYARD SPONSOR



MEDIA SPONSOR

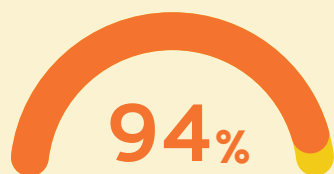


MEDIA SPONSOR

Endorsing Partners



Event Feedback



The % of **attendees** that would **attend** a **future** Social Impact Summit?

How **attendees** rated the **event management** of the Social Impact Summit



9.1 /10

How **attendees** rated the Social Impact Summit **Program**



8.9 /10

Yes, I would **recommend** the Social Impact Summit **to a Colleague**



8.5 /10

Some of the organisations who attended the Social Impact Summit

- Australian Social Value Bank
- Beyond Bank
- BHP
- B Lab
- Centre for Social Impact, UTS
- Centre for Social Justice & Inclusion, UTS
- Foodbank Australia
- Greater Cities Commission
- Goodman
- Local Government – Mosman, Georges River
- Mission Australia
- Mosman Council
- Orange Sky Australia
- One Brave Step
- Sage Foundation
- St Vincent de Paul
- Tourism Australia
- Mirvac
- Mission Australia
- Mosman Council
- SIMNA
- SECNA
- SEFA
- Shared Value Project
- Stockland
- Talent Nation
- Tender Loving Care
- The Salvation Army
- The Smith Family
- The Benevolent Society
- Together Tomorrow
- Uniting
- University of Technology Sydney
- University of New South Wales
- Youth off the Streets

Testimonials



ImpactInstitute demonstrated the type of leadership we can use more of – bringing people together for the conversations that matter to people and communities, ensuring a range of voices are heard and stories are told, and driving an action orientation for what’s needed next.” **Prof. Rosemary Addis AM**, Managing Partner, Mondiale Impact // Enterprise Professor, Faculty of Business & Economics, University of Melbourne



Social Impact Summit was a wonderful blend of ideas, provocation, experiences, and challenges to go further. The extent of change needed in society and the economy is substantial, but the dialogues, encouragement, and collegiality of the participants at the 2023 Summit help such change feel possible.” **Dr Katherine Trebeck**, Economic Strategy Advisor



Flourishing communities don’t happen by chance. To spend two days together learning and sharing at the Social Impact Summit was invaluable, well worth the investment. We met so many people who care about creating vibrant communities and were curious about not only the role of local (diverse groups) of people, but of Government and Corporates in making it possible.” **Emma Watton**, NED, Town Teams Movement



We sponsored the Social Impact Summit because believe we’re passionate about our role in catalysing the growth of Australia’s social impact market. We couldn’t be happier with the investment of our time and resources into the top quality event that ImpactInstitute curated.” **Toby Dawson**, Principal, Tomorrow Together



The 2023 Social Impact Summit was a huge success. The speakers represented a broad range of sectors, and all brought unique and powerful perspectives to the discussion.” **Dr David Cooke**, Principal, ESG Advisory



This is the one event that brings together the diverse stakeholders needed to collaborate and make progress on the complex issues our communities and our society faces.” **Anna Bowden**, Head of Social Impact, Royal Far West



We were really grateful for the opportunity to participate in the inaugural Social Impact Summit as an endorsing partner. It was a fantastic opportunity for SIMNA...” **Laura Glynn**, Executive Officer, SIMNA



Congratulations again on the summit – it was a really fabulous event...” **Fiona Versey**, Manager, Engagement, Centre for Social Justice and Inclusion, University of Technology Sydney



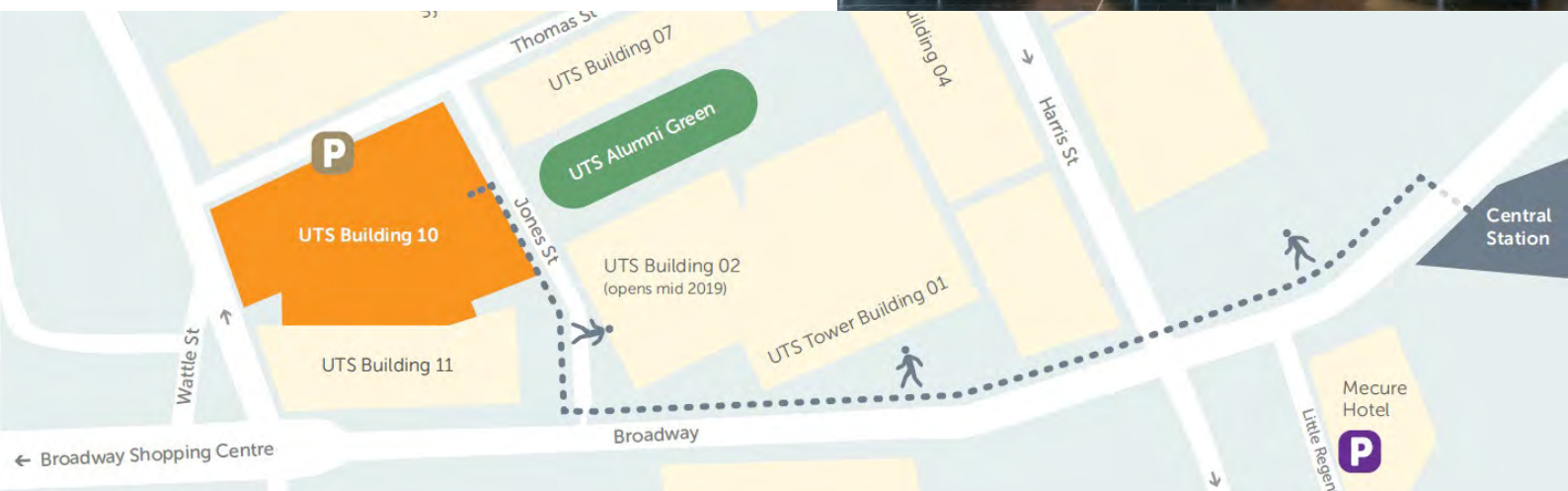
2024 Event Snapshot

Date

Tues 2nd and Wed 3rd July 2024

Location

Aerial UTS Function Centre, Building 10, Level 7/235 Jones St, Ultimo



Pricing

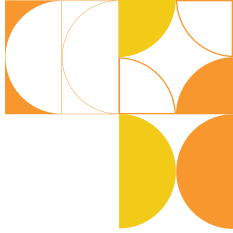
Early Bird

\$995

* ends 30th
April 2024

General Admission

\$1595



What to Expect



Value creation

No hype. Discover real-world approaches for social impact and economic growth.



Engaging format

Peer-based learning and discovery, impact storytelling.



Practical Workshops

More hands on workshops to give you the tools and know how to use in your own organisations.



Accountability

A platform for you and your team to promote collective responsibility toward social impact.



Collective action

Turn ideas and concepts into tangible commitments, actions, and plans.

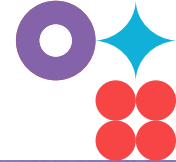


Format: Dynamic blend of keynotes, panel conversations and short TEDx style storytelling in the plenary sessions.

Dedicated MC in each of three Summit Streams featuring interactive panels, workshops, practical case studies and best-practice approaches.

Engaging networking opportunities: morning expo, morning and afternoon tea, lunch, and attendee drinks on Day 1.

Speakers: Government, corporate and social sector leaders from our network of partners and beyond.



Summit Streams

Stream 1:

Profit & Purpose Better Together

Organisations and governments need innovative solutions to address ever-changing societal challenges. In this stream we'll ask:

- How can we create and sustain impact literate organisations?
- Who can I partner with to enact positive social change?
- What can I learn from others who've navigated complex systems change?

Stream 2:

People & Communities Beyond Barriers

Flourishing communities are self-determined, generative, and resilient. What can we learn from these communities to move beyond barriers and replicate their success in communities of need? In this stream we'll ask:

- How can we break the echo chamber and take social impact mainstream?
- Which LGAs are leading the way with place-based design?
- How can regional and metropolitan Australia work better together?

Stream 3:

Collective Transformation Diversity Empowered

Uncommon times require uncommon thinking and courageous actions. Are you ready to listen, reflect, then act? In this stream we'll ask:

- Can artificial intelligence be a force for social good?
- What's the community impact of a thriving arts scene?
- Why it's time to care about the care economy?

Explore all these questions and more at Social Impact Summit 2024.

Sponsorship Opportunities



“As a sponsor and event partner, you will work with an exciting team of cross-sector change-makers, advocates and business professionals dedicated to positive, sustainable social impact. We have a range of sponsor options which will give you benefit across a range of inclusions. Ready to think big picture and make a difference? Join us in the true spirit of partnership for the 2024 Social Impact Summit.”

Mark Jones CEO ImpactInstitute



Exhibition Space



Delegate Passes



Speaker Opportunities



Editorial Board



PR Opportunities



Editorial Content



Branding Opportunities



Social Media Promotion



Delegate Titles

Sponsorship Opportunities	Qty Available	Exhibition Space	No. of Delegate Passes	Editorial Board	PR Opportunities	Speaker Opportunity	Editorial Interview	Delegate Job Titles & Organisations
• Platinum	2	Premium Position	5	✓	✓	✓	✓	✓
• Gold	3	✓	3			✓		✓
• Silver	3		2			✓		✓
Stream	3	Banner Only	2			✓		✓
Lanyard	1		1					
Networking Drinks	1	Network Drinks Only	1					
Hospitality	1	Acknowledgement in Catering Area Only	1					



Partner Packages

Ready to think big picture and make a difference? Join us in the true spirit of partnership for the 2024 Social Impact Summit.

PLATINUM PARTNER PACKAGES

Partnership

- ✓ Contribute to editorial board: submit topic and theme ideas.

Marketing & Event promotion

- ✓ Speaker or panel member at one of three breakout Summit Streams, Day 1.
- ✓ Top-tier branding opportunities across the event and supporting media channels, incl. printed program, digital, social and event activations.
- ✓ Platinum billing on partnership walls located in main plenary and summit stream rooms.
- ✓ Promoted as Platinum Partner at the conference and all marketing channels.
- ✓ Public Relations: A dedicated pitch and media conversations featuring your organisation as Platinum Partner.

Exhibition

- ✓ Premium positioning: Dedicated Platinum Partner space (2m x 2m) in catering / networking area.

Delegate Passes

- ✓ Five full conference + networking passes to 2-day conference program for Platinum Partner representatives.

Extras

- ✓ Access to delegate job titles and organisations attending.
- ✓ Editorial interview with our team – content published/shared on digital channels.

Two Platinum Partnership Packages available - Please enquire for more information



GOLD PARTNER PACKAGES

Marketing & Event promotion

- ✓ Speaker or panel member at one of three breakout Summit Streams, Day 1 or 2.
- ✓ Top-tier branding opportunities across the event and supporting media channels, incl. printed program, digital, social and event activations.
- ✓ Gold billing on partnership walls located in main plenary and summit stream rooms.
- ✓ Promoted as Gold Partner at the conference and all marketing channels.

Exhibition

- ✓ Exhibition space (2m x 2m) in catering / networking area.

Delegate Passes

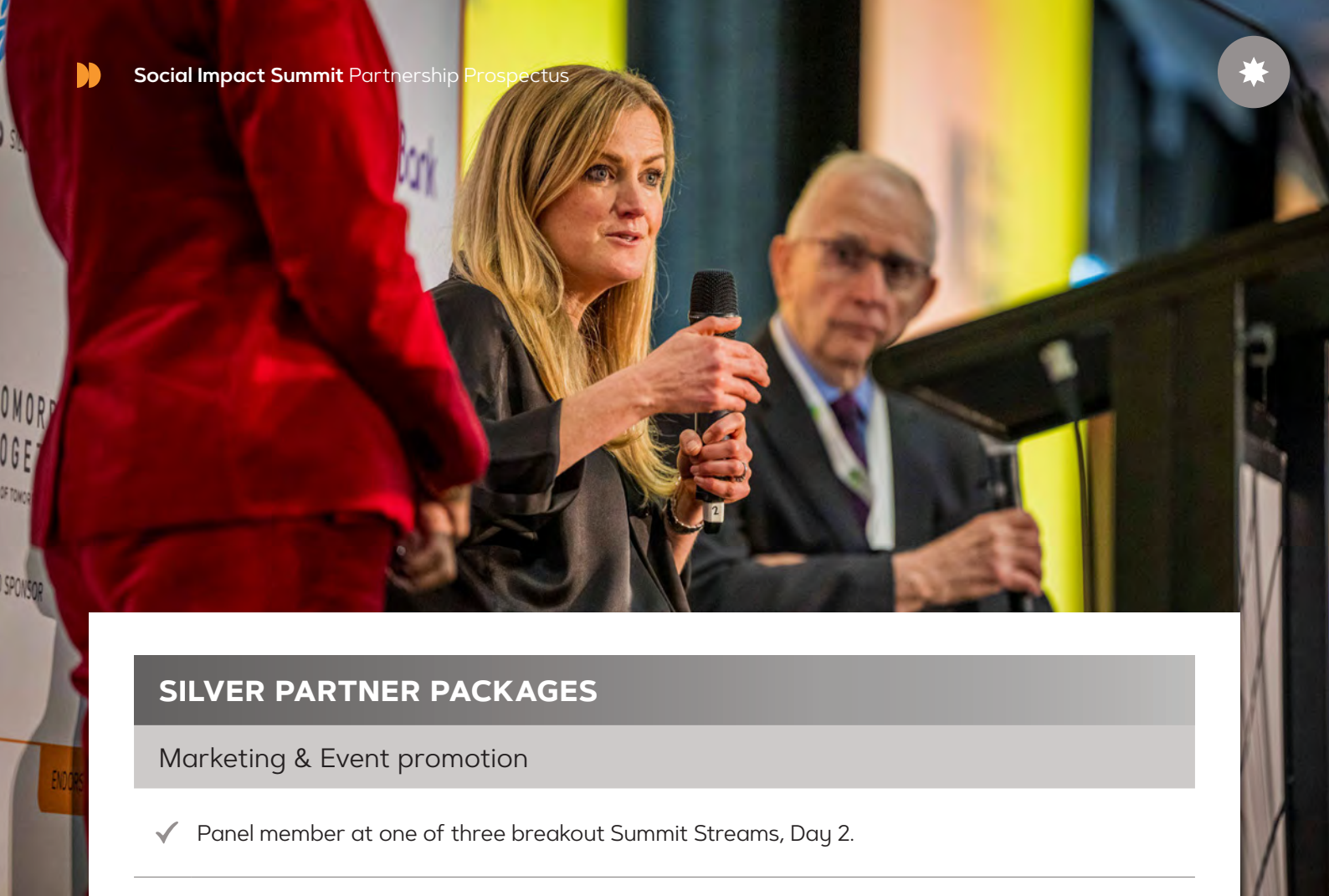
- ✓ Three full conference + networking passes for 2-day conference program for Gold Partner representatives.

Extras

- ✓ Access to delegate job titles and organisations attending.

Three Gold Partnership Packages available - Please enquire for more information

Note: Speaker and panel member opportunities are subject to availability and approval of speaker by the organisers.



SILVER PARTNER PACKAGES

Marketing & Event promotion

- ✓ Panel member at one of three breakout Summit Streams, Day 2.
- ✓ Branding opportunities across the event and supporting media channels, incl. printed program, digital, social and event activations.
- ✓ Silver billing on partnership walls located in main plenary and summit stream rooms.
- ✓ Promoted as Silver Partner at the conference and across all marketing channels.

Exhibition

- ✓ Your company banner located in a prominent position within the catering/networking area.

Delegate Passes

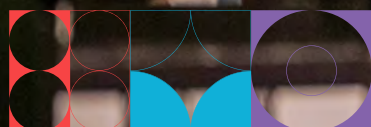
- ✓ Two full conference + networking passes to 2-day conference program for Silver Partner representatives.

Extras

- ✓ Access to delegate job titles and organisations attending.

Three Silver Partnership Packages available - Please enquire for more information

Note: Speaker and panel member opportunities are subject to availability and approval of speaker by the organisers.



SUMMIT STREAM SPONSOR

Thought leadership

- ✓ Participate in a panel discussion during Summit Stream sessions, Day 1 or 2.

Marketing & Event promotion

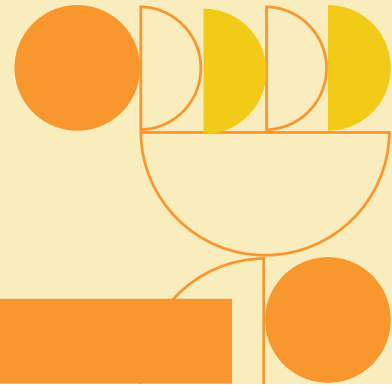
- ✓ Brand included at the event and all supporting media channels.
- ✓ Brand highlighted during Summit Streams, with public acknowledgement by stream moderator. Program, digital, social and event activations.
- ✓ Your company banner on stage throughout the stream sessions (both days).

Delegate Passes

- ✓ Two full conference + networking pass to 2-day conference program for Summit Stream Partner representatives.

Three Summit Stream Partner Packages available - Please enquire for more information

Note: Speaker and panel member opportunities are subject to availability and approval of speaker by the organisers.



LANYARD SPONSOR (EXCLUSIVE)

- ✓ Logo displayed on the lanyard.
- ✓ Sponsorship included on website and sponsor banner.

One Lanyard Package available - Please enquire for more information

NETWORKING DRINKS SPONSOR (EXCLUSIVE)

- ✓ Event: Exclusive banner/signage at the networking drinks event.
- ✓ Brief sponsor address (5min).
- ✓ Giveaway opportunity (business card draw – sponsor to supply prize. eg. iPad).
- ✓ Sponsorship included on website and sponsor banner.

One Networking Drinks Package available - Please enquire for more information

HOSPITALITY SPONSOR (TWO DAYS - EXCLUSIVE)

Morning, Lunch + Afternoon Tea Package Sponsor

- ✓ Brand displayed prominently during breaks, included in marketing materials.
- ✓ Sponsorship included on website and sponsor banner.

One Hospitality Packages available - Please enquire for more information

Driving change after Social Impact Summit

We love dynamic, inspiring events that help us see the world from a different perspective. But you know what we love even more? Taking action. Driving change. Engaging with decision-makers.

Our vision for Social Impact Summit is to foster an active community of social impact leaders who gain inspiration then act with aspiration.

Following the Summit, the ImpactInstitute team will turn words into action by compiling an Executive Report that contains insights and strategic recommendations for social impact leaders in our community. It's designed with two primary use-cases in mind.



Your Team

Help attendees engage colleagues in a shared vision for change. What practical recommendations were captured during keynote sessions and summit streams that are relevant and can be applied to your context?

We'll also tell this story publicly, encouraging social impact leaders and decision-makers to make practical changes that improve the lives of people, communities, and health of their own organisation.



Government advocacy

The Executive Report will be presented to relevant government and agency leaders and decision-makers in the community to facilitate greater engagement with social impact leaders and advocate for change across an agreed set of priority areas.



Our creds

01.

Producers and operators of the highly successful Inaugural Social Impact Summit.

300 delegates, 63 speakers, 3 streams, 2 days, 5M reach, 94% reattend.

02.

Producers and operators of Australia's largest Disability Expo program for nearly a decade:

50,000+ registered attendees, 1,000+ exhibitors, 8 events, 90%+ exhibitor satisfaction, 40M+ PR reach each year.

03.

Conference producers, marketers and content strategists for iconic brands and international events

including World Congress of Accountants and the Global Entrepreneurship Congress.

04.

Award-winning team of marketing,

brand, public relations and storytelling professionals.

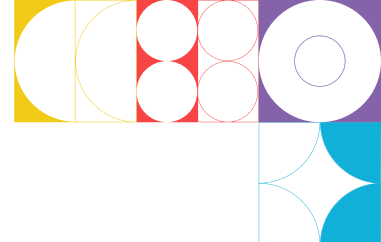
05.

Proven social impact measurement models and trademarked brand storytelling framework.

06.

Led by purpose-driven executives with decades of lived experience in education, government, finance, healthcare, technology, membership, NFP, charities, social benefit and corporate organisations.





About Us

ImpactInstitute is an independent impact advisory firm offering purpose-driven advisory, storytelling and events services.

We're a member of the world's largest network of independently owned PR and Communications agencies, PROI Worldwide.

Our impact advisory team brings deep sector experience and proven research methodologies to client engagements. We proudly partner with multinational firms, governments and Australian companies.

Our full suite of integrated brand storytelling services includes PR, brand strategy, messaging, marketing, content, social, design (video, podcasts, graphic design), research & digital amplification.

We're also home to a skilled events team, who operate the largest Disability Expo program in Australia, with at least 8 events across the country each year.

Our team have worked internationally in cross-cultural contexts and across multiple sectors including large-scale projects.

Proud to work with



Let's talk

Mark Jones

CEO + Chief Storyteller,
ImpactInstitute

Contact

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mark.jones@impactinstitute.com.au

