



# 2022 RA Partnership Guide



# Contents

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A message from our CEO	02
2022 RA program overview	04
2022 RA partnership opportunities	05

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# A message from our CEO



The past two years have been challenging for most of us, in both a business and personal sense. COVID-19 has limited our ability to do some of the things we previously took for granted – and that includes connecting with friends and colleagues at the type of industry events Roads Australia (RA) has always been proud to host.

Despite these disruptions, RA has worked to keep our members connected to the industry and each other by holding in-person events wherever possible. We backed these up with digital events that ensured our members could still engage with senior decision-makers and discuss the policy challenges affecting our industry.

As COVID-19 restrictions continue to ease across the nation, I am excited about the renewed prospect for in-person networking and engagement in 2022.

As we adjust to our ‘new normal’, people will again be looking for opportunities to gather in-person to be informed and inspired by the opportunities presented by the rapidly evolving nature of integrated transport infrastructure and services.

There will be no better place to do that than at one of RA’s events in 2022.

By partnering with us, you’ll make sure your brand is a focal point as we present events that feature senior Ministers, industry thought leaders, those delivering transformative infrastructure projects and experts in areas increasingly important to transport policy such as decarbonisation, place making and data & technology.

I encourage you to take up the opportunity to partner with RA on our 2022 event and content program, as we showcase the best in integrated transport and highlight the rapidly changing nature of our industry.

Thank you once again for your support during a challenging couple of years. I look forward to working with you in 2022.

**Michael Kilgariff**  
Chief Executive Officer



### Our 2021 program has delivered increased access to our members

RA's event and content program over the past 12 months has consisted of more than 75 digital and face-to-face events delivered nationally. We were delighted with the re-introduction of face-to-face events this year and look forward to delivering more next year as COVID-19 restrictions ease.

#### Our program included:

- Single table lunches/dinners
- Board dinners
- Industry lunches
- Annual lunches
- Policy webinars
- Forums
- The Hub podcast
- Emerging Leaders program
- Fellowship program

### 2021 highlights

**11,358**

MEMBER ATTENDANCE

**55**

FACE-TO-FACE EVENTS

**50+**

HOURS OF LIVE CONTENT

*"Roads Australia has been a true partner, allowing Aurecon to gain deeper insight into the transport industry's challenges, whilst also creating a network of client and partner organisations"*

**Scott Smith**  
Managing Director - Transportation  
Aurecon



# 2022 RA program overview

Our 2022 events and content program will encompass the return of our much-loved and valued face-to-face events, backed by an extensive digital program that will deliver an unprecedented opportunity for our members to develop relationships with a range of key clients and discuss the leading policy issues facing integrated transport.

## **Bringing together the who's who across transport**

Our 2022 industry leading event program of over 100 scheduled events (25% increase on 2021) will offer a variety of opportunities to suit all our members. Partnering with RA will provide access to our members through our varied event program.

Our partnership packages include the following options:

- Naming rights for individual events and event series
- Communication with members through a range of channels
- Access to and direct engagement with members via small or large format face-to-face and digital events
- Extensive brand exposure

# 2022 RA partnership packages

Patron partnership \$80,000	Gold partnership \$40,000	Silver partnership \$20,000
Board dinners partnership \$16,000	Fellowship program partnership \$60,000	Emerging Leaders program partnership \$60,000
RA Insider partnership \$30,000		



## Patron partnership

Maximum exposure and access to RA members through a variety of formats and communication opportunities

Major partner of the following events:

- 1 x Single table lunch/dinner
- 1 x Annual (for annuals excl VIC/NSW benefit includes an extra single table lunch)
- 1 x Industry lunch
- 1 x Forum/Spotlight (co-sponsored)
- 1 x Policy webinar
- 1 x The Hub podcast

NB: Patron status will also be awarded to members who partner with RA with contributions to the value of \$80,000 per calendar year.

## Gold partnership

- 1 x Single table lunch/dinner
- 1 x Industry lunch
- 1 x Policy webinar

## Silver partnership

- 1 x Single table lunch/dinner
- 1 x The Hub podcast

## Single table lunches and dinners

Single tables are small informal boardroom-style events, limited to 20-30 senior executives engaging in Chatham House Rules discussions with key government stakeholders on trending industry issues. Single tables are free for members.

## Board dinners

Board dinners are exclusive to Tier 1 members and Patrons who are invited to dinner with the RA Board immediately following Board meetings. Board dinners are free for members and typically host 40-50 guests at EGM to CEO level.

## Industry lunches

Industry lunches featuring high profile guest speakers are held regularly in capital cities across the country, attracting up to 450 attendees. These events offer an ideal opportunity for companies to book corporate tables and fly their company flags.

## Annual lunches

RA holds Annual (end-of-year) lunches in capital cities across the country to celebrate the festive season with members and invited guests. These are our flagship events attracting up to 550 guests in major cities. Guest speakers are generally state premiers or senior ministers.



## Policy forums

Every year, RA's Board determines a national set of policy objectives with the leaders of Australia's road and transport infrastructure agencies. We pursue these objectives by facilitating and hosting events, workshops and meetings across five policy streams:

- Capacity
- Sustainability
- Customer Experience
- Transport Reform
- Safety

## Webinars

Online events for a national audience, attracting on average more than 300 registrations for each webinar. Topics vary and can be tailored to your area of interest.

## Podcasts

Join the The Hub podcast series as a monthly thought-leader. Podcasts are shared with our 18,000+ strong network across Australia through social media, our newsletter and our website.

## Fellowship program

The Fellowship program is a unique mentoring initiative that matches industry 'up and comers' with 10-15 years of experience with some of the most experienced, senior leaders in the Australian infrastructure sector. The program focuses heavily on mentoring and leadership and provides a strong sense of ongoing Fellowship with alumni opportunities and connection to the Emerging Leaders program. There are 40 fellows in each intake.

## Emerging Leaders program

The Emerging Leaders program was introduced in 2016 for under 35s to network and expand career horizons. The network of our young leaders is more than 2,000. The program also represents RA's commitment to fostering young talent and attracting and retaining a diverse workforce.

## RA Insider

RA Insider newsletter is a weekly news service reaching over 18,000 subscribers nationally. It has evolved into a key service to industry and provides updates on RA activity, leading transport and infrastructure news and transport projects and initiatives being delivered by RA members.

## Partnership benefits

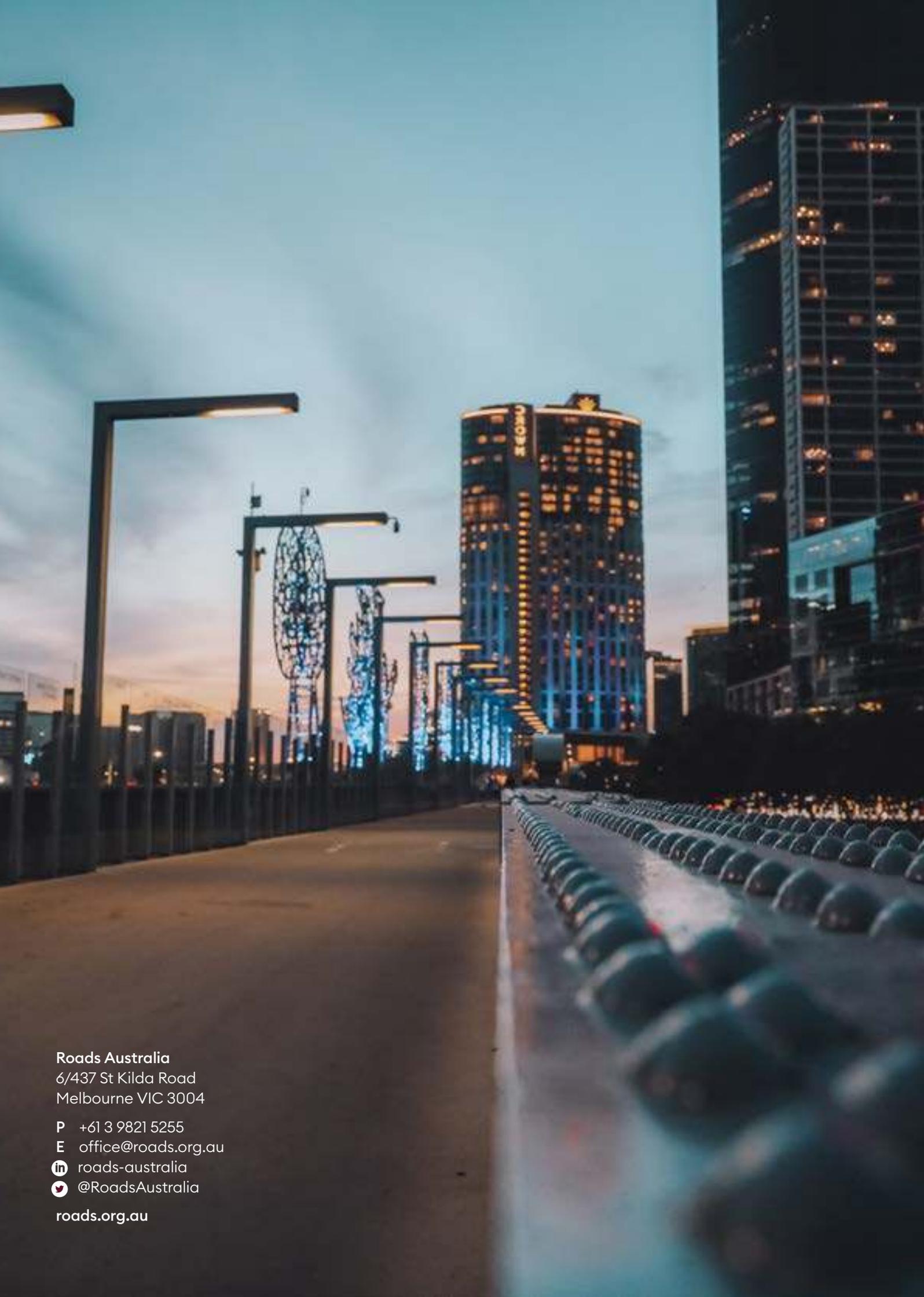
	Patron partnership 8 available <b>\$80,000 +GST</b>	Gold partnership 5 available <b>\$40,000 +GST</b>	Silver partnership 5 available \$20,000 +GST	Board dinners 4 available <b>\$16,000 +GST</b>	Fellowship program 1 available <b>\$60,000 +GST</b>	Emerging Leaders program 1 available <b>\$60,000 +GST</b>	RA Insider 1 available <b>\$30,000 +GST</b>
<b>Single table lunch / dinner</b>	1	1	1				
Attendance	2 guests (one seated next to speaker)	2 guests (one seated next to speaker)	2 guests (one seated next to speaker)				
Exclusive rights to lunch / dinner	Yes	Yes	Yes				
Provide vote of thanks	Yes	Yes	Yes				
Brand exposure: branding displayed on website, invitations, and marketing collateral	Yes	Yes	Yes				
Attendee list and run sheet prior to the event	Yes	Yes	Yes				
Option to display banners or other marketing material	Yes	Yes	Yes				
Post-event social media recognition	Yes	Yes	Yes				
<b>Industry lunch</b>	1	1					
Attendance	11 guests (one seated next to speaker)	11 guests (one seated next to speaker)					
Exclusive rights to lunch	Yes	Yes					
Provide vote of thanks	Yes	Yes					
Brand exposure: branding displayed on website, invitations, and marketing collateral	Yes	Yes					
Attendee list and run sheet prior to the event	Yes	Yes					
Option to display banners or other marketing material	Yes	Yes					
Post-event social media recognition	Yes	Yes					
<b>Annual lunch</b>	1						
Attendance	11 guests (one seated next to speaker)						
Exclusive rights to lunch	Yes						
Provide vote of thanks	Yes						
Brand exposure: branding displayed on website, invitations, and marketing collateral	Yes						
Attendee list and run sheet prior to the event	Yes						
Option to display banners or other marketing material	Yes						
Post-event social media recognition	Yes						

## Partnership benefits

	Patron partnership	Gold partnership	Silver partnership	Board dinners	Fellowship program	Emerging Leaders program	RA Insider
	8 available \$80,000 +GST	5 available \$40,000 +GST	5 available \$20,000 +GST	4 available \$16,000 +GST	1 available \$60,000 +GST	1 available \$60,000 +GST	1 available \$30,000 +GST
<b>Forum / Spotlight</b>	1 (co-sponsored)						
Attendance	10 guests						
Joint naming rights to lunch / dinner	Yes						
Opportunity to either chair or provide speaker/panellist	Yes						
Brand exposure: branding displayed on website, invitations, and marketing collateral	Yes						
Attendee list and run sheet prior to the event	Yes	Yes					
Option to display banners or other marketing material	Yes	Yes					
Post-event social media recognition	Yes	Yes					
<b>Webinar</b>	1	1					
Attendance	Unlimited	Unlimited					
Recognition and special mention at the start and end of webinar from RA Host	Yes	Yes					
Brand exposure: branding displayed on website, invitations, and marketing collateral	Yes	Yes					
Attendee list and run sheet prior to the event	Yes	Yes					
Speaking or chairing role, depending on topic	Yes	Yes					
Post-event social media recognition	Yes	Yes					
<b>Board dinner</b>				1			
Attendance				2 guests (one seated next to speaker)			
Exclusive rights to lunch				Yes			
Provide vote of thanks				Yes			
Brand exposure: branding displayed on website, invitations, and marketing collateral				Yes			
Attendee list and run sheet prior to the event				Yes			
Option to display banners or other marketing material				Yes			
Post-event social media recognition				Yes			
<b>RA Insider</b>							1
Exclusive naming rights to newsletter							Yes
Additional opportunities to contribute thought leadership and other relevant news articles	Yes	Yes					Yes

## Partnership benefits

	Patron partnership	Gold partnership	Silver partnership	Board dinners	Fellowship program	Emerging Leaders program	RA Insider
	8 available \$80,000 +GST	5 available \$40,000 +GST	5 available \$20,000 +GST	4 available \$16,000 +GST	1 available \$60,000 +GST	1 available \$60,000 +GST	1 available \$30,000 +GST
<b>Fellowship program</b>					1		
Exclusive naming rights to program					Yes		
Brand exposure: branding displayed on website, invitations, and marketing collateral					Yes		
Opportunity to provide a fellow as per the criteria					1		
Brand exposure at 6 annual events nationally					Yes		
Brand exposure at end-of-year dinner					Yes		
Brand exposure at mid-year dinner					Yes		
Vote of thanks at all events					Yes		
Opportunity to speak at Emerging Leaders event					Yes		
Attendee list and run sheet prior to the event					Yes		
Option to display banners or other marketing material at events					Yes		
<b>Emerging Leaders program</b>						1	
Attendance						10 seats at every event	
Exclusive naming rights to program						Yes	
Brand exposure: branding displayed on website, invitations, and marketing collateral						Yes	
Brand exposure at 12 events nationally						Yes	
Brand exposure at Gala Dinner						Yes	
Opportunity to host mentoring events inhouse						Yes	
Opportunity to provide speakers at events where appropriate						Yes	
Vote of thanks at all events						Yes	
Attendee list and run sheet prior to all events						Yes	
Option to display banners or other marketing material at events						Yes	
Exclusive naming rights to PPP award						Yes	
<b>The Hub podcast</b>	1		1				1
Exclusive branding as the monthly thought leader	Yes		Yes				Yes
Co-design of the podcast, including choice of speaker and theming	Yes		Yes				Yes
Opportunity to use the recording at your discretion	Yes		Yes				Yes
Social media post and recognition	Yes		Yes				Yes



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