

Sponsorship Prospectus



PRIMARY CARE
QUALITY & INNOVATION
Awards

**FRIDAY EVENING
26 JULY 2024**

Newcastle Exhibition and Convention Centre, NEX.

phn
HUNTER NEW ENGLAND
AND CENTRAL COAST
An Australian Government Initiative

Hunter New England and Central Coast (HNECC) PHN acknowledges the traditional custodians of the lands we walk, reside and work upon. We pay our respects to First Nations people and value the continued connection to culture, country, waterways and contributions made to the life of our vast region.



**FIRST NATIONS
HEALTH**

PRIMARY CARE
QUALITY & INNOVATION
Awards 2023

THE 2023 AWARDS

A special thank you to
our 2023 Sponsors

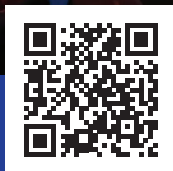
2023 Major Sponsor



2023 Gold Sponsor



and with thanks to



2023 WRAP UP VIDEO



Join us for the Primary Care Quality and Innovation Awards 2024

Your invitation to become a valued sponsor and be part of the fourth year of the PHN Primary Care Quality and Innovation Awards.

As in previous years, the 2024 Primary Care Quality and Innovation Awards brings together a large range of representatives from the primary care sector to recognise and celebrate outstanding contributions from providers and individuals. Attendees to this special evening include GP's and general practice staff, after-hours services, rural health services, mental health services, allied health providers, Aboriginal Medical Services, and Residential Aged Care Facilities as well as representatives from Government, Universities, Local Health Districts and other key stakeholders.

Acknowledging the contributions to our community, each award category raises awareness and recognises continuous improvement through the use of technology, innovation, teamwork, and knowledge sharing across the primary health care sector.

Having grown over the past three years, the awards will attract over three hundred attendees and provide a unique opportunity for sponsors and service providers to showcase themselves.

The Primary Care Quality and Innovation Awards connects the primary health care sector to professionals, community members and sponsors, providing a forum to build and strengthen beneficial relationships, all in recognition of the ongoing dedication of our primary care providers and what they give to the community.

We invite you to join us.

FRIDAY 26th JULY 2024

NEWCASTLE
EXHIBITION &
CONVENTION
CENTRE

NEX.

Both contemporary and functional, NEX returns as the host venue ensuring an exceptional night of celebration and the perfect backdrop to showcase your brand.

**A MESSAGE FROM OUR CEO,
RICHARD NANKERVIS**

The Quality and Innovation Awards have become a highlight of the year for our vast network of primary health care providers and for the PHN.

With great pride, we are able to celebrate and highlight the incredible work that takes place in our region and showcase this work to the broader community. Our valued sponsors join us as partners both on the night and by developing a longer-term relationship based on a shared commitment, mutual respect and passion for the advancement of the primary health sector in the Hunter New England and Central Coast regions. If you have not participated in the event previously or are new to our sector, I personally invite you to join us. Becoming a sponsor of the 2024 Primary Care Quality and Innovation Awards helps us acknowledge those outstanding individuals and businesses who are committed to improving services in the primary health sector.

Richard Nankervis HNECC PHN CEO



THE 2024 PRIMARY CARE QUALITY AND INNOVATION AWARDS EVENT WILL PROMOTE THE FOLLOWING THEMES:

Embracing culture and community

The PHN believes in celebrating diversity and taking every opportunity to bring the community together to share experiences and learn from and better understand each other.

Reaching rural and regional areas

The PHN covers a large number of rural and regional areas. We want to ensure that our healthcare professionals from these regions are acknowledged for their hard work, and to also offer small businesses an opportunity to be recognised.

Celebrating innovation

Many of the healthcare providers, professionals and organisations across the region have implemented new and innovative ways of working to improve how they can deliver for our community. The PHN wants to celebrate these innovations and share them with others across the sector.

First Nations health

The PHN pays tribute and respects the Traditional Owners of the land, past, present and future. The Awards event provides an opportunity to celebrate achievements in First Nations health.

Leveraging technology for better care

The PHN wants to shine a light on how technology has the power to provide the region's professionals with better tools for providing care, and our communities with better accessibility to healthcare.



Six awards will provide opportunity to acknowledge and celebrate excellence in our primary health care professionals.

1. Patients First Award
2. First Nations Health Award
3. Technology in Health Award
4. Primary Care Innovation Award
5. Primary Care Leader Award (Service Provider & Individual)
6. Dedication to Service Award

*Please note these categories are subject to change prior to submissions opening.



Benefits of sponsoring the 2024 Primary Care Quality and Innovation Awards

Our sponsorship options will allow you connect with our attendees and the PHN network in a whole new way.

It's a powerful opportunity for sponsors to achieve their strategic goals by helping to highlight the importance of quality and innovation in the primary health sector and position themselves as supporters and partners of the PHN and its network.

As a sponsor we look forward to helping you draw on our primary health care sector audience, by:

- ✓ Connecting you with our community
- ✓ Supporting a long term partnership with the PHN and its networks
- ✓ Providing insights into our audience to help your brand
- ✓ Growing your business and achieving your strategic goals
- ✓ Supporting quality and innovation in the primary health care sector

We will work with you to tailor a sponsor activation package that aligns with your brand's values, connects meaningfully with our audience and community, and optimises brand awareness and return on investment.

We are actively seeking sponsors for 2024 (video).



WHO WILL BE ATTENDING

General Practitioners and Practice staff

- Those who have provided doctor to patient service and understand community needs

Allied Health

- Healthcare professionals who are not part of the medical, dental or nursing professions. E.g., social work, physiotherapy and rehabilitation

Regional and rural service providers

- Healthcare professionals across regional and rural Hunter New England and Central Coast

Culturally diverse groups

- Culturally and linguistically diverse groups of healthcare professionals and practices

VIPs and decision makers who will be invited to attend:

- Members of Parliament
- Senior Health Executives
- Business managers of General Practices
- CEOs and executives of health care organisations
- Government representatives and leaders in health care

The PHN

- Employees
- Executive
- First Nations Health Access Team
- Board members

SPONSORSHIP OPPORTUNITIES

As a sponsor for the Primary Care Quality and Innovation Awards 2024 our sponsorship packages provide engagement and promotional opportunities over a 12 month period incorporating pre-event and post-event activations.

Your organisation will have the opportunity to connect with the PHN, their network of professionals, providers and approximately 300+ attendees.

We have created categories of sponsorship opportunities to best suit your organisation.

Sponsorship categories:

- ✓ Major sponsor (one only available)
- ✓ Gold, silver, and bronze sponsor packages
- ✓ Friends of the awards sponsor*



If a more customised sponsorship would suit your needs contact our team to discuss creating a package to best suit your requirements.

Our sponsors will have the opportunity to:

- Engage and network with attendees
- Promote your organisation across PHN owned digital, external and internal channels[^]
- Establish an ongoing relationship with the PHN and their network.
- 'In event' presence and information stand

* Details regarding the Friends of the Awards sponsorship available on request.

[^] PHN channels for promotion:

- Email marketing
- Face to face networking
- Social media (Facebook and LinkedIn)
- Local and industry media opportunities
- The PHN Website
- Event management platform

OUR REACH

Supporting over 400 general practice

Over 1000 allied health professionals

190 Residential Aged Care Facilities

10,000+ individuals reached

30,000 visits to the PHN website per month

Over 6,000 followers on social media with average Public Engagements per post of 25.74

EDM subscriber list of 6,600+ primary care clinicians

8,000+ health professionals participating in 370 PHN education related events (2023)

23 Local Government Areas

SPONSORSHIP TIERS

To help meet your sponsorship goals, contact us to see how we can tailor your sponsorship option to align with your brand and objectives.

	MAJOR	GOLD	SILVER	BRONZE	LIVESTREAM
	\$12,500	\$7,000	\$5,000	\$3,000	\$6,000
Recognition in pre-event socials and EDM's	x	x	x		x
Highlighted in Network News distribution list of 6,600+ primary care providers	x	x	x		x
Recognition on website event page	x	x	x	x	x
Recognition on invitations	x	x			
Meeting with PHN Executive	x				
Sponsor Exhibit Space	x	x	x		x
Event Tickets	6	4	2	2	2
Recognition on Media Wall	x	x			
Spotlight in event program	Full	Half	1/4	1/4	1/4
Choice of strategic seating	x	x			
Acknowledgement by MC	x	x			
Award Presenter opportunity	x				
Speaking/Engagement Opportunity tailored	x				
Inclusion in event video wrap up	x				
Opportunity to brand and provide gift	x				
Delegate list - subject to permission of delegates	x				
Invitation to Sponsors function	x	x	x	x	x
30 second video post on social media	x				
Post event acknowledgement across all channels	x	x			
Opportunity to discuss other PHN events and opportunities	x	x	x	x	x

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Livestream Sponsor – \$6000

With the introduction of a livestream in 2024, be our partner to expand the awards audience to those from our vast region who are unable to attend in person. With a continued online presence post event, and the same benefits of a Silver Sponsorship, this is a unique sponsorship opportunity.

Custom Sponsorships

Please contact us to discuss how we can tailor a package specific to your budget and needs.



ABOUT THE HUNTER NEW ENGLAND & CENTRAL COAST PRIMARY HEALTH NETWORK (HNECC PHN)

The Primary Health Network (PHN) is an independent not for profit organisation dedicated to helping improve the efficiency and effectiveness of the primary health system for communities and patients living in the Hunter, New England and Central Coast regions of NSW.

The PHN covers a 130, 000 square kilometre land mass and with a population of 1.2 million residents. Our diverse communities include those who live in rural and remote villages, in regional towns and in populated urban centres.

Our vision is to create healthy people and healthy communities through the delivery of innovative services that measurably improve health outcomes. We achieve this by understanding the region's health needs to inform:

- ✓ Funding of services to meet population health needs.
- ✓ Integrating local services and systems to improve coordination of care; and
- ✓ Supporting the development of a local sustainable health care workforce through quality improvement and professional development.

We work with all facets of primary health care including general practice, allied health providers, Aboriginal medical services, residential aged care facilities and pharmacy, to deliver support to the community in areas of need including mental health, Aboriginal health, GP after hours, pandemic and disaster response, domestic violence, rural primary health services and workforce recruitment among others.

Community is at the heart of primary care and everything we do.



OUR VISION

Healthy People and Healthy Communities

OUR PURPOSE

Increase equity of access to primary care services

OUR VALUES

Respect

We listen to and value the perspectives of others and use them to inform and strengthen everything we do.

Integrity

We employ the highest ethical standards demonstrating honesty, transparency, open communication and fairness.

Innovation

We invest in new and better ways to improve the health system so people stay well and out of hospital.

Cooperation

We work with others towards common goals, encouraging collaboration, support and compassion.

Accountability

We keep our promises and take ownership to get things done. We interact constructively.

Recognition

We acknowledge and share individual and team achievements and successes.

OUR REGION

