

PRIMARY CARE
QUALITY &
INNOVATION

Awards 2022

SPONSORSHIP INFORMATION



WELCOME TO THE PRIMARY CARE QUALITY AND INNOVATION AWARDS 2022

The Primary Care Quality and Innovation Awards 2022 returns for its second year, with a focus on recognising and celebrating the ongoing commitment and outstanding contribution primary care providers, businesses and individuals make to our community.

Primary care providers who include GPs, nurses, allied health professionals and aged care staff are essential to improving health outcomes for patients and communities. They are our frontline workers who relieve the pressure on our hospital systems and close service gaps for people living in our regions.

As COVID-19 has continued to add layers of complexities to the sector, the event is an opportunity to acknowledge the outstanding care, continued efforts, achievements and innovations that our primary care providers have delivered to improve services in the community.

The Awards will bring together a diverse range of primary care providers, professionals and practices from across the sector including general practices and their after hour care services, Rural Primary Health Services (RPHS), mental health services, allied health providers, Aboriginal medical services and residential aged care facilities. Last year, this unique event was highly regarded, and attendees commented on the importance of an event that gives credit to the value and contribution of the primary health care sector, while bringing the community together to celebrate among peers.

Each award category will raise awareness, promote and recognise the continuous improvement through use of technology, innovation, teamwork and knowledge sharing across the primary health care sector.

Over one night of celebrations, the Primary Care Quality and Innovation Awards will connect 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.

QUALITY & INNOVATION Awards 2022

Join us at NEX for an evening of inspiration, celebration and innovation.

FRIDAY 24 JUNE 2022



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

The Primary Health Network (PHN) is a not for profit organisation classified as a Health Promotion charity with Deductible Gift Recipient status 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.

The Hunter, New England and Central Coast PHN covers 130, 000 square kilometers and has a population of 1.2 million people from diverse communities who live in rural and remote villages, in regional towns and in populated urban centres.

We work with more than 400 general practices, over 1000 allied health providers, 9 Aboriginal medical services and 190 residential aged care facilities.

The PHN is not a direct provider of services, instead it manages a range of service agreements with organisations to deliver primary health care programs in areas of identified need.

A range of our program areas include mental health, Aboriginal health, GP after hours, alcohol and other drug services and rural primary health services.





A MESSAGE FROM OUR CEO

Richard Nankervis

After an extremely successful Awards event last year, I look forward to the opportunity to celebrate our primary health care providers and recognise their accomplishments, after yet another challenging year for our sector.

We are also excited for the opportunity to build long lasting and mutually beneficial relationships with our sponsors. We want to help shine a light on the important work our primary health sector does and how it supports our community.

I would like to thank you for your interest in working together to promote this year's Primary Care Quality and Innovation Awards and the outstanding individuals and businesses who are committed to improving services in the primary health sector.

The Awards are an opportunity for our community to come together and acknowledge the benefits of primary care providers and thank them for the value they add to the people living in the Hunter, new England and Central Coast regions.

The PHN operates on the lands of many first nations and we acknowledge the strength, resilience and capacity of all the first nations communities across our region.



OUR VISION

Healthy People and Healthy Communities

OUR PURPOSE

To deliver innovative, locally relevant solutions that measurably improve the health outcomes of our communities

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.

WHY SPONSOR OUR PRIMARY CARE QUALITY AND INNOVATION AWARDS?

Our sponsorship options will help 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 PHN and its network.

We will create an exclusive sponsor activation that aligns with your brand's values, connects meaningfully with our audience and community, and optimises brand awareness and return on investment.

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 PHN and its network
- 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

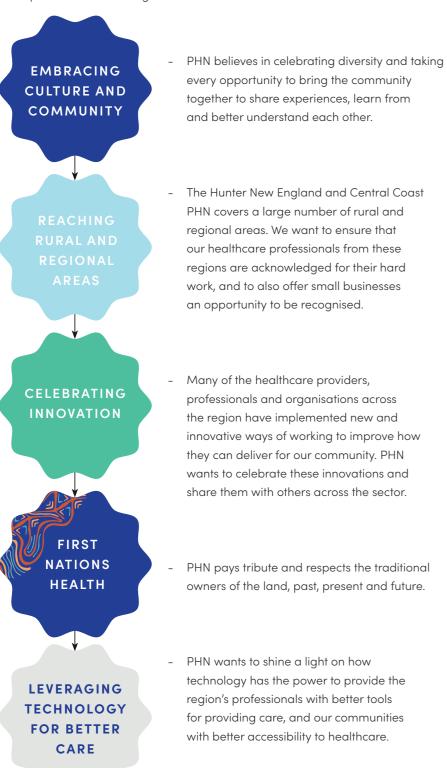
We are a Deductible Gift Recipient organisation. This means your sponsorship donation is tax deductible.





COMMUNITY IS AT THE HEART OF PRIMARY CARE AND EVERYTHING WE DO

The event will promote the following themes:





SPONSORSHIP OVERVIEW

As a sponsor for the Primary Care Quality and Innovation Awards 2022 your organisation will have the opportunity to connect with the HNECC PHN, their network of professionals, providers and approximately 300+ attendees.

We have created six different levels of sponsorship opportunities to best suit your organisation. These include major sponsor, gold, silver, bronze, rural/regional and first nations.

All 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 PHN and their network.

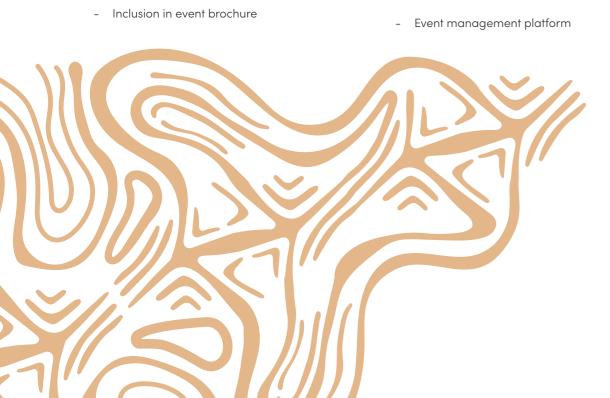
We will work in collaboration with you to create meaningful and curated content that will help you promote your brand.

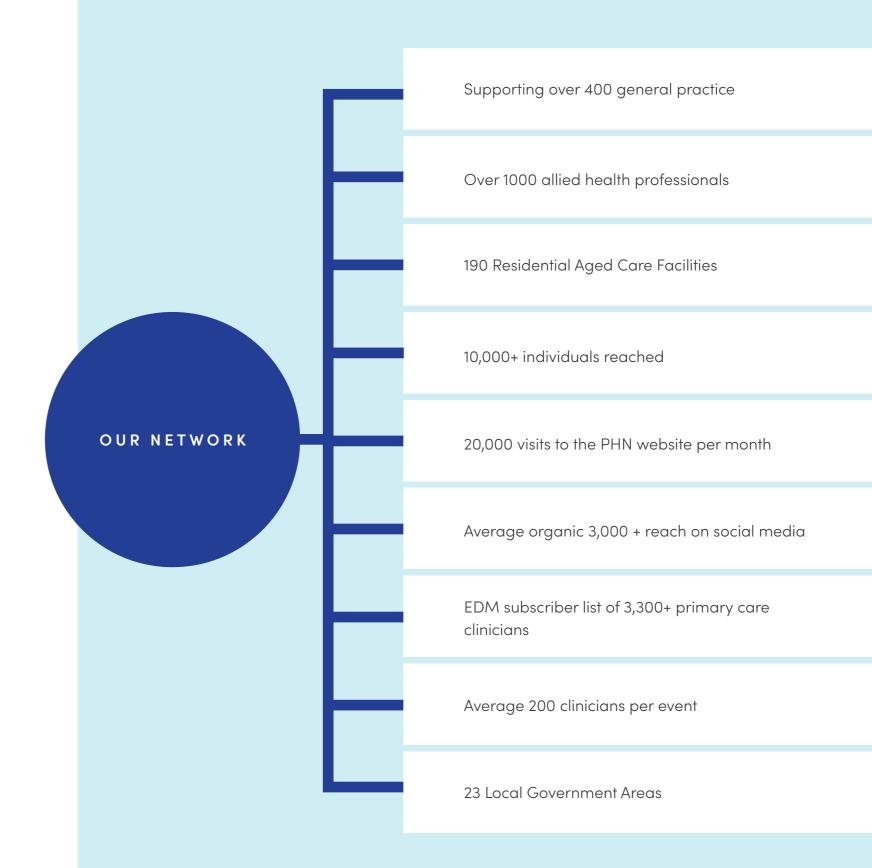
All sponsors will have the opportunity to participate in:

- Interviews for content
- Filming for promotional videos
- Inclusion of your logo across marketing, event activities and branding
- Award naming rights

Channels for promotion:

- Email marketing
- Primary Care Improvement Officers (face to face)
- Social media (Facebook)
- Local and industry media opportunities
- The PHN Website





PRIMARY CARE QUALITY AND INNOVATION AWARDS 2022 DETAILS & DEMOGRAPHICS

This year's details

This year there will be five awards for our primary health care professionals to enter:

- Patients first award
- Closing the gap award
- Supporting patients through technology award
- Primary care innovation award
- Primary care leader award (service provider & individual)
- Dedication to primary service award

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

When: Friday evening 24 June 2022

Where: NEX Convention Centre, Newcastle West, New South Wales

Keynote speech from:

2017 NSW Australian of the Year, Deng Adut A Western Sydney lawyer and refugee advocate.

Deng's social media following:

- Instagram 2,692
- LinkedIn 500+ connections

Click here to learn more about Deng Adut.

Arrangements were made through Celebrity Speakers www.celebrityspeakers.com.au

Who you'll meet

- The PHN CEO, Richard Nankervis
- The PHN Board
- The PHN executives
- Award finalists
- Award winners
- Attendees including a range of GP's, pharmacists, practice owners, rural service providers, allied health professionals and Aboriginal healthcare professionals.



WHO WILL BE ATTENDING?

GP's

 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

The PHN

- Employees
- Executive
- Aboriginal Health Access Team
- Board members

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 organsiations
- Government representatives and leaders in health care

OUR REGION



THE QUALITY CARE AND INNOVATION AWARDS 2021

Last year was our inaugural Quality Care and Innovation Awards event where we awarded practices, health centres and providers for their significant achievements and hard work following a challenging time for the sector.

The event attracted over 273 registrations to attend.

Attendees and award winners included GP's, allied health, regional and rural services, culturally diverse groups and PHN employees.

In an evening of celebration, guests enjoyed a three course meal and live music from the Paperboy Band. We were joined by The Glen Dancers and a local Elder for an incredible opening ceremony and Welcome to Country. One of Newcastle's popular radio presenters for the ABC, Garth Russell was the emcee and Paralympian Christie Dawes shared an inspirational keynote speech.

The PHN's CEO Richard Nankervis also spoke at the event and a PHN board member presented each award.

There were five award categories:

Patients first award

- Winner: Complete Health at Crossways Terrigal

Closing the gap award

- Winner: Hunter Primary Care

Supporting patients through technology award

- Winner: Blackbutt Doctors Service

Primary care innovation award

- Winner: General Practices of Armidale and Uralla

Primary care leader award (service provider)

- Winner: ATUNE Health Centre

Primary care leader award (Individual)

- Winner: Dr Lee Fong



SPONSORSHIP TIERS

Our sponsorship options have been segmented into the below 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.

INCLUSION	GOLD	SILVER	BRONZE
Items in event gift bag	Y	Y	Y
Information stall set up during reception	Y	Y	
Number of tickets	10	5	2
Advertisement in brochure	Full	Half	Quarter
Naming rights to 1x award	Y		
Acknowledgement by speakers	Y		
Logo in pre-event social media post	Y	Y	Y
Recognition in pre-event social media post	Υ		
Logo included in event marketing (Eventbrite page, website banner etc.)	Υ		
Logo on invitations and program	Υ	Υ	Y
Logo included in event presentation	Υ		
Blurb in eDMs	Υ	Υ	Y
Opportunity for organisation video to be played during event	Υ		
Award presenter opportunity	Υ		
Blurb in eDMs Opportunity for organisation video to be played during event	Y	Y	Y



