

## **Broadband for the Bush Alliance** **Forum V: *Digital Journeys***

**BRISBANE | Indigenous Focus Day | Tuesday 7 June 2016**

**BRISBANE | Main Forum | Wednesday 8 - Thursday 9 June 2016**

## **Sponsorship Package**

The **Broadband for the Bush Alliance** is a group of organisations that are committed to the digital inclusion of remote and rural Australia. The Alliance brings together a range of stakeholders with expertise in communications, remote service delivery, and community engagement.

The **Broadband for the Bush Forum** is an engagement of remote and rural stakeholders with key decision makers to build collaboration and deliver the best possible policy outcomes.

**Broadband for the Bush Alliance Forum and Indigenous Focus Day 2016**

## Invitation

The Broadband for the Bush Alliance (B4BA) is pleased to announce that our 2016 Forum will take place across June 7<sup>th</sup>-9<sup>th</sup>, in Brisbane. This incorporates the 2016 B4BA Indigenous Focus Day which precedes the main Forum, on Tuesday 7<sup>th</sup> June.

The fifth annual Forum, *Digital Journeys*, focuses on the ways that **digital engagement can benefit everyone**. With over 200 anticipated attendees, this event offers a unique opportunity to unite the voice of remote and rural Australians. *Digital Journeys* will capture the diversity of experiences, digital tools and emergent practices from across a wide range of industries and sectors, such as health, education, tourism, creative industries, agriculture, mining, transport, remote service delivery, conservation and land management, women in business, cultural heritage and more.

The Forum will bring together influential decision makers and end-users from across the community, public and private sectors, as well as technical experts and representatives from senior Industry, Australian government, NBN Co, and academic institutions. Across the two-days, the Forum will focus on four key streams that drive a positive and strength-based approach: *Digital Adaptation in Business, The Future of Services, Digital Inclusion and Policy for Better Outcomes*.

2016 is the **National Year of Digital Inclusion**. This sets the stage for important discussions about how better engagement with the digital age can benefit people living and working in Australia's remote and rural regions. The Broadband for the Bush Alliance Forum: *Digital Journeys* is the platform for these crucial conversations.

The Broadband for the Bush Alliance invites you to partner in the most engaging and comprehensive discussion focused on understanding how **digital engagement can benefit everyone**. We hope you will join us in recognising and celebrating the work of Australians in enabling advancement in the all-important area of digital inclusion. Your involvement as a sponsor will bring long lasting benefits to stakeholders in remote and rural Australia that will continue beyond the event. We look forward to discussing sponsorship prospects with you.

## Sponsorship benefits

As a supporting sponsor of the Forum, your organisation will receive exposure to the substantial positioning, promotional and marketing benefits associated with a high profile national conference:

- Demonstrate support for **digital engagement** in remote and rural Australia and profile your brand to a diverse audience.
- Gain a greater understanding of digital inclusion, the digital economy and digital services, and gain access to the latest technology and policy developments in the bush: by engaging with case studies and best practice stories from people working across the sectors.
- Connect with key decision makers in government and industry, researchers and community organisations, and share your views and expertise on the digital challenges facing the bush.
- Demonstrate your business or organisation's commitment to corporate social responsibility by supporting a vibrant and Australia-wide event with real social impact.
- Present to delegates, directly promoting your organisation's credentials to private and public sector organisations as well as academic institutions from many Australian jurisdictions.
- Showcase your organisation's products or services to decision-makers from public and private sector service organisations across Australia as well as regional community development associations and the media.

Our sponsorship packages can be tailored to your organisation's requirements. We welcome the opportunity to discuss sponsorship opportunities tailored to your organisation.

Major sponsors receive complimentary registration for two or more delegates plus other bonuses dependent on the sponsorship level.

# Sponsorship opportunities

<b>Sponsorship options</b>	<b>Gold \$10,000</b>	<b>Silver \$5,000</b>	<b>Bronze \$3,000</b>
<b>Exemption of participant fees</b> Gold sponsors can claim 8 participants' exemption fees. Silver sponsors can claim 4 participants' exemption fees. Bronze sponsors can claim 2 participants' exemption fees.	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Brand display</b> The sponsor's brand will be included within all verbal, written and printed communications as well as event publications, signage or other promotional material or collateral.	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Address to workshop delegates</b> The opportunity to present to the delegates prior to a specific workshop session for 5 minutes.	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Banner display</b> The opportunity to display your promotional materials and banners at the event.	<b>YES</b>	<b>YES</b>	
<b>Address to Forum delegates</b> The opportunity to present to all the delegates on the first day of the Forum for 15 minutes.	<b>YES</b>		
<b>Verbal acknowledgement</b> Mention of your organisation in opening address and official speeches.	<b>YES</b>		
All Fees are GST exempt			

# About the Forum and Indigenous Focus Day 2016

## Event format

The Forum will deliver two consecutive, interactive and jam-packed days with the preceding day dedicated to the Indigenous Focus Day. There will be a close alignment between the two events with representatives from the Indigenous Focus Day contributing insights at various points during the Forum where linkages and connections are relevant.

The program will consist of a mix of activities across the days, including presentations, interactive sessions and workshops.

There will be policy-oriented discussions as well as opportunities for 'hands-on technology' where innovative solutions and emerging new technologies will be showcased.

As part of a broader *Digital Journey*, we will also be seeking input and comments from members and other Forum attendees on a Remote Telecommunications Strategy (RTS) that will map out what is needed "along the way" for the provision of affordable and accessible quality telecommunications in the bush.

The specific blend of activities will be determined as the Forum program and speakers are confirmed.

To maximise engagement both during, but even more so after the event, a live Twitter feed, as well as a live transcription and sketching feed, is planned.

# About the Forum: *Digital Journeys*

## Forum theme

*Digital Journeys* traverse all of our lives. They shape the way we live, learn, work and connect.

We are experiencing the transformation of society, politics, industry and the ways we interact with a changing environment. Together, we are shaping the journey into a digital future.

## Forum streams

### 1. **Digital Adaptation in Business:**

As digital technology transforms and disrupts Business and Industry, the impacts are felt throughout our social and economic systems. This is both crisis and opportunity, especially for people living in remote and regional areas. Through the lens of case studies, we will explore the experiences, practices and technologies used by business in a range of industries, to adapt to a changing operating environment.

### 2. **The Future of Services:**

For remote Australia, the future of Service Delivery epitomises the promise of digital technology for increasing opportunities and access, enhancing people's wellbeing and strengthening social and economic participation. In a time characterised by approaches to co-creation, new service models and on-demand delivery, what works and where are the opportunities?

### 3. **Digital Inclusion:**

Digital technologies have the potential to improve our quality of life by providing better access to information and services, but many Australians are being left behind. In the National Year of Digital Inclusion, the challenge is to imagine a more inclusive digital future for everyone, including remote communities.

### 4. **Policy for Better Outcomes:**

Drawing together these digital journeys, we will continue to articulate our Remote Telecommunications Strategy (RTS) to overcome current challenges and make the most of opportunities offered by digital technologies to create better outcomes in education, health and community and economic participation.

## Forum Ambassador



### Brad Howarth

Brad Howarth has spent the last 20 years studying the evolution of the information technology industry and its impact on Australian business and society. He is the author of two books, he is a sought after speaker, and as a facilitator has worked with numerous organisations to help devise programs for harnessing technology-driven change. He is passionate believer in the importance of technology to Australian society and the need to ensure equity of access.

## Feedback from the B4BA Forum IV, Darwin 2015

The fourth **Broadband for the Bush Forum: Unlocking the (Digital) Potential of the Bush** was held in Darwin on Tuesday 15 July and 16 July 2015.

- The **Forum Program** can be downloaded from the B4BA website here: [Broadband for the Bush Forum IV Program](#)
- The **Communiqué** is a document that reflects the ideas and views that emerged out of the Forum and can be downloaded from the B4BA website here: [Broadband for the Bush Forum IV Communiqué](#).

### Evaluation snapshot

The B4BA Forum has continually grown and evolved, responsive to the feedback and participation of partners, sponsors and attendees. Reflecting on the 2015 Forum, a significant majority – 94% - of respondents stated that they would recommend the Forum to colleagues and friends.

### Forum highlights

- *Great platform to have your voice heard and have people suggest solutions.*
- *Learning how others are tackling the same issues from different perspectives.*
- *Playing with robots and 3D printers*
- *Access to the top people in Telstra, Optus and NBN.*
- *Making Links to real world examples, IRCA, GO Digi, CAT, Facebook.*
- *Grassroots and high level conversations influencing each other's thinking*
- *Facebook presentations and their cyber safety workshop*



*More people need to be a part of this, hearing truly how those from very remote and Indigenous communities feel about this subject and how it effects them.*

**Percy Bishop** | East Arnhem Regional Council

*Broadband for the Bush ... was a fantastic opportunity to explore current fixed and mobile connectivity issues in regional, rural and remote areas. Anyone with a stake in improving broadband services outside the metropolitan and larger regional centres should be joining this conversation brokered by the Broadband for the Bush Alliance. I'll be back next year.*

**Penny Griffin** | Industry and Innovation Division, Department of Commerce (WA)

*The event is important, as there were many participants who would not normally interact face to face in relation to the issue of broadband access in the bush. There was a diversity of speakers and workshop topics, and good opportunities to learn about what other attendees were doing.*

**Ross Duncan** | State Library of Queensland

*It was three days of non-stop talking, questioning and answering then reflecting on every subject that was talked about. I think the Broadband from the Bush Forum will help to make a better difference for connectivity to satellite services to everyone in the future.*

**Nick Lynch** | Tiwi Islands Regional Council

## Sponsor investment allocation

Sponsor contribution may be used to support the Broadband for the Bush Alliance Forum and those attending, in the following ways:

- Speaker engagement
- Travel and accommodation assistance for participants from remote and isolates areas to attend the event
- Overall organisation of the event
- A live Twitter, transcription and sketching feed.
- Ongoing Support for the Broadband for the Bush Alliance

**For more information on rates and availabilities and all other enquiries, please contact:**

**Jason Quin, Forum Coordinator**

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