



proudly hosted by the Australian Organisation for Quality

SPONSORSHIP PROSPECTUS

 www.qualcon.com.au



QUALCON® is the National Conference of the Australian Organisation for Quality Ltd (AOQ), and the premier event for quality practitioners in Australia. It assembles industry leaders and speakers of the highest calibre from Australia and throughout the world. Attendees have the opportunity to learn about the latest developments in quality practice while sharing and learning from the experience of like-minded people.

This year's theme, "**Quality that Makes a Difference**", highlights the transformative power of quality management in driving excellence and creating lasting value for every organisation.

As we prepare for this landmark event, we are reminded of the critical role that quality plays in shaping our industries and improving our communities.

Our commitment to quality is not merely about compliance; it is about setting new benchmarks and making a meaningful impact.

Over the course of the 2-day conference on the 3rd & 4th of September, thought leaders, industry experts, and practitioners will share cutting-edge advancements, best practices, and innovative strategies that can help us all make a significant difference in our respective fields.

Our post-conference workshops on the 5th of September will be collaborative and interactive spaces to develop and learn.

Turn to page 8 to read about our sponsorship packages.





Since 1978 Qualcon has consistently provided valuable networking opportunities, and we are deeply grateful for the support of our esteemed sponsors and partners.

Your contributions are the lifeblood of this conference and the driving force behind the advancement of quality management. We invite you to review the available sponsorship packages and should one appeal to your organisation, please email **admin@aoq.net.au**. Your involvement not only enhances the value of this event but also underscores your commitment to excellence and innovation.

Qualcon sponsorship provides your business with an unparalleled opportunity to engage with our delegates, participate in the sessions, and leverage the opportunities presented at Qualcon 2025. Our sponsorship opportunities have been tailored to suit any organisation and provide value for investment via direct exposure to AOQ delegates and wider networks. Sponsorship of Qualcon will also highlight your commitment to quality to other businesses.

Your presence and support are instrumental in fostering a collaborative environment where ideas can flourish and impactful solutions can be developed.

To find out more about sponsorship opportunities, contact **admin@aoq.net.au**, or call 1800 725 850.

ABOUT THE CONFERENCE

Australian Organisation for Quality Ltd (AOQ) is excited to announce our biennial Qualcon® conference in September 2025. The theme for Qualcon 2025 is **Quality That Makes a Difference**. This year's conference will take place in Newcastle, New South Wales, continuing our commitment to Australia's regions and emerging professionals.

Qualcon is a rare opportunity for Australia's Quality industry professionals to share and engage in conversation around today's contemporary quality practices alongside our theme: **Quality That Makes a Difference**. We are excited to bring this event to life and explore the key elements of this compelling theme and showcase how a focus on quality principles makes a difference to organisational output and increases business success.

Demonstrate your organisation's commitment to quality by securing a package that fits your budget. Sponsorships are limited, so talk to us now to realise the benefits:

1. Engage directly with some of Australia's finest quality minds and their wealth of combined experiences – including members of your local State-based chapter.
2. Explore our theme, **Quality That Makes a Difference** and its relationship to contemporary and emerging quality, and quality management.
3. Your business promoted and acknowledged for its commitment to quality.

Turn to page 8 to read about our sponsorship packages.





ABOUT THE AUSTRALIAN **ORGANISATION FOR QUALITY LTD**

The Australian Organisation for Quality Ltd (AOQ) is a not-for-profit professional body established in 1968 to champion quality management and continuous improvement across all sectors in Australia. Its purpose is to provide leadership in quality that drives a strong, competitive Australia. AOQ's mission is to make quality meaningful, compelling, and satisfying, while its vision is to be recognised globally as the intellectual and practical heart of quality in Australia.

AOQ supports individuals and organisations through education, certification, networking, and advocacy. AOQ has hosted the Qualcon Conference since 1978 – a premier event for quality practitioners from all industries to share insights, innovations, and best practices. AOQ also publishes the Quality Business® magazine and facilitates professional development through training and community initiatives like Café Quality™. With a strong member-driven foundation, AOQ continues to empower quality practitioners to excel and contribute to national and international excellence.





TARGET MARKET

If your organisation is interested in quality and improvement, this event is for you. You will stand front and centre with Australia's premier quality experts.

Our conference delegates include not only traditional quality professionals but also Business Improvement & Excellence Specialists, Compliance Professionals from all levels of business, Health, Safety and Environmental Practitioners, and Decision-Makers. It also welcomes anyone interested in making sure that organisational operations meet standards and are done consistently every time.

We are expecting attendees from all states and territories across Australia and beyond, with a target of 100 delegates from all areas of business. A wide range of industries are expected to attend, including construction, manufacturing, healthcare, aerospace, transport/logistics, professional services, defence, government, research, finance, utilities, disability services and aged care.



THE PROGRAM

Framed around the conference theme, the program has sessions on:

- ✓ **Artificial Intelligence, Automation, Technology**
- ✓ **Health Care, Aged Care & Disability Services**
- ✓ **Total Quality Management**
- ✓ **Quality Improvement Strategies & Techniques**
- ✓ **Risk Management**
- ✓ **Audit Management and Design**

Our speakers will include diverse thought leaders, subject matter experts and leading quality and improvement practitioners.



SPONSORSHIP OPPORTUNITIES AND BENEFITS

Qualcon 2025 offers a sponsorship opportunity catered to the needs of any organisation.

As a sponsor, AOQ's marketing and social media reach will highlight your organisation's commitment to quality, providing your business with an opportunity not available elsewhere – before and after Qualcon. Combined with the opportunity to have your business featured in a variety of ways during Qualcon, your organisation has an unmatched opportunity to highlight what matters, and how you are different from your competitors.

Your company's sponsorship will be recognised with conference registrations, allowing your staff members direct access to the delegates and all events on the conference program.

Your sponsorship can include:

- Acknowledgement on the Qualcon 2025 website, with your corporate logo and links to your Capability Statement and/or website.
- Acknowledgement, thanks, and logo placement in conference programs and during conference sessions.
- Multiple registrations to Qualcon – for direct access to Australia's key quality minds
- Complimentary 12-month AOQ Corporate membership
- Recognition and placement in Quality Business – the quarterly newsletter of the Australian and New Zealand organisations for Quality, as well as recognition and links to your company's website in AOQ's monthly eNews to all AOQ members and subscribers.
- Conference platinum and gold sponsors will be specifically recognised for their contributions, and our session chairs will acknowledge their organisation, and product or service.

Some of our past sponsors of Qualcon have included JASANZ, NATA, Global Quality, Minitab, PwC, Telarc, SAI, Global Quality Services (GQS), Global Certification, Massey University, IQM, Exemplar Global, ISO Certification Experts, Pericles Software and Promapp.

Sponsoring QUALCON 2025 provides your organisation with an unparalleled opportunity to engage with our delegates, participate in the sessions, and generate opportunities.

Demonstrate your organisation's commitment to quality by securing a package that fits your budget. Sponsorships are limited, so talk to us now to realise the benefits.



SPONSORSHIP PACKAGES

AOQ is delighted to offer four sponsorship packages for your consideration. These options provide any organisation an opportunity to support AOQ and showcase a commitment to quality management principles, irrespective of your size and budget. Qualcon sponsorship of any level will promote your organisation as one committed to excellence and the achievement of quality and quality outcomes to all industry peers across Australia.

All prices ex GST	Platinum	Gold	Silver	Bronze
Number available	One only	Max 4	Max 10	Max 10
Contribution Amount	\$20 000	\$15 000	\$10 000	Minimum \$1000
Included Registrations	4 x Qualcon Day 1 & 2; plus Gala Dinner – valued at \$5,280	3 x Qualcon Day 1 & 2; plus Welcome Reception – valued at \$3,780	2 x Qualcon Day 1 & 2 – valued up to \$3,000	1 per each \$2500 contribution Qualcon Day 1 & 2 – valued up to \$1,500
Merchandise Opportunities	Ability to provide company branded merchandise for conference packs or other in-kind branded materials. Full 1-page advertisement with links to company website and capability statement in e-program. Space allocated for capability statement or company brochures at Conference registration table.	Ability to provide company branded merchandise for conference packs or other in-kind branded materials. 1/2-page advertisement with links to company website in e-program. Space allocated for capability statement or company brochure at Welcome Reception & Conference registration table.	Ability to provide company merchandise or flyers for conference packs or other in-kind branded materials.	Ability to provide company merchandise or flyers for conference packs or other in-kind branded materials.
Visual Advertising	Acknowledgement and logo placement as the conference Partner on digital displays at conference sessions. 2 x co-branded AOQ/Qualcon pull-up banners placed in conference room (valued at \$200). 2 x Your Company pull-up banners placed in conference room. Logo placement and thanks to company in program and Qualcon website.	Space allocated for one pull-up banner at conference. Banner displayed at welcome reception. Logo placement and thanks to company in program and Qualcon website.	Acknowledgement, logo placement and thanks of company in program and Qualcon website. Banner displayed at morning and afternoon tea breaks.	Acknowledgement, logo placement and thanks of company in program and Qualcon website.
Quality Business Listing	1 page listing in Quality Business. (valued at \$750).	1/2 page listing in Quality Business (valued at \$500).	1/4 page listing in Quality Business (valued up to \$360).	Logo and company name on Qualcon page of Quality Business post event.
AOQ Corporate Membership	1 x AOQ Corporate Membership (valued at up to \$1,000)	1 x AOQ Corporate Membership (valued at up to \$1,000)	N/A	N/A



	Platinum	Gold	Silver	Bronze
Social Media promotion	Announcement of sponsorship on AOQ Social Media. Email to all AOQ mailing list announcing Sponsorship. Company name alongside sponsorship status in all Qualcon related posts from commencement of sponsorship until end 2025.	Announcement of sponsorship on AOQ Social Media. Minimum fortnightly mention of company and sponsorship on AOQ Social Media from commencement of sponsorship until Qualcon.	Announcement of sponsorship on AOQ Social Media. Regular mention of sponsorship until Qualcon.	Announcement of sponsorship on AOQ Social Media.
Website Acknowledgements	Logo and PLATINUM sponsorship status advertised on AOQ and Qualcon websites, with thanks, and a link to your business' capability statement.	Logo on Qualcon Sponsorship page, with link to your business capability statement or website.	Logo on Qualcon Sponsorship page, with a hyperlink to your business capability statement.	Logo on Qualcon Sponsorship page, with link to your business capability statement.
Naming rights for events	Name Sponsor for Gala Dinner.	Name Sponsor for Welcome Reception.	Name Sponsor for morning tea and lunch breaks.	
Conference Program	5-minute speaking opportunity post day 1 morning tea on how your company makes a difference in, or with quality.			
Acknowledgements	Company logo and name alongside AOQ/Qualcon for all conference promotional material. 300 word description of your business in Qualcon Program with link to capability statement. Full page advertisement with links to company website in e-program.	Standalone acknowledgement as Gold Sponsor, Company logo and purpose presented for company introduction by AOQ representative. Half-Page advertisement in e-program.	Acknowledgement of silver sponsor by AOQ representative and display of logo on screen. Quarter-page advertisement in e-program.	Thanks and acknowledgement of sponsorship by AOQ representative. Logo and website featured in e-program.
Communication with registrants	Standalone email to all registrants before Qualcon profiling your business as the PLATINUM sponsor including links to company website - as provided by your marketing representative.			
Pre/Post Conference Opportunities	Pre or Post Qualcon National webinar on an agreed topic hosted by AOQ and advertised to all members and followers on social media. Sponsorship or Hosting opportunity of an AOQ local chapter event.			
Total Potential Value:	up to \$7,230	up to \$5,280	up to \$3,360	up to \$1,500 per each \$2,500 contribution
Other arrangements may be accommodated upon request and agreement				
Exclusions	Excludes Welcome Reception & Workshops, which can be registered at the advertised rate	Excludes Gala Dinner & Workshops, which can be registered at the advertised rate	Excludes Welcome Reception, Gala Dinner & Workshops, which can be registered at the advertised rate	Excludes Welcome Reception, Gala Dinner & Workshops, which can be registered at the advertised rate

To secure your spot, please contact admin@aoq.net.au, or call 1800 725 850.