



## SPONSORSHIP INVITATION

### 28<sup>th</sup> Annual Conference of the IAIA International Association for Impact Assessment



### The Art and Science of Impact Assessment

4-10 May 2008  
Perth Convention Exhibition Centre  
Perth, Western Australia

[www.iaia.org](http://www.iaia.org)

#### Host Organisations



Australian Government  
Department of the Environment  
and Water Resources



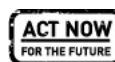
**Murdoch**  
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ENVIRONMENT  
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NEW ZEALAND



Environmental  
Consultancy  
Association



Department of  
Environment and Conservation  
*Our environment, our future*

## Invitation

Would you like to be involved in the world's most innovative forum for environmental impact assessment practitioners, to be held in Perth in May 2008?

On behalf of the IAIA08 Steering Committee, I would like to extend to you an invitation to contribute to the creation of this unique multi-disciplinary international Conference, which represents the cutting edge of contemporary thinking on governance and decision-making. This 28th annual meeting of the International Association for Impact Assessment will bring together around 800 impact assessment and environmental practitioners from all over the world, representing industry, government, academia and the not for profit sector, providing a unique opportunity to network, share ideas and progress practice across a wide range of jurisdictions and sectors.

In addition to the international agenda there will be strong local involvement in the Conference programme, highlighting issues particularly relevant to the Australian context. For example, sessions are planned that will focus upon impact assessment and resource development, particularly in these times of rapid economic growth, and the ever-increasing importance of sustainability decision-making within the corporate sector. This document offers many ways for you to actively contribute to the success of IAIA08 and to promote your organisation to a local, national and international audience. In doing so, you will also be promoting better governance and decision-making practices in Australia and globally, towards a more sustainable future for us all.

**Angus Morrison-Saunders**, *IAIA08 Conference Chair, Western Australia*



## What do IAIA Conferences Offer?

- Above all, IAIA Conferences provide a unique opportunity for delegates to interact and work together on new ways of applying impact assessment in practice.
- IAIA is the only international, interdisciplinary Conference dedicated to the art and science of impact assessment.
- Exclusive mix of high-level speakers covering environmental, social, health and strategic impact assessment.
- A very participatory Conference experience, with numerous in-depth workshops, theme forums, Q&A sessions, practitioners' forums and concurrent sessions.

## Aims of IAIA08

- To provide a unique opportunity for corporate leaders, consultants, policy makers, legislators, educators, non-government organisations and others to jointly chart the future direction of impact assessment, planning and decision-making and focus on practical outcomes in an increasingly challenging global environment
- To present a world-class technical programme, with top quality speakers addressing critical real-life issues combined with extensive opportunities for broad participation and discussion
- To promote good governance practices across all sectors so as to facilitate sustainable outcomes and enduring value from development
- To show-case cutting edge theory and practice of impact assessment from around the world

## Why Become a Sponsor?

A captive audience awaits you. In becoming an IAIA08 Conference Sponsor your business will have access to an array of delegates from a multitude of disciplines as outlined on page 2. This diverse group will allow your company to gain exposure as a business with a global impact assessment conscience, and thus a valuable potential partner for their future endeavours.

## Who will Attend?

The Conference is expecting to attract up to 800 Australian and International delegates from around the globe.

Delegates will include:

- Corporate, industry, and not for profit foundation leaders, such as the World Bank
- Policy makers and decision makers
- Practitioners and users of impact assessment
- Consultants providing impact assessment services
- Government agency staff
- Legislators
- Educators, trainers and students
- Non-Government Organizations (NGOs)
- All others with an interest in impact assessment

## Provisional Program

IAIA08 will have:

- Plenary sessions with high profile speakers,
- Up to 16 concurrent sessions
- Poster displays
- Workshops
- Practitioner Forums
- Theme Forums
- Training Courses
- Technical Tours
- Post-Conference Tour

## Conference Theme

### **The Art and Science of Impact Assessment**

Impact assessment has developed over the past 35 years as a tool for incorporating sound scientific knowledge into decision-making. As practise has evolved and new forms such as Strategic Environmental Assessment (SEA) have emerged, it has become increasingly apparent that expertise in the biophysical sciences must be complemented by an understanding of social and political processes. Impact assessment is therefore best seen as both science and art. It is only in this way that it can fulfil its potential as a tool for influencing decision-making processes in an effective and sustainable way.

The current trajectory of global development highlights the need for fundamental change in the way in which we think, act and make decisions. This Conference will explore questions of the role of impact assessment in promoting societal change towards sustainability, and particularly how the biophysical and the social sciences can be meaningfully alloyed with the art of policy-making to contribute to the change process. This is the challenge that impact assessment practitioners are now called upon to meet.

What works? What doesn't work? What challenges lie over the horizon for impact assessment? How can we do things better? Delegates will share with other practitioners their ideas, their experiences, their concerns and their hope for the future on these themes and the topics listed here.

## Major Topics

IAIA08 participants will be encouraged to highlight how the various instruments of impact assessment can assist developers, industry, decision-makers, development cooperation providers, and the public to integrate environmental, social, economic and other concerns in the fields of:

- Climate Change
- Energy issues
- Water
- Resource development
- Tourism
- Land use planning, transportation, landscape and aesthetics
- Coastal zone planning and management
- Development cooperation
- Poverty reduction and the Millennium Development Goals
- Environmental impact of trade agreements
- Environmental practice in Australia and New Zealand

Attention will also be given to:

- Governance
- Environmental ethics and law
- Enforcement and compliance
- Effectiveness
- Methods and instruments of impact assessment
- Environmental offsets and compensation
- Capacity building
- Engaging with indigenous people and the role of traditional knowledge in impact assessment

Proposed technical tours include:

- Mining, Refining and Rehabilitation
- Ecologically Sustainable Forest Management
- Sustainable Tourism and National Park Management
- Diversifying Water Supplies to Accommodate Climate Change



Photo: Department of Industry & Resources



Photo: Tourism WA

**IAIA08 Steering Committee**

Angus Morrison-Saunders (Chair)

John Bailey

Gerard Early

Bill Grace

Bruce Hegge

Kerry Laszig

Melinda Macleod

Jenny Pope

Warren Tacey

School of Environmental Science, Murdoch University

School of Environmental Science, Murdoch University

Department of Environment and Water Resources, Australia

GHD Pty Ltd

Environmental Consultants Association, Western Australia

Environment Institute of Australia and New Zealand

Department of Environment and Conservation,  
Western Australia

Integral Sustainability

Department of Environment and Conservation,  
Western Australia

**About IAIA - International Association for Impact Assessment**

The International Association for Impact Assessment is an interdisciplinary educational society dedicated to developing international capacity to anticipate, plan and manage the consequences of development. The Association has over 2,500 members in more than 100 countries. IAIA seeks to ensure that political, environmental, social and technological dimensions of decisions are understood by those making them.

IAIA Conferences seek to maximise attendance by keeping registration fees low. Combined with programs to assist delegates from developing countries; low fees mean representatives from more than 90 countries are able to attend.

**International Headquarters****IAIA International Association for Impact Assessment**

1330 23rd Street South, Suite C

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Fax: +1 701 297 7917

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Web: [www.iaia.org](http://www.iaia.org)

**Conference Organiser—Perth**

EECW Pty Ltd has been appointed as the Local Professional Conference Organiser. EECW brings over 20 years experience in the management and promotion of Conferences, Exhibitions and Events. The company looks forward to maximising the benefits of your sponsorship at IAIA08.

**EECW Pty Ltd**

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WEMBLEY WA 6913 AUSTRALIA

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## Sponsorship Benefits Checklist

You may choose to sponsor specific elements of the Conference (see pages 8-9) or make a general contribution towards the overall running of the Conference. Whatever you decide to sponsor, whether it is a general contribution or for a specific opportunity, the total value of your sponsorship will determine your sponsor benefits as set out below. All amounts are in AUD dollars.

### **Premium Partner Sponsor | Limited to 1— By Negotiation**

**As the Premium Partner Sponsor your organisation will receive maximum exposure throughout the IAIA08 Conference. Premium Sponsor branding opportunities exist throughout the event if you wish.**

The Premium Partner will have a unique opportunity to contribute to the program by collaborating on the development of a major Theme Forum and conducting a Technical Tour to a location of your choice if you wish.

The Steering Committee is keen to discuss your ideas for collaboration with us to contribute to the Conference in a way which best matches your interests with those of IAIA delegates.

Benefits include:

- ✓ Acknowledgment & company logo as the Premium Partner Sponsor on all Conference material
- ✓ Prominent signage during the Conference on the Plenary Stage
- ✓ Acknowledgment as the Premium Partner Sponsor on the official Sponsors Board
- ✓ Acknowledgment as sponsor of the Closing Plenary
- ✓ Hotlink to your company's website from your logo on the IAIA08 Conference website
- ✓ Full page black and white advertisement in the Final Program
- ✓ Organisation acknowledged in IAIA Newsletter, media releases/publicity
- ✓ Five full registrations including social functions
- ✓ Five additional invitations to the Opening Reception
- ✓ Five additional invitations to the Conference Banquet
- ✓ One complimentary Exhibition Booth 3m x 2m
- ✓ Opportunity to make a short address at the Conference Opening (5 minutes)
- ✓ Exclusive branding of the Delegate Name Badges
- ✓ Logo displayed in the Final Program
- ✓ Logo displayed on the Delegate Attendance List
- ✓ Satchel insert x2
- ✓ List of pre-registered delegates one month prior to the event\*
- ✓ Final participant list after the Conference\*
- ✓ Acknowledgment in IAIA Newsletter (circulation 1,500)
- ✓ Special additional benefits by negotiation

In addition, subject to negotiation, package could include:

- ✓ Opportunity to host the Conference Banquet
- ✓ Opportunity to host the Opening Reception
- ✓ Opportunity to sponsor the Conference Keynote Speaker

\* Subject to Australian Privacy Regulations

**Earth Sponsor | More than \$50,000**

Benefits include:

- ✓ Acknowledgment as an Earth Sponsor on all Conference publications
- ✓ Prominent signage displayed at the Conference
- ✓ Acknowledgment on official sponsors board
- ✓ Hotlink to your company's website from your logo on the IAIA08 Conference website
- ✓ Full page black and white advertisement in the Final Program
- ✓ Three full registrations including social functions
- ✓ Three additional invitations to the Opening Reception
- ✓ Three additional invitations to the Conference Banquet
- ✓ 50% off the full price of an Exhibition Booth
- ✓ Sponsorship of one theme forum or concurrent session venue throughout the Conference
- ✓ Logo displayed in the Final Program
- ✓ Satchel insert
- ✓ List of pre-registered delegates 2 weeks prior to the event\*
- ✓ Final participant list after the Conference\*
- ✓ Acknowledgment in IAIA Newsletter (circulation 1,500)

**Continent Sponsor | \$25,001 - \$50,000**

Benefits include:

- ✓ Acknowledgment as a Sponsor on all Conference publications
- ✓ Company signage displayed as part of the Conference
- ✓ Acknowledgment on official sponsors board
- ✓ Logo displayed on the Conference website
- ✓ One half page black and white advertisement in the Final Program
- ✓ Two full registrations including social functions
- ✓ Two additional invitations to the Opening Reception
- ✓ Two additional invitations to the Conference Banquet
- ✓ 25% off the full price of an Exhibition Booth
- ✓ Logo displayed in the Final Program
- ✓ Satchel insert
- ✓ Delegate list on site\*
- ✓ Final participant list after the Conference\*
- ✓ Acknowledgment in IAIA Newsletter (circulation 1,500)

*Photo: Tourism WA*

\* Subject to Australian Privacy Regulations

**Island Sponsor | \$7,701 - \$25,000**

Benefits include:

- ✓ Acknowledgment as a Sponsor on all Conference publications
- ✓ Company signage displayed as part of the Conference
- ✓ Acknowledgment on official sponsors board
- ✓ Logo displayed on the Conference website
- ✓ One quarter page black and white advertisement in the Final Program
- ✓ One full registration including social functions
- ✓ One additional invitation to the Opening Reception
- ✓ One additional invitation to the Conference Banquet
- ✓ Logo displayed in the Final Program
- ✓ Satchel insert
- ✓ Delegate list on site\*
- ✓ Final participant list after the Conference\*
- ✓ Acknowledgment in IAIA Newsletter (circulation 1,500)

**Reef Sponsor | \$7,700 or less**

Benefits include:

- ✓ Acknowledgment as a Sponsor on Conference publications
- ✓ Acknowledgment on official sponsors board
- ✓ Name displayed on the Conference website
- ✓ Name displayed in the Final Program
- ✓ Satchel insert
- ✓ Acknowledgment in IAIA Newsletter (circulation 1,500)

**Trade Exhibition | \$4,400**

Benefits include:

- ✓ Booth size 3 metre x 2 metre
- ✓ 2.4m high walls
- ✓ Company name on fascia board
- ✓ 2 x 150 watt spotlights
- ✓ 1 x 4 Amp power point
- ✓ Two x Full Conference registrations for organisation representatives which include:
  - Attend all Conference Sessions
  - Daily Morning/Afternoon Tea Breaks
  - Daily Lunches
  - Satchel
  - Exhibitor name in the Final Program
  - Invitation to the Opening Reception
  - Invitation to the Conference Banquet
  - Delegate List on site\*

\* Subject to Australian Privacy Regulations



## Sponsorship Opportunities

Your organisation may make a general contribution or choose to sponsor specific events such as those described below. For details of your benefits please see pages 5-7.

### Conference Banquet Sponsor | \$44,000 – 1 Only Available

As the Conference Banquet Sponsor your organisation will have tremendous access to delegates in a relaxed and comfortable networking environment.

Additional inclusions as follows:

- Company signage displayed in prominent location at the Conference Banquet
- Five additional tickets to the Conference Banquet
- Opportunity to make a short address at the Conference Banquet (2 minutes) OR
- Sponsor video during the Conference Banquet (5 minutes)
- Company name and Logo displayed on Banquet Menu

### “Innovations in Community Engagement” Workshop Series

**\$44,000 - 1 Only Available**

IAIA08 will hold an “Innovations in Community Engagement” Series. These special sessions offer first-hand experience of three innovative methods of community engagement and public governance that promote deliberation and learning towards better, more sustainable decision-making. We guarantee that these powerful, hands-on sessions will leave a lasting impression on all who participate, and may well be the event by which IAIA08 is remembered for years to come. Your organisation will enjoy great exposure to delegates in this unique Workshop environment.

### Workshop Session Sponsor | \$22,000 - 3 Only Available

IAIA08 will include a number of workshops with opportunities for exclusive sponsorship. Workshops are proposed on:

- Indigenous engagement in development
- Biodiversity offsets
- Community engagement

Planning for these workshops is currently under development. Sponsorship opportunities can be negotiated for each workshop.

### Opening Reception Sponsor | \$22,000 – 1 Only Available

Being the IAIA08 Conference Opening Reception Sponsor gives your organisation naming rights and unprecedented access and exposure to delegates at the first event of the 2008 Conference.

### Internet Café | \$22,000 – 1 Only Available

Delegates value this service highly and spend considerable time in this area. This is the perfect opportunity for a sponsor to participate in an area which enjoys high demand.

### Theme Forum Sponsor | \$13,200 - 12 Only Available

As an IAIA08 Theme Forum Sponsor your company will have naming rights and access to delegates at a Theme Forum. Theme Forums are the show-piece sessions at IAIA08. They bring together world-class speakers addressing cross-cutting issues of relevance to a wide range of impact assessment practitioners, and employ innovative formats to encourage wide participation. Only 3-4 theme forums will be scheduled at any one time, meaning that attendance will be high at each session.

### Delegate Satchel Sponsor | \$13,200 - 1 Only Available

An excellent opportunity for your company logo to enjoy strong visibility well after the event as delegates take their Conference Satchel home with them.

**Speaker Preparation Room Sponsor | \$9,900 1 Only Available**

Many IAIA Conference delegates present papers and will be using this room. The sponsor of this room will have the privilege of naming rights and exposure to a high number of delegates.

**Technical Visit Sponsor | \$8,800 – 3 Only Available**

As an IAIA08 Technical Visit Sponsor your company will have the opportunity to accompany delegates on a technical visit with access to delegates, as they become involved in this highly interactive Conference event.

**Final Program | \$8,800 – 1 Only Available**

The Final Program will be an item used with great frequency by all delegates throughout the Conference. Secure your logo on the Final Program along with the Conference & Premium Partners logos.

**Coffee Break Sponsor | \$6,600 – 7 Only Available**

When Delegates break for coffee, you'll be there with signage & recognition in the Final Program.

**Satchel Insert | \$2,200**

Printed advertising material placed in delegate satchels is yet another chance for your organisation to get its message to delegates in a clearly targeted manner (printed material to be supplied by the sponsor).

- Newsletters
- Flyers
- Printed Advertisements

**Trade Exhibition | \$4,400 - Limited**

An intimate Trade Exhibition will run for the duration of the IAIA08 Conference in the Foyer of the Perth Convention Exhibition Centre. Delegates will break for coffee in this area, ensuring high visibility for your exhibit.

This Exhibition will also be another outstanding opportunity for your organisation to highlight the way in which you are leading your field in global environmental awareness giving your company the ability to target delegates with your unique message.

Photo: Department of Industry & Resources



Please note: All exhibitors must be registered for the Conference as Exhibition Representatives.

Additional registrations can be purchased through the delegate registration form.

## Sponsorship Opportunities – Brief Overview

All prices quoted in this document are in Australian Dollars and inclusive of Goods and Services Tax.

Sponsor Opportunities	Available	Price
Conference Banquet	1 Only	\$44,000
"Innovations in Community Engagement" Workshop Series	1 Only	\$44,000
Opening Reception	1 Only	\$22,000
Internet Café	1 Only	\$22,000
Workshop Session	3 Only	\$22,000
Theme Forum	12 Only	\$13,200
Delegate Satchel	1 Only	\$13,200
Speaker Preparation Room	1 Only	\$9,900
Technical Visit	3 Only	\$8,800
Final Program	1 Only	\$8,800
Coffee Break	7 Only	\$6,600
Satchel Insert		\$2,200
Trade Exhibition	Limited	\$4,400

Select the opportunities you wish to sponsor.

Add the total value selected and compare your level of sponsorship benefits with the Sponsorship Benefits Checklist on page 5.

### Conference Sponsorship

For more details and a Sponsorship Application Form, please contact either:

Conference Organiser - Perth

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