



Research Webinar Series Partnership Proposal

An invitation to partner with AHURI for our newly launched Research Webinar Series.

As the only organisation in Australia dedicated exclusively to housing, homelessness and urban research, the Australian Housing and Urban Research Institute (AHURI) delivers a comprehensive program of new research each year to impact better outcomes for Australians. The research however is just one part of the solution, and creating opportunities for governments, industry and the community to engage with our evidence is just as important in achieving change.

With our public events program on-hold, we are pleased to launch our Research Webinar Series as a forum for presenting new research and creating these important engagement opportunities. The Webinar Series will feature a comprehensive and diverse range of topics, with each webinar taking the form of a research presentation from the lead author, followed by a facilitated audience Q&A.

AHURI invites your organisation to partner with us in delivering our Research Webinar Series. Your support will assist us in delivering this comprehensive program to as broad an audience as possible, and ensure the latest evidence is used by policy makers, industry and the community to improve our housing and urban environments.

Top reasons to partner with us

- ▶ Demonstrate your **commitment to an important social issue** of your choice (*options subject to availability, first in, first served basis*).
- ▶ Realise your **corporate social responsibility** and reinforce a positive public image.
- ▶ **Raise your profile** and **create more** online engagement with our database of approx. 15,000 and beyond.
- ▶ **Direct access to delegates** across a wide range of sectors (subject to 'opt in' by delegate).
- ▶ Communicate a message via a new medium, ensuring **unique recognition** for your organisation.
- ▶ Leverage off the trusted AHURI brand name to further **enhance your message**.

UPCOMING WEBINARS*

July

Strategic planning, 'City Deals' and affordable housing **SOLD**

Local government co-ordination: Metropolitan governance in twenty-first century Australia

Inquiry into understanding and reimagining social housing pathways

August

Affordable housing implications of smart cities and innovation economies **SOLD**

Housing key workers: scoping challenges, aspirations and policy responses for Australian cities

The uneven distribution of housing supply, 2006–2016

September

Affordable rental housing, commuting costs and urban productivity

Mid-life Australians and the housing aspirations gap

Housing aspirations and constraints for lower income Australians

Innovative responses to urban transportation: current practice in Australian cities

October

Inquiry into integrated housing support for vulnerable families

* Webinars are subject to change.



PARTNERSHIP COST

\$2,000 ex GST

Each webinar partnership is exclusive and given the highest level of exposure and we anticipate that they will be sold quickly.

KEY AUDIENCE STATISTICS

We are confident of offering you a highly engaged audience should you choose to partner with a future event. Below are the average statistics from the two AHURI webinars held to-date.

477 Registrations

377 Attendees*

74% Audience retention rate**

* Well above the average webinar attendance rate for Training webinars of 45%, according to ON24 Webinar Benchmarks Report 2019.

** Percentage of people who stay on the webinar for the full duration of the webinar.



If you would like to discuss an opportunity for a future webinar contact us today:

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Partnership inclusions

As Webinar Partner, your organisation will receive premium coverage and recognition in the lead up to and during the webinar, including:

- ▶ Exclusive sponsorship of the webinar.
- ▶ A 90-second sponsor video message at the commencement of the webinar (sponsor to provide video).
- ▶ Co-branding of the official webinar presentation (logo placement), which will be posted to AHURI's website following the webinar, alongside webinar recording for 12 months, extending your exposure.
- ▶ Official acknowledgement by MC as the exclusive partner at the beginning and conclusion of the webinar.
- ▶ Opportunity for partner to distribute the webinar to their network (and/or include the link their website).
- ▶ Brand recognition via company logo in official webinar promotional emails, sent to AHURI distribution list of approx. 15,000 (subject to creative deadlines).
- ▶ Precis about company and reason for supporting the webinar on event website and in one promotional email (subject to creative deadlines).
- ▶ Brand recognition of your company's support on AHURI's social media platforms (subject to creative deadlines).
- ▶ Inclusion of one advertisement in "Thank you" EDM to delegates, following the webinar (subject to creative deadlines).

"It was brilliant. Incredibly accessible, informative, worked smoothly. I really enjoyed it."

"The webinar provided some excellent information and I will be ensuring others I am working with go and listen to the recording."

"Many thanks for staging it, I will be referring other people to watch it when it is available on line."

"Thank you, it was very informative, well run and I got a lot from the content to take back to my work. Great job AHURI!"