

Our corporate sponsors will be highly visible to our 1600+ members and will have unique exposure to Australia's future home economics professionals in schools and universities.

The Home Economics Institute of Australia Inc. (HEIA) is excited to offer new opportunities to sponsor the institute and our HEIA 2020 national conference. For the first time, HEIA invites sponsorship through two key strategies. As a corporate sponsor you can choose to become:

1 an inaugural annual sponsor of HEIA, which includes sponsorship of the HEIA 2020 national conference

or

2 an HEIA 2020 national conference sponsor (without an annual-sponsorship commitment).

About the institute

As the peak professional body for home economics professionals in Australia, HEIA provides a national focus for home economics and home economists working in education, community health and industry. The institute has a growing membership of approximately 1600, from across every Australian state and territory.

An invitation to sponsor HEIA annually —extended until the end of 2020

The benefits

Our sponsors are invited to join our ever-growing professional network. As a category sponsor, your business will be promoted through our vast membership network on the HEIA state and national websites; at continuing professional-education events; via regular email campaigns and social-media posts; and at our annual national, state and territory conferences.

Annual sponsorship snapshot

Events

- At national, state and territory conferences, sponsorship of:
 - a keynote speaker
 - a concurrent session
 - the program for the event
 - a specified meal or break time
- Professional learning events such as those in the divisions

Journal and newsletters—the Journal of the Home Economics Institute of Australia, the national HEIA Newsroom, and state and territory newsletters

Scholarships—annual or one-off scholarships (sponsor named) **Bursaries**—for airfares and/or accommodation for (particularly remote) members to attend events with significant travel expenses

Webinars—sponsor webinars on specific topics

Websites—sponsor HEIA webpage(s) or HEIA initiatives.

As a not-for-profit association, HEIA relies on corporate sponsorship to support its members through education and professional development, and to advocate for policies and education that support the wellbeing of individuals, families and communities. Sponsoring HEIA presents a mutually beneficial opportunity to form an ongoing relationship with an established and forward-thinking association that has interests and values aligned with your own.

- Corporate sponsors will be highly visible to our growing base of 1600+ members and will have unique exposure to Australia's future home economists in schools and universities.
- Sponsorship will include 12 months' promotion within our entire membership network on the HEIA state and national websites; at continuing professional-development events; via regular email campaigns and social-media posts; and at our national, state and territory conferences.

We appreciate our corporate partners' needs for options and flexibility. With this in mind, we have carefully created affordable packages with great benefits and a range of payment options. As an HEIA industry partner, you can also customise your sponsorship package to best suit your needs and budget.

[Click to access the HEIA Annual Sponsorship Prospectus.](#)

An invitation to sponsor our leading 2020 home economics conference



Conference sponsorship snapshot

The Australian home economics profession has expanded its focus to include planetary wellbeing. For our profession to adequately contribute to this important agenda, we must be proactive—to speak up and challenge the status quo. We must disrupt those systems, processes and policies that mould critical agendas in ways that threaten the basic rights of families, communities and populations.

HEIA's objective for **Home Economics 2020: Igniting critical agendas** is to identify and ignite the critical agendas that are aligned to the home economics profession, by engaging in deep thought-provoking, dialogue to develop creative problem-solving solutions; and by creating genuine, meaningful, and positive change within the local and global communities in which we live and work. The conference will explore issues concerning home economics in the contexts of, the family, relationships, housing, food, textiles and education.

Delivered primarily through keynote sessions, concurrent sessions and off-site industry visits, the 2020 national conference offers a host of sponsorship opportunities. Despite the huge range of designed opportunities, we also encourage our sponsors to think about their own needs and to negotiate a package to best meet them. Along with popular and proven opportunities such as being a Gold, Silver, Bronze, Program or Keynote sponsor, in 2020 we are introducing a number of new (for HEIA) opportunities, such as sponsoring a remote or regional teacher, the conference dinner or our first-ever very own conference app. We look forward to the opportunity to partner with you to benefit all concerned.

The HEIA 2020 conference will attract up to 300 delegates, including:

- individuals and organisational delegates with interests in home economics; food and nutrition; health and wellbeing; design; textiles and fashion; and technologies
- individuals and organisational delegates with interests in curriculum, pedagogy and assessment for these study areas
- teachers
- tertiary educators
- tertiary students.

[Click to access the HEIA National Conference Sponsorship Prospectus.](#)