



Australian Secondary
Principals' Association



SPONSORSHIP
PROSPECTUS

Evolution of Equity and Excellence

A new ambition for Australian secondary education

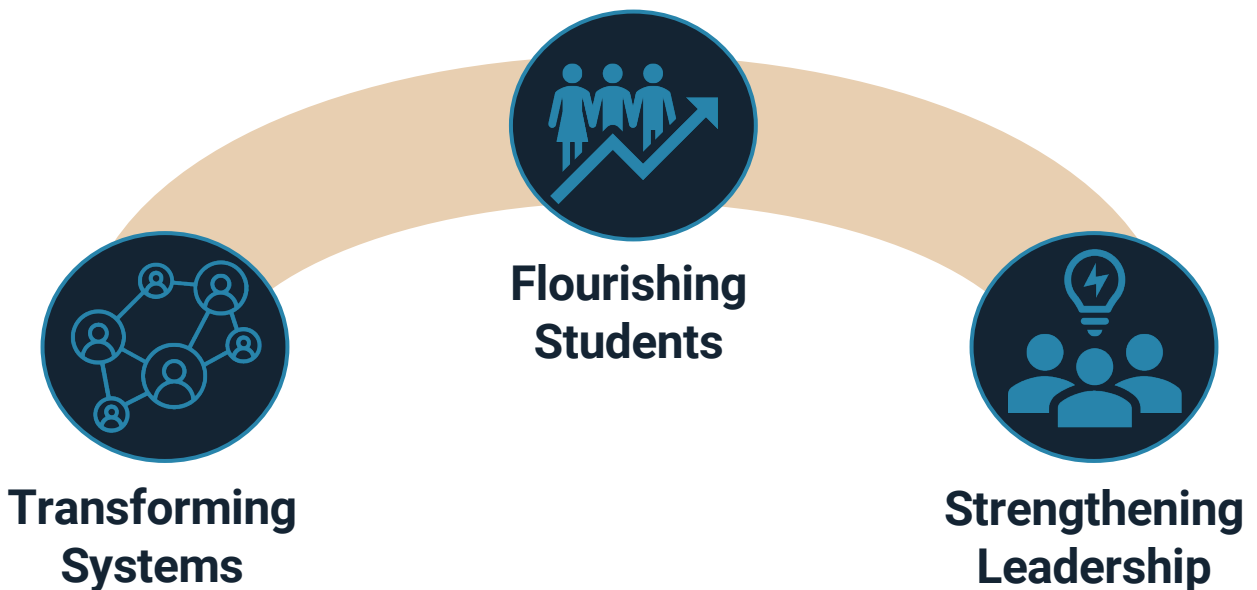
ASPA National Education Summit™
24 and 25 March 2025
Australian Parliament House Canberra

Evolution of Equity and Excellence

A new ambition for Australian secondary education

The 2025 ASPA National Education Summit™ invites you to contribute to shaping the future of Australian secondary education. Join us as we bring together diverse voices and expertise to co-create solutions for the challenges and opportunities facing our schools.

Building on our 2024 work, the Summit will be structured around three overarching themes:



Each theme will be explored through interactive sessions designed to foster collaboration and generate actionable solutions. Throughout the event, you'll hear from those representing the major political parties, engage in thought-provoking panel discussions with distinguished guests, and have opportunities to connect with colleagues and key figures in Australian education.

Our Collaborative Focus:

Flourishing Students: Australia needs new strategies to ensure that *every* student thrives. To help our schools, communities and systems address issues of disadvantage, inclusion, diversity and wellbeing, we must work together to design practical solutions that promote equity and excellence for all.



Key question:

What is required to tackle issues of well-being, and educational disadvantage, promote inclusion and diversity, and ensure equitable access to quality education?



Transforming Systems: Australia needs an education system that is responsive and relevant to the needs of learners in a changing world. We'll explore flexible learning pathways, new assessment metrics, innovative approaches to school organisation, and strategies for growing service-connected school communities.

Key question:

What is required to reorganise our schooling system to enable flexible learning pathways and sustain our school communities for successful futures?

Strengthening Leadership: School leaders are essential advocates for positive change. Their leadership is crucial. Through peer exchange, expert insights, and best practice case studies, we'll consider the tools and strategies principals and school leaders require to effectively facilitate local and system-wide progress.



Key question:

What is required to equip school leaders with the skills and knowledge to effectively lead school and system improvement?



2024 SUMMIT

ASPA National Education Summit™

In March 2024 we held our inaugural Principals' Council and Summit. 100 people attended the 2024 ASPA National Educational Summit™ equally representing all eight states and territories across Australia.

Peak bodies

- National Torres Strait Islander Principals' Association
- Australian Special Education Principals' Association
- Federal AEU president
- Presidents of each state and territory AEU branch

Government and Statutory Authorities

- Federal Education Minister
- SA Education Minister
- Federal Senators (2)
- Policy advisors (6)
- Secretary and Deputy Secretary of the Commonwealth Department of Education
- Heads of ACARA, AITSL and ESA
- Education Department Directors General/Secretaries from NSW, QLD, SA, NT
- Deputy Directors General/Secretaries from WA, TAS, VIC and ACT.

SUMMIT SCHEDULE

2025

24
MAR

Principals' Council & Welcome Reception
National Press Club of Australia

25
MAR

ASPA Summit
Parliament House Canberra



Call to Action

The 2025 ASPA National Education Summit™ is more than just an event - it's a launchpad for collective action. Join us to share your insights, collaborate on solutions, and help craft a new ambition for equity and excellence in Australian secondary education.



 **THE** Conference Planners

Contact our event organisers:

aspa@theplanners.com.au | 03 9028 4447 | www.aspa.asn.au



YOU CAN BENEFIT

Why Us?

The Australian Secondary Principals' Association (ASPA) is the not-for-profit national peak body advocating for all Australian public secondary principals and the school communities they lead. We work to give voice to our profession in the interest of informing and improving national education policy for all Australian children and young people.

Why Now?

We have an opportunity to influence positive change in Australia to help every learner progress and realise their potential in an education system that is under pressure. Our principals are the education experts who can provide effective, practical leadership on behalf of our community, and they need your support.

Why You?

As an organisation who we believe shares our values and aspirations for our young people, ASPA will provide you with the access to our nation's leading secondary school principals and policy advocates.

Who is Attending the Summit?

There will be 150 -180 attendees at our Summit at Parliament House, comprising the leading secondary school principals from around Australia; leaders of all the principals' associations; senior education bureaucrats and academics, politicians, students, representatives of parent and community organisations and a range of key people to the industry.

SPONSORSHIP OPTIONS

BENEFITS <i>(detail overleaf)</i>	PARTNER	PLATINUM	GOLD	SILVER
Exclusivity within Partner level	✓			
Seat at Summit table with senior peak body or government minister (Day 2)	✓			
Speaking opportunity, 5 mins (Day 1)	✓	✓		
Attend the Summit (Day 2)	✓	✓		
Attend Welcome Reception (Day 1)	✓	✓	✓	
Media wall (Day 2)	✓	✓	✓	
Pre-summit marketing materials	✓	✓	✓	✓
Logo on program and materials	✓	✓	✓	✓
Exhibition table at Summit (Day 2)	✓	✓	✓	✓
Post-event website promotion	✓	✓		
Price (incl GST)	\$24,000	\$18,000	\$11,000	\$8,250
EXCLUSIVE ADD ONS to PARTNER				
Lanyard (entire event)	\$5,500			
Welcome reception (Day 1)	\$5,500			
Coffee cart (Day 2)	\$5,500			

Event Partner | \$24,000 [5 available]

As an Event Partner you will receive the following entitlements:

Inclusions

- Exclusivity for your business category as an Event Partner (*not for entire event*)
- Acknowledgement during opening and closing ceremonies of the Principals' Council
- 5 minute presentation during the first day at the Principals' Council
- Two (2) event registrations
- Attendance at all event sessions, including Welcome Reception, Principals' Council and a seat at the table with a minister or government official for one person at the Summit on day 2 and an additional seat at a table with leading principals and policy makers
- Logo promotion in pre-Summit materials
- Logo inclusion on all event materials, including program
- Logo inclusion on media wall at Summit
- Exhibition table (trestle table clothed) and power
- Post-event logo promotion on Summit website (ASPA)
- Contact list of opted-in delegates from Principal's Council
- First right of refusal for 2026 ASPA Summit
- Daily catering.

Exclusive Add On Opportunities

Lanyard Branding | \$5,500 [1 available]

Sponsorship of the official event lanyards offers excellent exposure as it provides one organisation with leading sponsorship benefits during the event. The lanyard will be attached to the event name badge and worn by all delegates, sponsors/exhibitors and speakers for the duration of the event.

Welcome Reception (Day 1) | \$5,500 [1 available]

A welcome reception will be held for all delegates on the opening night of the event following the Principals' Council at the National Press Club. Sponsorship of the welcome reception provides you with the opportunity to deliver your presentation at the reception and place additional branding around the room during the reception, maximising exposure.

Coffee Cart (Day 2) | \$5,500 [1 available]

The coffee cart will offer delegates espresso coffee free of charge throughout the Summit on day 2 starting from registration in the morning and running until the conclusion of lunch. The coffee cart will be promoted within the official program as sponsored by your organisation. *The sponsor is welcome to supply (at the sponsor's expense) branded coffee cups and aprons for the coffee cart to maximise exposure.*

Platinum | \$18,000 [5 available]

Inclusions

- Acknowledgement during opening and closing ceremonies of the Principals' Council
- 5 minute presentation during the first day at the Principals' Council
- Two (2) event registrations including Welcome Reception and Principals' Council
- Logo promotion in pre-Summit materials
- Logo inclusion on all event materials, including program
- Logo inclusion on media wall at Summit
- Exhibition table (trestle table clothed) and power
- Post-event logo promotion on Summit website (ASPA)
- Contact list of opted-in delegates from Principal's Council
- First right of refusal for 2026 ASPA Summit
- Daily catering.

Gold | \$11,000 [5 available]

Inclusions

- Two (2) event registrations including Welcome Reception and Principals' Council
- Logo promotion in pre-Summit materials
- Logo inclusion on all event materials, including program
- Logo inclusion on media wall at Summit
- Exhibition table (trestle table clothed) and power
- Post-event logo promotion on Summit website (ASPA)
- Daily catering.

Silver | \$8,250 [5 available]

Inclusions

- One (1) event registration
- Logo promotion in pre-Summit materials
- Logo inclusion on event program
- Exhibition table (trestle table clothed) and power
- Daily catering.



Australian Secondary
Principals' Association



 **THE** Conference Planners

aspa@theplanners.com.au | 03 9028 4447 | www.aspa.asn.au