

2024

sponsorship

prospectus

**REHABILITATION
COUNSELLORS
virtual CONFERENCE**

MAY 15

CHALLENGE WHAT'S POSSIBLE



INVITATION

The Australian Society of Rehabilitation Counsellors (ASORC) is proud to present the 2024 Rehabilitation Counsellors Virtual Conference on 15 May 2023.

Following the resounding success of our 2022 and 2023 conferences, we are committed to building on this achievement and making our 2024 conference even better! Our presenters are eager to share their experience and learnings, and we are excited to bring together academics, decision makers, practitioners, and those with lived experience for a one-day conference in 2024.

The theme of this year's conference is Challenge What's Possible and will highlight the importance of continuous learning and collaboration. Our objective is to deliver a high-quality conference investing in the education of members as well as providing resources and advocacy for the profession. All sponsorship money raised this year will be re-invested into the association to build on that commitment.

The extensive program of local and international speakers and topics provides a great forum for the Rehabilitation Counselling community to share and learn. We expect to attract over 200 delegates from across Australia and internationally, and we look forward to welcoming them all.

This is a great chance for organisations and sponsors to engage with the sector, and the Rehabilitation Counsellors in the industry. We have tailored packages to match marketing objectives and budgets to enable sponsors to take advantage of the opportunity to promote your organisation at this year's event, please contact comms@asorc.org.au

We look forward to hearing from you.



BERNADINE EUERS

Chief Executive Officer, ASORC



CONFERENCE DATE

15 May 2024

CONFERENCE THEME

Challenge What's Possible

The world is continuously changing - politics, technology and trends continue to evolve and we adapt and transform to meet the ever-changing demands. By staying current, we strengthen our professional standing and the relevance of Rehabilitation Counselling in addressing the many challenges facing the Australian health care system, NDIS, CTP, Lifetime care and support and workers compensation systems.

The 2024 ASORC Conference aims to challenge what's possible in our approach to Rehabilitation Counselling, inspire change and empower people to thrive.

Join us as we build on fundamental practices, explore new opportunities, collaborate, and upskill with the latest research and interventions.

AUDIENCE

The conference attracts a large number of workplace rehabilitation, allied health, personal injury, disability professionals and academics from across Australia as well as international interest. The 2023 conference was attended by over 200 industry practitioners.

CONFERENCE FORMAT

Virtual - Online

FURTHER DATES

Early Bird Registration - 4 December 2023 - 15 March 2024

Regular Registration - 16 March - 15 May 2024



2023 CONFERENCE OVERVIEW

Delegates

Over

200

delegates in attendance

NSW 39%

QLD 34%

SA 15%

INT'L 5%



74%

Rehabilitation Counsellor

26%

Rehabilitation Services Director/Manager/Team Leader



97%

satisfied or very satisfied with their overall conference experience

99%

of attendees said the conference was a good use of their time



Great conference! I look forward to it every year!

Great all around! As always some very valuable information

This was a great conference and I'll definitely keep an eye out for 2024's iteration!

SPONSORSHIP BENEFITS

By choosing to sponsor Australia's only Rehabilitation Counsellors conference, you will have the exclusive opportunity to promote your organisation to a diverse range of industry professionals, including practitioners and management in injury, disability and compensation schemes across Australia.

Sponsors and exhibitors are afforded the opportunity to:

- ✓ promote your organisation to a wide audience through extensive pre-conference mailouts, social media campaigns and website exposure
- ✓ enhance your image through your association with a conference tailored to your target market
- ✓ build relationships that provide you with the opportunity to engage with your target audience
- ✓ develop and maintain existing business relationships with conference attendees through the virtual exhibition booth
- ✓ gain maximum exposure for your corporate logo in the promotional activity before, during and after the conference
- ✓ use the conference as staff training and professional development
- ✓ display your support for the industry and commitment to safety and inclusiveness in the workplace
- ✓ launch new products or incentives to your target market



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

ONLY 2 AVAILABLE

- 5 x complimentary registrations to the conference (valued at \$2200*)
- Designated 10-minute pre-recorded presentation
- Complimentary virtual exhibition booth (value \$750)
- Sponsor logo featured in conference website, program and LinkedIn
- Sponsor acknowledged during opening and closing of conference
- Acknowledgement of sponsorship in e-newsletters in lead-up to conference (over 2400 subscribers)
- 1 x quick-bites (30 second marketing videos) for use on LinkedIn and conference webpage
- 2 x advertisements in e-newsletters during 2024 (over 2400 subscribers) (value \$220)
- Access to opt-in attendee list

\$3500 +GST

SILVER SPONSOR

ONLY 3 AVAILABLE

- 3 x complimentary registrations to the conference (valued at \$1320*)
- Designated 5-minute pre-recorded presentation
- Complimentary virtual exhibition booth (value \$750)
- Sponsor logo featured in conference website, program and LinkedIn posts
- Sponsor acknowledged during opening and closing of conference
- Acknowledgement of sponsorship in e-newsletters in lead-up to conference (over 2400 subscribers) (value \$220)
- Access to opt-in attendee list

\$2000 +GST

SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR

ONLY 5 AVAILABLE

- 1 x complimentary registration to the conference (valued at \$440*)
- Designated 1-minute sponsor pre-recorded presentation
- Sponsor logo featured in conference website, program and LinkedIn posts
- Sponsor acknowledged during opening and closing of conference
- Acknowledgement of sponsorship in e-newsletters in lead-up to conference (over 2400 subscribers) Value \$220)

\$1000 +GST

EXHIBITOR

ONLY 5 AVAILABLE

- Sponsor name and description profile displayed on conference platform
- Access to attendees through video calls or live chat engagement
- **Ability to schedule and host one-on-one meetings with delegates**
- **Access to 'Lead Management' to connect and exchange contact information with delegates to follow up on opportunities**
- Ability to upload videos and brochure downloads within the platform
- Sponsor logo featured in conference website, program and LinkedIn
- Sponsor acknowledged during opening and closing of conference

\$750 +GST

SUPPORTER

- Logo featured in conference website, program and LinkedIn

\$300 +GST

**Based on non-member rates*

YOUR BRAND EXPOSURE IN NUMBERS

 **over
2.4K**
subscribers


100K+

public website visits
2022-2023


1400
members

250

new members

2022-2023


1580
and growing!
LinkedIn followers

103

student members

2022-2023

8 per year
monthly e-news

4 quarterly newsletters

REHABILITATION COUNSELLING

The Rehabilitation Counselling profession

Rehabilitation Counsellors primarily focus on providing counselling, guidance, and support to individuals with disabilities or injuries. Helping clients navigate the emotional and psychological aspects of their condition, set goals, and develop strategies to overcome barriers while providing vocational guidance, job placement, and assistance with community integration.

What do Rehabilitation Counsellors do?

Rehabilitation Counsellors are unique because we use the biopsychosocial framework and “work participation” as a therapeutic modality in our service provision. As such, we address broad health outcomes ranging from mental health, physical, employment and social perspectives.

Our ability to negotiate outcomes with various stakeholders, as a part of our standard practice, enables us to counsel clients about self-efficacy, confidence, resilience and how to navigate themselves within the workers compensation setting.

Our natural tendency though training and practice, to involve all the stakeholders in the return to work process and link in with employers, gives us an advantage of working within the various Schemes whereby we understand the importance of the well-established injury management principles as well as the Health Benefits of Good Work.



REHABILITATION COUNSELLING

The Rehabilitation Counselling process involves communication, goal setting, and beneficial growth or change through self-advocacy, psychological, vocational, social, and behavioural interventions and may also include:

- Assessment, vocational evaluation, and appraisal
- Treatment planning (with other professions)
- Career (vocational) counselling
- Individual and group counselling treatment interventions focused on facilitating adjustment to the medical and psychosocial impacts of disability
- Case management, referral, and service coordination
- Program evaluation and research
- Interventions to remove environmental, employment, and attitudinal barriers as well as to enhance work adjustment
- Knowledge of disability-related legislation and regulations and of community resources
- Consultation services among multiple parties and regulatory systems
- Expert witness testimony
- Job analysis and modification, job development, and placement services, including assistance with employment and job accommodations
- The provision of consultation about access to relevant rehabilitation technologies
- Mediation, facilitated conversations and negotiations

About ASORC

The Australian Society of Rehabilitation Counsellors (ASORC) is the National peak professional body representing Rehabilitation Counsellors throughout Australia. Established in 1976, ASORC represents the profession in advocacy, policy and standards work, and provides high quality resources, education and supervision necessary for members to achieve career advancement, peer engagement and professional development.

Thank you for considering sponsorship of the ASORC 2024 Rehabilitation Counsellors Virtual Conference.

We look forward to hearing from you.



interested in sponsorship?

For more information or to secure your sponsorship, please contact:

Communications & Education Officer

E: comms@asorc.org.au

M: 1800 643 155



CHALLENGE WHAT'S POSSIBLE

MAY 15