



# Knowledge, Strategy, Vision:

**Nurses leading Primary Mental Health Care**

**Conference Prospectus**

**Australian College of Mental  
Health Nurses**

National Convention Centre Canberra

19-20 March 2010



**The Australian College of  
Mental Health Nurses Inc.**

# Knowledge, Strategy, Vision: Nurses Leading Primary Mental Health Care

Nurses engaged in primary mental health care are operating autonomously and collaboratively to prevent mental illness, and to promote, improve, maintain and restore mental health.

This thought provoking conference will explore the current and future roles of mental health nurses in primary mental health care. We will explore innovations in primary health care across Australia, as well as learning from international experience in nurse-led primary mental health care.

The diversity of nursing practice in primary mental health care will be examined with presentations on clinical issues, business aspects and policy trends. Inspirational keynote speakers will explore the challenges that they have faced and overcome to provide nurse led services.

The program will offer insights as to how we can further develop models of primary mental health care delivery and advance the role of nurses in primary health care delivery in Australia.



## WHAT YOU SHOULD KNOW

There's more to Canberra than meets the eye. Here are the fast facts to get you started.

### LOCATION

Canberra is 282 kilometres from Sydney, 150 kilometres inland from the east coast and 571 metres above the Pacific Ocean.

Population: 339,000 people

### WEATHER

The national capital's four distinct seasons, each with their own beauty and charm, turn the city into a kaleidoscope of colour throughout the year.

Season	Average minimum*	Average maximum*
Spring	5	19
Summer	12	27
Autumn	7	20
Winter	1	12

\* Degrees Celsius

### BANKING HOURS

Monday to Thursday: 9.30am to 4.00pm Friday: 9.30am to 5.00pm Most branches offer 24 hour automatic teller machines

### RETAIL SHOPPING HOURS

Monday to Thursday: 9.00am to 5.30pm

Friday: 9.00am to 9.00pm

Saturday: 9.00am to 5.00pm

Sunday: 10.00am to 4.00pm

Hours vary at smaller shopping centres and in the nearby city of Queanbeyan.

## CANBERRA PUBLIC HOLIDAYS 2010

New Years Day:	Friday 1 January
Australia Day:	Tuesday 26 January
Canberra Day:	Monday 8 March
Good Friday:	Friday 2 April
Easter Saturday:	Saturday 3 April
Easter Monday:	Monday 5 April
Anzac Day:	Monday 26 April
Queen's Birthday:	Monday 14 June
Labour Day:	Monday 4 October
Christmas Day:	Monday 27 December
Boxing Day:	Tuesday 28 December

## TRANSPORT

Getting to the nation's capital is easy, whether you fly, drive, take a bus or get on a train.

### FLY

Fly into Canberra International Airport with Qantas, Virgin Blue, Tiger or Brindabella Airlines. The city centre is a 10 minute drive from the airport by taxi, hire car or shuttle bus.

### DRIVE

With a good highway system linking Canberra to surrounding New South Wales, driving to Canberra is simple

Sydney: Direct driving route: 3 hrs

Melbourne: Direct driving route: 7 hrs

Adelaide: Direct driving route: 12 hrs

Brisbane: Direct driving route: 16 hrs

Snowy Mountains: Direct driving route: 2.5 hrs

South Coast: Direct driving route: 2 hrs

## TRAIN AND COACH

CountryLink provides a train service from Sydney Central Station. Several coach operators provide services to Canberra from all over Australia.

### ONCE YOU'RE HERE

Getting around once you're here is easy, especially once you know about the city's planned layout and public transport options.

### Driving

Canberra is designed to follow the lay of the land with many roundabouts, but they are easy to negotiate and keep traffic flowing smoothly. Parking is simple with paid voucher or meter parking in the city centre and the larger shopping centres. Parking is free at most tourist attractions. Petrol stations are generally not located on main roads. Look for signs to shopping centres for petrol or groceries or ask a local.





## The Venue:

Located in the Australian Capital Territory (ACT), the immediacy of the Centre to the Australian Government, decision makers and other institutions makes it an ideal place to meet, greet and inspire. Holding an event at the Centre is a wonderful opportunity to improve the visibility of your business or organisation.

The National Convention Centre is the largest purpose-built meetings and events facility in the ACT. Following a AU \$30 million refurbishment, which was completed in October 2007, the Centre is conveniently located between Sydney and Melbourne and is a great destination for delegates with easy access via plane, bus, train or car. The Centre follows up on this theme of ease of access by offering the very best proximity to accommodation, ranging from three star to five star hotels and serviced apartments.

## Sponsorship Opportunities

### A. PRIMARY EVENT OR HOST SPONSOR

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#### (Gold Standard)

This opportunity will be limited to a maximum of two sponsors.  
\$3000 (GST exc) minimum

The Gold Standard sponsorship includes the following:

- Organisation or product logo on all event advertisements, program, and publications – Gold Standard, as supplied.
- Host sponsor acknowledgment in published program
- Website and electronic exposure
- Banner display at event as supplied
- Full page advertisement in program and insert in delegate packs or seating, as supplied
- Corporate announcement at commencement and conclusion of event.
- Trade display/exhibit
- Letter and/or certificate of acknowledgment
- Three full registrations plus function delegate packs
- Further benefits negotiable
- End of conference acknowledgment of named sponsors in closing address

### B. KEYNOTE SPEAKER

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#### (Silver Standard)

This opportunity will be limited to a maximum of three sponsors.  
\$2000 (GST exc) minimum, towards costs of keynote speaker (fee, travel expenses, accommodation, meals)

The Keynote Speaker sponsorship includes the following:

- Organisation or product logo in program and other publications – Silver Standard, as supplied.
- Keynote speaker acknowledgment in advertised and published program
- Website and electronic exposure
- Powerpoint, slide or OHP display at commencement of keynote speaker session, as supplied
- Full page advertisement in delegate packs or seating, as supplied
- Formal announcement at keynote speaker session
- Trade display/exhibit
- Letter of acknowledgment
- Two full registration plus function delegate packs
- End of conference acknowledgment of named sponsors in closing address

### C. MAJOR SPONSOR

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#### (Silver Standard)

\$2000 (GST exc) minimum

This opportunity will be limited to a maximum of three sponsors.

The Major Sponsor sponsorship includes the following:

- Organisation or product logo in program and other publications – Silver Standard, as supplied.
- Acknowledgment in advertised and published program
- Website and electronic exposure
- Powerpoint, slide or OHP display at commencement of program, as supplied
- Full page advertisement in delegate packs or seating, as supplied
- Trade display/exhibit
- Letter of acknowledgment
- Two full registration plus function delegate packs
- End of conference acknowledgment of named sponsors in closing address

### D. SPONSOR

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#### (Bronze Standard)

\$1000 (GST exc) minimum

The Bronze Standard Sponsorship package includes:

- Organisation/product/logo in program – Bronze Standard, as supplied
- Acknowledgment in advertised and published program
- Powerpoint, slide display at commencement of program, as supplied
- Advertisement in delegate packs or at lunch/dinner, as supplied
- Single trade display/exhibit
- Letter of acknowledgment
- One full registration plus function delegate packs
- End of conference acknowledgment of named sponsors in closing address

## **E. INVITED GUEST SPEAKER**

### **(Bronze Standard)**

\$1000 (GST exc) minimum towards costs of invited/guest speakers including fee, travel expenses, accommodation, meals)

The Invited/Guest Speaker Sponsorship package includes:

- Organisation/product/ logo in program – Bronze Standard, as supplied
- Invited Guest speaker acknowledgment in advertised and published program
- Powerpoint, slide or OHP display at commencement of Invited Guest Speaker session, as supplied
- Advertisement in delegate packs or at lunch/dinner, as supplied
- Single trade display/exhibit
- Letter of acknowledgment
- One full registration plus function delegate packs
- End of conference acknowledgment of named sponsors in closing address

## **F. TRADE DISPLAY/EXHIBIT**

\$500 (GST exc) minimum

- Organisation/product/ logo in published program, as supplied
- Half page advertisement in delegate packs or seating subject to level of sponsorship, as supplied
- Single trade display/exhibit
- Letter of acknowledgment
- 1 full registration plus function delegate pack subject to level of sponsorship
- End of conference acknowledgment of named sponsors in closing address

## **G. MORNING/AFTERNOON TEA OR LIGHT LUNCH**

\$300 (GST exc) minimum or cost of function(s)

- Organisation/product/ logo in published program, as supplied
- Advertisement or brochure on or next to catering table, as supplied
- Letter of acknowledgment
- End of conference acknowledgment of named sponsors in closing address

## **H. GENERAL SPONSOR**

\$300 (GST exc) minimum or equivalent

- Organisation/product/ logo in published program, as supplied
- Advertisement in delegate pack, as supplied
- Letter of acknowledgment
- End of conference acknowledgment of named sponsors in closing address

## **I. PRINTING AND/OR ADVERTISING COSTS**

\$250 (GST exc) minimum or service supplied

- Acknowledgment of sponsorship in program and at close of conference.

## **J. SPEAKER GIFTS**

\$250 (GST exc) minimum or gifts supplied

- Acknowledgment of sponsorship in program and at close of conference.

## **K. REGISTRATION GRANT**

\$200 (GST exc) minimum

- Organisation/product/ logo in published program, as supplied
- Brochure on or next to registration desk, as supplied
- Letter of acknowledgment
- Acknowledgment of sponsorship in program and at close of conference.

## **L. STATIONERY EG PENS, PADS, UTENSILS, BAG**

Products Supplied

- Acknowledgment of sponsorship in program and at close of conference.

Additional benefits in each category subject to negotiation and level of sponsorship.

All agreements are informal until confirmed in writing by CEO, ACMHN. Invoice will be issued by ACMHN.



Conference Secretariat

Sophie Secombe

PO Box 10508 BC,  
Southport Qld 4215 Australia

Ph: (61 7) 5528 2501

Fax: 07 5528 5291

Email:

sophie.secombe@astmanagement.com.au

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## SPONSORSHIP BOOKING FORM

19-20 March 2010, Canberra

Stand Co-ordinator Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Name for signage: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Ph: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

*Please print clearly*

**Sponsorship Opportunities** (please ✓ opportunity preferred)

*Cost (Australian Dollars & exclusive GST)*

<input type="checkbox"/> A. Primary Event or Host Sponsor (Gold Standard)	\$3,000	\$ _____
<input type="checkbox"/> B. Keynote Speaker (Silver Standard)	\$2,000	\$ _____
<input type="checkbox"/> C. Major Sponsor (Silver Standard)	\$2,000	\$ _____
<input type="checkbox"/> D. Sponsor (Bronze Standard)	\$1,000	\$ _____
<input type="checkbox"/> E. Invited Guest Speaker (Bronze Standard)	\$1,000	\$ _____
<input type="checkbox"/> F. Trade display/Exhibit	\$500	\$ _____
<input type="checkbox"/> G. Morning/Afternoon Tea or Light Lunch	\$300	\$ _____
<input type="checkbox"/> H. General Sponsor	\$300	\$ _____
<input type="checkbox"/> I. Printing and/or advertising costs	\$250	\$ _____
<input type="checkbox"/> J. Speaker gifts	\$250	\$ _____
<input type="checkbox"/> K. Registration grant	\$200	\$ _____
<input type="checkbox"/> L. Stationery eg pens, pads, utensils, bag	Products Supplied	

**TOTAL (SPONSORSHIP AND EXHIBITION)**

**\$ \_\_\_\_\_**

Please note: Confirmation of sponsorship and exhibition space is conditional upon this form being completed and all payment received. The organisers reserve the right to reassign any exhibition stand to another exhibitor if these conditions are not fulfilled.

Upon confirmation, this contract is binding on the signature below

I/We agree to comply with the terms and conditions and all provisions of the sponsors and exhibitors contractual obligations all of which I/we acknowledge, have read and understood.

Name of authorised person: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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C/- AST Management Pty Ltd

PO Box 10508, Southport BC, QLD 4215

Tel: (07) 5528 2501 Fax: (07) 5528 5291