



Australia
Chapter

CORENET GLOBAL AUSTRALIA
CHAPTER SPONSORSHIP 2024

VALID 1 JANUARY 2024- 31 DECEMBER 2024



ABOUT CORENET GLOBAL

CoreNet Global is the world's leading non-profit association for corporate real estates. Globally, we represent more than 10,000 executives in 50 countries across 46 local chapters and networking groups.

OUR MISSION

CoreNet Global's mission is to advance the practice of corporate real estate industry and create a space for industry professionals to **connect**, **learn**, **grow** and **belong**. We do this through professional development opportunities, publications, research, conferences and chapters and networking groups.

OUR MEMBERS

We attract a range of people across the industry at all levels of their career and experience. The one thing our members have in common is a desire to connect with their peers to drive our industry forward.

Our members include corporate real estate professionals working across a range of industries, from organisations large and small including American Express, ABC, EY, IAG, NAB, Salesforce, Telstra, Westpac, Zurich and more.

We also attract a range of service providers that help meet the needs of corporate real estate, including brokerage, site selection, architecture and interior design, lease administration, facilities management, and technology platforms.

connect learn grow belong

BE A PART OF OUR WINNING TEAM

THE OPPORTUNITY



Sponsorship allows your organisation to gain a 'seat at the table' with a peak body association that enjoys a well-respected profile and thriving community in the property industry.

The CoreNet Global Australia Chapter is pleased to offer prospective partners a unique opportunity to become involved in the growth and ongoing professional development of the Australia corporate real estate community.

We offer a unique blend of professional events and forums aimed at informing and educating members and associates. This in turn represents a great opportunity for sponsors to profile their organisations, projects and services.

BENEFITS

- **CONNECT** Gain access to a vibrant network of professionals
- **LEARN** How to become indispensable to your business and hear industry challenges/trends first hand
- **GROW** Your company and your career and expand your network with like minded professionals
- **BELONG** Play a part in shaping the future of the Australian property industry and find your professional home

Sponsorship packages are available each calendar year with a range of sponsorship packages start from as little as a few thousand dollars. Our program includes an extensive event calendar, with a mix of in-person and virtual events throughout the year across the country.

Our team are always on the lookout for providing our community with positive and memorable experiences. Talk more to us about custom made partnership offerings.

A proven record of success

Partnering with CoreNet Global Australia is choosing to work with a team with a strong track record. In 2021, we were named CoreNet Global's Chapter of the Year (Large Chapter).

HERE'S SOME OF THE REASONS WHY:

- Strong membership retention rates (72%)
- Consistently high membership engagement scores with 79% of members actively engaged
- Innovation in events, including a strong pivot to online event formats
- 50+ events in FY21, spanning a mix of social and community wellbeing, as well as training and development sessions
- Integrated communications, including LinkedIn spotlights for committee members, long-term members, and of course, our valued sponsors
- A strong vision for the future, including new pillars for Diversity, Inclusion, Learning and Development.

As the corporate real estate sector continues to evolve and respond to new challenges, we're more committed than ever to helping our community thrive with the support of an engaged peer-based network.

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Our Partners

CHAPTER CORPORATE PARTNERS

PRINCIPAL PARTNER



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



CHAPTER STRATEGIC PARTNERS

FACILITY SERVICES PLATINUM



FACILITY SERVICES

LANDLORD PLATINUM



VENUE PARTNER



More strategic partnerships available, enquire today!

Our Event Attendees

ENGAGEMENT INSIGHTS



In 2023, CoreNet Australia organised 38 events, reaching a total audience of over 2000

Attendees of previous events include people from end users, suppliers, REIT's, design & build community and corporate real estate

70% of our Chapter members were engaged and attended our events in 2023

In 2023, the average participation for our events was 76% – which is higher than the average participation rate of corporate events in Australia and shows just how valuable we are to our CRE community.

What other sponsors say



Kristiana Greenwood
Corporate Ambassador &
Advisory Board Member
GJK Facility Services



We have found immense value in the diverse range of events across all states which has allowed us the opportunity to network with valued industry colleagues and friends plus keeping abreast of the latest trends and innovations.



Emma Foster-Mitrovski
CEO APAC
Unispace



Connecting through CoreNet Global Australia means we are engaged across the industry and stay proactive in our approach to commercial real estate and key insights.



Benjamin Lloyd
Managing Director
Trinity Fitout and Construction



The direct conversations we're able to have with CoreNet Global members helps us to create a better service offering based on deep understanding of our clients needs.



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Hear from our previous Chapter Leaders



Tony Wyllie

Head of Consulting, Asia Pacific
JLL



Sharing challenges and recognising the similar needs across organisations as well as meeting like-minded professionals are some of the most valuable aspects of CoreNet Global.

The mix of events means that CoreNet can appeal to many members, as well as providing various avenues to present new ideas.

Having partnered with CoreNet Global for over 10 years, the reach and engagement level of CoreNet is unrivalled within the corporate real estate sector.



Maria Russo-Fama

Director Client Services, PDS
Cushman & Wakefield



Serving the CoreNet Global for several years Australia Chapter and now serving on the Global Board, has shown me that CoreNet Global offers a unique forum for the CRE community to convene, learn and grow.

The association consistently delivers a relevant program for its members, sharing best practice and facilitating learning programs to elevate the practice of Corporate Real Estate.

Engaging with CNGAU offers all partners the opportunity to contribute to the CRE industry and have also gained a deeper understanding of our client's needs.



Angela Barwick

Integrated Delivery Executive & Regional
Technology Services Lead APAC
JLL Technologies



CoreNet Global is not just an association; it's a transformative force that propels leadership, fosters growth, and builds a robust community.

CNGAU is dedicated to personal and professional growth, providing members with cutting-edge resources, educational opportunities, and insights into emerging trends.

CoreNet Global's relevance is poised to grow as real estate's role in corporate strategy deepens. I highly recommend CoreNet Global as ideal platform for future partners seeking to make a meaningful impact in the corporate real estate sphere.



 connect

End User Round Tables, Government Symposium, Member Mixers



 learn

Site tours, CRE Tech, State of the Office Market



grow Young Leaders - Breakfast with the Boss and RED Talks, Story Slam, MCR



belong Member Mixers, Diversity & Inclusions Forums, End User Round Tables



Appendix

ANNUAL PARTNER PACKAGES

connect learn grow belong

GOLD PARTNERS

Limited to 8 Sponsors - 1 available
\$15,000 + GST

ACKNOWLEDGEMENT

- Acknowledgment at Chapter events
- Digital acknowledgment at Annual Conference

PROMOTIONAL

- Option to have company logo with link on AU Chapter website
- Option to have company logo on AU Chapter communications
- Option to provide promotional 'give-aways' at Chapter events

MEMBERSHIP ACCESS

- Access to attendee/company list prior to Chapter events by request

PROGRAM BENEFITS

- Invitation to submit program content submission for review by Program committee

PARTICIPATION BENEFITS

- Invitation to Sponsors Lunch - 2 invitations
- Attendance at Australia Chapter forum events - 2 tickets
- Attendance at Australia Chapter site visit events - 1 ticket
- Attendance at Australia Annual Conference - 2 tickets
- Attendance at Australia Chapter networking events (new member and end of year) - 2 tickets
- Attendance at Government forum - 1 ticket

MEMBERSHIP

- 1 complimentary membership included
- Please note that memberships are individual and not transferrable should an employee resign.

LOYALTY REWARD

- Continuation of your support of the Australia Chapter will provide a \$2,500 + GST discount for Year 2 and Year 3 locking your sponsorship at \$10,000 + GST per year for as long as your sponsorship is continuous and current.

SILVER PARTNERS

Limited to 8 Sponsors - 7 available
\$10,000 + GST

ACKNOWLEDGEMENT

- Acknowledgment at Chapter events
- Digital acknowledgment at Annual Conference

PROMOTIONAL

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications
- Option to provide promotional 'give-aways' at Chapter events

MEMBERSHIP ACCESS

- Access to company list prior to Australia Chapter events by request

PARTICIPATION BENEFITS

- Invitation to Sponsors Lunch - 1 invitation
- Attendance at Australia Chapter forum events - 1 ticket
- Attendance at Australia Chapter site visit events - 1 ticket
- Attendance at Australia Annual Conference - 1 ticket
- Attendance at Australia Chapter networking events (new member and end of year) - 1 ticket

LOYALTY REWARD

- Continuation of your support of the Australia Chapter will provide a \$1,000 + GST discount for Year 2 and Year 3 locking your sponsorship at \$8,000 + GST per year for as long as your sponsorship is continuous and current.

BRONZE PARTNERS

Unlimited
\$6,000 + GST

ACKNOWLEDGEMENT

- Acknowledgment at Chapter events
- Digital acknowledgment at Annual Conference

PROMOTIONAL

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications

MEMBERSHIP ACCESS

- Access to company list prior to Australia Chapter events by request

PARTICIPATION BENEFITS

- Invitation to Sponsors Lunch - 1 invitation
- Attendance at Australia Chapter Forum events - 1 ticket
- Attendance at Australia Chapter site visit events - 1 ticket
- Attendance at Australia Chapter networking events (new member and end of year) - 1 ticket

ANNUAL STRATEGIC PARTNER

Limited to 1 sponsor per category
\$15,000 + GST

ACKNOWLEDGEMENT

- Acknowledgment at Chapter events
- Digital acknowledgment at Annual Conference

VIP TREATMENT

- Premium seating at Australia Annual Conference
- Recognised as Platinum Partner in nominated category

PROMOTIONAL BENEFITS

- Option to have company logo with link on Australia Chapter website
- Option to have company logo on Australia Chapter communications
- Option to provide promotional 'give-aways' at hosted Chapter events
- First right of refusal to take up the sponsorship level for the following year
- Option to give vote of thanks at sponsored events

MEMBERSHIP ACCESS

- Access to attendee/company list prior to Australia Chapter events by request

PROGRAM BENEFITS

- Invitation to submit program content submission for review by Program committee
- Option to host 1 chapter event in line with Program

PARTICIPATION BENEFITS

- Invitation to Sponsors Lunch - 2 invitations
- Attendance at Australia Chapter forum events - 2 tickets
- Attendance at Australia Chapter site visit events - 1 ticket
- Attendance at Australia Annual Conference - 2 tickets
- Attendance at Australia Chapter networking events (new member and end of year) - 2 tickets
- Attendance at Government Forum - 1 ticket

MEMBERSHIP

- 1 complimentary membership included
- Please note that memberships are individual and not transferrable should an employee resign.

VENUE PARTNER

Unlimited

COMMITMENT

- Use of AV – microphone, data projector + screen
- Food and beverage to be organised and paid for by sponsor in liaison with CoreNet Global Australia Administrator

PROMOTIONAL BENEFITS

- Acknowledgment at hosted Chapter events
- Option to display company logo on sponsored events communications
- Option to provide promotional 'give-aways' at hosted Chapter events
- First right of refusal to take up the sponsorship level for the following year
- Option to give vote of thanks at sponsored events

PARTICIPATION BENEFITS

- Invitation to Sponsors Lunch - 1 invitation
- Attendance at sponsored event - 2 tickets
- Attendance at Australia Chapter forum events - 1 ticket
- Attendance at Australia Chapter site visit events - 1 ticket
- Attendance at Australia Chapter networking events (new member and end of year) - 2 tickets

Sponsorship inclusions

Annual Chapter Partner

Bronze	Silver	Gold
Unlimited	6 available	1 available

Annual Strategic Partner

Refer to CNGAU	Venue Partner
	1 available

Event Partner
Unlimited

Acknowledgment

Acknowledgment at Australia Chapter Events
Digital recognition at Australia Chapter Annual Conference

●	●	●	●	At Sponsor event	At Sponsor event
●	●	●	●		

VIP Treatment

Premium seating at Australia Annual Conference
Recognised as Platinum Partner in nominated category

●					
●					

Promotional

Option to have company logo with link on Australia Chapter website
Option to have company logo on Australia Chapter communications
Option to have company logo on sponsored event communications
Option to provide promotional 'give-aways' at Australia Chapter events
Option to give vote of thanks at sponsored event/s

●	●	●	●	●	●
●	●	●	●	●	●
●	●	●	●	●	●
●	●	●	●	At hosted events	At hosted event
●				●	●

Membership Access

Access to company list prior to Australia Chapter events [by request]
Access to attendee list prior to Australia Chapter events [by request]

●	●	●	●	●	●

Program Benefits

Invitation to submit program content for review by Program committee
Option to host 1 chapter event in line with Program

●	●	●	●	●	●
●					

[View Program here](#)

Participation Benefits

Invitation to Sponsors Lunch
Attendance at Australia Chapter forum events
Attendance at sponsored Australia Chapter event
Attendance at Australia Chapter site visit events
Attendance at Australia Chapter networking events [new member and end of year]
Attendance at Australia Annual Conference
Attendance at Australia Government Workplace Forum
Attendance at Australia Young Leaders events

1	1	2	2	1	-
1	1	2	2	1	-
				-	3
1	1	1	1	-	-
1	1	2	2	2	-
-	1	2	2	-	-
-	-	1	1	-	-
-	-	-	-	-	-

Memberships



Number of individual memberships included in package

		1	1	1	
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GOVERNMENT FORUM

Canberra - Wednesday 7 August 2024

SPONSORSHIP PACKAGE	INCLUSIONS	PRICE + GST
CONFERENCE PARTNER <ul style="list-style-type: none">1 available	<ul style="list-style-type: none">Exclusive sponsorshipVerbal acknowledgment at the eventCompany logo included in all communications leading up to the eventOpening welcomeAbility to display banner near stage2 complimentary tickets to forumMember rate on additional tickets	<p>PACKAGE TAKEN</p>  <ul style="list-style-type: none">\$3,000
DAYTIME NETWORKING - BON APPÉTIT <ul style="list-style-type: none">1 available	<ul style="list-style-type: none">Exclusive sponsorshipVerbal acknowledgment at the eventCompany logo included in all communications leading up to the eventInvite attendees to lunch2 complimentary tickets to forumMember rate on additional tickets	<p>PACKAGE TAKEN</p>  <ul style="list-style-type: none">\$1,500
GOOD MOOD SPONSOR - COFFEE <ul style="list-style-type: none">1 available	<ul style="list-style-type: none">Exclusive sponsorshipVerbal acknowledgment at the eventCompany logo included in all communications leading up to the eventOption to display banner near coffee cart2 complimentary tickets to forumMember rate on additional tickets	
EVENT SUPPORTER <ul style="list-style-type: none">Unlimited	<ul style="list-style-type: none">Verbal acknowledgment at the eventCompany logo included in all communications leading up to the eventOption to display banner in roomOption to provide giveaways2 complimentary tickets to forumMember rate on additional tickets	






GOVERNMENT FORUM

Canberra - Wednesday 7 August 2024

SPONSORSHIP PACKAGE	INCLUSIONS	PRICE + GST
<p>POST EVENT SURVEY</p> <ul style="list-style-type: none">■ 1 available	<ul style="list-style-type: none">■ Exclusive sponsorship■ Verbal acknowledgment during event■ Company logo on all marketing material leading up to the event■ Inclusion of logo on event app and rolling slideshow during breaks■ 1 complimentary ticket to forum■ Member rate on additional tickets	<ul style="list-style-type: none">■ \$1,500
<p>TUESDAY 6 AUGUST</p> <p>END USER NETWORKING FUNCTION</p> <ul style="list-style-type: none">■ 1 available	<ul style="list-style-type: none">■ Exclusive sponsorship■ End User only attended event■ Verbal acknowledgment at the networking function■ Option to welcome guests to event■ Company logo included in all communications leading up to the event■ 2 complimentary tickets to networking event■ 2 complimentary tickets to forum■ Option to display banner in room■ Option to provide giveaways■ Member rate on additional forum tickets	<ul style="list-style-type: none">■ \$3,000

2024 REAWARDS

Melbourne - Tuesday 3 September 2024

SPONSORSHIP PACKAGE	INCLUSIONS	PRICE + GST
EVENT SUPPORTER <ul style="list-style-type: none">CRE Executive of the Year	<ul style="list-style-type: none">Verbal acknowledgment at the eventCompany logo on event marketing material in lead up to the eventCompany representative to present award3 complimentary ticketsMember rate on additional tickets	<ul style="list-style-type: none">\$5,000
EVENT SUPPORTER <ul style="list-style-type: none">Workplace Innovation		<ul style="list-style-type: none">\$5,000
EVENT SUPPORTER <ul style="list-style-type: none">Service Provider of the Year [new category]		<ul style="list-style-type: none">\$5,000
EVENT SUPPORTER <ul style="list-style-type: none">Young Leader of the Year		<p>PACKAGE TAKEN</p> 
EVENT SUPPORTER <ul style="list-style-type: none">Diversity & Inclusion Excellence		<p>PACKAGE TAKEN</p> 
EVENT SUPPORTER <ul style="list-style-type: none">Sustainability and Wellness Leadership		<p>PACKAGE TAKEN</p> 



2024 ANNUAL CONFERENCE



There's no map for the future and there can be lots of paths to success. Determining the paths that might be best for you and your organisation starts with being informed.

Join us at this year's CoreNet Global Australia annual conference to explore ideas to reimagine the evolution of property strategies. Delve into technology and human ingenuity that could redefine future cities and corporate real estate environments. Be inspired with ideas for moving beyond the hybrid of today and creating the possibilities for tomorrow.

4 SEPTEMBER 2024

PARK HYATT | MELBOURNE

Conference Tickets

TICKET	SUPER EARLY BIRD BEFORE 14 JUNE	EARLY BIRD BEFORE 31 JULY	REGULAR FROM 1 AUGUST
Member - Service Provider	\$695	\$695	\$795
Member - End User or Young Leader	\$445	\$495	\$595
Member - Retired	\$250	\$250	\$250
Non member - Service Provider	\$845	\$895	\$995
Non member - End User	\$645	\$695	\$795
Government, Academic, Student (must register with .gov or .edu email)	\$250	\$250	\$250
Table of 8 - Service Provider	\$5160	\$5560	\$6360
Table of 8 - End User	\$3560	\$3960	\$4760
J&A Service Provider	\$1375	\$1425	\$1525
J&A End User	\$1175	\$1225	\$1325
J&A Young Leader	\$685	\$735	\$835

SPONSORSHIP PACKAGE	INCLUSIONS	PRICE + GST
<p>CONFERENCE PARTNER</p> <ul style="list-style-type: none"> 1 available 	<ul style="list-style-type: none"> Verbal acknowledgment at the event Company logo on event marketing material in lead up to the event Two complimentary tickets to conference Member rate on additional tickets Ability to display banner in registration area Access to restricted list of delegates name and company one week out from event (confidentiality and use of list restrictions to apply) 	<ul style="list-style-type: none"> \$12,500
<p>DAYTIME NETWORKING - BON APPÉTIT</p> <ul style="list-style-type: none"> 1 available 	<ul style="list-style-type: none"> Verbal acknowledgment at the event Company logo on event marketing material in lead up to the event Two complimentary tickets to conference Member rate on additional tickets Two branded tables cloths Access to restricted list of delegates name and company one week out from event (confidentiality and use of list restrictions to apply) 	<ul style="list-style-type: none"> \$12,500
<p>EVENING NETWORKING - COCKTAIL FUNCTION</p> <ul style="list-style-type: none"> 1 available 	<ul style="list-style-type: none"> Verbal acknowledgment at the event Company logo on event marketing material in lead up to the event Two complimentary tickets to conference Member rate on additional tickets Ability to display banner in cocktail area Access to restricted list of delegates name and company one week out from event (confidentiality and use of list restrictions to apply) 	<ul style="list-style-type: none"> \$12,500
<p>BUSINESS LOUNGE SPONSOR</p> <ul style="list-style-type: none"> 1 available 	<ul style="list-style-type: none"> Verbal acknowledgment at the event Company logo on event marketing material in lead up to the event Two complimentary tickets to conference Member rate on additional tickets 	<ul style="list-style-type: none"> \$7,500
<p>CONFERENCE SUPPORTER</p> <ul style="list-style-type: none"> Unlimited available 	<ul style="list-style-type: none"> Verbal acknowledgment at the event Company logo on event marketing material in lead up to the event Includes table of 8 Premium table location 	<ul style="list-style-type: none"> \$7,500
<p>EVENT CONCIERGE</p> <ul style="list-style-type: none"> 1 available 	<ul style="list-style-type: none"> Verbal acknowledgment at the event Company logo on event marketing material in lead up to the event Member rate on additional tickets 	<ul style="list-style-type: none"> \$5,000

SPONSORSHIP PACKAGE	INCLUSIONS	PRICE + GST
<p>RED TALKS SPONSOR</p> <ul style="list-style-type: none"> ■ 1 available 	<ul style="list-style-type: none"> ■ Verbal acknowledgment at the event ■ Company logo on event marketing material in lead up to the event ■ One complimentary ticket to conference ■ Dedicated LinkedIn post ■ Introduction of speaker at RED Talks virtual launch event ■ Introduction of RED Talks session at Annual Conference 	<ul style="list-style-type: none"> ■ \$4,500
<p>GOOD MOOD SPONSOR (COFFEE CARTS)</p> <ul style="list-style-type: none"> ■ 1 available 	<ul style="list-style-type: none"> ■ Verbal acknowledgment at the event ■ Company logo on event marketing material in lead up to the event ■ Two complimentary tickets to conference ■ Member rate on additional tickets ■ Two branded coffee machines ■ Coffee menu with branding 	<p style="text-align: center;">PACKAGE TAKEN</p> 
<p>AUDIENCE INTERACTION</p> <ul style="list-style-type: none"> ■ 1 available 	<ul style="list-style-type: none"> ■ Verbal acknowledgment at the event ■ Company logo on event marketing material in lead up to the event ■ One complimentary ticket to conference ■ Member rate on additional tickets ■ Ability to create a survey for attendees in event app 	<ul style="list-style-type: none"> ■ \$4,500
<p>POST EVENT SURVEY PRIZE</p> <ul style="list-style-type: none"> ■ 1 available 	<ul style="list-style-type: none"> ■ Verbal acknowledgment at the event ■ Company logo on event marketing material in lead up to the event ■ Member rate on additional tickets 	<ul style="list-style-type: none"> ■ \$2,500

At CoreNet Global Australia we love partnering with innovative companies with synergies in Corporate Real Estate.

If you have a great of idea of how you would like to partner with us which aligns to your values and isn't listed above, let us know and we will do our best to accommodate.

Get in touch today!



connect learn grow belong



Are you in?



For more information
please contact

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Chapter Administrator

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