



CENTRE FOR
HUMANITARIAN
LEADERSHIP

26–28 April



Re-engineering the global disaster response system

| **2023** Humanitarian
Leadership Conference

**Sponsorship
Prospectus**

About the 2023 Humanitarian Leadership Conference

April 26–28, 2023

Presented by the Centre for Humanitarian Leadership, the **2023 Humanitarian Leadership Conference** will reach a global humanitarian audience over a three-day programme of presentations, workshops and panels.

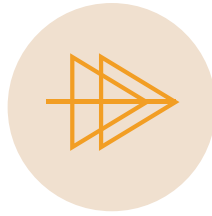


Re-engineering the global disaster response system

The humanitarian system is no longer fit-for-purpose to deal with the scale and severity of crises in the 21st century. Climate change, increasing fragility and conflict, and financial and economic crises are compounding disasters. System reform initiatives such as anticipatory action, the triple nexus, and resilient development have not led to transformational change. Progress towards decolonising aid, shifting the power and achieving the localisation agenda has stalled.



Money



Models



Mandates



Motivations

The **2023 Humanitarian Leadership Conference** will investigate why the system is 'stuck' and will propose ambitious and pragmatic ways to reinvigorate change.

It will explore answers to key questions: what needs to change, how, and who needs to drive the change; across four key areas: **funding** for crisis response, organisational **models** and their **mandates** and **motivations**.

WHY SPONSOR THE 2023 HUMANITARIAN LEADERSHIP CONFERENCE?

The bi-annual Humanitarian Leadership Conference has a unique focus on the enablers of transformational leadership in the global disaster response system. In 2023, this focus narrows to four under-researched and less considered enablers of transformational change: money, mandates, models, and motivations.

The Centre for Humanitarian Leadership bridges the gap between academia and the policy and practice of the global disaster response system. The Centre actively supports emerging and current leaders who are responding to various complex crises, and concurrently contributes high-quality academic research. This diverse approach allows the Centre to convene leading academics, senior disaster response and humanitarian practitioners, and policy experts from diverse contexts and backgrounds.

By supporting the 2023 HLC, sponsors are helping create space for these critical yet under-appreciated enablers of transformational change to be debated. The 2023 HLC brings together traditional and non-traditional perspectives from the Global South and North to discuss how leaders can move beyond systemic inertia towards affecting real-world change.

Sponsors gain visibility and connections with a diverse range of conference speakers and participants, in addition to noticeably demonstrating their solidarity with the attempts of leaders to transform the global disaster response system to be able to deal with the scale and severity of crises in the 21st century.



The Centre for Humanitarian Leadership is calling for sponsors to support the 2023 HLC to help create space for debate and action to drive real-world change.

Format, audience, reach and brand exposure



AN ENHANCED DIGITAL EXPERIENCE WITH OPTIONAL IN-PERSON EXTRAS

The 2023 Conference will build on the success of the 2021 event which was entirely digital, removing barriers to participation and enhancing accessibility. Based on feedback, the programme will be spread over three days instead of two; with an optional third day of in-person workshops and meetings in Melbourne, Australia.

In 2023, the Conference will move to a new, one-stop platform, Cvent, which will guide delegates through the event journey from abstract submission and registration, to participation in the three-day event.

The platform is user-friendly for both attendees and sponsors, while fully customisable to meet your organisation's branding requirements. Cvent supports interaction with sponsors and exhibitors, increasing branding opportunities and allowing virtual messaging and meetings.

Delegates can select from one of 22 global languages when participating in the event, greatly enhancing its accessibility. There will be live translation options for key presentations¹.

Facebook **44,700**
Likes

Twitter **2,924**
Followers

LinkedIn **23,300**
Followers

Email list **6,000**
Subscribers

Website **60,000**
Visits (June 2021 – June 2022)

The Centre for Humanitarian Leadership has an active and engaged global humanitarian network. We proudly collaborate with the following organisations:

- ▼ Acion Contre La Faim
- ▼ Australian Council For International Development
- ▼ Adeso
- ▼ Asian Disaster Preparedness Center (ADPC)
- ▼ Department of Foreign Affairs and Trade (DFAT)
- ▼ GSK
- ▼ Harvard Humanitarian Initiative
- ▼ Humanitarian Advisory Group
- ▼ hcrl
- ▼ H2H Network
- ▼ International Institute of Social Studies
- ▼ Network on Humanitarian Action (NOHA)
- ▼ OxfordHR
- ▼ Princeton School of Public and International Affairs
- ▼ RedR Australia
- ▼ USAID – Bureau for Humanitarian Assistance (BHA)
- ▼ World Vision

¹At time of publication, the live translation function was being organised with platform technicians.

PREVIOUS DIGITAL EVENTS



The Centre for Humanitarian Leadership specialises in convening groups of humanitarian actors with diverse backgrounds, perspectives, and experiences, and creates space for the challenging but necessary conversations about how to transform disaster response and humanitarian action.

In 2021, the Centre for Humanitarian Leadership presented a broad range of digital events attended by thousands of people from across the globe. The increased accessibility of our events helped forge new relationships, nourished existing connections and created interactive spaces to promote real change.



10

Digital events



2,566

Event participants



3

New partnerships and sponsorships

2021 HUMANITARIAN LEADERSHIP CONFERENCE: WHO ARE THE HUMANITARIANS?

1,013 attendees from **90** countries **234** speakers from **55** countries

85% of feedback respondents rated the conference as either 'Excellent' or 'Very Good'

The third biennial Humanitarian Leadership Conference, 'Who are the humanitarians?', delivered a unique two-day event that questioned what a transformed humanitarian system could look like, based on social, economic, environmental, and political justice for affected communities.

The Centre for Humanitarian Leadership was delighted to welcome over 1,000 participants from 90 countries to the Conference, as well as the 230 speakers from around the world who contributed to the Conference program through keynote speeches, panels, learning labs, papers, and posters.

With COVID-19 still battering communities around the world, our in-person event went digital,

leading to an innovative, immersive experience featuring presentations from prominent global humanitarian leaders.

Shifting the conference to an online platform and reducing registration fees removed financial, travel and visa barriers, and through the additional generosity of 200 participants, we were able to fund **75 scholarships** to delegates from **29 countries** to attend the Conference for free.

Keynote speakers

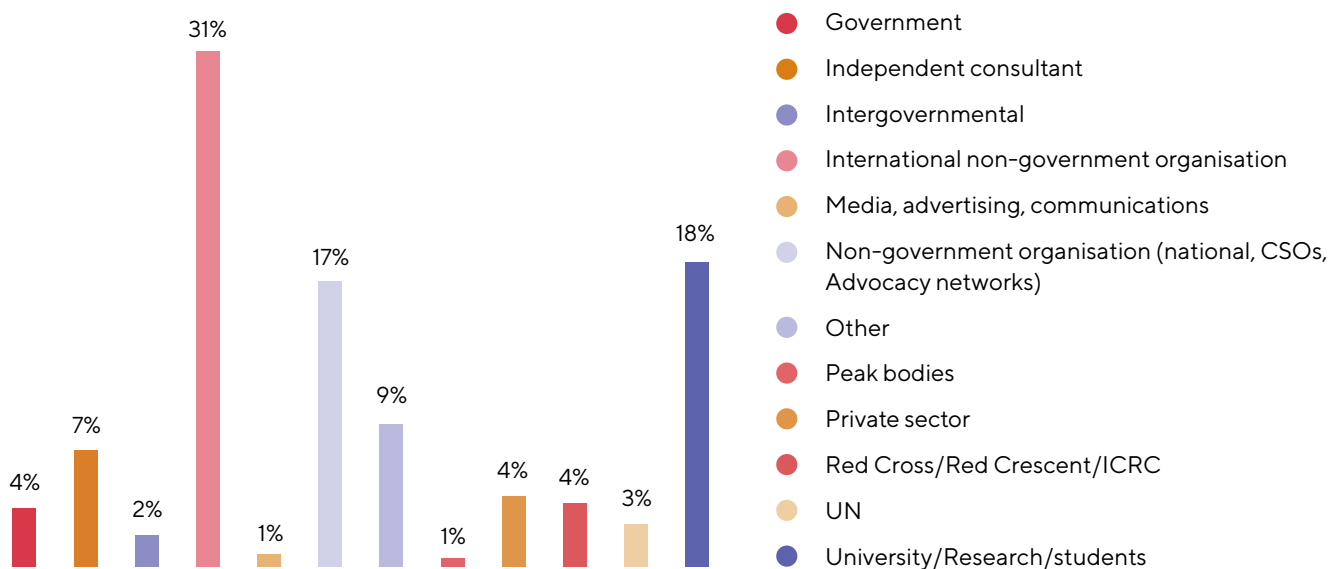
- ▽ Degan Ali, Executive Director, Adeso
- ▽ Danny Sriskandarajah, CEO, Oxfam Great Britain
- ▽ Lina AbiRafeh, Executive Director, Arab Institute for Women, Lebanese American University
- ▽ Arbie Baguois, Founder, Aid Re-imagined
- ▽ Lina Sergie Attar, Founder and CEO, Karam Foundation
- ▽ Heba Aly, CEO, The New Humanitarian

2021 HUMANITARIAN LEADERSHIP CONFERENCE: WHO ARE THE HUMANITARIANS?

“Thank you for a well-organized, carefully curated, and multi-layered event. The Conference program was rich, inspiring, well-planned and interesting. It was exciting to see the diversity and inclusion in other corners of the world :)”

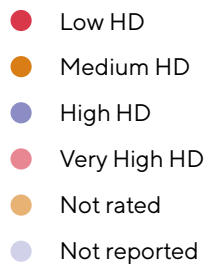
—ADI MAYA, INDEPENDENT RESEARCHER, SWITZERLAND.

DELEGATE WORK CATEGORY

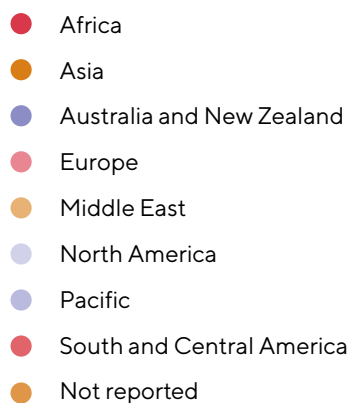


ATTENDANCE

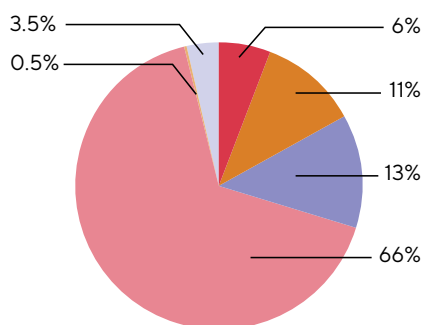
HDI category



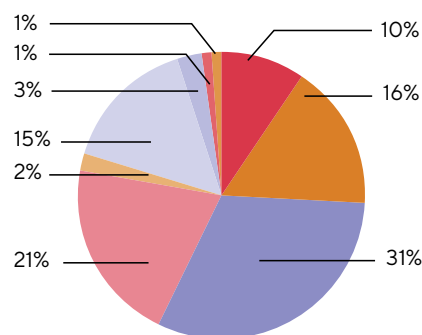
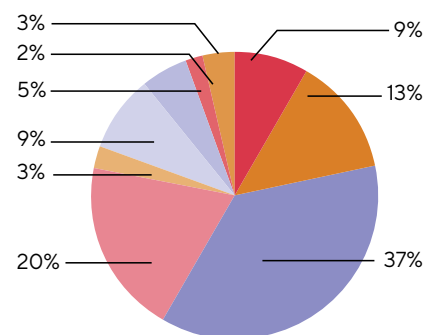
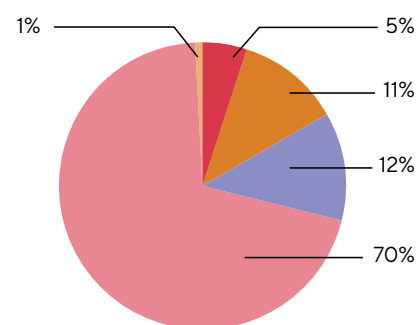
Region



Speakers



Delegates



“This was a fantastic, thought provoking forum. I greatly appreciate the diversity shown by choice of panelists and session moderators. Hearing from local organisations that are making a difference in the communities.”

—MARY NJERI, WORLD VISION UGANDA.

Sponsorship packages

Please note: We have special rates for Global South NGOs and CSOs – please contact us for a discussion.

	Lead Partner	Impact Partner	Knowledge Partner	Change Partner	Exhibitor
	<i>Partner with CHL to co-deliver the Conference</i>	<i>Major supporter of the Conference</i>	<i>Support a specific theme of the Conference</i>	<i>Co-create and deliver an in-person workshop</i>	<i>Virtual exhibition opportunity</i>
	\$50,000 AUD	\$25,000 AUD	\$9,500 AUD	\$6,000 AUD	\$1,500 AUD
Partner can invite a Global South partner to present a dedicated Conference session	✓	✓	✓	-	-
Number of needs-based registrations supported (See page 5)	12	8	4	2	2
Number of regular registrations	10	6	4	2	2
Brand exposure					
Recognition as Partner in formal Welcome and Closing sessions	✓	✓	-	-	-
Logo on main page of Conference website ²	✓	✓	✓	-	-
Logo on Our Partners page of Conference website	✓	✓	✓	-	-
Profile on relevant page of Conference platform (feat. Logo, links, photos and videos)	✓	✓	✓	✓	✓
Co-authored CHL blog and supported dissemination ³	✓	✓	✓	-	-
Delegate reach					
Included tickets to closing (in-person) networking event, 28/4	6	4	2	2	-
Access to video chat with delegates through online platform, as well as professional profiles of delegates ⁴	✓	✓	✓	✓	✓
Continuing Dialogue					
Supporting initiatives conceived at HLC in subsequent months	✓	✓	-	-	-

² For the 2021 HLC, the Conference webpage averaged 1000 webviews per month in the lead-up to the event.

³ See CHL Audience on Page 4 for information on audience reach.

⁴ Subject to delegates providing their personal information online.

Order form

Organisation full legal name (Sponsor):

Address:

Contact name:

Position:

Country:

Email:

Phone number:

I am authorised to sign this document on behalf of the organisation and acknowledge that the company will pay all costs as detailed below and follow the guidelines as detailed in this prospectus. This document is subject to the Terms and Conditions on the following page.

The personal information on this form is being collected by the Centre for Humanitarian Leadership, which is located at Deakin University, for the purposes of administering your sponsorship of the **2023 Humanitarian Leadership Conference**. Your personal information will not be used or disclosed for any other purpose without your consent.

CHL, as a centre located at Deakin University, manages personal information it holds, including requests by individuals for access to their personal information, in accordance with the *Privacy and Data Protection Act 2014* (Vic). You have a right to gain access to your personal information held by the University.

Information about Deakin's privacy practices, including how it manages the data subject rights under the General Data Protection Regulation, is available at <http://www.deakin.edu.au/footer/privacy>.

You may obtain further information about privacy at Deakin by contacting the Privacy Officer at **(03) 5227 8524** or at privacy@deakin.edu.au

Please indicate your preferred sponsorship option:

SUPPORT LEVEL (PLEASE TICK): **AMOUNT:**

Lead Partner

Change Partner

Knowledge Partner

Impact Partner

Exhibitor

**ADD UP YOUR TOTAL
(EX GST):**

Signed:

Date:



TERMS AND CONDITIONS

1. These terms and conditions apply between Deakin University, acting through the Centre for Humanitarian Leadership, of 1 Gheringhap Street, Geelong VIC 3220 Australia, and the Sponsor.
2. All sponsorship will only be confirmed on receipt of a signed application form.
3. Sponsorship amounts are shown exclusive of GST. If the Sponsor is located outside of Australia for tax purposes, GST may not be applicable. Deakin will provide to the Sponsor a tax invoice for the amount of the Sponsorship and the Sponsor will make payment within 30 days of receipt, or as otherwise agreed in writing.
4. Once full payment is received recognition will go onto the conference website.
5. The Centre for Humanitarian Leadership reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the Conference. Every effort will be made to maximise sponsor benefits as well as delegates' experience.
6. The Centre for Humanitarian Leadership reserve the right, in its absolute discretion, to refuse any sponsorship application that does not uphold the objectives of the Conference.
7. The Sponsor acknowledges that other persons and organisations who are competitors of the Sponsor may be sponsors of the Conference.
8. All cancellations must be advised in writing directly to Centre for Humanitarian Leadership. Refunds will be given on the following basis:

Notice Period	Amount retained by the CHL
At least 60 days prior to the Conference start Date	\$250.00 Administration Fee 5% of sponsorship amount
Between 60 days and 7 days prior to Conference start date	\$250.00 Administration Fee 30% of sponsorship amount
Less than 7 days prior to Conference start date	No refund will be given
9. Copyright and all other intellectual property rights in all material prepared or developed by the Centre for Humanitarian Leadership relating to the sponsorship, (including but not limited to copyright in all documents, promotional materials, reports, charts, drawings is owned by Deakin.
10. Except as permitted by the Sponsorship Rights, a party may not use the name or logo or any variation of the name or logo of the other party, in any publicity, advertising, or news release without the prior written approval of an authorised representative of the other party.
11. In the event that the Conference is cancelled or delayed through no fault of the Centre for Humanitarian Leadership, including, but not limited to, fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slow-downs or disputes, pandemic or epidemic (including COVID-19) the Sponsor has the right to:
 - receive a refund of 90% of the Sponsorship amount, not including scholarship contributions; or
 - roll over the Sponsorship amount to the next offering of the Conference on the same basis as set out in these Terms and Conditions.
12. Deakin University, its employees, servants and agents shall not be liable for any loss, damage, liability, claim or expense whatsoever arising out of or referable to the Conference.
13. These Terms and Conditions do not create any relationship between the parties in the nature of a partnership, principal and agent, joint venture or fiduciary.
14. These Terms and Conditions constitute the entire agreement between the parties in respect of the Sponsorship, and supersedes all prior agreements, representations, negotiations and correspondence.
15. Any variation to these Terms and Conditions must be in writing and signed by an authorised representative of each party.
16. No waiver by either party of any provisions of these Terms and Conditions will amount to a waiver of any other provision of these Terms and Conditions unless made in writing and signed by the party against whom the waiver would have been enforced.
17. A party may not assign or transfer any of its rights or obligations under these Terms and Conditions without the prior written consent of the other party.
18. If any part of these Terms and Conditions is held to be invalid or unenforceable in any way, the remaining provisions will not be affected and remain in full force for the Term.
19. These Terms and Conditions are governed by the laws of the State of Victoria and the parties submit to the exclusive jurisdiction of the courts of that state.



CENTRE FOR
HUMANITARIAN
LEADERSHIP

The Centre for Humanitarian Leadership was established in 2011 as an innovative collaboration between Deakin University and Save the Children Australia, combining good humanitarian practice with academic rigour.

Our mission is to lead and influence change within the humanitarian system through critical analysis, transformational and disruptive education and research, and meaningful contributions to policy and practice.

We combine academic education with applied learning in the field. We teach new perspectives and behaviours, guided by research and evidence gained on the ground. Through our valuable global partnerships, we bridge the gap between decision-makers, practitioners, academics, students, graduates, and sector stakeholders.

cfhl.info/2023HLC
centreforhumanitarianleadership.org

2023 Humanitarian
Leadership Conference

