



Sponsorship &  
Exhibition Prospectus

Time for Action

2nd Diversity on  
Boards Conference

1-3 September 2009

Sheraton on the Park

Sydney Australia



Women On Boards

"I think it's important we have a robust conversation because sadly, on issues like diversity I'm concerned that we have a lot of nice words and platitudes but insufficient action.

Mike Smith, CEO ANZ Bank, October 2008

## Invitation to Support

Women on Boards (WOB) invites you to support the 2nd Diversity on Boards Conference being held in the Sydney CBD in spring 2009.

WOB inaugurated the Diversity on Boards conference series in May 2008 to progress discussion and action on the important issue of improving diversity on Australian boards.

The 2008 EOWA Leadership Census highlights the urgent need for action. It shows a 1.3 per cent decline in female senior executives and a 0.3 per cent decline in the numbers of women on top ASX200 boards since 2006. Australia seriously lags other OECD countries in relation to gender diversity on boards, comparing with The European Union (11 %), Canada (13 %) and the USA (14.8 %).

Recent research highlights that diversity is a core business issue for Australian companies. Accountability, performance and credibility are linked to opening up leadership opportunities to a wider range of talented men and women.

There are significant benefits in being associated with the Diversity on Boards Conference:

- Empowering female employees to consider directorship as a career opportunity.
- Increasing the capacity of female employees to develop professional and personal networks.
- Building employee market and industry knowledge through exposure to a diverse range of issues from a different perspective.
- Valuable for professional development and employee retention.
- Adds value to corporate community outreach programs.
- Shows a commitment to diversity as a business issue.
- Creates business opportunities.

## Conference Program

The conference program has been designed to provide delegates with a dynamic, interactive and stimulating experience with many opportunities for networking and discussion. It is mindful of work/ life balance issues in its duration and through the availability of childcare, exercise sessions and health breaks.

Program Features include sessions covering:

- Is there merit in quotas?
- Where are the women?
- Your board career
- Interviews with company directors
- Courageous conversions in the boardroom
- CEO strategies for advancing women
- Mentoring dinner

## Attendance & Marketing

Women on Boards is anticipating between 250 and 350 delegates will attend the 2nd Diversity on Boards Conference. This estimate is based on attendance of 220 at the 1st conference, increased awareness of the value of Women on Boards and the recent business focus on leadership diversity.

The conference will be marketed to the Women on Boards database of 6,100 through its website, monthly enews and by mail, in the publications and email lists of business and women's networks and State and Federal Government Offices for Women and through various business and media publications.

## Conference Costs

<b>Early Bird Registration Fees</b> (to 31 May 2009)	<b>WOB Subscribers</b>	<b>Non-Subscribers</b>
Full Conference Package <ul style="list-style-type: none"> <li>• Boardroom Readiness Workshop (40 places only)</li> <li>• UBS Boardroom Briefing</li> <li>• Lunch</li> <li>• Networking Drinks</li> <li>• Full Conference</li> <li>• Dinner</li> </ul>	\$1,650	NA
Conference & Dinner	\$1,350	\$1,550
Wednesday Only	\$750	\$750
Thursday Only	\$750	\$750
Conference & Dinner Group Bookings (5+)	\$1,150pp	\$1,350pp
<b>Full Registration Fees</b> (from 1 June 2009)		
Conference & Dinner	\$1,550	\$1,750
Wednesday Only	\$850	\$850
Thursday Only	\$850	\$850
Conference & Dinner Group Bookings (5+)	\$1,350pp	\$1,550pp
<b>Conference Extras</b>		
Dinner		\$220
Accommodation The Sheraton on the Park		\$200 Double \$240 Twin

Women on Boards will provide FREE childcare to conference delegates with babies and toddlers aged under five.

## Feedback from the 2008 Conference

“Bravo for a really excellent conference. You had a great balance of topics, styles of sessions and speakers. And the collective energy and interest of the attendees was quite palpable. Every single person I met was fascinating and enthusiastic. I can’t think of too many other events where I’ve come away with so many ideas, contacts and plans. The only problem is I haven’t been able to sleep as the ideas keep swirling around!”

**Rebecca Davies, Partner Freehills**

The conference gave me renewed focus for right now and encouraged me to sow the seeds for the next phase of my career. Hopefully I’ll be one of a surge of women changing those statistics. Keep up the good work.”

**Davina Best, Managing Director Prime Factor Pty Ltd**

“I would like to add my congratulations to Women on Boards. I thought the conference was absolutely fantastic and I am so pleased that I made the effort to attend.”

**Dr Susan Gould Deputy Vice-Chancellor (Services),  
The University of Newcastle**

“Thank you again for the opportunity to attend the conference. It was a brilliant event, so well organised and such an array of speakers! I learned a huge amount and took away many valuable contacts.”

**Wendy Berkley, retired lawyer**

“I found my day on Thursday full of affirmation and a joyous reinforcement of the strength and power of women – the intellects, the vibrancy and the plain old fashioned friendliness of all the women I connected with – both participants and presenters – made it a very special experience. I found myself connecting internally with so many of the challenges to which we are exposed as successful high achieving women – and the sense of camaraderie I felt among peers was liberating.”

**Jo Comans, Executive Director of the Central Coast  
Community Council**

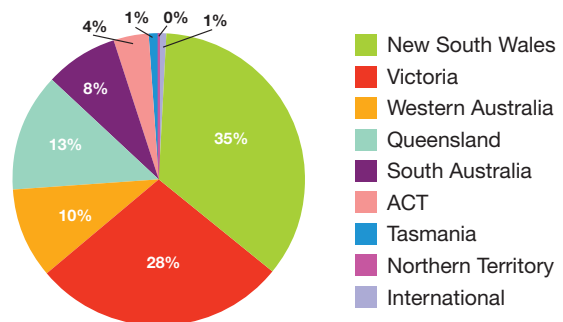
## About Women on Boards

WOB is the leading online network for women seeking to enhance their career through directorship roles on community and not-for-profit boards through to those of public companies. It specialises in providing practical ‘can do’ interventions on both the supply and demand side to improve the participation of women in leadership roles.

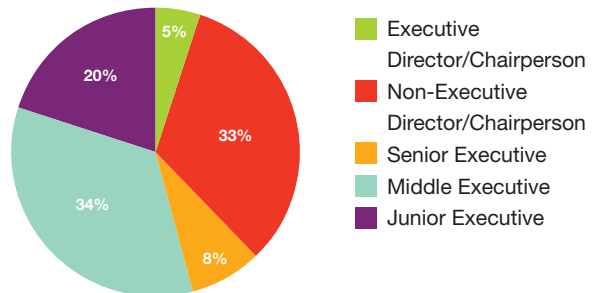
There are well over 6,000 men and women active with Women on Boards through its website, director networks and informal mentoring programs. More than 60 per cent of WOB members sit on boards, predominantly in the not for profit sector.

## Women on Boards demographics

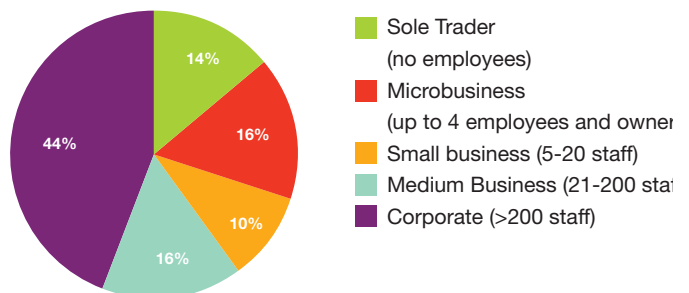
### In which state do you reside?



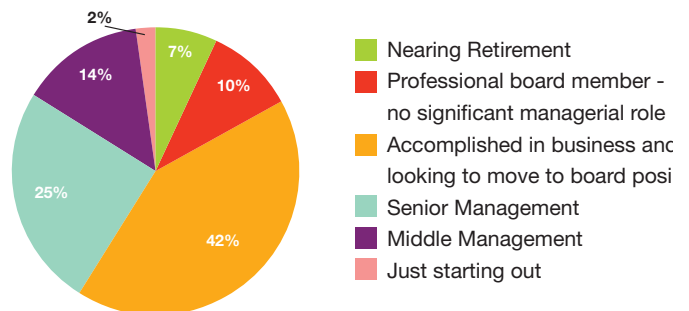
### Role in Main Company



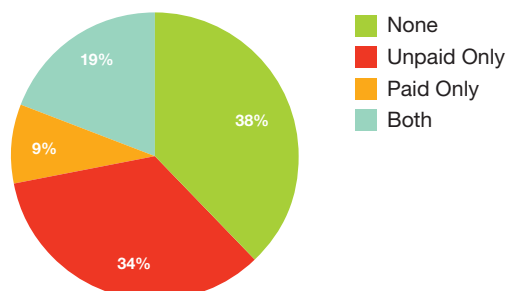
### Size of Main Company



### Career Stage



### Board Position Type (% of question respondents)



Genroe 2008



## The Sponsorship Packages

### Chair's Package - \$17,500

#### One only offered

- Acknowledged as the conference's principal sponsor
- Two complimentary full conference registrations
- Table of eight for the mentoring dinner
- Signage at front of main ballroom during the conference and dinner
- Opportunity to briefly address the opening plenary session
- Recognition in printed and web marketing materials as principal sponsor
- Full page advertisement in the delegates handbook
- Recognition in email conference communication to potential delegates
- Opportunity to place two items in the delegate satchel
- Copy of the delegate list

### Deputy Chair's Package - \$11,000

#### Two only offered

- Acknowledged as the conference's minor sponsors
- One complimentary full conference registration
- Table of eight for the mentoring dinner
- Signage in main ballroom during the conference and dinner
- Recognition in printed and web marketing materials as minor sponsors
- Half-page advertisement in the delegates handbook
- Recognition in email conference communication to potential delegates
- Opportunity to place one item in the delegate satchel
- Copy of the delegate list

### Director's Dinner Packages - \$6,600

- One complimentary full conference registration
- Table of eight for the mentoring dinner
- Signage during the conference
- Logo in delegates handbook
- Recognition in printed and web marketing materials
- Recognition in email conference communication to potential delegates
- Opportunity to place one item in the delegates satchel
- Copy of the delegate list

### CEO's Package - \$3,300

- Trade exhibition booth (2 X 2m)
- One ticket to the mentoring dinner
- Listing in the delegates handbook and on the conference website
- Copy of the delegate list



Women On Boards

## Contact

To discuss sponsorship opportunities please call:

Claire Braund - Executive Director

**Women on Boards**

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WOB sponsor 2009



Conference website: [www.womenonboards.org.au/events/diversity2009/](http://www.womenonboards.org.au/events/diversity2009/)

Promoting gender diversity and leadership variety is of strategic importance for companies.  
(McKinsey and Company, Women Matter 2)