



**Early Childhood
Learning & Development
C O N F E R E N C E
& S E C T O R A W A R D S**

Organised by:



Join us at ECLD 2025!

Partnership Opportunities Prospectus

**Early Childhood Learning & Development
Conference & WA Sector Awards**

Friday 7 & Saturday 8 March 2025

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www.childaustralia.org.au/conference-awards

JOIN US AT ECLD 2025!

Child Australia is thrilled to announce the return of the highly anticipated 2025 Early Childhood Learning & Development (ECLD) Conference and Sector Awards

Building on the remarkable achievements of the biennial 2023 ECLD Conference and the recent 2024 ECLD Immersion Experience, the 2025 conference promises to be a landmark event.

The ECLD Conference serves as a convergence point for leaders, educators, researchers, and practitioners deeply invested in early childhood learning and development.

From seasoned professionals to those new to the field, this gathering offers a valuable opportunity to advance our collective efforts in supporting children during their critical years of growth and learning.

Distinguished keynote speakers, educators, and exhibitors from across Australia will unite to equip early childhood professionals with the tools, resources, and support essential for enhancing their impact on children's lives.

This conference provides a national platform for professionals working with children in their early and middle childhood to reflect on their practice, foster personal growth, and explore future directions in the field.

Partnering with the 2025 Early Childhood Learning & Development Conference demonstrates your commitment to the pivotal role of early childhood education and development in shaping the future of our children and communities.

Together, through our concerted efforts, we have the power to transform children's lives. Join us on this journey to champion the critical importance of the early years... together, we can truly make a difference.

Please review the partnership opportunities outlined below. We are eager to collaborate with you in tailoring a sponsorship package that aligns with your objectives and budget.

Yours sincerely,

Tina Holtom
Chief Executive Officer, Child Australia



THE EARLY CHILDHOOD EDUCATION & CARE SECTOR AT A GLANCE



216,619

Staff employed in the ECEC sector in 2021



92% female

Males most strongly represented in Vacation & OSHC Services



84%

Have an ECEC related qualification (11.9% with a Bachelor degree and above)



23,248

Early Learning Services, Family Day Care, OSHC and Schools with Primary Education in Australia



1,281,653

Children attend a child care service*. An increase of around 13,000 compared to 2016.

Taken from the 2021 Early Childhood Education & Care National Workforce Census.
*Number of children attending during the Census reference week

EARLY CHILDHOOD LEARNING AND DEVELOPMENT CONFERNECE:

EVENT FAST FACTS



WHEN

Saturday, 8
March 2025



ATTENDEES

500-700
Expected



REGISTRATION

Opens 1
September



DELEGATE PROFILE

- Early Childhood Leaders
- Early Childhood Educators
- Early Childhood Teachers
- System Leaders in the Early Learning Sector
- Researchers and Academics
- Therapists/Counsellors
- Service Providers (Community, NFP & For Profit)
- Tertiary Educators
- University & TAFE Students
- Policy Makers
- Government Agencies





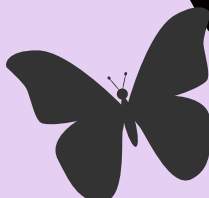
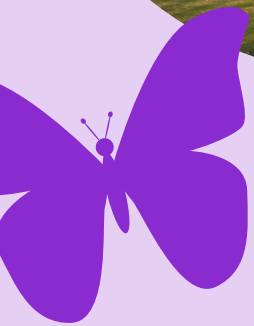
VENUE

The 2025 Early Childhood Learning & Development Conference will be back at Optus Stadium, Perth. The Stadium is Perth's most unique conference venue, a world class facility located on the eastern banks of the Swan River, just minutes from the CBD and both domestic and international airports.

Keynote plenary presentations and WA Sector Awards will be held in the River View rooms with spectacular views overlooking the Swan River. The Playground exhibition will be in the Victory Lounge overlooking the Stadium pitch. Concurrent sessions and workshops will be held in the River View, Black Swan, and Cygnet rooms.

The much anticipated Networking Sundowner will be held in The Locker Room (conference presenting rights available), which is located on the edge of the playing surface, offering an entertainment environment like no other, providing delegates with the perfect opportunity to relax and network with like-minded professionals.

Optus Stadium offers state of the art audio-visual technology extending to the big screens with opportunity for partner messaging and video.



PARTNER WITH US AND HELP CHANGE THE LIVES OF CHILDREN IN AUSTRALIA

The Early Childhood Learning & Development Conference provides an excellent opportunity for organisations to build and maintain relationships with an engaged delegate base who are eager to develop themselves and the sector to change the lives of the next generation. As event organisers, Child Australia are excited to work with sponsors to customise a package that meets your business goals and objectives.

Below are some suggestions and pricing (excluding GST) for sponsorship opportunities to get the process started. If you are interested in any opportunities or activations, please contact us to arrange a face to face catch-up.

PARTNERSHIP OPPORTUNITIES

PRESENTING PARTNER - \$30,000

Exclusivity as presenting partner in conjunction with Child Australia. Including co-logo branding.

CHAMPION SPONSOR - \$15,000

By becoming the Champion Sponsor at the ECLD Conference you will show delegates your commitment to the growth and development of the Education & Care Sector, support change for those working to help the next generation thrive.

KEYNOTE SPONSOR - \$7,000

Sponsorship of one of the Keynote Presentations throughout the day.

SUNDOWNER SPONSOR - \$10,000

Exclusive presenting rights to the networking sundowner held at the conclusion to the conference.

BREAKOUT ROOM SPONSOR - FROM \$5,000 - \$7,000

Sponsorship of one of the concurrent rooms during the event. All breakout rooms will host hands on workshops for delegates.

PHOTOBOOTH SPONSOR - \$5,500

To sponsor/host a photobooth image/gif activation within The Playground Exhibition Space during the morning tea and lunch breaks.

MUNCH & MEET MOMENTS SPONSOR - FROM \$4,000

Become our Munch & Meet Partner. Sponsor the full day catering breaks served to delegates near The Playground exhibition.

SATCHEL BAG SPONSOR - \$6,000








Sponsorship of the eco-friendly, reusable Satchel Bag provided to all delegates. This provides an opportunity for extensive brand awareness with the increase in use of reusable bags following the event.

EXHIBITION DISPLAY - Table - \$900 | Shell - \$1,800

The Playground Exhibition Space is the delegate's one stop shop for all things innovating, inspiring and informative. Delegates can find out the latest information from product and service providers within the Education & Development Sector, giving you the chance to build relationships with key decision makers in Western Australia.

EXTRA SPONSORSHIP IDEAS

As event organisers, Child Australia are excited to work with partners to **customise a package that meets your business goals and objectives**, please see below some suggestions for sponsorship opportunities to get the process started.

-  Combined ECLD Conference & WA Sector Awards Packages
-  Coffee Cart
-  Activations
-  Door prize / In-kind opportunities
-  Satchel Inserts
-  Name Badge sponsorship
-  Program advertisement



WE'D LOVE TO HEAR FROM YOU!

Thank you for taking the time to consider your involvement in the Early Childhood Learning & Development Conference and WA Sector Awards in 2025.

If you would like to discuss any of these opportunities in further detail and create a tailored sponsorship proposal please contact:

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We look forward to working with you in March 2025 and welcoming you to Optus Stadium for the ECLD Conference and WA Sector Awards.