



ASC Australasian Shorebird
Conference
Newcastle NSW

19 – 21 September 2026

Sponsorship Opportunities

Showcasing Newcastle's World-Class Environmental Assets

The **Australasian Shorebird Conference 2026** will bring 200 researchers, conservationists, and wildlife enthusiasts from across Australia, New Zealand, the Pacific, and East Asia to Newcastle, showcasing our region as a premier destination for environmental excellence and natural beauty.

Conference Overview

- Dates** 19–21 September, 2026
- Venue** Newcastle City Hall and University of Newcastle.
- Format** Two days of presentations + guided field trips to our premier natural sites.
- Attendance** 200+ delegates from Australia and internationally.
- Audience** Researchers, conservationists, government representatives, industry representatives and passionate nature enthusiasts.



Showcase Opportunities

International Keynote Speakers:

World-renowned experts highlighting our region's significance.

Guided Field Experiences:

Tours of Hunter Wetlands and coastal shorebird sites.

Photography Opportunities:

Spectacular wildlife and landscape documentation.

Media Coverage: Regional, national, and international attention on Newcastle's environmental assets.

Professional Networking:

High-value delegates discovering what our region offers.



Tourism & Economic Benefits

This conference will:

- Attract 200+ overnight visitors during traditionally quieter September period
- Generate significant accommodation, dining, and retail spending
- Showcase Newcastle's natural attractions to influential environmental professionals
- Create lasting promotional content featuring our region's beauty
- Build Newcastle's reputation as an eco-tourism and conference destination
- Attract return visitors and word-of-mouth promotion among conservation networks

Perfect Timing for Regional Promotion

September is ideal for showcasing our region:

- Optimal weather for outdoor activities and field trips
- Peak shorebird season with maximum species diversity
- Beautiful spring conditions perfect for photography and recreation
- Conference season when venues and accommodation benefit from bookings

Investment in Regional Promotion

Your sponsorship directly supports:

- International exposure for Newcastle's environmental credentials
- Professional photography and videography of our natural assets
- Media coverage highlighting regional attractions
- Visitor experiences that create lasting positive impressions of our area
- Enhanced conference program that maximizes time spent exploring local sites
- Student engagement in professional circles via reduced registration fees
- Enhanced international collaboration between researchers, conservationists, government representatives, industry representatives and passionate nature enthusiasts

<p>Event Partner</p> <ul style="list-style-type: none"> • Recognition in all event publicity (print and electronic) as Conference Partner • Logo displayed on all promotional material • Trade display/stand (prominent location) • Opportunity to place signage/banner at prominent venue location (supplied by partner) • Two items in conference satchel 	<p>\$10,000+ AUD</p> <ul style="list-style-type: none"> • Full page feature/article in conference program • Company logo prominently displayed in conference registration brochure • Recognition as Event Partner in opening and closing sessions • 4 complimentary conference registrations • Social media promotion of partnership 	 <p>Event</p>
<p>Silver Partner</p> <ul style="list-style-type: none"> • Logo displayed on promotional material • Trade display opportunity • Half page feature/article in conference program • Recognition by facilitator during conference 	<p>\$5,000 AUD</p> <ul style="list-style-type: none"> • Company logo in conference registration brochure • 2 complimentary conference registrations • Social media promotion 	 <p>Silver</p>
<p>Bronze Partner</p> <ul style="list-style-type: none"> • Trade display opportunity • Quarter page feature/article in conference program • Recognition by facilitator during conference 	<p>\$3,000 AUD</p> <ul style="list-style-type: none"> • Company logo in conference registration brochure • 2 complimentary conference registrations • Social media promotion 	 <p>Bronze</p>
<p>Dinner Sponsor (One only)</p> <ul style="list-style-type: none"> • Trade display opportunity • Signage at dinner venue • Half page feature/article in conference program • Recognition by facilitator during conference as Dinner Sponsor 	<p>\$5,000 AUD</p> <ul style="list-style-type: none"> • Recognition as dinner sponsor at the dinner event • Company logo in conference registration brochure • 2 complimentary conference registrations • Social media promotion 	
<p>Field Trip Sponsors</p> <ul style="list-style-type: none"> • Company logo in conference registration brochure • 50-word article in conference brochure • Recognition by facilitator as Field Trip Sponsor 	<p>\$1,500 AUD</p> <ul style="list-style-type: none"> • Recognition on the field trip • Social media promotion 	
<p>Welcome Function Sponsor (One only)</p> <ul style="list-style-type: none"> • Trade display opportunity • Quarter page feature/article in conference program • Recognition by facilitator during conference • Company logo in conference registration brochure 	<p>\$3,000 AUD</p> <ul style="list-style-type: none"> • Recognition at opening event as the sponsor • 2 complimentary conference registrations • Social media promotion 	

Promoting Newcastle's Competitive Advantages

Partner with us to highlight:

- World-class natural assets that attract international visitors
- Research excellence positioning Newcastle as a knowledge hub
- Environmental leadership in conservation and sustainability
- Tourism potential of our unique wetland and coastal landscapes
- Community pride in our internationally recognized natural heritage
- Business-friendly environment that supports major events and conferences

Total Sponsorship Goal

\$100,000 AUD to maximise delegate experience and regional showcase

Contact

Andrea Griffin

University of Newcastle – Associate Professor
andrea.griffin@newcastle.edu.au
0423 939 207

The Business Case

Shorebird tourism and eco-tourism represent growing markets. By supporting this conference, your organisation:

- Demonstrates environmental stewardship valued by modern consumers
- Associates your brand with world-class natural assets
- Gains exposure to influential professionals who make travel and location decisions
- Supports sustainable tourism that benefits the region long-term
- Showcases regional business leadership in environmental and tourism sectors

Organised by

University of Newcastle and the Hunter Bird Observers Club

Drew Garnett

Hunter Bird Observers Club – Vice President
vicepresident@hbc.org.au
0400 814 400

Partner with us to put Newcastle's extraordinary environmental assets on the international stage.