



PARTNERSHIP PROPOSAL



The Accounting and Finance Association of Australia and New Zealand Limited (AFAANZ) is an incorporated not-for-profit organisation with an office in Melbourne.

Engagement and Influence

AFAANZ Is the premier body representing the interests of accounting and finance academics and other persons interested in accounting and finance education and research in Australia and New Zealand.

Established in 1960, AFAANZ is a member organisation with its membership base drawn from areas including:

- More than 900 accounting and finance academics and students from the higher education sector in the Asia-Pacific area region and employees from corporations and professional bodies.
- Nearly 50 Australian and New Zealand universities
- A number of accounting and finance industry professionals
- A growing membership with over 50 new members each year

AFAANZ is internationally respected with a global network and links to other respected accounting and finance associations.

In Australia alone our members through their institutions are responsible for training up to 75,000 commerce students annually, with up to 15,000 completing an accounting or finance major annually.

AFAANZ's Mission:

Is to improve accounting and finance education and research in Australia and New Zealand by:

- Acting as the conduit between the professions and universities
- Promoting the accounting and finance profession for a wide range of stakeholders
- Fostering collaborations between academics, accounting and finance professional bodies, students, and industry
- Attracting and retaining quality accounting and finance professionals and academics in Australia and New Zealand
- Providing research opportunities for accounting and finance academic staff

AFAANZ's Goals Are:

1. To promote the study of accounting and finance disciplines to accounting and finance students in all universities.
2. To provide education programs and continuing professional development programs
3. To disseminate academic accounting and finance research related information of interest and/or importance to the profession and community
4. To consider all questions affecting the interests of the accounting and finance disciplines
5. To promote the interests of our sponsors in a positive light to all key stakeholders including members and students.

AFAANZ's Activities Include:

Publications - Our academic publications disseminate results of accounting and finance research and other scholarly activities. The Association's publications are *Accounting and Finance* and *Accounting History*.

To reach out to our members we produce a monthly newsletter which is also publicly accessible on the Association's website. More recently we have connected with the social networking sites on Facebook, Twitter, and LinkedIn.

Research Funding

- Funding 800 research grants to a value \$4.1 million since 2003.
- Funding is given to two categories: Developing Researchers and Mid-Career Researchers. The allocation of the grant funding of \$4.1 million is approximately 25% to Developing Researchers and 75% to Mid-Career Researchers.

Conferences - The Association hosts a large annual conference in early July each year rotating around different locations throughout Australia and New Zealand. This generally attracts around 450 delegates. An annual Doctoral Symposium is also held to expose 40 PhD students to a variety of theories and perspectives that may inform their dissertations. From 2013, a smaller biennial *Accounting and Finance* journal conference has been organised to focus on quality papers prepared for publication in the journal. The Education Forum is held annually in late November, with an emphasis on issues that concern learning and teaching in the accounting and finance disciplines.

The association also sponsors around 8-10 smaller regional conferences, which extends its reach to a further 600 participants annually.

Awards - To assist attracting, developing, and retaining accounting and finance academics, the Association offers:

- Recognition of many senior academics for outstanding contributions to the accounting and finance disciplines, through education, practice, and research literature.
- Sponsorship of PhD students to the European and American doctoral symposiums
- Research grants
- Conference participation grants
- Recognition for outstanding contributions to the accounting and finance disciplines

Special Interest Groups (SIGs) – We have eleven special interest groups that aim to provide a valuable service to members through the recognition and facilitation of the special interests of members. Their mission is to provide services to members that enhance interaction among those with common specialist interests. They are:

- Auditing and Assurance Special Interest Group (SIG1)
- Accounting History Special Interest Group (SIG2)
- Accounting Standards Special Interest Group (SIG3)
- Qualitative Research in Accounting Network Special Interest Group (SIG4)
- Accounting Education Special Interest Group (SIG5)
- Public Sector and Not-For-Profit Accounting Special Interest Group (SIG6)
- Finance Special Interest Group (SIG7)
- Management Accounting Special Interest Group (SIG8)
- Taxation (SIG10)
- ESG (SIG11)
- Data Analytics (SIG12)

AFAANZ Alliance Circle

AFAANZ would welcome you to become a partner and join the AFAANZ Alliance Circle. Various partnership levels are available dependent upon the annual cash contribution to the AFAANZ.

Partner Benefits

- Alignment and recognition with the premier body supporting research and teaching in the disciplines of accounting and finance
- Enhanced brand awareness among AFAANZ members, accounting and finance students, and the business community
- Invitation to events and relevant activities
- Academic networks to facilitate participation in the education processes of professional bodies and training processes of business

Partnership levels available

- Platinum
- Gold
- Silver
- Bronze

Platinum Partner (\$ 66,000 +GST per annum)

AFAANZ will advise each platinum sponsor of the number and identity of other platinum sponsors at the start of the three-year plan and will advise of any planned changes regarding platinum sponsors during the period of the three-year plan.

Platinum Partnership Benefits:

One-On-One Service - Focus on your issues:

- Network through the AFAANZ Board to grow new relationships with others in the profession
- Access to and partnering with the accounting and finance academic community in the interest of advancing the accounting and finance education and research for the benefit of the accounting and finance professions.

Platinum Partner Marketing Benefits include:

- Recognition as a platinum partner on the AFAANZ website (homepage) with your organisation's logo and link to your organisation's website
- Recognition as a platinum partner in the Accounting & Finance Journal
- Recognition as a platinum partner in the AFAANZ newsletter
- Recognition as a platinum partner in all AFAANZ promotional material
- Recognition as a platinum partner at all AFAANZ events and activities

Platinum Partnership Event Benefits include:

- Priority right to select from the following partnership opportunities associated with the AFAANZ Annual Conference and Doctoral Symposium
 - Speaking opportunity at the Presidents' welcome
 - Invitation to participate in an exclusive keynote session at the AFAANZ conference
 - Invitation to participate in a joint panel session at the AFAANZ conference
 - Co-naming rights to the Conference Dinner and a 5-minute speaking opportunity
 - Exclusive naming rights to Doctoral Symposium Welcome Reception or Dinner and a 5-minute speaking opportunity
 - Naming rights to two best paper awards at the conference
- Twenty percent discount on partnership opportunities associated with the AFAANZ Annual Conference and Doctoral Symposium
- Partnership logo displays at the AFAANZ Annual Conference and Doctoral Symposium
- Three invitations to the Doctoral Symposium Dinner
- Three invitations to the Annual Partner Dinner with the AFAANZ Board
- Five free delegate registrations at AFAANZ Annual Conference
- Two free trade exhibit space at the AFAANZ Annual Conference
- Two full A4 page advertisement in Conference Book (or equivalent)
- Organisation advertising (or equivalent) in Conference satchel (one complimentary insert)
- Co-badging of the Conference Satchels (or equivalent) and name badges with your organisation's logo
- Attend AFAANZ Board meeting for an hour once a year at the conference venue

Platinum Partnership Other Benefits include:

- Electronic distribution, through the AFAANZ office, of partner events and activities to AFAANZ members
- Three complimentary AFAANZ memberships (including special interest group membership)
- Right to receive a partnership report detailing the AFAANZ annual activities

Gold Partner (\$60,000+GST per annum)

Gold Partner Marketing Benefits include:

- Recognition as a gold partner on the AFAANZ website (homepage) with your organisation's logo and link to your organisation's website
- Recognition as a gold partner in the Accounting & Finance Journal
- Recognition as a gold partner in the AFAANZ newsletter
- Recognition as a gold partner in all AFAANZ promotional material
- Recognition as a gold partner at all AFAANZ events and activities

Gold Partnership Event Benefits include:

- Second priority right to select from the following partnership opportunities associated with the AFAANZ Annual Conference and Doctoral Symposium:
 - Invitation to participate in a concurrent keynote session at the AFAANZ conference
 - Invitation to participate in a joint panel session at the AFAANZ conference
 - Sponsorship and exclusive naming rights of a plenary session
 - Co-naming rights to Doctoral Symposium Welcome Reception or Dinner and a 5-minute speaking opportunity
 - Naming rights to two best paper awards at the conference
- Ten percent discount on partnership opportunities associated with the AFAANZ Annual Conference
- Partnership logo displays at the AFAANZ Annual Conference and Doctoral Symposium
- Three invitations to the Doctoral Symposium Dinner and a 3-minute speaking opportunity
- Three invitations to the Annual Partner Dinner with the AFAANZ Board
- Three free delegate registration to the AFAANZ Annual Conference
- Two free trade exhibit space at the AFAANZ Annual Conference
- One A4 page advertisement in Conference Book (or equivalent)
- Organisation advertising in Conference satchel (one complimentary insert) (or equivalent)
- Attend AFAANZ Board meeting for an hour once a year at the conference venue

Gold Partnership Other Benefits include:

- Electronic distribution, through the AFAANZ office, of partner events and activities to AFAANZ members
- Two complimentary AFAANZ memberships (including special interest group membership)
- Right to receive a partnership report detailing the AFAANZ annual activities

Silver Partner (\$30,000 +GST per annum)

Silver Partner Marketing Benefits include:

- Recognition as a silver partner on the AFAANZ website (homepage) with your organisation's logo and link to your organisation's website
- Recognition as a silver partner in the Accounting & Finance Journal
- Recognition as a silver partner in the AFAANZ newsletter
- Recognition as a silver partner in all AFAANZ promotional material
- Recognition as a silver partner at all AFAANZ events and activities

Silver Partnership Event Benefits include:

- Third priority right to select from the following partnership opportunities associated with the AFAANZ Annual Conference
 - Invitation to participate in a joint panel session at the AFAANZ conference
 - Sponsorship and exclusive naming rights of a plenary session
 - Naming rights to two best paper awards at the conference
- Five percent discount on partnership opportunities associated with the AFAANZ Annual Conference
- Partnership logo displays at the AFAANZ Annual Conference
- Three free delegate registration to the AFAANZ Annual Conference
- One A4 page advertisement in Conference Book (or equivalent)
- Organisation advertising in Conference satchel (one complimentary insert) (or equivalent)

Silver Partnership Other Benefits include:

- Electronic distribution, through the AFAANZ office, of partner events and activities to AFAANZ members
- One complimentary AFAANZ membership (including special interest group membership)
- Right to receive a partnership report detailing the AFAANZ annual activities

Bronze Partner (\$12,500 +GST per annum)

Bronze Partner Marketing Benefits include:

- Recognition as a bronze partner on the AFAANZ website (homepage) with your organisation's logo and link to your organisation's website
- Recognition as a bronze partner in the AFAANZ newsletter
- Recognition as a bronze partner in all AFAANZ promotional material
- Free advertising in the AFAANZ member newsletter

Bronze Partnership Event Benefits include:

- Invitation to participate in a joint panel session at the AFAANZ conference
- Naming rights to one best paper awards at the conference
- Partnership logo displays at the AFAANZ Annual Conference
- Two free delegate registrations to the AFAANZ Annual Conference
- One free trade exhibit space at the AFAANZ Conference
- Half A4 page advertisement in Conference Book (or equivalent)

Bronze Partnership Other Benefits include:

- Right to receive a partnership report detailing the AFAANZ annual activities

Other Conference sponsorship opportunities

Other conference sponsorship opportunities exist in addition to the platinum, gold, silver and bronze partnership levels. Many of these opportunities are available at the AFAANZ Annual Conference with an attendance of around 450-500 delegates.

EVENT SPONSORSHIP

First Time Attendee Welcome (\$2000+GST) – NOT AVAILABLE

Benefits:

- Function naming rights; and an opportunity for a 2-3 minute announcement by the sponsor
- Acknowledging sponsor with logo, in the September AFAANZ newsletter, the AFAANZ website, the conference dinner slides and in the conference book
- Four complimentary tickets to the function.

Welcome Drinks (\$5000+GST)

Benefits:

- Function naming rights; and an opportunity for a 2-3 minute announcement by the sponsor
- Acknowledging sponsor with logo, in the September AFAANZ newsletter, the AFAANZ website, the conference dinner slides and in the conference book
- Four complimentary tickets to the function.

Networking Hour (\$5000+GST) – NOT AVAILABLE

Benefits:

- Function naming rights; and an opportunity for a 2-3 minute announcement by the sponsor
- Acknowledging sponsor with logo, in the September AFAANZ newsletter, the AFAANZ website, the conference dinner slides and in the conference book
- Four complimentary tickets to the function.

Best Paper(s) presented at the Annual Conference (\$1000+GST per stream)

Best Paper awards and ECR Best Paper awards are presented to the author(s) in up to ten streams. Streams include:

- Auditing
- Corporate Finance
- Behavioural Finance
- Corporate Governance
- Corporate Social Responsibility
- Education
- Finance
- Financial Accounting
- Management Accounting
- Technology
- Best Poster Prize

Benefits:

- Naming rights
- Certificate with sponsor logo
- Presentation of Award at the Plenary Session with photo
- Acknowledging sponsor with logo, in the September AFAANZ newsletter, the AFAANZ website, the conference dinner slides and the conference program

AFAANZ/Sponsor Best PhD Award presented at the Annual Conference (\$2000+GST)

AFAANZ seeks to advance accounting and finance research by recognising and rewarding outstanding work of early career researchers. The Best PhD Award is being awarded each year to recognise the student of an outstanding accounting/finance PhD completed during the previous calendar year. The Best PhD Award will carry with it a certificate for the winner and certificates for the PhD supervisors (up to two). The student will also receive an individual AFAANZ membership for a year. Submitted dissertations will be judged by an Awards Committee appointed by the AFAANZ Board.

AFAANZ/Sponsor - Accounting and Finance Educator of the Year Award (\$2,000+GST)

This award is to encourage and recognise innovative teaching and excellence in teaching in Accounting or Finance at a university level. Each year nominations are accepted from university level accounting and finance educators, with the focus on the teaching and the education of students. The AFAANZ Accounting/Finance Educator of the Year Award will be judged by a panel including the sponsor, AFAANZ board member(s) and representatives from our platinum sponsors.

Trade Exhibits (\$3000+GST)

Benefits:

- Organisation exposure given that morning, afternoon tea, lunch and welcome/networking drinks are served in the exhibition area
- One free delegate attendance at AFAANZ Annual Conference
- Acknowledging sponsor with logo, in the September AFAANZ newsletter, the AFAANZ website, the conference dinner slides and the conference book

Satchel inserts (\$1000+GST)

Benefit:

- Material distributed to delegates attending the Conference (A4 one fold).

Conference Program Advertising (\$500+GST) Benefit:

- Full page one colour advertisement in the final program (either inside front cover or outside back cover) distributed to all AFAANZ Annual Conference delegates.



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