2015 National Adult Language, Literacy and Numeracy Assessment Conference

Equipping for the future: Assess, train, learn

National Wine Centre of Australia, Adelaide
14 & 15 May 2015

www.acer.edu.au/nallnac

Sponsorship prospectus
I would like to invite you to be actively involved as a sponsor and supporter of ACER’s fourth National Adult Language, Literacy and Numeracy (LLN) Assessment Conference. This year’s two-day conference in Adelaide has the theme ‘Equipping for the future: assess, train, learn’ and will, as with the previous conferences, continue to address crucial issues surrounding adult and youth literacy and numeracy assessment, teaching and learning.

Australian industry, business, training organisations and personnel need to be well equipped for working in the 21st century with its challenges of more sophisticated workplaces, demands for higher qualifications and the need for retraining in the post global financial crisis. Underpinning this is the need to enhance an individual’s foundations skills, including LLN skills. Part of achieving this is to acknowledge and address the key role that assessment for learning plays in quality, effective and efficient delivery of training.

This ACER national conference will provide you with the opportunity to network with key industry and business personnel, VET researchers, policy makers, training managers, trainers and LLN specialists from around Australia who have an interest in foundation skills.

We welcome and invite you to participate actively in this exciting and unique conference through the range of sponsorship opportunities outlined below.

David Tout
Manager, Vocational, Adult and Workplace Education and Conference Chair
Australian Council for Educational Research

I could listen to Dave for hours. I like the questions he poses.

Iain Henderson, Aust Institute Social Relations
ABOUT THE
NALLNAC 2015

Conference outline

ACER’s fourth National Adult Language Literacy and Numeracy Conference will focus on ‘Practitioners’

Training personnel and organisations need to be better equipped for working in the 21st century with its challenges of more sophisticated workplaces, demands for higher qualifications and the need for retraining. This two-day national conference, the fourth to be run by the Australian Council for Educational Research, will provide the opportunity for key industry and business personnel and VET researchers, policy makers, training managers, trainers and coordinators from around Australia to get together to share insights and address a range of crucial issues surrounding adult and youth literacy and numeracy assessment, teaching and learning.

This practical conference will have different streams focussed at VET practitioners, alongside streams targeted at industry, researchers and policy makers.

There will be a range of presentations over the two days, about research and good practice for youth and adult vocational and workplace education and training. Sessions will include:

- **Hands-on workshops** – sessions featuring actual practices, applications and case-studies, specialised techniques and innovative approaches related to LLN assessment, training and learning.
- **Keynote presentations** – speakers will include a range of national speakers who have been involved in various aspects of LLN and assessment, from teaching and research, to policy and practice.
- **Panels** – sessions where a group of personnel from different organisations but with a common interest in an aspect of LLN and assessment share their insights and practices.

In 2015 NALLNAC will have six streams running concurrently:

- **Practitioners**: Assessment practices
- **Practitioners**: Working with VET Trainers
- **Practitioners**: Youth programs
- **Practitioners**: Adult programs
- **Research**
- **Policy and programs**

Good to hear about the challenges of LLN and how they are being overcome.

Sharon Kilmartin, Insight

Conference venue

The National Wine Centre of Australia
Cnr of Botanic and Hackney Roads
Adelaide, South Australia

For more information visit the website [www.acer.edu.au/nallnac](http://www.acer.edu.au/nallnac)
WHO WILL ATTEND THE CONFERENCE?

This conference aims to attract over 300 personnel from post-compulsory education in schools, from VET institutions, from industry organisations, alongside representatives from government and peak bodies from all over Australia including:

- Policy makers and Senior Managers from education, industry and business
- Training personnel in industry and the VET sectors
- Researchers and research organisations
- Curriculum and assessment bodies and writers
- Industry, union and business organisations
- Peak bodies
- LLN Learner Support Co-ordinators and Managers
- WELL Co-ordinators
- Learning and Development Specialists
- Compliance Managers

<table>
<thead>
<tr>
<th>Provider/organisation type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community College</td>
<td>4%</td>
</tr>
<tr>
<td>Government</td>
<td>16%</td>
</tr>
<tr>
<td>Higher Education</td>
<td>4%</td>
</tr>
<tr>
<td>Industry Skills Council</td>
<td>5%</td>
</tr>
<tr>
<td>Industry</td>
<td>6%</td>
</tr>
<tr>
<td>Private RTO</td>
<td>30%</td>
</tr>
<tr>
<td>TAFE</td>
<td>20%</td>
</tr>
<tr>
<td>VET consultancy</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

A great opportunity to hear answers to our questions.

Monica Boyd, GOTAFE
SPONSORSHIP OPPORTUNITIES

Over the two days you will engage and connect with professionals from industry, government, and education including specialists across all education sectors. Sponsoring this conference will optimize exposure for your organisation or brand to this highly targeted and influential audience.

Conference marketing
ACER is actively promoting the conference via:

- Co-promotional activities with industry related associations
- Advertising in industry related publications, e-news, event calendars and websites
- ACER website homepage and conference specific website
- Direct mail-outs to an extensive list of potential delegates, as well as delegates of the 2012–14 conferences. Regular mailouts will include conference program and speaker updates, information bytes etc
- Electronic broadcasting
- Ongoing updates of website content
- Post-event communications with delegates

Great to hear the youth perspectives, particularly the ways that schools/organisations work with disengaged kids.

Sponsorship benefits include

- Aligning your organisation with and supporting the adult and youth education sectors
- Demonstrate your position and commitment to the core skills of language, literacy and numeracy
- Connect, engage, interact and influence your target audience
- Establish, renew and build relationships with your clients, stakeholders and co-sponsors
- Enable your target audience to experience your product/service and people
- Establish your position as the leader of trends and reforms within this industry
- Launch new initiatives and products
- Build your brand, gain valuable knowledge and establish key contacts that will be able to help you build your business
<table>
<thead>
<tr>
<th></th>
<th>Ultimate</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment</strong></td>
<td>$6,000</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$650</td>
</tr>
<tr>
<td><strong>How many available?</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Company profile on conference website</strong></td>
<td>500 words with logo</td>
<td>200 words with logo</td>
<td>100 words with logo</td>
<td>50 words with logo</td>
<td>N</td>
</tr>
<tr>
<td><strong>Promotion through ACER’s social media networks</strong></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td><strong>Logo placement on conference marketing</strong></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td><strong>Logo placement in conference program</strong></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td><strong>Advertisement in conference program</strong></td>
<td>Y (full page)</td>
<td>Y (1/2 page)</td>
<td>Y (1/4 page)</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td><strong>Product sample or brochure (provided by sponsor) in conference satchels</strong></td>
<td>Y (x3)</td>
<td>Y (x2)</td>
<td>Y (x1)</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td><strong>Delegate database (in accordance with the Privacy Act 1998)</strong></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td><strong>Acknowledgement as a sponsor during the opening and closing addresses</strong></td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td><strong>Exhibition display space. Includes:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothed trestle table, lunch, morning and afternoon tea (sponsor to provide all dressings and decorations for their stand)</td>
<td>Y (2 tables)</td>
<td>Y (2 tables)</td>
<td>Y (1 table)</td>
<td>Y (1 table)</td>
<td>Y (1 table)</td>
</tr>
<tr>
<td>Corporate signage (provided by sponsor) displayed at the entrance to the plenary room for the duration of the conference</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Organisation’s logo featured on the Sponsorship Slide shown at regular intervals throughout the conference</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Acknowledgements throughout conference</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>N</td>
</tr>
</tbody>
</table>
Ultimate | Gold | Silver | Bronze | Exhibitor
---|---|---|---|---
Complimentary delegate registration (includes conference opening and Keynote Address) | 3 | 2 | 1 | 1 | N
Corporate signage (provided by sponsor) displayed at the evening function | Y | N | N | N | N

Sponsor supplies corporate banners for display
Acknowledgement on the conference website with logo and link to your company website
Acknowledgement in the conference program with logo
*Prior to approval by conference committee

**NOTE** A material deadline will be provided to the sponsor, which must be adhered to.

Other opportunities

**Satchel Insert**

$400

Organisation’s product sample, promotional item or brochure to be inserted into each of the delegates’ satchels. Satchels insert to be provided finished by sponsor and despatched to ACER.

**Conference social event**

$2,000

Sponsor the social event and have a display of your wares available for delegates to sample, your logo on permanent display on screens around the room. Be acknowledged in all official announcements.

Good variety of speakers and programs.

Tim Shaw, Wimmera Southern Mallee LLEN

Fantastic range of speakers from a range of diverse area/organisations/RTO’s.

Sally Hutchinson, NMIT
## Draft Conference Program: Day 1 *(proposed – subject to change)*

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
<th>Speakers/presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.00 – 9.15 am</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>9.15 – 9.45 am</td>
<td>Welcome &amp; Opening</td>
<td></td>
</tr>
<tr>
<td>9.45 – 10.30 am</td>
<td>Keynote</td>
<td></td>
</tr>
<tr>
<td>10.30 – 11.00 am</td>
<td>Morning tea &amp; Exhibition</td>
<td></td>
</tr>
<tr>
<td>11.00 – 12.30 pm</td>
<td>Breakouts 1</td>
<td></td>
</tr>
<tr>
<td>Stream 1</td>
<td>Assessment practices (Literacy)</td>
<td></td>
</tr>
<tr>
<td>Stream 2</td>
<td>Working with VET Trainers</td>
<td></td>
</tr>
<tr>
<td>Stream 3</td>
<td>Youth</td>
<td></td>
</tr>
<tr>
<td>Stream 4</td>
<td>Adults</td>
<td></td>
</tr>
<tr>
<td>Stream 5</td>
<td>Research, Policy and programs</td>
<td></td>
</tr>
<tr>
<td>Stream 6</td>
<td>Assessment practice (VET)</td>
<td></td>
</tr>
<tr>
<td>12.30 – 1.15 pm</td>
<td>Lunch &amp; Exhibition</td>
<td></td>
</tr>
<tr>
<td>1.15 – 2.15 pm</td>
<td>Panel</td>
<td></td>
</tr>
<tr>
<td>2.15 – 3.45 pm</td>
<td>Breakouts 2</td>
<td></td>
</tr>
<tr>
<td>Stream 1</td>
<td>Assessment practices (Literacy)</td>
<td></td>
</tr>
<tr>
<td>Stream 2</td>
<td>Working with VET Trainers</td>
<td></td>
</tr>
<tr>
<td>Stream 3</td>
<td>Youth</td>
<td></td>
</tr>
<tr>
<td>Stream 4</td>
<td>Adults</td>
<td></td>
</tr>
<tr>
<td>Stream 5</td>
<td>Research, Policy and programs</td>
<td></td>
</tr>
<tr>
<td>Stream 6</td>
<td>Assessment practice (VET)</td>
<td></td>
</tr>
<tr>
<td>3.45 – 4.15 pm</td>
<td>Afternoon tea &amp; Exhibition</td>
<td></td>
</tr>
<tr>
<td>4.15 – 5.30 pm</td>
<td>Panel</td>
<td></td>
</tr>
<tr>
<td>5.30 – 7.30 pm</td>
<td>Social drinks and nibbles</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Session/Activity</td>
<td>Speakers/presenters</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>8.30 – 9.15 am</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>9.15 – 10.30 am</td>
<td>Keynote</td>
<td></td>
</tr>
<tr>
<td>10.30 – 11.00 am</td>
<td>Morning tea &amp; Exhibition</td>
<td></td>
</tr>
<tr>
<td>11.00 – 12.30 pm</td>
<td>Breakouts 3</td>
<td>Stream 1: Assessment practices (Numeracy) Stream 2: Working with VET Trainers Stream 3: Youth Stream 4: Adults Stream 5: Research, Policy and programs Stream 6: Assessment practice (VET)</td>
</tr>
<tr>
<td>12.30 – 1.15 pm</td>
<td>Lunch &amp; Exhibition</td>
<td></td>
</tr>
<tr>
<td>1.15 – 2.30 pm</td>
<td>Panel</td>
<td></td>
</tr>
<tr>
<td>2.35 – 4.05 pm</td>
<td>Breakouts 4</td>
<td>Stream 1: Assessment practices (Numeracy) Stream 2: Working with VET Trainers Stream 3: Youth Stream 4: Adults Stream 5: Research, Policy and programs Stream 6: Assessment practice (VET)</td>
</tr>
<tr>
<td>4.05 – 5.00 pm</td>
<td>Afternoon tea and close</td>
<td></td>
</tr>
</tbody>
</table>
Booking and payment
To secure a Sponsorship or Exhibition space, please complete the form below and email it to ACER at nallnac@acer.edu.au or complete the on-line sponsorship form and make your payment at www.acer.edu.au/nallnac.

The on-line payment options available are credit card and EFT. A tax invoice/receipt will be forwarded to the email address supplied on the registration form up on completion of sponsorship registration and or payment.

Sponsorship cannot be confirmed until the sponsorship has been paid in full.

Allocation of sponsorships and exhibition spaces will be made at the discretion of the organising committee.

To ensure your selection and the number of trade tables you require, please book early.

Cancellation
Cancellation of bookings must be made in writing and forwarded to ACER. Cancellations received before 13 February 2015 will receive a refund of all payments, less the non-refundable deposit.

For more information, please contact Lisa or Rebecca nallnac@acer.edu.au.

Public and Product Liability Insurance
Exhibitors should consult their own insurance company and/or broker for proper coverage of their exhibits and displays.

In most cases, you will be able to extend your existing policy. Public liability insurance cover for your stand area must be taken out from the first day of bump in, Wednesday 13 May 2015 to the completion of bump out on the evening of Friday 15 May 2015.

A copy of your Public Liability Certificate of Currency must be emailed to nallnac@acer.edu.au or faxed to (03) 9277 5500 Attn: Lisa Norris no later than Friday 1 May 2015.
APPLICATION FORM / TAX INVOICE

This document will be a TAX INVOICE for GST once payment is made. ABN 19 004 398 145

Please complete the application details below

Company

Contact Name*

Contact Position

Address

Telephone

Facsimile

Email

Website

Product/ Service offered

*All correspondence will be forwarded to this person

Level of sponsorship

- Ultimate
- Gold
- Silver
- Bronze
- Exhibitor

- Satchel Insert
- Conference Social event

Sponsorship total amount: $ _______

I had read and understood the sponsorship terms and conditions and agree to abide by these:

Signed

Name

Date

Payment

By cheque payable to ACER. Cheque enclosed for $ _______

By Credit Card

- Visa
- Mastercard
- American Express

Card Expiry Date _______ / _______

Signature

Name on card (please print)

Direct Deposit

Account name: Australian Council for Education Research

ABN: 19 004 398 145

Bank: Commonwealth Bank of Australia, 225 Bourke Street, Melbourne

BSB: 063 002 Account Number: 00000219

Reference: 312004 and your organisation name

Please complete this form and return to nallnac@acer.edu.au or post to:

Lisa Norris NALLNAC Project Director, Private Bag 55, Camberwell, VIC 3124

Final payment is due on Friday 10 April 2015.
Sponsorship terms and conditions

By paying the Sponsorship Fee you ("You") are entering into a LEGAL AGREEMENT with The Australian Council for Educational Research Ltd (ABN: 19 004 398 145) ("ACER"). The agreement consists of the terms and conditions below and the Sponsorship Application Form ("the Agreement").

In this Agreement unless the context otherwise requires:

Event means National Adult Language, Literacy and Numeracy Assessment Conference (NALLNAC) to be held 14 and 15 May 2015 inclusive conducted by ACER; Sponsorship Fee means the sponsorship fee specified in the Sponsorship Application Form for the particular sponsorship You registered for; Sponsorship Application Form means the NALLNAC 2015 Sponsorship and Exhibition Prospectus; Application Form is the Sponsorship and Exhibition Application Form You completed to become a sponsor of the Event; and All currency referred to is Australian currency.

1. Registration:

1.1. ACER reserves the right to refuse or cancel Your Sponsorship in its sole discretion even if the Sponsorship Fee has been paid by You;
1.2. In the event of any such refusal or cancelation ACER will refund any Sponsorship Fee paid by You;
1.3. You may cancel Your Sponsorship on the following conditions only:
   a) in writing and
   b) Within two weeks of You submitting Your Sponsorship Application Form.

If the above two conditions are fulfilled on or before 13 March 2015 You will receive a refund of Your Sponsorship Fee.

1.4. After 13 March 2015 if you cancel your Sponsorship simply because you change your mind no refund will be available.

2. Registration Fee:

2.1. Is GST inclusive;

2.2. Payment is required within 30 days of receipt of a tax invoice (upon payment the completed Sponsorship Form will act as the tax invoice) from ACER excepting, in the event, there is less than 30 days to the Event, then payment is due on or by five days prior to the Event or, if there is less than five days, immediately. If payment is not received within that time ACER reserves the right to cancel Your registration without further notice.

3. Behaviour and independent contractor:

3.1. If You are a Sponsor:
   a) You must not erect any sign, wall or obstruction which, in the opinion of ACER, interferes with an adjoining exhibitor;
   b) All demonstrations or other promotional activities (distribution of literature and/or giveaways) must be confined to the limits of the exhibitor's space allocated to You.
   c) Exhibits must not be removed and displays not dismantled (either partially or totally) before the agreed closing time of the Event.
   d) You hereby INDEMNIFY and will KEEP INDEMNIFIED ACER against any liability, action, claim, demand, cost, charges or expenses arising as a result of any act, omission, negligence or thing done or omitted by such exhibitor or any servant, representative, agent, invitee or licensee.
   e) You are not permitted to sub-lease any part of Your allocated site without prior approval of ACER.
   f) You are only entitled to the items listed within Your approved Sponsorship option.
   g) Your positions will be allocated on payment and confirmed prior to the conference. ACER reserves the right to reassign space, rearrange the floor plan, and/or relocate any exhibitor positions at any time before or during the Event at its sole discretion;
   h) You and ACER are each independent entities and neither shall be, nor represent itself to be, a franchisor, franchisee, joint venture, partner, master, servant, principal, agent or legal representative of the other party for any purpose whatsoever.

4. Privacy:

4.1. ACER is concerned with the protection of your privacy. It is bound by the Privacy Act 1988 (Cth), as amended from time to time;
4.2. ACER collects and stores your personal information for the purposes of providing the Event;

a) Your personal information may be used for the purposes of the Event: Your details will be provided to parties directly related to the Event including Event managers, venues and accommodation providers for the purpose of bookings, catering needs and other conference options;
4.3. Your personal information will be managed in accordance with ACER’s privacy policy which may be viewed at http://www.acer.edu.au/about/acer-privacy-policy

5. Consent to be photographed and otherwise recorded:

5.1. You CONSENT and GRANT PERMISSION to ACER, its agents and others working under its authority, to take and to have full and free use of video/photographs containing Your image/likeness;
5.2. You Agree these images and recordings may be used for promotional, news, on-line/multimedia, research and/or educational purposes by and for ACER;
5.3. You AGREE You are not entitled to remuneration, residuals, royalties or any other payment from ACER in respect of Your image/likeness or its use.
5.4. You RELEASE, DISCHARGE and HOLD HARMLESS ACER and its agents from any and all claims, demands or actions that You may hereafter have by reason of anything contained in the photographs or video; and
5.5. Should YOU not agree to the above image release contract, contact ACER via email: nallnac@acer.edu.au.

For more information visit the website www.acer.edu.au/nallnac