



**APPE**

**2025  
AUSTRALIAN CAPITAL  
TERRITORY**

**AWARDS FOR  
PLANNING  
EXCELLENCE**

**6 November 2025  
East Hotel, Canberra**

**Sponsorship Prospectus**

## About us

The Planning Institute of Australia (PIA) is the professional body representing planners and the value of Planning.

Through advocacy, communication and professional development, PIA is the trusted voice on planning, serving and guiding thousands of planning professionals in their roles to create better communities.

PIA represents almost 6,000 planners nationally and connects with more than 11,000 planners annually through events and advocacy.

Our mission is to inspire planners and elevate their role in shaping Australia's future. We do this through championing the values of planners, leading the profession, strong advocacy and contemporary education.





## ACT State Awards 2025

For ten years, PIA has hosted the ACT Awards for Planning Excellence. The annual PIA ACT Awards for Planning Excellence demonstrate leading practice, leadership and achievement in planning and the planning profession. The Awards recognise excellence and showcase leading practice across a range of planning disciplines and sectors. Leadership in planning, particularly in the face of adversity, is acknowledged and applauded. In all, the Awards are a chance to celebrate, recognise and reward outstanding planning and planners.

Collaboration is a key aspect of our role as a professional body. As the voice of the profession, we take pride in bringing like-minded people together, and this is where our sponsors and supporters have become an invaluable part of the Institute.



The 2025 PIA ACT Awards will be hosted at East Hotel, located in the heart of Canberra, a boutique property that stretches the mould of a “design hotel”.

## Benefits of collaborating with PIA

### **Brand exposure to industry leaders**

Our Conference is a one-stop shop for the profession including planners, policymakers, industry leaders and researchers from across Australian. You'll build a direct line to your target audience.

### **Attract and retain talent**

Position your company as an employer of choice for planners by aligning with PIA, their professional body.

### **Showcase your products**

Demonstrate how your products/services align with the needs of the planning and development community.

### **Access to key decision makers**

Network with influential figures in urban planning, government policy, and infrastructure development.



### **Positive brand association**

Enhance your company's reputation by showing your support for the development and future of planning in New South Wales.

### **Targeted Marketing**

Utilise the extensive marketing campaign used to promote the event to assist in reaching your company's marketing goals within budget.

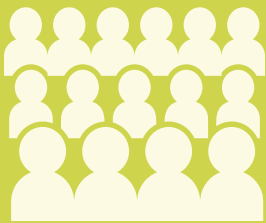
### **Networking opportunities**

Build valuable connections with PIA members in a relaxed and social environment.

### **Media exposure**

Leverage the media coverage and publicity generated by the conference to further amplify your company's message.

## Snapshot of benefits and reach



**Access to  
Our Audience**



**Engagement  
Overview**

**9,280+**

**Contacts  
on database**

# Planning Institute Australia

**4,350+**

**E-news / Events  
Subscribers**



**27,200+**



**4,350+**  
E-News Sub



**7,400+**



**4,650+**



**115K+**  
Hits 24.25



**8,000+**

## **Awards Categories for Alignment**

- Climate Change & Resilience
- Community Wellbeing & Diversity
- Great Place
- Improving Planning Processes
- Planning Research
- Planning with Country
- Performance and Innovation in Development
- Stakeholder Engagement
- Strategic Planning Project (allocated)
- Technology & Digital Innovation
- Tertiary Student Project
- Emerging Planner of the Year

## GOLD SPONSOR

- **3 x complimentary tickets** to attend the PIA ACT State Awards
- **Discounted rates (10%)** for additional delegates
- **Recognition and acknowledgment** on all **event related marketing material** included prominent display of your brand in email marketing
- Acknowledgment on PIA's **social media** as part of promoting the event
- Inclusion of your brand on the **PIA website event page**
- **Speaking opportunities at the PIA ACT State Awards**
- Presentation of **1 Category Awards** of your choice (pending availability) + Exclusive brand display for category
- **Verbal acknowledgment** of sponsorship at the PIA ACT Awards
- **Prominent digital wall display of logo** at the event
- Exclusive **opportunity to showcase a 30 sec video**
- Provided with a **list of delegates** attending the PIA ACT State Awards
- A half page **advertisement** in one issue of PIA's 'New Planner' magazine (valued at \$875)

**NB: Exclusive Sponsor: maximum of one Gold Sponsor**



**Your Investment**  
**\$4,000 (incl. GST)**



## SILVER SPONSOR

- **2 x complimentary tickets** to attend the PIA ACT State Awards
- **Discounted rates (5%)** for additional delegates
- **Presentation of 1 Category Awards** of your choice (pending availability) at the 2025 ACT Awards for Planning Excellence + Exclusive brand display for category
- **Recognition and acknowledgment** on all event related **marketing** material included prominent display of your brand in email marketing
- Acknowledgment on PIA's **social media** as part of promoting the event
- Inclusion of your brand on the PIA **website event page**
- **Verbal acknowledgment** of sponsorship at the PIA ACT State Awards
- **Prominent digital display** of logo at the event and other agreed collateral / marketing at the events (sponsor to provide)
- A **quarter page advertisement** in one issue of PIA's 'New Planner' publication (valued at \$630). Sponsor to provide artwork

**NB: Maximum of two Silver Sponsors**



**Your Investment**  
**\$2,750 (incl. GST)**

## BRONZE SPONSOR

- **1 x complimentary ticket** to attend the PIA ACT State Awards
- Discounted rates (5%) for additional delegates
- **Recognition and acknowledgment** on all event related **marketing** material included prominent display of your brand in email marketing
- Acknowledgment on PIA's **social media** as part of promoting the event
- Inclusion of your brand on the PIA **website event page**
- **Verbal acknowledgment** of sponsorship at the PIA ACT State Awards
- **Prominent digital display of logo** at the event
- **Presentation of one Category Awards of your choice (pending availability)** at the 2025 ACT Awards for Planning Excellence

**NB: Maximum of four Bronze Sponsors**



**Your Investment**  
**\$1,200 (incl. GST)**

# Additional ACT 2025/26 sponsorship opportunities

Event	Date	Sponsorship starting from
PIA ACT Women in Planning Networking Breakfast	March 2026	\$750





Planning  
Institute  
Australia

To learn more about this event or other sponsorship opportunities, including tailoring a package for your organisation needs please do get in touch.



## Contact

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