



Oceanic Palliative Care
Conference 10–12 Sept 2025

Partnership Prospectus 2025



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**Connecting
systems
for better
care**

Brisbane Convention & Exhibition Centre
www.25opcc.com #25OPCC



Palliative Care Australia
Matters of life and death

10–12 Sept 2025 Brisbane Convention & Exhibition Centre www.25opcc.com #25OPCC

**25OPCC will be held in Meanjin,
on the lands of the Turrbal
and Yuggera people.**

Palliative Care Australia is located in Canberra. We acknowledge the traditional custodians of the surrounding land and waters the Ngunnawal and Ngambri Peoples and pay our respects to Elders past and present. We honour and value their continuing culture and the contribution they make to the life of this city and this region.

Introduction

Join us in Brisbane, as we deepen our growing connections to the wider health and care sectors.

In 2023 over 1,400 delegates from Australia and the surrounding region came together in Sydney 'with the end in mind'. These passionate nurses, medical specialists, general practitioners, researchers, allied health professionals, policy makers, volunteers (and so many others!) can see the future we are all responsible for shaping.

Every day, these same people are experiencing the opportunities and pressures that come with our rapidly aging population and the growing burden of chronic disease.

Our 2025 conference program is inspired by that need and the real-world results that flourish when like-minded people collaborate. The theme for Brisbane is **Connecting Systems for Better Care**, which aims to extend the conversations of Sydney 2023 and the progress we have achieved together.

Aged care, primary health, oncology, dementia care, disability services, paediatrics, Aboriginal and Torres Strait Islander health – all have a growing awareness of the role they can and need to play in someone's palliative care journey.

The Oceanic Palliative Care Conference energises that momentum, and with government and policy makers in the room, influences the region's future reform agenda.

Thank you for your interest in partnering with us around this unique opportunity. Being involved in 25OPCC will place you front and centre in the most important conversations of the year and allow you to demonstrate your commitment to a stronger and interconnected palliative care sector.

You will gain exceptional access to decision makers and influencers, allowing you to revitalise existing relationships and build new connections.

I invite you to explore the packages outlined in this prospectus, or perhaps we can tailor something especially for you. Contact Gretchen Irvine, our National Partnerships and Events Manager to secure your place today, either Gretchen.irvine@palliativecare.org.au or **0407 497 303**.

We look forward to working with you at 25OPCC!



Camilla Rowland
CEO, Palliative Care
Australia



Professor Meera Agar
Board Chair, Palliative Care
Australia

and



Conference overview

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The Oceanic Palliative Care Conference (OPCC) is recognised globally as the premier palliative care conference in the southern hemisphere.

Hosted by Palliative Care Australia (PCA) since 1990, this conference is the standout event for the palliative care sector in Australia and Oceania. Industry leaders and experts recognise OPCC as the most valuable conference for relevant conversations and learnings.

Central to our ambitions for OPCC, is to advance knowledge about palliative care in Australia and the surrounding Oceanic region and build on the interconnections that exist across other parts of the health and care sectors.



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Palliative Care Australia is the national peak body for palliative care, representing and advocating for those who work towards quality palliative care for all who need it.

Your support of 25OPCC allows us to continue supporting the palliative care sector here and in the wider region and improving the way we live and die.



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I want a magic wand to change everything and this conference made me think it could be possible to make that magic wand.

– Feedback from 2023

Why you need to be involved

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As a sponsor or exhibitor at 25OPCC, you will be with the decision makers of today and the leaders of tomorrow. Everyone present has a passion for palliative care and its interconnection with the wider health sector, whether they are clinicians, researchers, allied health practitioners, educators, carers, volunteers, or service providers.

Being part of 25OPCC allows you to:

- Connect with the sector and forge relationships with delegates, as well as reconnect with your customers
- Build awareness of your brand as a leader within the industry
- Deliver a clear message that you are committed to supporting the future of palliative care in Australia and the region
- Network with delegates from right across the sector, including industry leaders, decision makers and influencers
- Showcase your latest products and services, giving delegates first-hand experience and making personal connections.



Who will you meet?

The conference is face-to-face only. All delegates will be in the room with you, ready to build new relationships and strengthen existing ones. You will connect with a range of professions critical to the sector who are a natural fit for your products and services.

Some statistics about our 2023 conference attendees.

Attendees in 2023

40% of delegates are nurses, of these, nearly half are senior level and specialist nurses

15% of delegates are doctors, including GPs, Palliative Medicine Specialists, Oncologists, Geriatricians and Paediatricians

12% work in allied health – Physiotherapists, Occupational Therapists, Social Workers, Psychologists, Dieticians

11% hold a senior leadership role – CEO, Director, Manager

6% academics and researchers

16% includes Pharmacists, Aboriginal Health Workers, Administrators, Government Representatives, Chaplains, Consumers, Volunteers, Educators, Policy Leaders

Reach an audience new to palliative care – in 2023 over half our delegates were first time attendees.

Professions

- Palliative care specialists
- Clinical Leaders
- Pharmacists
- Aged care managers
- Program coordinators
- Nursing unit managers
- Nurse practitioners
- Counsellors
- Social Workers
- Care managers
- Carers
- Nurses
- Doctors
- Care workers
- Medical directors
- Clinical advisors
- Academics
- Hospice managers
- Allied health practitioners
- Pastoral Care Workers
- Volunteers

Our brand reach

We run an extensive social media and marketing campaign around the OPCC, with a growing social media following.



Facebook

Total followers – 25.8K
Total reach in the last 12 months – 1.3m
Total engagement – 56.7K



LinkedIn

Total followers – 12.5K
Total reach in the last 12 months – 226K
Total engagement – 37.2K
Over 65% of our followers come from the health sector followed by people working in educational institutions, research services, government, etc.



Twitter/X

Total followers – 7.3K
Total impressions – 133K
Total engagement – 17.4K



PCA News

Total subscribers to PCA eNews – 13.7K
Open rate – 36%
Click rate – 5.4%

Program outline

Tuesday 9 September

Afternoon:
Special interest groups

Wednesday 10 September

Morning:
Opening ceremony and plenary session
Morning Tea:
Exhibition open
Afternoon:
Conference sessions
Evening:
Welcome reception

Thursday 11 September

Exhibition open all day
All day:
Conference sessions
Evening:
National Palliative Care Awards and Gala Dinner

Friday 12 September

Exhibition open until after lunch
All day:
Conference sessions
Evening:
Closing ceremony

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It was a fantastic event. The conference was thought provoking and a great avenue for networking with others in the palliative care field.

– Feedback from 2023



Partnership Packages

25OPCC offers a wide selection of packages, developed to ensure a successful outcome for all partners.

Early confirmation of your partnership ensures your brand maximises the exposure opportunities available. An extensive promotion campaign allows your organisation to be represented as a key partner of the conference well in advance of 25OPCC.

	Cost ex GST	Number Available
National Palliative Care Awards and Gala Dinner	\$50,000	SOLD
Premium Partner	\$35,000	multiple
Classic Partner	\$28,000	multiple
Welcome Reception	\$20,000	1
Meet The Experts Session	\$20,000	SOLD
Coffee Cart Partner	\$20,000	2
Poster Partner	\$15,000	2
Content Partners	\$15,000	multiple
Wifi Partner	\$10,000	1
Program Screen Partner	\$10,000	1
Charging Station Partner	\$10,000	1
Catering Partner	\$10,000	multiple
Resources Hub	\$600	multiple



“Overall, really thought provoking with knowledgeable speakers and interesting studies to hear about.”

– Feedback from 2023

SOLD

National Palliative Care Awards and Gala Dinner



This is the premier opportunity to showcase your brand and demonstrate your support for the palliative care sector on the national stage. As the National Palliative Care Awards and Gala Dinner partner, you will celebrate the exceptional professionals working in palliative care, allied health, aged care, and paediatric palliative care across Australia.

Investment

\$50,000

Inclusions:

- Naming rights (in conjunction with PCA) of the National Palliative Care Awards and Gala Dinner
- Opportunity to secure an ongoing partnership for the next two conferences
- Sponsor address at the dinner
- Present the awards at the dinner
- Logo engraved on each award
- Acknowledgement of your partnership:
 - By the dinner MC throughout the night
 - On all printed materials at the dinner
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through PCA social media channels
 - Acknowledgement during the conference opening and closing as the Awards and Dinner partner
 - In additional marketing for the National Palliative Care Awards
- Four full conference registrations including social functions
- Six additional tickets to the National Palliative Care Awards and Gala Dinner
- A premium double trade exhibition booth (or space) to maximise connection and interaction with delegates
- Two digital resources included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)

PCA will work with your team to maximise the value of your partnership and ensure the gala dinner is an exceptional experience.

Partnership package

multiple
available

Premium Partner

Investment

\$35,000

Put your organisation in the spotlight with a package that you customise to meet your own marketing and brand objectives, and guaranteed exposure to conference delegates. Choose whether you share your message with the whole conference in a plenary session or a select group of health professionals at an industry breakfast.

Your contribution as a premium partner will enhance your reputation as a substantial and committed provider in the sector.

Inclusions:

- 15-minute speaking opportunity in a plenary session (topic to be relevant to the conference theme, agreed to by PCA) (six only) **OR**
- Host a breakfast education session (catering additional cost) to be attended by healthcare professionals only
- A double premium trade exhibition booth (or space) to maximise connection and interaction with delegates
- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through PCA social media channels
 - Acknowledgement during the conference opening and closing as a Premium Partner
- Six full conference registrations including social functions
- One digital resource included in the general conference resources hub
- One digital resource to be sent to healthcare professionals only
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)





multiple
available

Partnership package

Classic Partner

Investment

\$28,000

Your organisation will receive high visibility with excellent exposure and be recognised for your support of 25OPCC.

Inclusions:

- Hosting of ONE concurrent session
 - Your banner (supplied by you) in the concurrent room for the duration of the session
 - Deliver one of the concurrent presentations in the session (in consultation with PCA)
 - Your organisation listed in the conference program as host of the concurrent session
- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through PCA social media channels
 - Acknowledgement during the conference as a Classic Partner
- Four full conference registrations including social functions
- A trade exhibition booth (or space) to maximise connection and interaction with delegates
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



1
available

Partnership package

Welcome Reception

Investment

\$20,000

The Welcome Reception ensures your organisation is front and centre at the first official networking event of 25OPCC. This reception is the perfect chance for delegates and colleagues to unwind after the first day of sessions and network face-to-face.

Inclusions:

- Naming rights for the Welcome Reception
- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through PCA social media channels
 - Acknowledgement during the conference as the Welcome Reception Partner
- Two full conference registrations including social functions
- Ten additional Welcome Reception tickets
- Brief address at the conclusion of the first day immediately prior to the Welcome Reception
- Two corporate banners on display at the Welcome Reception
- One standard trade exhibition booth (or space) to maximise connection and interaction with delegates
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



Partnership package

Meet The Experts Session

Investment

\$20,000

Host one of the favourite events of OPCC – the Meet the Experts session. Developed for our scholarship recipients, this session brings together delegates with experts and leaders in the palliative care space. It’s open questions, it’s fast and furious, it’s not to be missed.

Inclusions:

- Naming rights for the Meet the Experts session
- Brief address at the Meet the Experts session
- Chairing the Meet the Experts session
- Contribute a speaker to the Meet the Experts session
- Two corporate banners on display at the Meet the Experts session
- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through PCA social media channels
 - Acknowledgement during the conference as the Welcome Reception Partner
- Two full conference registrations including social functions
- Two corporate banners on display at the Welcome Reception
- One standard trade exhibition booth (or space) to maximise connection and interaction with delegates
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



Partnership package

Coffee Cart Partner

Investment

\$20,000

It’s everyone’s favourite stand – host the most popular location in the trade exhibition.

Inclusions:

- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through PCA social media channels
 - Acknowledgement during the conference opening and closing as a Coffee Cart Partner
- Two full conference registrations including social functions
- Space alongside the coffee cart to maximise connection and interaction with delegates
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



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available

Partnership package

Poster Partner

Investment

\$15,000

Sponsor the poster gallery and poster networking session

Inclusions:

- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - On a partnerships PowerPoint slide displayed throughout the conference
 - Announcement of partnership through PCA social media channels
 - Acknowledgement during the conference as the Poster partner
 - Two pull up banners (supplied by you) in the poster gallery
 - A representative from your organisation to be one of the poster competition judges
- Two full conference registrations including social functions
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



Multiple available

Partnership package

Content Partner

Investment

\$15,000

Sponsor either a keynote speaker, a plenary session, or a concurrent stream and demonstrate your commitment to high quality content that keeps our delegates coming back to OPCC.

Inclusions:

- Acknowledgement by the MC at the start of the relevant session
- Your banner (supplied by you) on the stage for the duration of the relevant presentation or session
- A photo opportunity with the speaker/s in the relevant session
- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - Announcement of partnership through PCA social media channels
 - Acknowledgement on the conference program as Content Partner for the relevant session
- Two full conference registrations including social functions
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



Partnership package

Wi-Fi Partner

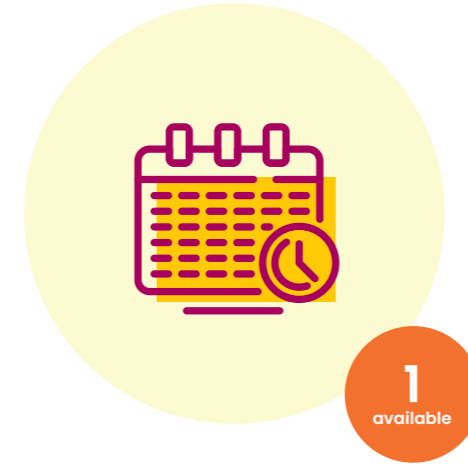
Investment

\$10,000

Be the conduit for connection for our delegates as sponsor of the conference Wi-Fi service. Delegates will be thanking you for faster speeds and stronger connections!

Inclusions:

- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - Announcement of partnership through PCA social media channels
- Sponsor name as Wi-fi PASSWORD
- One full conference registration including social functions
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



Partnership package

Program Screen Partner

Investment

\$10,000

Be a part of our sustainability solution by sponsoring our program screens. Rather than printing out the program, these screens will be scattered around the venue so delegates can check what's happening next.

Inclusions:

- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - Announcement of partnership through PCA social media channels
 - On the program screen
- One full conference registration including social functions
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



Partnership package

Charging Station

Investment

\$10,000

Every delegate's best friend – the device charging station. This charging station will be located in the trade exhibition and will provide excellent branding opportunities.

Inclusions:

- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - Announcement of partnership through PCA social media channels
- One full conference registration including social functions
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



Partnership package

Catering Partner

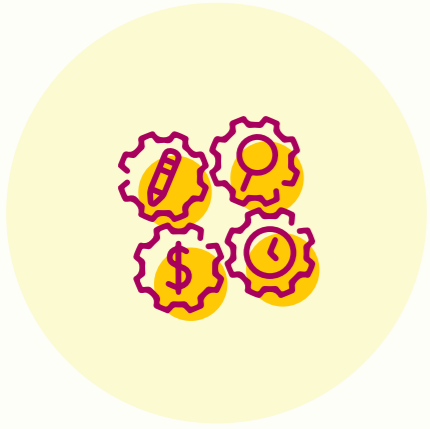
Investment

\$10,000

Your brand will be associated with what some people consider the most critical part of the conference – the catering. As catering partner, your logo will be featured on all catering stations for morning tea, lunch and afternoon tea of one day of the conference. The convention centre catering staff have the option of wearing branded aprons (provided by you) while on the exhibition floor.

Inclusions:

- Acknowledgement of your partnership using your logo:
 - On the 25OPCC website
 - On all conference marketing material
 - On all partnership signage throughout the venue
 - Announcement of partnership through PCA social media channels
- One full conference registration including social functions
- One digital resource included in the conference resources hub
- A copy of the delegate list with permission for one pre and one post-conference communication (includes email addresses for participants who opt-in and is subject to the Privacy Act)



Partnership package

Resources Hub

Investment

\$600

25OPCC will offer an online resources hub in place of standard satchel inserts as a more sustainable way of providing delegates with information. All partnership packages include one file uploaded to the Resources Hub. Additional files can be secured for \$600 each.

Trade Exhibition

The trade exhibition is the heart of the conference - it's where all delegates come to network, connect with suppliers and refresh during breaks. Trade exhibition bookings are opening later this year and will sell out.

Booking details coming soon!

Email gretchen.irvine@palliativecare.org.au to register your interest now.



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A truly great conference. The Oceanic Palliative Care Conference is the best, most informative event. It was an honour to attend.

– Feedback from 2023



Booking Form – 25OPCC

Contact details:

Organisation name

Contact name

Contact number

Contact email

Package:	Cost ex GST	Select
National Palliative Care Awards and Gala Dinner	\$50,000	<input checked="" type="checkbox"/>
Premium Partner – plenary session	\$35,000	<input type="checkbox"/>
Premium Partner – breakfast session	\$35,000	<input type="checkbox"/>
Classic Partner	\$28,000	<input type="checkbox"/>
Welcome Partner	\$20,000	<input type="checkbox"/>
Meet the Experts Session	\$20,000	<input checked="" type="checkbox"/>
Coffee Cart Partner	\$15,000	<input type="checkbox"/>
Poster Parter	\$15,000	<input type="checkbox"/>
Content Partner	\$15,000	<input type="checkbox"/>
Wi-Fi Partner	\$10,000	<input type="checkbox"/>
Program Screen Partner	\$10,000	<input type="checkbox"/>
Charging Station Partner	\$10,000	<input type="checkbox"/>
Catering Partner	\$10,000	<input type="checkbox"/>
Resources Hub (per item)	\$600	<input type="checkbox"/>

25OPCC Partnership and Exhibition Terms and Conditions:

- Returning a signed booking form confirms your acceptance of these terms and conditions.
- An invoice will be generated once the signed booking form is received and
- All bookings are subject to approval by the 25OPCC Organisers, and we reserve the right to refuse an application.
- We (Palliative Care Australia and any other Professional Conference Organiser contracted by Palliative Care Australia) as the Conference Organisers reserve the right to alter any aspect of the program and floor plan without prior notice. Please refer to the Conference website for the latest information on the event.
- We will take all diligent care to fulfil the above partnership and exhibition commitments. Partners and Exhibitors are responsible for providing all their requirements ie banners, promotional material and any other material by the due dates requested by the Organisers.

- We reserve the right to introduce new packages and additional exhibition space should the opportunity arise.
- All exhibition trade displays will be allocated by level of investment and then on a “first come, first served” basis.
- Partners and Exhibitors are responsible for the security of their own equipment and materials during the event and in transit to the event venue.
- Exhibitors must have current public liability insurance cover for their booth.
- The Partners/Exhibitor understand that all attendees must register officially and entry to the exhibition will not occur unless the attendee is wearing the appropriate identification. Visitor badges are provided as a gesture of goodwill and not for use by the organisation’s representatives.
- The Exhibitor shall take all reasonable care when installing/dismantling their equipment and stand as not to cause damage to the venue carpet, walls, ceilings, fixtures and floors and the shell scheme booths supplied by the appointed stand contractor including panels, fascia, spotlights, and furniture. The Exhibitor is deemed liable for repairs if the structures are damaged.
- The Organisers reserve the right to request removal of any items that may be deemed unacceptable and impacts fellow Exhibitors.
- All promotion must only be conducted from your booth.
- No barista or other coffee / hot beverage machines are allowed at individual booths in the exhibition area (excluding arrangements made for the coffee cart sponsor).
- PCA may need to pass on your full name, position, and organisation to a limited number of third-party suppliers eg. designers, printers, web developers, PCO. This is to facilitate your support of the Conference and ensure you are identified as a sponsor or exhibitor of this event and therefore receive all entitlements associated with your sponsorship and fee paid.
- All Organisations are expected to conduct their business in a professional, ethical manner and any breach will result in immediate cancellation of the Partnership/ Exhibition package.
- If an Organisation is found to not align their values with that of the 25OPCC Host Organisations, this may result in cancellation of your Partnership/ Exhibition package.
- The submission of an application by a representative from your organisation is regarded as confirmation of your booking.
- All cancellations must be made in writing to the Organisers and notice acknowledged in writing by the Organisers.
- Any reduction in a Partnership and/or Exhibition allocation (once accepted by the Organisers) will be considered a cancellation and the cancellation policy will apply.
- Should the balance payment be outstanding at time of cancellation, the Partner/Exhibitor is liable for the balance as per the cancellation policy.
- There is no opportunity to transfer your Partnership/Exhibition booking to another Palliative Care Australia or Host Organisation’s event.

CANCELLATION DATES AND FEES

- Notification of cancellation must be submitted in writing to the 25OPCC Organisers
- Before 1 March 2025: full refund less a \$500 administration charge
- Between 2 March 2025 and 14 July 2025: 50% cancellation fee of total contribution will apply
- From 15 July 2025: 100% cancellation fee and will be liable for payment of the balance should it not have been received by the cancellation date.

Authorisation:

I acknowledge and confirm complete understanding and compliance with the terms and conditions listed on this form. Signed for and on behalf of the sponsor by:

Name

Signature

Date

Please submit this booking form to events@palliativecare.org.au with the subject heading **25OPCC Sponsorship Booking**.

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An excellent program supported by connected sponsors, a wide range of presentations and a perfect intro to the sector.
Very informative, thank you!

– Feedback from 2023



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