

HOSTED BY



WESTERN SYDNEY  
UNIVERSITY



# CAUTHE 2027

**RETHINKING THE VISITOR ECONOMY:  
INCLUSIVE FUTURES FOR PEOPLE,  
PLACE AND PLANET**

**8-11 FEBRUARY 2027**  
WESTERN SYDNEY UNIVERSITY  
PARRAMATTA NSW



# Invitation from the CAUTHE Conference Organising Committee

On behalf of the Organising Committee, we are delighted to invite you to become a sponsor of the 2027 Council for Australasian Tourism and Hospitality Education (CAUTHE) Conference, hosted by Western Sydney University in Parramatta, Sydney, from 8-11 February 2027. CAUTHE is the leading academic association for tourism, hospitality and events education and research in Australasia, bringing together academics, industry leaders, government representatives and postgraduate researchers from across Australia, New Zealand and the broader Asia-Pacific region.

The 2027 conference will provide an exciting platform for critical discussion, innovation and collaboration within the tourism, hospitality and events sectors. The conference will also showcase Western Sydney as a vibrant destination for culture, business events, tourism and community engagement.

We are currently seeking industry partners and sponsors who share our commitment to shaping the future of tourism, hospitality and events. Sponsorship of CAUTHE 2027 offers a valuable opportunity to:

- Showcase your organisation to a highly engaged national and international audience
- Build meaningful connections with academics, industry professionals and emerging leaders
- Enhance brand visibility across conference materials, digital platforms and on-site activations
- Support research, education and industry collaboration within the visitor economy
- Contribute to an inclusive and impactful conference experience

We offer a range of sponsorship opportunities and would be very pleased to discuss tailored partnership options that align with your organisation's strategic goals and interests. We would welcome the opportunity to speak further and explore how your organisation can be involved in CAUTHE 2027.

We look forward to the possibility of partnering with you for what promises to be a meaningful and memorable conference.

**Willem Coetzee**  
CAUTHE 2027 Conference Convenor



# Message from Western Sydney University



**WESTERN SYDNEY**  
UNIVERSITY

At Western Sydney University, our vision is guided by WESTERN 2030, an ambitious strategic plan centred on student success, impactful research and stronger communities. As the anchor higher education institution of Western Sydney, a region defined by extraordinary diversity, growth and transformation, we are committed to delivering world-class education, driving innovation and creating meaningful social impact locally and globally.

Hosted by the School of Social Sciences within the Faculty of Social Science, Arts, Business, Education and Law (SABEL), the conference reflects the University's commitment to interdisciplinary collaboration, industry engagement and socially impactful research. The School of Social Sciences has a strong reputation for critical and community-engaged scholarship across tourism, events, leisure and cultural studies.

As a university deeply connected to community, industry and global engagement, we recognise the

vital role that tourism, hospitality and events play in shaping inclusive, resilient and sustainable futures. CAUTHE 2027 presents an important opportunity to bring together leading researchers, educators, industry professionals and policymakers to exchange ideas, foster innovation and strengthen collaboration across the sector.

We are especially excited to showcase Western Sydney as a destination of cultural diversity, creativity and transformation. Through this conference, delegates will experience not only academic excellence, but also the unique energy, stories and communities that define our region.

We warmly invite industry partners to join us in supporting CAUTHE 2027 and contributing to a conference that will inspire meaningful conversations and lasting impact for tourism, hospitality and events in Australasia and beyond.

We look forward to welcoming you to Western Sydney University in February 2027.

3

CAUTHE 2027 CONFERENCE

8-11 FEBRUARY PARRAMATTA



CAUTHE

# About the Venue

The CAUTHE 2027 Conference will be hosted across Western Sydney University's Parramatta City Vertical Campus and Parramatta South Campus, located in Parramatta, "the place where the eel sets down" in Dharug language, along the north bank of the Parramatta River.

The University sits on the traditional lands and waters of the Burramattagal people of the Dharug Nation, who have been stewards and caretakers of these territories since time immemorial. Today, this region forms part of Greater Western Sydney, one of the most culturally diverse communities in the world and home to the largest population of Indigenous Australians in the country. We acknowledge the Dharug, Eora, Dharawal (also referred to as Tharawal) and Wiradjuri peoples as traditional custodians and Indigenous knowledge holders.

Located in the heart of Parramatta's CBD and only 400 metres from the train station, Light Rail and major bus routes, the Parramatta City Vertical Campus offers delegates a vibrant and highly accessible conference experience within one of Australia's fastest-growing urban centres.

Designed as a contemporary vertical campus, the venue combines flexible state-of-the-art learning and event spaces with bold, sustainable architecture and world-class accessibility. Surrounded by leading industries, government organisations, cultural institutions and innovation precincts, the campus provides a dynamic environment that encourages collaboration, creativity and connection.

The conference will also extend to the historic Parramatta South Campus, located alongside the Parramatta River and surrounded by green open spaces and heritage buildings. The combination of the modern city campus and the more traditional parkland campus reflects the diversity and character of Western Sydney itself, blending innovation, history, community and culture.

As Western Sydney continues to evolve as a global hub for culture, education, tourism and business, these campuses offer an inspiring setting to host conversations about the future of tourism, hospitality and events.



# About the Destination

Discover a rich history and vibrant multicultural food and arts scene in Sydney's second-largest city. The commercial heart of Western Sydney, Parramatta also boasts plenty of natural beauty, thanks to its riverside location; UNESCO World Heritage-listed convict sites; and oodles of restaurants, shops and festivals.

Condé Nast's latest "Best Places to Go in 2026" list has surprisingly shifted the spotlight away from Sydney's world-famous harbour and onto the Western suburbs, with Parramatta singled out as one of the standout destinations in Australia. Sydney's second CBD is quickly evolving into a vibrant hub of culture, dining, and development with new museums, major

infrastructure projects, and a steady stream of new hotels reshaping the west and offering travellers a fresh perspective on what Sydney has to offer beyond the coast. The City of Parramatta recently gained Purple Flag accreditation which means that the city's CBD meets international standards of excellence in vibrancy, diversity and safety at night.

A delightful way to travel to Parramatta is by ferry from Circular Quay, gliding under the Sydney Harbour Bridge and along Parramatta River past Sydney Olympic Park to Parramatta Wharf. The scenic trip is about 85min. The train from Central Station is about 25 minutes and the drive is 30 minutes.





## CONFERENCE THEME

# Rethinking the Visitor Economy: Inclusive futures for people, place and planet.

The theme for CAUTHE 2027 Conference, Rethinking the Visitor Economy: Inclusive Futures for People, Place and Planet, invites critical reflection on the changing nature of tourism, hospitality, events and leisure in an increasingly uncertain and interconnected world.

As destinations, industries and communities continue to respond to complex social, environmental, cultural and economic challenges, the conference seeks to move beyond growth-focused approaches towards more inclusive, ethical and sustainable futures. The theme encourages delegates to rethink how the visitor economy can create meaningful value not only for industries and tourists, but also for local communities, Indigenous peoples, workers, ecosystems and future generations.

The conference will provide a platform for conversations about social justice, resilience, Indigenous knowledges, regenerative practices, wellbeing, technology, labour, mobility, community engagement, and accessibility. It also recognises the importance of interdisciplinary collaboration and the need for stronger partnerships between academia, industry, government and communities.

Hosted in the culturally diverse and rapidly transforming region of Western Sydney, CAUTHE 2027 offers an ideal setting to explore new ways of understanding people, place and planet within the visitor economy. The conference theme reflects both local and global aspirations for a sector that is more inclusive, resilient, responsible and connected to the communities and environments in which it operates.

We invite sponsors to be part of this transformative conversation as we shape the future of tourism, hospitality, and events.



# SPONSORSHIP OPPORTUNITIES

7

CAUTHE 2027 CONFERENCE

8-11 FEBRUARY PARRAMATTA



CAUTHE

# PACKAGES AT A GLANCE

Sponsorship packages are linked to key events or opportunities within the conference program.  
All prices shown are in Australian Dollars and are inclusive of GST.

Sponsorship Package	\$	Exclusivity	Complimentary Registrations	Welcome Reception Tickets	Conference Dinner Tickets	Trade Table Included	Brochure Conference Handbook	Social Media Mentions	Opportunities
Conference Dinner	\$8,500	Exclusive	3	2	3	Yes	Yes	3	Naming rights opportunity, dinner signage, menus, welcome address
Welcome Reception	\$5,500	Exclusive	2	4	2	Yes	Yes	2	Opening event branding, welcome address, venue signage
Conference App	\$4,000	Exclusive	1	1	2	Yes	Yes	2	Branding on conference app landing page and access information
Refreshment Break	\$3,000	Exclusive	1	1	1	Yes	Yes	1	Branding at catering stations and break areas
Exhibition Trade Table	\$1,500	Multiple	1	1	1	Yes	Yes	-	Exhibition presence in delegate networking area
Conference Supporter	\$1,000	Multiple	-	-	-	-	-	-	Logo/profile in conference materials and app
Custom Sponsorship Package	Negotiable	One per organisation	Negotiable	Negotiable	Negotiable	Optional	-	Negotiable	Tailored partnership opportunities



# Two Campuses, Three Days, Endless Connections.

CAUTHE 2027 will be hosted across two vibrant campuses of Western Sydney University, offering sponsors and exhibitors the opportunity to engage with delegates throughout the full conference experience.

Day 1 of the conference will take place at the Parramatta South Campus, with Days 2 and 3 hosted in the contemporary Peter Shergold Building at the City Campus. The exhibition will be held across Days 2 and 3 at the City Campus.

All sponsor and exhibitor registrations include attendance on Day 1, and we warmly encourage partners to join us at the Parramatta South Campus to connect with delegates from the outset of the conference. The Welcome Reception, also held on Day 1 at the South Campus, provides an ideal opportunity to build relationships, network in a relaxed setting, and maximise your visibility ahead of the exhibition opening.



**CAUTHE 2027 CONFERENCE**

**8-11 FEBRUARY PARRAMATTA**



**CAUTHE**

# CONFERENCE DINNER SPONSOR

**Exclusive Opportunity  
\$8,500**

As the Conference Dinner Sponsor, your organisation will be positioned at the centre of one of the most highly attended and anticipated social events of the program. It's a rare chance to showcase your brand in a fresh, dynamic environment while connecting with key industry leaders and decision-makers in a relaxed and engaging atmosphere.

- Exclusive sponsorship of the CAUTHE 2027 Conference Dinner and the opportunity of joint naming rights to the Dinner
- The opportunity to welcome guests to the Dinner
- Your logo on the Conference Dinner menus and signage at the venue
- Opportunity to provide a gift to all attendees at the dinner (at sponsor's own expense)
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- Three mentions on the CAUTHE 2027 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

#### **Additional Benefits:**

- Three complimentary conference registrations
- Two tickets to the Welcome Reception
- Three Conference Dinner tickets
- One dressed trestle table and two chairs including 1 x 4amp power outlet



# WELCOME RECEPTION SPONSOR

Exclusive Opportunity  
\$5,500

As the Welcome Reception Sponsor, your brand takes centre stage at the conference's opening event—where first impressions are made, conversations begin, and connections spark into life. Hosted in the iconic Parramatta Boilerhouse at Western Sydney University, this year's reception offers a setting with just the right amount of industrial character and energy to set the tone from the outset. It's a prime opportunity to align your organisation with a warm, social atmosphere while engaging directly with delegates as they arrive, connect, and get CAUTHE 2027 firing on all cylinders.

- Acknowledgement as the CAUTHE 2027 Welcome Reception Sponsor.
- Verbally acknowledged throughout the Conference as the sponsor of the Welcome Reception.
- The opportunity to welcome guests to the Welcome Reception
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- Two mentions on the CAUTHE 2027 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

## Additional Benefits:

- Two complimentary conference registrations
- Four tickets to the Welcome Reception
- Two Conference Dinner tickets
- One dressed trestle table and two chairs including 1 x 4amp power outlet



# CONFERENCE APP SPONSOR

Where Delegates  
Click, Plan  
and Connect

Exclusive Opportunity  
**\$4,000**

The Conference App places your brand directly into the hands of every delegate before, during and after the event. As the central hub for the program, speaker information, networking, exhibitor listings, alerts and live updates, the app delivers ongoing visibility and repeated engagement throughout the entire conference experience. Sponsoring the app provides a highly effective digital branding opportunity, aligning your organisation with innovation, connectivity and delegate convenience at every touchpoint.

- Exclusive sponsorship of the 2027 CAUTHE Conference App
- Logo recognition as the Conference App Sponsor on access instruction information
- Your organisation's logo on the bottom of the landing page with a link to your website
- One full page advertisement in the electronic conference handbook (finished art to be supplied by sponsor)
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- Two mentions on the CAUTHE 2027 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

## **Additional Benefits:**

- One complimentary conference registration
- One ticket to the Welcome Reception
- One Conference Dinner ticket
- One dressed trestle table and two chairs including 1 x 4amp power outlet

# REFRESHMENT BREAK SPONSOR

**Exclusive Opportunity**  
**\$3,000**

Be the reason everyone lines up. As the Refreshment Break Sponsor, you'll fuel the conversations, spark connections, and keep delegates coming back for more—with your brand right at the centre of it all.

**Sponsorship of all refreshment breaks on all three days.**

- Your organisation's logo will be prominently displayed at refreshment stations (includes morning and afternoon refreshments, and lunch)
- An opportunity to place promotional items or material on the catering stations (to be provided by sponsor)
- Verbally acknowledged as the Refreshment Break sponsor prior to each break
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Sponsor's own signage prominently displayed at the venue (maximum of two pull up banners)
- One mention on the CAUTHE 2027 social media platforms (currently Twitter and Facebook)
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

## **Additional Benefits:**

- One complimentary conference registration
- One ticket to the Welcome Reception
- One Conference Dinner ticket
- One dressed trestle table and two chairs including 1 x 4amp power outlet

# CONFERENCE SUPPORTER

\$1,000

- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Opted-in delegate
- Electronic brochure in the conference app
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

# EXHIBITION TRADE TABLE

\$1,500

Delegates will gather in the trade area each day at morning and afternoon tea and lunch, giving you multiple opportunities to network with delegates.

- One dressed trestle table and two chairs
- 1 x 4 amp power outlet
- Company logo and profile in the electronic conference handbook, conference app and website
- Logo recognition in all conference promotional material, including venue signage
- Electronic brochure in the conference app
- Opted-in delegate list (name, position, organisation, city, country) in accordance with Privacy Legislation

## Additional Benefits:

- One complimentary conference registration
- One ticket to the Welcome Reception
- One Conference Dinner ticket

# EXCLUSIVE CUSTOM SPONSORSHIP PACKAGE

## Additional Tickets and Registration

### **Pricing: Negotiable | One Opportunity Per Organisation**

We are happy to collaborate with you to customise a sponsorship package that aligns perfectly with your goals. Whether you'd like to tailor an existing option or create a bespoke package from the ground up, we're here to make it happen.

Let's discuss how we can craft the perfect partnership for your organisation. Contact [kim@laevents.com.au](mailto:kim@laevents.com.au) to explore the possibilities.

All staff on site must be registered to attend either by utilising your complimentary registration or by purchasing an additional Exhibitor/Sponsor Registration for \$500 each, which includes:

- Daily catering
- Attendance at conference sessions
- Attendance at the Conference Welcome Reception
- Conference dinner tickets may be purchased separately online.

*Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor*



CAUTHE

15

CAUTHE 2027 CONFERENCE

8-11 FEBRUARY PARRAMATTA



## Contact:



**Kim Murray**  
Sponsorship & Exhibition Manager  
03 6234 7844  
[kim@laevents.com.au](mailto:kim@laevents.com.au)



**Leishman Associates**  
227 Collins Street, Hobart TAS 7000

16

CAUTHE 2027 CONFERENCE

8-11 FEBRUARY PARRAMATTA

