



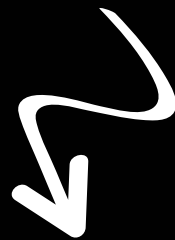
Brought to you by



**15-16 OCTOBER 2026** | Brisbane, Australia

# CALLING FOR SPONSORS

Lend your support to change makers!



# About CHANGE



Annual 2-day event in October



For those driving social, health, or environmental change



TED-style talks, workshops and networking



Now in its 9th year

Attendees come to learn, connect, and be inspired by proven strategies for behaviour change. They leave with practical tools, renewed energy, and partnerships that support their mission to create lasting, positive impact.

## What makes CHANGE different?

CHANGE is purpose-built for action.

- **Impact first:** Every session is designed to equip attendees with actionable insights that lead to real-world results.
- **Cross-sector by design:** We welcome diverse voices—policymakers, practitioners, academics, creatives—working together to solve complex problems.
- **Rooted in evidence:** We bridge research and practice to ensure ideas are grounded, not hypothetical.
- **Led by behaviour change experts:** With decades of experience creating measurable change, our team curates a program that works.
- **Focused on connection:** From structured networking to casual conversations, we create space for attendees to collaborate, reflect, and grow.



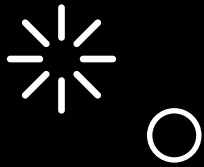
Be empowered and enabled to enact more change



Brought to you by



# Who attends **CHANGE**



Countless networking  
opportunities



**Senior public sector representatives including government officials, policymakers, and agency leaders** involved in strategy and policy development.

**Health, environmental, and social service professionals** working to deliver and improve public services and community outcomes.

**Non-government organisations, social enterprises, and non-profits** engaged in addressing complex social, health, and environmental challenges.

**Marketing, communications, engagement, and digital professionals** responsible for influencing public awareness and behaviour.

**Market researchers, advertising specialists, and systems designers** contributing analytical, creative, and design expertise to behaviour change initiatives.

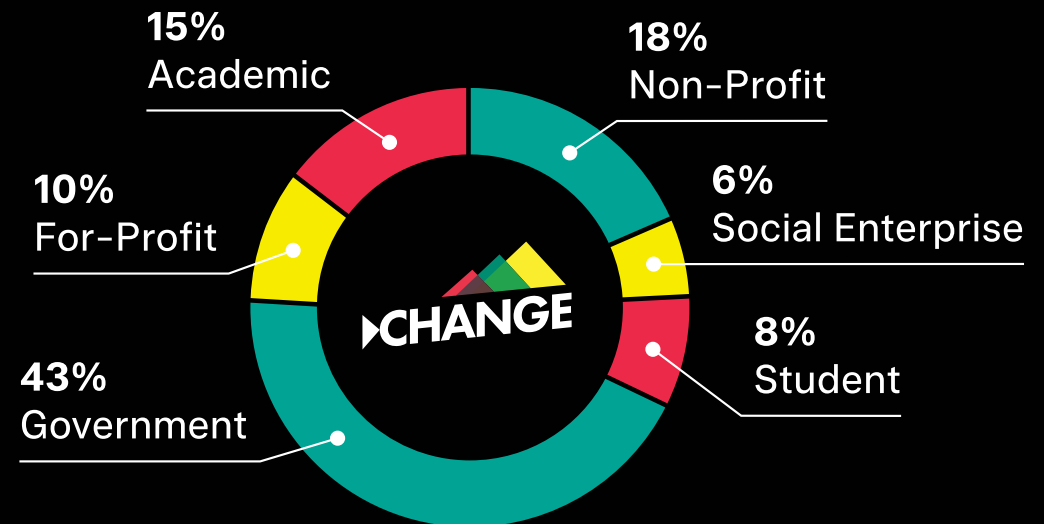
**Community development practitioners and behaviour change professionals** delivering programs that foster inclusion, resilience, and wellbeing.

**Academic researchers, professionals, students, and university-based behaviour change centres** advancing evidence-based approaches to social, health, and environmental impact.

# Who attends CHANGE

## Some organisations who've been represented:

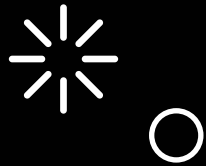
- 54 Reasons
- ACT NoWaste
- Anglicare
- ASIC
- Asthma Australia
- Australian Parliament
- Australian Army
- Australian Broadcasting Corporation
- Australian Marine Conservation Society
- BehaviourWorks Australia
- Brisbane City Council
- Cancer Council QLD
- Center for Public Mental Health, Indonesia
- Centre for Social Impact, Flinders University
- City of Melbourne
- Civic Assist
- Container Exchange
- CSIRO
- Energy Australia
- Fisheries Strategy, Policy and Services Department of Regional NSW
- Foundation for Alcohol Research and Education
- GIVIT
- Health and Wellbeing QLD
- International Fund for Animal Welfare (IFAW)
- Life Ed Qld
- Lone Pine Koala Sanctuary
- Marketing for Change
- Mental Health & Me
- Northern NSW Local Health District
- NSW Department of Primary Industries
- NSW National Parks and Wildlife Service
- Otago University
- OzHarvest Limited
- Planet Ark
- Predator Free New Zealand Trust
- Public Health Association
- QLD Department of Child Safety, Seniors, and Disability Services
- QLD Department of Environment and Science
- QLD Department of Health
- QLD Police Service Digital Intelligence and Community Engagement
- Queensland Trust for Nature
- RMIT University
- Safe Haven Community
- Services Australia
- StandbyU Foundation
- Sullivan Nicolaides Pathology
- Sustainability Victoria
- Telethon Kids Institute
- The Salvation Army
- Thumbay Hospital
- Translink
- Transport and Main Roads
- University of South Florida
- VicHealth
- WA Department of Transport



*We bring together those driving real-world impact*



# Who attends **CHANGE**



"I was so inspired by  
this conference."



## What **CHANGE** delegates say:

"It was amazing to meet, reconnect with and be inspired by marketers who no longer just want to sell things but are looking for a 'change' in their careers and lives, to use marketing to create more change that benefits societies and the planet."

"An incredible mix of minds—from government, academia, consultancies, and social enterprises—all gathered to learn how to drive meaningful change."

"The breadth of topics across multiple sectors, as well as ample opportunities to talk with both practitioners and academics in an informal setting, are key strengths."

"I was so inspired by this conference. The range of speakers, the diversity of people attending, and their overall passion for change."

"I'm incredibly grateful for the opportunity to reflect on all this as I prepare for the next chapter of my journey, where my passion for nature, mental health, and people will continue to guide me. There is so much to learn from the change makers around us, and I'm ready to add my link to the chain."

"I loved that we all had the same conference experience."

# Sponsor **CHANGE 2026**

**CHANGE 2026 conference is your opportunity to be part of something bigger.**

Over two days, attendees will explore bold ideas, deepen their skills, and connect with others committed to social, health, and environmental impact. Through inspiring speaker sessions, hands-on workshops, and purposeful networking, CHANGE 2026 creates the momentum needed to make real-world change happen.

As a sponsor, you'll align your brand with impact, innovation, and a growing change maker movement.

## **CHANGE 2026 at a glance:**

- **Five inspiring speaker sessions:** Real-world insights from leading voices on behaviour change, community action, equity, media, and innovation.
- **Choose 2 workshops:** Practical, facilitator-led sessions aligned with each speaker theme.
- **Networking Function (Day 1):** An evening to connect, collaborate, and build relationships.
- **Opportunities to engage throughout:** With a highly engaged, cross-sector audience.

## **Why sponsor CHANGE 2026?**

- ✓ Gain brand visibility among a targeted, values-driven audience.
- ✓ Align your organisation with measurable social, health, and environmental impact.
- ✓ Connect with influential leaders, organisations, and change makers.
- ✓ Be part of a movement committed to creating better outcomes for people and the planet.



**15-16 OCTOBER 2026**

Brisbane, Australia



←  
120+ attendees  
each day

# Sponsor CHANGE 2026



| Premium sponsorship*                        | PLATINUM<br>\$20,000 | GOLD<br>\$15,000 | SILVER<br>\$10,000 | BRONZE<br>\$5,000 |
|---------------------------------------------|----------------------|------------------|--------------------|-------------------|
| Co-sponsor of Networking Function           | ✓                    |                  |                    |                   |
| Logo in conference emails                   | ✓                    | ✓                |                    |                   |
| Conference bag insert                       | ✓                    | ✓                | ✓                  |                   |
| 2 social posts on SM@G and The BCC channels | ✓                    | ✓                | ✓                  | ✓                 |
| Logo on conference website                  | ✓                    | ✓                | ✓                  | ✓                 |
| Logo on conference materials                | ✓                    | ✓                | ✓                  | ✓                 |
| Number of conference tickets for sponsors   | 3                    | 3                | 2                  | 2                 |
| Premium sponsorship availability            | 2                    | 3                | 4                  | 5                 |

\*Sponsorship benefits are subject to availability and may be adjusted at the discretion of the event organisers. All inclusions listed are valid for CHANGE 2026 conference only and must be confirmed through a signed agreement. Sponsorship is secured upon receipt of the signed agreement and full payment. Cancellations must be made in writing and may be subject to a cancellation fee. Logos, promotional materials, and other sponsor assets must be supplied by the sponsor by the agreed deadline to guarantee inclusion in conference materials. The organisers reserve the right to modify the program or benefits as required.

# Sponsor CHANGE 2026



| Advancement sponsorship*<br>Help remove financial barriers for those doing vital work on the ground | NON-PROFITS<br>\$5,000 | ENTERPRISE<br>\$5,000 | STUDENTS<br>\$5,000 |
|-----------------------------------------------------------------------------------------------------|------------------------|-----------------------|---------------------|
| 2 social posts on SM@G and The BCC channels                                                         | ✓                      | ✓                     | ✓                   |
| Logo on conference website                                                                          | ✓                      | ✓                     | ✓                   |
| Logo on selected event materials                                                                    | ✓                      | ✓                     | ✓                   |
| Number of conference tickets for sponsored attendees                                                | 5                      | 5                     | 5                   |
| Advancement sponsorship availability                                                                | 4                      | 4                     | 4                   |



**Non-profits:** Support professionals working in grassroots and community-based organisations who are driving change with limited resources. These attendees bring lived experience, passion, and valuable frontline insights.

**(Social) Enterprise:** Help leaders of purpose-driven businesses access the tools, connections, and inspiration needed to scale their impact. Your sponsorship supports the people blending innovation and social good.

**Students:** Invest in the next generation of change makers. Student attendees are emerging researchers and practitioners passionate about creating a better future—and your support helps them get started.

# Location **CHANGE 2026**

**Griffith University, Brisbane City (South Bank)**  
**226 Grey Street, South Bank QLD 4101**  
**Brisbane, Australia**

CHANGE 2026 conference will take place at Griffith University's South Bank campus, located in Brisbane's iconic cultural precinct.

Just minutes from the CBD and surrounded by galleries, green spaces, and the Brisbane River, this central location offers a vibrant, inspiring setting for attendees—and a high-visibility opportunity for sponsors.

The venue is easily accessible by public transport and within walking distance of major hotels, cafes, and restaurants, making it a convenient and welcoming hub for local and interstate attendees.

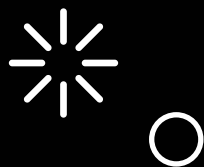
As a sponsor, your brand will be featured in a space designed to foster connection, innovation, and real-world impact—right in the heart of one of Australia's fastest-growing cities.



South Bank campus,  
Brisbane, Australia



# Hosting CHANGE 2026



In formal partnership  
since November 2023



## CHANGE 2026 is proudly hosted by Social Marketing @ Griffith and The Behaviour Change Collaborative

—two leading teams committed to driving evidence-based change.



SOCIAL MARKETING @ GRIFFITH

Delivering evidence-based research and impact is what Social Marketing @ Griffith does best. We are the world's largest university-based social marketing centre. We work in partnership with social change practitioners, thinkers, and scientists to ensure that people and our planet come first. Our work continues to deliver significant health, environmental, and social benefits in Australia and abroad.

[griffith.edu.au/social-marketing](http://griffith.edu.au/social-marketing)



The Behaviour Change Collaborative is a social enterprise that works with academia, government, and civil society to address health, social and environmental challenges. We've been delivering successful social marketing and behaviour change programs for more than a decade and have also quickly built a reputation as one of Australia's leading behavioural research providers. We have a multi-disciplinary global network of subject matter experts and partners, all of whom are committed to influencing behaviours to improve lives.

[thebcc.org.au](http://thebcc.org.au)

For more information visit [changeconference.com.au](http://changeconference.com.au)



Brought to you by



**15-16 OCTOBER 2026**  
Brisbane, Australia

## Contact us

Interested in sponsoring **CHANGE 2026**?  
Have a question or want to discuss the best  
option for your organisation?

The team at **Social Marketing @ Griffith**  
would love to hear from you.

### Sponsorship enquiries:

Social Marketing @ Griffith

- [socialmarketing@griffith.edu.au](mailto:socialmarketing@griffith.edu.au)
- [griffith.edu.au/social-marketing](http://griffith.edu.au/social-marketing)

For more information visit [changeconference.com.au](http://changeconference.com.au)

