



# Knowledge mobilisation 2018

## Sponsorship options

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New approaches to knowledge mobilisation: co-production,  
impact, evaluation

4–5 July 2018, Sydney

#KM2018

## About the conference

The Sax Institute's inaugural knowledge mobilisation conference provides a unique forum for describing and debating new findings about what is most effective in embedding research into health policy, practice and service delivery and ultimately in improving health outcomes.

While still a relatively nascent field of study, there is now an emerging body of evidence about what works to increase the use of research in policy, practice and service delivery. Research is bringing to the fore new knowledge about the processes, resources and skills needed to achieve these outcomes.

The conference will provide an opportunity for researchers, policymakers and practitioners to learn more about knowledge mobilisation, including cutting edge research. Delegates will also have the opportunity to learn more about building organisational and individual capacity to enable health decisions to be made with the best available evidence; approaches that have been effective in embedding research into decision making, including co-production and policy evaluation; and methods to support the adoption of research findings in service delivery. The conference will also provide an opportunity for networking and strengthening collaborations with others working across sectors

The following themes will be explored as part of the conference:

- Co-production – is there evidence of benefit? What works?
- Measuring research impact
- What has worked in knowledge translation?
- Complexity, policy and research
- Capacity - what works to strengthen knowledge mobilisation

## Delegates

Delegates will come from across Australia and internationally. As this is the first time the conference has been held we expect about 150–200 participants. These will be from government and non-government health and social research, policy and practice sectors.

## Venue

Hyatt Regency Sydney, 161 Sussex Street, Sydney, NSW 2000

## Benefits of sponsoring this conference

As a sponsor, you will directly support smarter decisions using the best research in social and health policy, service delivery and care – which will ultimately lead to better health outcomes. Your organisation will gain quality exposure through the Sax Institute's networks and followers, which include health decision makers and researchers working at the forefront of health policy, programs and services. Your contribution will help to bring together exciting new research, partnerships and skills that will result in wiser decisions for a healthier Australia.

## About the Sax Institute

The Sax Institute is an independent, not-for-profit world leader in helping embed research in health solutions by: building the data platforms for high impact research; connecting decision makers with the best research and expertise; and delivering smarter solutions to complex problems.

We are uniquely placed to drive change because we are independent, a neutral, trusted agent of change, a world leader with unique tools, systems, data, partnerships and expertise to drive change, and are connected to the best expertise and leading-edge research. The health and well-being of Australians is dramatically improved by making better use of evidence from research, saving Australia billions of dollars while improving the health of all Australians.

**Conference promotion**

The conference will be promoted through the Sax Institute’s extensive network of researchers, policymakers and practitioners through our newsletters, social media channels, on our websites and in industry publications. Our network includes our member organisations – 48 universities and research institutes from across Australia; and over 70 policy and practice agencies in state and federal government and non-government organisations.

Our regular publications are *Evidence Matters* (distributed via email monthly to 2000 people and available on our website), *Data Crunch* newsletter (emailed once a year to 1500 researchers interested in data from the Sax Institute’s 45 and Up Study), *Catch Up* newsletter (emailed annually to 60,000 and posted to 150,000 participants in the 45 and Up Study); *The Chronicle Newsletter* (bi-monthly publication emailed to 1800 people and available on The Australian Prevention Partnership Centre website), and *Public Health Research & Practice* journal (emailed quarterly to 3000 and available on PHRP website).

We have a Twitter presence and will actively promote the conference through this media. We have close to 2000 Twitter followers.

**Sponsorship options**

Principal sponsor
<b>\$20,000</b> (one available)
<b>Benefits</b>
1. Acknowledged as the conference’s principal sponsor at the opening and closing session and opportunity to give a 5-minute talk at the closing session
2. Named as the principal sponsor on all communication materials
3. Acknowledged as the principal sponsor in the Sax Institute’s monthly newsletter <i>Evidence Matters</i>
4. Organisation logo included in the email signature of Sax Institute staff promoting the conference
5. Organisation banner (1, no larger than 2.3m x 1m) prominently displayed at the conference on both days
6. Organisation’s logo displayed on the first page in all conference material (website, printed program, social media)
7. Stall (1) during conference breaks
8. Five complimentary passes to the full conference including all sessions
9. Three additional registrations available at early bird rate
10. Five complimentary invitations to the conference dinner on 4 July 2018

### Major sponsor

**\$10,000** (two available)

#### Benefits

1. Acknowledged as a major sponsor in the Sax Institute's monthly newsletter Evidence Matters
2. Organisation banner (1, no larger than 2.3m x 1m) displayed at the conference on one day
3. Organisation's logo displayed in all conference material (website, printed program, social media)
4. Three complimentary full conference registrations
5. Two registrations available at early bird rate
6. Three complimentary invitations to the conference dinner on 4 July 2018

### Associate sponsor

**\$5,000** (two available)

#### Benefits

1. Acknowledged as an associate sponsor in the Sax Institute's newsletter Evidence Matters
2. Organisation banner (1, no larger than 2.3m x 1m) displayed at the conference on one day
3. Organisation's logo displayed in all conference material (website, printed program, social media)
4. One complimentary full conference registration
5. One registration available at early bird rate

### Dedicated sponsorship

**\$2,500**

Sponsorship for (sponsor selects): keynote speakers, conference dinner, best paper award, conference registrations, refreshment breaks

#### Benefits

Organisation's logo displayed at conference website and printed program

### Notes

Please note, if sponsors would like to consider other sponsorship arrangements we would be pleased to discuss this with you.

All costs are exclusive of GST

All materials (logos, artwork, logos, banners) to be provided by sponsor

### For more information

For more information about the conference or sponsorship options, please contact Adam Cresswell, Chief of Communications on [adam.cresswell@saxinstitute.org.au](mailto:adam.cresswell@saxinstitute.org.au)