



RFS | ACEFA

**2026 AUSTRALIAN
COMMUNITY ENGAGEMENT
AND FIRE AWARENESS
CONFERENCE**

SPONSORSHIP PROSPECTUS

2nd-4th July 2026

Novotel Wollongong North Beach



RFS



RFSFA



ACEFA

Evolving Engagement
Tailored Action
Empowered Communities

ABOUT THE 2026 CONFERENCE

The Australian Community Engagement and Fire Awareness Conference (ACEFA 2026) hosted by the NSW Rural Fire Service in Wollongong will gather professionals from emergency services, government, and private sectors to exchange knowledge and best practices on community engagement and fire awareness.

Our sponsorship packages provide outstanding opportunities to connect with volunteer firefighters and industry stakeholders, demonstrate your leadership in community safety, and build partnerships that scale impact. Packages will be allocated on a first-come, first-served basis, so secure yours early. If you'd like to explore tailored options beyond those listed, please contact the Conference sales team.





ACEFA

Evolving Engagement
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Empowered Communities

ABOUT WOLLONGONG

Located on Australia's picturesque Illawarra coastline, Wollongong is a city where golden beaches meet a dramatic escarpment. Its natural beauty is showcased through sweeping ocean views, rugged cliffs, and scenic coastal walks. Just 80 km south of Sydney, Wollongong offers a tranquil yet accessible setting, making it an inspiring destination.

ABOUT THE VENUE

Novotel Wollongong North Beach sits right on North Wollongong's beachfront, offering light-filled rooms and suites and a relaxed coastal vibe. This venue offers a polished beachfront setting with ocean views and an easy coastal energy - ideal for focused sessions by day and relaxed networking on the Deck by dusk.





NSW RURAL FIRE SERVICE

SPONSORSHIP PACKAGES



RFS



RFSA

MAJOR SPONSORSHIP OPPORTUNITIES

Platinum Partner

SOLD



Gold Sponsorship

SOLD



MAJOR SPONSORSHIP OPPORTUNITIES

Silver Sponsorship

\$15,000 + GST

Registration and Exhibition

- 3 x full registrations including Welcome Reception and Conference dinner tickets.
- 1 x Standard 3m x 2m booth.
- Sponsorship of a program stream (**1 remaining available**).

Branding

- Company logo to be displayed on Conference website and Conference app.
- Company logo to be displayed on all relevant onsite signage / printed material.
- Opportunity to provide 1 x Conference satchel insert.
- Company logo included in Conference handbook.

Bronze Sponsorship

\$10,000 + GST

Registration and Exhibition

- 2 x full registrations including Welcome Reception and Conference dinner tickets.
- 1 x Standard 3m x 2m booth.

Branding

- Company logo to be displayed on Conference website and Conference app.
- Company logo to be displayed on all relevant onsite signage / printed material.
- Opportunity to provide 1 x Conference satchel insert.
- Company logo included in Conference handbook.

**All prices are in AUD and are exclusive of GST.*

BRANDING OPPORTUNITIES

Coffee Cart Sponsorship



Lanyard Sponsorship

\$2,500 + GST

Branding

- Company logo to be displayed on Conference website and Conference app.
- Company logo to be displayed on all relevant onsite signage / printed material.
- Co-branding on lanyards Company logo to be displayed on Conference lanyards alongside the NSW RFS Crest.
- Opportunity to provide 1 x Conference satchel insert to be placed in Conference satchel.

Satchel Sponsorship



PROGRAM OPPORTUNITIES

Welcome Reception Sponsorship

SOLD



Dinner Sponsorship

SOLD





NSW RURAL FIRE SERVICE

EXHIBITION PACKAGES



RFS



INSURANCE



RFSA

EXHIBITION SPACE

Regular Exhibition **\$1,819 + GST**

- Company logo to be displayed on Conference website and Conference app.
- Company logo to be displayed on all relevant onsite signage / printed material.
- 1 x Standard 3m x 2m Booth.
 - 1x arm light to be placed on the back wall of each booth
 - 1x 4amp power outlet
 - Fascia with company name.
- 2 x day-only exhibition registrations.

Large Exhibition **\$3,182 + GST**

- Company logo to be displayed on Conference website and Conference app.
- Company logo to be displayed on all relevant onsite signage / printed material.
- 1 x Large 6m x 2m Booth.
 - 1x arm light to be placed on the back wall of each booth
 - 1x 4amp power outlet
 - Fascia with company name.
- 2 x day-only exhibition registrations.






CONTACT OUR SALES TEAM

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RFS



RFSA



NSW Rural Fire Service Policy 2.1.4

Corporate Sponsorship

1. Purpose

- 1.1 The NSW Rural Fire Service (NSW RFS) will provide guidance for staff to ensure that the sponsorship process is well managed and opportunities for corruption do not develop.
- 1.2 The purpose of this policy is to articulate the processes required to address the probity issues involved in sponsorship and adhere to government guidelines for obtaining and managing sponsorship.
- 1.3 As the world's largest volunteer firefighting agency and with strong community foundations, the NSW RFS maintains a highly desirable and marketable brand that attracts strong interest from the corporate sector. Many businesses consider being strategically aligned with the NSW RFS and its reputation, community standing and highly recognisable corporate identity as beneficial.
- 1.4 Sponsorship can involve benefits passing between the public and private sectors and is a subject that has the potential to create a lot of public discussion and controversy. Therefore, before entering into a sponsorship agreement, the NSW RFS must consider the potential relationship with the sponsor and make decisions about sponsorship on impartial, consistent and objective grounds, ensuring that probity and integrity are built into the process.
- 1.5 This policy protects NSW RFS assets by clearly stating the conditions and principles upon which any sponsorship arrangements are considered. This greatly reduces the risk of corruption, partiality or conflicts of interest arising and ensures the reputation and standing of the NSW RFS is protected.
- 1.6 This policy does not preclude suppliers of products or services from attending and/or contributing to the cost of NSW RFS events by way of sponsorship, and any such involvement is not to be regarded as an endorsement of their products or services.

2. Definition of Sponsorship

- 2.1 For the purpose of this policy document, the following definition applies:
 - a. Sponsorship: a commercial arrangement in which a sponsor provides a contribution in money or in kind support to a NSW RFS event/activity/project/enterprise in return for specified benefits. Sponsorship is not philanthropic and a sponsor can reasonably expect to receive a reciprocal benefit beyond a modest acknowledgement. Sponsorship is not the selling of advertising space, joint ventures, consultancies or the receipt of gifts or donations that receive a simple acknowledgment.
 - b. Responsible Officer: a Cost Centre Manager tasked under P4.1.1 Financial Delegations, to monitor

3. Policy

- 3.1 The NSW RFS recognises that its insignia (Crest, logo and imagery) are highly marketable commodities and hold significant commercial value. These Government assets must be valued accordingly under appropriate terms and conditions and must not be traded at the expense of the NSW RFS image or integrity.
- 3.2 The NSW RFS primary objectives in seeking sponsorship are to:
 - a. Provide professional development opportunities for NSW RFS volunteers and staff;
 - b. Promote the professional image of the NSW RFS as a leader in emergency management and showcase its skill sets both nationally and internationally;
 - c. Allow the NSW RFS to contribute to emergency management globally through the sharing of our knowledge and skills with the international community; and
 - d. Increase funding support for major strategic projects and events.
- 3.3 A sponsorship agreement will not impose or imply conditions that would limit, or appear to limit, the NSW RFS ability to carry out its functions fully and impartially:
 - a. All sponsorship arrangements will be documented in an agreement between the NSW RFS and the sponsorship provider; and
 - b. The sponsorship agreement will clearly state that the NSW RFS must and will continue to carry out its public functions fully and impartially regardless of the sponsorship arrangement. If an attempt is made by a sponsor to influence the organisation's functions, the sponsorship arrangement will be automatically reviewed and, if necessary, terminated.
- 3.4 There must be no actual conflict between the objectives and/or mission of the NSW RFS and those of the sponsor:
 - a. The sponsorship process will include checking the objectives, mission and activities of the sponsor, its parent company and/or subsidiaries for possible conflict and feature the inclusion of a documented assurance from the sponsor; and
 - b. Sponsorship agreements will include provisions for termination in the event of changes to a sponsor's corporate mission, objectives or functions causing a conflict with the values of the NSW RFS.
- 3.5 In general, the NSW RFS will not seek, or accept sponsorship from people or organisations, which are, or may be, subject to regulation or inspection by it during the life of the sponsorship. Where adhering to this principle would unduly limit sponsorship prospects, the NSW RFS will develop alternative strategies to ensure it can carry out its regulatory or inspection responsibilities in relation to sponsors in an open, fair, accountable and impartial manner.



NSW Rural Fire Service Policy 2.1.4

Corporate Sponsorship

3. Policy (cont.)

- 3.4 There must be no actual conflict between the objectives and/or mission of the NSW RFS and those of the sponsor:
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- 3.6 It must be made clear in all negotiations and documentation that a sponsorship relationship must not and will not affect how the NSW RFS exercises its regulatory or inspectorial functions. It is important that this procedure is clearly articulated within the provisions of the sponsorship agreement.
- 3.7 Sponsorship agreements will not involve explicit endorsement of the sponsor or the sponsor's products:
- As it is not possible to control the perception of an association between the NSW RFS and a sponsor implying endorsement of the sponsoring organisation and its products, the NSW RFS must be careful in its choice of sponsors and ensure it maintains its impartiality and its responsibility to deal independently with other commercial organisations and their products; and
 - The sponsorship agreement will set out the ways the sponsor can use the sponsorship relationship and include provision for the NSW RFS to review and approve each specific use prior to general release.
- 3.8 Where sponsorship involves the sponsor providing a product to the NSW RFS, the NSW RFS will evaluate that product for its fitness for purpose against objective criteria and/or existing relevant operational standards.
- A sponsor's product or services must not be accepted and used simply because they are offered free of charge. Procurement officers must assess the product or services as if it were being paid for. If the products are not appropriate or fit for purpose, the offer must be rejected
- 3.9 Employees of the NSW RFS shall not receive a personal benefit from a sponsorship:
- The NSW RFS Code of Conduct clearly states all staff responsible for negotiating sponsorship arrangements, must be aware of the ethical issues involved and understand the importance of following the correct procedures. All potential sponsors must be provided with information about this policy;
 - Any contributions from a sponsor must go directly to the NSW RFS, not to an individual, and must provide a benefit to the NSW RFS as an organisation; and
 - As the NSW RFS is predominately a volunteer organisation, contributions from sponsors such as paying for food or accommodation at a conference or providing tickets to an event could be considered to provide benefit to the organisation in the form of improved morale. In case of such offers the benefits are to be provided to the NSW RFS and not to any individual. Should such offers be approved for acceptance the NSW RFS, not the sponsor, will select the members (staff and volunteers) who will receive the benefit.
- 3.10 The NSW RFS will utilise broad based, open processes that are not limited solely to invited sponsors, to seek out and grant sponsorships:
- Sponsorship opportunities are public assets with a monetary value and the NSW RFS must endeavour to get the best return possible. It is important that all businesses are offered an equal opportunity to access the potential benefits of a sponsorship agreement;
 - If there is vigorous interest in a sponsorship opportunity the process should be via tender or expressions of interest. If interest is restricted to potential sponsors with highly specialised characteristics or where time is limited, the NSW RFS may use more direct methods. In these exceptional circumstances the reasons for doing so must be clearly documented; and
 - In response to receiving an unsolicited proposal, the NSW RFS will carefully examine the offer to ensure it meets all requirements and standards, there is no conflict of interest and that better value for money cannot be obtained by other means. If such proposals are accepted the reasons for not conducting an open market process must be clearly documented.
- 3.11 The NSW RFS Sponsorship Advisory Group will assess sponsorship proposals against predetermined criteria which are readily available or which are circulated to organisations that submit an expression of interest:
- These criteria are defined within the NSW RFS Corporate Sponsorship Framework. For the process to be fair, the criteria must be circulated to all organisations that submit an expression of interest; and
 - When assessing proposals the criteria must be applied in a consistent and impartial manner. The assessment process must be fully documented, capturing the reasons for the decisions made.



NSW Rural Fire Service Policy 2.1.4

Corporate Sponsorship

3. Policy (cont.)

- 3.12 Sponsorship arrangements are a contract and will be described in a written agreement between the sponsor and the NSW RFS:
- A sponsorship agreement is a contract and must be administered by staff from Corporate Communications who are experienced in basic contract administration and commercial dealings with the private sector; and
 - A sponsorship agreement formally defines and records the exact nature of the event/activity/project/enterprise and the associated benefits to the sponsor and the NSW RFS. It serves as an important mechanism in ensuring that the full extent and nature of the sponsorship arrangement, including any exchange of benefits, is visible to the public.
- 3.13 All sponsorship arrangements must be approved by the Executive Director, Finance and Executive Services.
- 3.14 The amount of information included in the annual report will be decided by the Executive Director Finance and Executive Services and will be based on the significance of the sponsorship and the level of funds involved.
- 3.15 All sponsorship arrangements must have sufficient resources available to enable the promised sponsor benefits to be delivered:
- Benefits should be directly related to the level of sponsorship and be consistent with other similar sponsorship arrangements; and
 - The Executive Director, Finance and Executive Services, through the office of the Director Corporate Communications, will assign a responsible officer to monitor and record the progress of the sponsorship arrangement. This officer will also be responsible for ensuring that both parties are given the opportunity to participate in the evaluation of the agreement at the expiry of the term and prior to any renewal.
- 3.16 All sponsorship arrangements must have sufficient resources available to enable the promised sponsor benefits to be delivered:
- Benefits should be directly related to the level of sponsorship and be consistent with other similar sponsorship arrangements; and
 - The Director Executive Services, through the office of the Group Manager Executive Support, will assign an officer to monitor and record the progress of the sponsorship arrangement. This officer will also be responsible for ensuring that both parties are given the opportunity to participate in the evaluation of the agreement at the expiry of the term and prior to any renewal.

4. Links

- Sponsorship in the Public Sector, ICAC, May 2006
- Service Standard 1.1.7 Code of Conduct and Ethics
- Service Standard 1.4.2 NSW RFS Brand
- Policy P1.1.4 Gifts and Benefits
- Rural Fires Act 1997
- NSW RFS Organisational Values
- NSW RFS Corporate Sponsorship Framework

5. Who is Responsible for Implementing the Policy

Executive Director, Finance and Executive Services

6. Amendments (26 February 2019)

- Reviewed and updated to align with changes in reporting structure following introduction of GSE Act 2013, and to align with the Corporate Sponsorship Framework 2017.