

The

HearMe

Project

**REPORT LAUNCH,
ART INSTALLATION & LUNCH**

5 March 2021

SPONSORSHIP PROSPECTUS



SOUNDFAIR



“The position that I have as someone who suffered hearing loss and as a public servant makes me not only advocate for people who have hearing loss, but also formulate policies that best serve people with hearing loss’ needs. It is important for me, as Minister in Government, to understand what this means.”

**The Hon. Mark Coulton MP
Minister for Regional Health, Regional Communications
and Local Government
and Soundfair supporter**

YOUR INVITATION TO SUPPORT THE HEARME REPORT LAUNCH EVENT

Soundfair is delighted to invite industry partners to attend and support the launch of the HearMe Report. Event highlights include keynote presentations, an immersive art installation and a networking lunch.

Time: 11am-3pm

Date: Friday, 5 March 2021

Location: Melbourne, Victoria (and livestreamed online)

Venue: Crown Melbourne, 8 Whiteman St Southbank
Victoria 3006 Australia

If you require further information, please contact:

Lisa Westhaven

Engagement Lead, Soundfair

T: 0450764603

E: lisa@soundfair.org.au

W: www.soundfair.org.au/hearme

EVENT AT A GLANCE

Morning coffee and welcome	11am
Art installation exploration	11.15 to 11.45am
- Seating -	
Presentation by The Hon Mark Coulton MP	12 noon to 12.20pm
Suzanne Waldron, behaviouralist and writer	12.20 to 12.40pm
Dr Caitlin Barr, Soundfair CEO, presents the HearMe Report	12.40 to 1pm
Lunch and networking	1.15pm to 2.45pm
Event close	3pm

BENEFITS OF SUPPORTING THE HEARME REPORT LAUNCH EVENT

The launch of the HearMe Report offers your organisation the opportunity to participate in this prominent thought-leading event through taking up a sponsorship package. These limited opportunities provide a unique platform for you to reach a highly targeted and influential audience. As a sponsor, you will gain broad exposure to these important decision makers.

Sponsoring offers you many benefits and opportunities such as:

- networking opportunities
- knowledge sharing
- targeted marketing
- increased awareness
- relationship management
- influence key decision makers
- promote brand loyalty and increase sales

Your participation will:

- help you generate quality business leads
- help increase your brand profile
- help you create new business opportunities
- help position you as a thought leader and responsible corporate citizen

INTRODUCING HEARME

ABOUT SOUNDFAIR

Soundfair is a non-profit organisation committed to creating a world of hearing equality.

We work collaboratively with individuals and communities, together with professionals in the hearing services sector, to engage, empower and catalyse change. Our projects include research and development, using human-centred design to reimagine hearing care; workplace education; running leadership programs for changemakers; and providing reconditioned hearing aids to people who would otherwise be unable to afford them.

With a proud 85-year history, beginning life in Victoria as the Lip Readers' Club, Soundfair believes in harnessing the power of lived experience to make changes not just for the individual, but for the benefit of all society.

There are currently more than four million people living with a hearing condition in Australia. People over the age of 50 make up more than 30 per cent of Australia's population and a third of people in this age group have a hearing condition. Half of us have a hearing condition after the age of 60. Owing to an ageing population, by 2050, it is expected that a quarter of Australians, more than nine million of us, will have a hearing condition.

The many intersections of health and lived experience, in combination with the attitudes that underpin inequality, discrimination and ablism, require a nuanced approach to hearing that recognises the inherently complex relationship between social influences and health. As defined by the World Health Organization, the social determinants of health are the most important factors that govern good or ill health. They can be understood as the 'causes of the causes' and include factors such as education, occupation, income, social networks and housing. Indeed, hearing loss is itself a social determinant of health and people with hearing conditions have a higher prevalence of ill health.

Frequently in our society, a hearing condition is approached within the medical model of disability – something to be overcome or treated with an intervention, most often a hearing aid or device. However, by applying the social model of disability to hearing conditions, we can see that the difficulties people with hearing loss experience are the result of the interaction between them and an environment filled with physical, attitudinal, communication and social barriers. Essentially, people are more than just ears; and hearing care is about more than just devices.

We believe businesses, governments, communities and health professionals can, together, learn more and do more. The HearMe Project has brought together the multidisciplinary expertise from government, community, medicine, allied health, business and academia. It's about reimagining what our world can be.

The HearMe Report aims to provide an overview of our ten priority areas of focus to bring hearing equality closer. Acknowledging the complexities of the whole-of-society approach that is required to deliver needs-based interventions, while also recognising the many initiatives currently in place, the aims to capture and reflect not only the diversity of people living with hearing conditions, but also the diversity of expertise that has thus far contributed to the project.

It is intended that the HearMe Project will take its place beside other initiatives to ensure that hearing equality remains on the agenda.

INVITED ATTENDEES

REPORT CONTRIBUTORS

Hearing sector stakeholder organisations, including industry, NGOs etc

Hearing Health Sector Alliance

Dr Rosalind Croucher AM, President, Human Rights Commission

Dr Ben Gauntlett, Disability Discrimination Commissioner

Mr Edward Santow, Human Rights Commissioner

Mr Gerhard Mansour, Commissioner for Senior Victorians

Paul Power, Chief Executive Officer, Refugee Council of Australia

Phil Glendenning, President, Refugee Council of Australia

Patricia Turner, Chief Executive Officer, National Aboriginal Community Controlled Health Organisation

Professor Mike Woods, Chair, Hearing Services Program Review

Dr Zena Burgess PhD, Hearing Services Program Review

Chris Carlile, Assistant Secretary, Hearing and Disability Programs Branch, Department of Health

Phillipa Lowrey, Director, Hearing and Disability Programs Branch, Department of Health

Professor Barry Golding AM

Researchers and academics

Medical practitioners

Allied health professionals including audiologists

Royal Australian College of General Practitioners

Australian College of Rural and Remote Medicine

Sax Institute

Impact Assembly, PriceWaterhouseCoopers

Intopia

MEDIA

ABC

Fairfax

Guardian

Croakey

Medical Republic

Australian Doctor

FEDERAL GOVERNMENT

The Hon Mark Coulton MP, Minister for Regional Health, Regional Communications and Local Government
The Hon Ken Wyatt MP, Member for Indigenous Australians

The Hon David Coleman MP, Minister for Immigration, Citizenship, Migrant Services and Multicultural Affairs

The Hon Stuart Robert MP, Minister for the National Disability Insurance Scheme

Senator The Hon Michaelia Cash, Minister for Employment, Skills, Small and Family Business

Mr Adam Bandt MP, Member for Melbourne

The Hon Chris Bowen MP, Shadow Minister for Health

The Hon Bill Shorten MP, Shadow Minister for the National Disability Insurance Scheme

STATE GOVERNMENT

The Hon Martin Foley MP, Minister for Equality, Health and Ambulance Services

The Hon Luke Donnellan MP, Minister for Disability, Ageing and Carers



KATE DISHER QUILL

Kate Disher-Quill is a Melbourne-based artist working across photography, film, publication and multimedia. As a visual communicator, she is drawn to weaving stories into art to explore themes reflected in her community and the wider Australian society.

Since 2010 she has exhibited in numerous group and solo shows around the country and her publications have been distributed in leading bookstores and art institutes. After winning the POOL Grant in 2014, her debut solo exhibition Right Hear, Right Now featured as part of Sydney's Head On Photo Festival and toured to PhotoAccess in Canberra and No Vacancy in Melbourne in 2016. The project was developed into the publication Earshot, and published in 2019 by Black Inc. Earshot, which portrays the myriad of experiences of Deafness and hearing loss, has received high recognition within the arts, health and audiology industries for intersecting art and storytelling with health and education. The publication of Earshot led to Kate producing a multi-sensory event at Melbourne Recital Centre aimed for both Deaf and hearing audiences, being the first event to ever bring a Deaf audience into the recital centre.

Kate's most recent practice involves the process of Knowledge Translation, a collaborative and multidimensional approach with academics, health professionals and consumers of health services by using art to build capacity and understanding within healthcare. Kate has spoken at various arts and education institutes, including National Gallery of Victoria and Art Gallery NSW and is a proud advocate for access, representation and inclusion of people with disability, particularly within the arts and media.

RECENT EXHIBITIONS

2021 - UPCOMING - Surge, Photo 2021, Melbourne. Commissioned by Metro Tunnel.

2021 - UPCOMING - HearMe, Melbourne. Commissioned by Soundfair

2019 - The Hive - Group Installation, SPHERE Symposium Sydney.

2019 - Earshot x M4H, Melbourne Recital Centre, Melbourne.

2019 - Earshot Book Launch, Melbourne, Sydney + Brisbane.

2017 - Where There's Smoke, There's Fire - Solo Exhibition. ArtSpace, Mirboo North, VIC.

2016 - Right Hear, Right Now - Solo Exhibition. No Vacancy Gallery, Melbourne.

2016 - Monsters - Solo Exhibition & Book Launch. Swamp Gallery, Marrickville, Sydney.

2016 - Right Hear, Right Now - Solo Exhibition. PhotoAccess Manuka Arts Centre, Canberra.

2015 - A Room of One's Own - Group Show. Gaffa Gallery, Sydney

THE HEARME INSTALLATION

Drawing from, and exploring the themes of, the HearMe Report and centring lived experience, the HearMe art installation will be an immersive experience like no other.

Multimedia works designed to stimulate the senses will include video, audio, photographic and written elements together with innovative use of technology.

As event attendees move through the installation, they will have experiences that simulate some of the physical impacts together with many of the social and emotional impacts of a range of hearing conditions to stimulate fresh understanding and empathy.

Individual works will explore the following:

- technologies for hearing protection and music
- the experience of hearing conditions in remote communities
- the acoustics of the city
- tinnitus
- Auslan
- captioning



LUNCH EXPERIENCE

- A corporate table at the HearMe Report lunch
- Fine-dining three-course lunch for one representative

BRAND EXPOSURE

Via Soundfair's communication channels and platforms, including:

- Within the HearMe Report
- Posts on Soundfair's social media –
Facebook
Instagram
Twitter
LinkedIn
YouTube
- Annual Report
- Website news items

- Logo on event invitation and all event marketing, digital and print
- Logo on the HearMe Project webpage and link to your website
- Exclusivity of your brand at this sponsorship level

SPONSORSHIP RECOGNITION

- Acknowledgement by MC at the event
- Logo featured on AV screen during lunch

INVESTMENT

\$7,500

Additional Representative

Please note that your organisation representative is required to be registered for the launch event. Additional company representatives will be required to register and pay an additional fee of \$150 inc GST per person, which includes:

- catering (detailed above)
- name badge

ART EXPERIENCE

- A corporate table at the HearMe Report lunch
- Fine-dining three-course lunch for one representative

BRAND EXPOSURE

Via Soundfair's communication channels and platforms, including:

- Within the HearMe Report
- Posts on Soundfair's social media -
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - YouTube
- Annual Report
- Website news items

- Logo on event invitation and all event marketing, digital and print
- Logo on the HearMe Project webpage and link to your website
- Exclusivity of your brand at this sponsorship level



SPONSORSHIP RECOGNITION

- Acknowledgement notice and logo at installation entrance

INVESTMENT

\$4,500

Additional Representative

Please note that your organisation representative is required to be registered for the launch event. Additional company representatives will be required to register and pay an additional fee of \$150 inc GST per person, which includes:

- catering (detailed above)
- name badge



OTHER OPPORTUNITIES

MORNING COFFEE

- Baristas will serve attendees cafe-style beverages as attendees are welcomed to the venue
- Your logo will be displayed on the coffee cart

INVESTMENT

\$750

ATTENDEE GIFT

- Guests at the lunch will receive your promotional item or printed material in their gift bag

INVESTMENT

\$350

FULL PRE-PAYMENT REQUIRED

Full pre-payment of all money is required before any entitlements become effective. Payment can be made by cheque, credit card or direct deposit. Please make cheques in Australian dollars payable to "Soundfair". Payment by the following credit cards will be accepted: MasterCard and Visa.

APPLICATION TO SPONSOR

In order to confirm your support of the HearMe Report Launch event, please complete the 'Application to Sponsor / Exhibit Form', enclosed with this prospectus. On receipt of the completed application form, you will be sent an invoice for payment. Sponsorship requests will be allocated strictly in order of receipt of the application and fee.

Sponsorship application forms and queries should be addressed to:

HearMe Report Launch Event

Attention: Lisa Westhaven

Soundfair

Suite 1, Level 2/517 St Kilda Rd, Melbourne VIC 3004

T: (03) 9412 2971 | F: (03) 9419 0672

E: lisa@soundfair.org.au

CANCELLATION POLICY

After the official booking has been accepted by Soundfair, if the sponsorship item can be resold to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total sponsorship rate.

If not able to be resold, the company will be liable to pay the following fees:

- 50% of the total sponsorship/exhibition rate, if the cancellation request is received in writing on or before 1 March 2021.
- 100% of the total sponsorship/exhibition rate, if the cancellation request is received in writing on or after 1 March 2021, or if 'no show' at this event.

Any refunds of deposits paid will be made after the event, but not later than 30 July 2021. The company will not be entitled to any interest that the organiser may have derived from deposits made by the company. All bank charges, including senders and receivers' charges, resulting from a refund related to cancellation of a sponsorship items will be passed on to the sponsor.

APPLICATION TO SPONSOR

CONTACT INFORMATION

Organisation	
Contact person	
Position	
Address	
Suburb	State
Country	Postcode
Telephone (business)	
Fax (business)	
Telephone (mobile)	
Email	
Company representative	
Name	
Position	

DIETARY REQUIREMENTS

Representative/s Name/s	Dietary requirements

IMPORTANT

Your organisation's involvement is considered to be confirmed once Soundfair has received this completed form. Your entitlements will become effective once agreed payment has been received. This form is considered a contract between Soundfair and the sponsoring organisation.

CORRESPONDENCE

Please send your Application to:
Soundfair
Attention: Lisa Westhaven
Suite 1, Level 2/517 St Kilda Rd,
Melbourne VIC 3004
T: (03) 9510 157
E: lisa@soundfair.org.au

SPONSORSHIP DECLARATION

Yes, my organisation accepts the entitlements outlined in the pages of the prospectus and we confirm sponsorship at the above event. I have read and understood the entitlements and conditions outlined in the information supplied and agree to sponsor the HearMe Report Launch event.

Name

Signature

Date

Please select your preferred option/s

Sponsorship type	Fee (inc GST)	Complimentary lunch (Attendance Included)	Representatives included
Lunch experience	\$7500	Yes	1
Art experience	\$4500	Yes	1
Morning coffee	\$750	No	0
Attendee gift	\$350	No	0
Additional representative at lunch and name badge	\$150	N/A	1
Total (inc GST)			

PAYMENT

On receipt of this application, you will be invoiced directly by the Soundfair accounts team.

CANCELLATION POLICY

After the official booking has been accepted by Soundfair, if the sponsorship item can be resold to another company, the company will receive a full refund of deposits paid, less administrative fees of 10% of the total sponsorship rate. If not able to be resold, the company will be liable to pay the following fees:

50% of the total sponsorship rate, if the cancellation request is received in writing on or before 1 March 2021.

100% of the total sponsorship/exhibition rate, if the cancellation request is received in writing on or after 1 March 2021, or if 'no show' at this event.

Any refunds of deposits paid will be made after the meeting, but not later than 30 July 2021. The company will not be entitled to any interest that the organiser may have derived from deposits made by the company. All bank charges, including senders and receivers' charges, resulting from a refund related to cancellation of a sponsorship/exhibition will be passed on to the sponsor.

TERMS AND CONDITIONS

Your organisation's involvement is considered to be confirmed once Soundfair has received this completed form. Your entitlements will become effective once agreed payment has been received. This form is considered a contract Between Soundfair and the sponsoring organisation.

The organiser of the forthcoming HearMe Report launch event and the accompanying art exhibition is Soundfair ABN 16 984 530 754. Soundfair and/or a meeting manager may invite other organisations to participate in the event. Sponsorships for the event are subject to these terms and conditions and any other requirements notified by Soundfair or the meeting manager in connection with sponsorship arrangements.

1 Definitions

In these terms and conditions: "meeting manager" means the professional conference organisers, and/or other party, that Soundfair may appoint to assist in the conduct of the event; "you", "your" or "sponsor" means the organisation named on the application to sponsor form contained within the sponsorship and exhibition prospectus or on the Soundfair HearMe website and confirmed by Soundfair; and "venue" means the building or space in which the HearMe Report Launch event and associated art exhibition is conducted.

2 Acceptance of Terms

On completing and returning a signed application for sponsorship in connection with the event you accept that these terms and conditions apply to the entire exclusion of any other terms or conditions which may be proffered by you and which Soundfair may have been deemed to have accepted if not for this condition, including any conflicting conditions in your application.

3 Sponsorship and Exhibition Arrangements

Applications and Benefits

- a. Once submitted, an application can only be withdrawn or modified with the written approval of Soundfair. Soundfair reserves the right to decline any application to participate in the event, without being obliged to give reasons why.
- b. Acceptance of sponsorship from any organisation does not imply Soundfair endorsement of their products and/or services, which must be made clear at all times (in a manner acceptable to Soundfair). Nor does acceptance confer any right of exclusivity in respect of the Soundfair event or any other activities of Soundfair
- c. Soundfair will only accept sponsorship from organisations that abide by their relevant industry code of conduct and all applicable laws. On submitting an application you warrant that you comply with applicable laws and all provisions of the relevant code(s) of conduct or similar and it is your responsibility to ensure that they continue to be complied with for the duration of the sponsorship period. Compliance must be demonstrated on request. In the event of non-compliance or insufficient evidence of your ability to ensure ongoing compliance, Soundfair or its meeting manager may suspend or terminate your sponsorship arrangements, without being liable to pay any compensation to you.
- d. Applications to sponsor must be made on the relevant form contained within the sponsorship and exhibition prospectus. Phone or unpaid bookings will not be accepted.
- e. If your application is approved, you will be entitled to the notified benefits, subject to the prescribed payments.

Payments and Taxes

- f. You will not receive any sponsorship entitlements (including confirmation of booth space) until all monies have been paid. Payments are non-refundable.
- g. If you pay by electronic funds or an international cheque/bank draft you agree to pay any bank charges and must include these in the amount you transfer. If you pay via credit card, a merchant fee may be charged if detailed within the sponsorship prospectus or the application form.
- h. Taxes and charges, including goods and services taxes, value-added taxes and multi-stage turnover taxes, are in addition to the stated amounts and are payable by you at the time a taxable event arises or the charge is imposed. You are liable for all expenses incurred by Soundfair in collecting amounts payable, including, but not limited to, all legal expenses on a full indemnity basis. Interest on all outstanding moneys will accrue at a rate equivalent to the then current rate fixed under section 2 of the Penalty Interest Rates Act 1983 (Vic) plus 5%, compounding monthly.

Allocated Space

- i. Seating is allocated at the discretion of Soundfair and may only be changed by you with the prior written approval of Soundfair or the meeting manager.
- j. Soundfair reserves the right to redesign the lunch seating for sponsors as it sees fit. Soundfair or the meeting manager will give you as much notice as practicable if a table allocation needs to be altered.

Registration of Staff

- k. All staff must be registered as organisation staff. Any staff, in addition to the entitlement as detailed in the sponsorship prospectus, must be registered by the payment of the additional fee. The amount of this fee can be obtained from the Soundfair or the meeting manager. You are responsible for the safety of your employees, including the provision of a safe workplace.

Standard and Types of Displays

- m. Soundfair and the meeting manager reserve the right to ask you to remove any display items and materials they deem as unacceptable. Offending items must be promptly removed.
- n. Food, beverage or prohibited items are not permitted in the venue unless prior arrangements have been made with Soundfair or the meeting manager.
- o. The supply of items by a sponsor is entirely at the sponsor's risk and the sponsor must indemnify and keep indemnified Soundfair from and against any actions, suits, proceedings, claims, demands, damages, penalties costs and expenses, which may arise from the supply by sponsor of items.

Logos and Identification

- p. You must not use a Soundfair event logo or any identification of Soundfair in connection with your activities, unless expressly approved by Soundfair in writing on a case-by-case basis (approval may be withdrawn or modified on notice to you).

No Interference

- q. You must not use or conduct business from within the venue, specifically but not limited to, in the aisle ways, public thoroughfares and public areas. This includes, without limitation, the erecting of any sign, display or obstruction or the placing of promotional materials in any area of the venue.

Site Requirements and Behaviour

- r. You and the suppliers you are permitted to use on site must conform to the venue's environmental requirements, workplace health and safety requirements, insurance requirements and other regulations required by the venue.
- s. You must ensure that your employees and contractors will, at all times, act in accordance with the reasonable directives of Soundfair, the meeting manager and/or the venue and must conduct themselves in an orderly manner and in full compliance with the reasonable directives and requirements of the venue management and with all applicable laws ordinances and directives.
- t. You must promptly notify Soundfair in writing if a complaint is made in connection with your products or services or the conduct of your employees in connection with the Soundfair event. You must also promptly notify Soundfair in writing of any material concerns or disputes with the meeting manager or if you believe a direction or requirement of the meeting manager conflicts with these terms and conditions or any other requirements of Soundfair.

Risk and Loss

- u. Soundfair accepts no responsibility for the protection and security of your personnel and property and without limitation, Soundfair is not responsible for the loss and damage of any property of the sponsor under any circumstances whatsoever.
- v. You are responsible for insuring your items against loss and damage (at full replacement value).
- w. You must hold workers' compensation insurance and a broadform public liability insurance policy for a minimum of \$10 million or other amount as Soundfair reasonably nominates, as well as any other customary insurance directed by Soundfair, the meeting manager or a venue. Upon request, evidence of your insurance cover must be provided to Soundfair or the meeting manager, identifying insurer, policy number, renewal date and other relevant particulars.

Venue Damage

- x. Without limiting the requirements of a venue, sponsors must not damage in any way the walls, floors, ceilings or other surface of a venue, including the exhibition area, and on request must promptly pay or reimburse Soundfair or the venue (as directed) for the cost of reinstating any damage any damage caused by the sponsor and any associated penalties and losses for which Soundfair is liable.

Cancellation and Termination

- y. In the event that the meeting and/or exhibition is cancelled or delayed through no fault of Soundfair or the meeting manager, including but not limited to the actions of a venue or fire, flood, labour disputes, natural disasters, civil disorders, riots, insurrections, work stoppages, slow downs or disputes, or other similar events then the sponsor and/or exhibitor will not be entitled to any refund or to a claim for any loss of damage.
- z. If you become insolvent or are in breach of these terms and unable or unwilling to remedy the breach within a period notified by Soundfair or the meeting manager, Soundfair may terminate your sponsor entitlements under these terms and conditions by written notice. Despite termination, you remain liable for all moneys payable under or in connection with these terms and conditions and the requirements of clauses 3(h),(k), (o), (u), (x) and aa) are ongoing.

Confidentiality

- aa. Information exchanged concerning the Soundfair event and your arrangements as a sponsor/exhibitor are confidential, and must not be disclosed to any other person, without the written consent of Soundfair (otherwise than as intended for the purposes of giving effect to sponsor/exhibitor arrangements).

Program Conflict

- bb. You shall not host any external meetings, symposia, social function or activity, at any time during the event that would provide a program or social activity conflict.

**BE PART OF
THE HEARING
EQUALITY
MOVEMENT**



SOUNDFAIR

EMPOWERING. HEARING. EQUALITY.

HEARING LINE

1300 242 842

For hearing, social and emotional support, and general enquiries, Monday to Friday, 9am – 5pm

ADDRESS

Suite 1, Level 2, 517 St Kilda Road, Melbourne VIC 3004
Phone (03) 9510 1577
Email info@soundfair.org.au

LET'S CONNECT



#MoreThanJustEars
#MoreThanJustDevices