

QSPA OPPORTUNITIES

**PARTNERSHIP
PROSPECTUS
2025**



www.qspa.org.au
07 3831 4222

Leaders in Secondary Education

President's Message

Thank you for interest in the Queensland Secondary Principals' Association (QSPA). As President of QSPA, I hope you will consider our members as a unique and targeted marketing audience.

QSPA represents the professional interests of Principals, Deputy Principals and Heads of Department in Queensland State Secondary and P-10/12 Schools. QSPA has a strong, statewide structure that provides a wide range of support services to members; indicative of a proactive, professional association.

QSPA works with and on behalf of Principals, Deputy Principals and Heads of Department to ensure that quality learning environments and the well-being of school leadership teams are priorities of the educational agenda. QSPA provides a voice at the highest levels within Government and Department of Education (DoE) on behalf of its members. QSPA also works hard

to lobby the Government and statutory bodies to resource state secondary schools appropriately and to ensure that the educational and social needs of the students in our schools are properly addressed.

QSPA Principal, Deputy Principal and Head of Department members lead and manage highly autonomous, world class schools. Through a partnership with QSPA you are provided with a range of opportunities to develop social capital within our community, providing a vital link in your overall business strategy in developing and maintaining relationships.

Your support is valuable, as QSPA strives to make a difference at a regional and state level to the pivotal roles of the Principal and school leadership teams in state secondary education.

Yours sincerely
Mark Breckenridge
QSPA President

1000+

members, representing Principals, Deputy Principals, and Heads of Department in Queensland State secondary schools.

Members in

245+

schools, spread across all eight Queensland education regions

Members in over

96%

of State High Schools

400+

delegates to our annual, members-only Leadership conference

12

email newsletters to members, annually

68

Regional cluster meetings, annually

The Queensland Secondary Principals' Association is the peak professional association for Principals, Deputy Principals and Heads of Department in government secondary and P-10/12 schools in Queensland.

About QSPA

A fundamental belief of QSPA is that Queensland public secondary schools exist to provide the best possible education for all young people in their care.

QSPA is affiliated with the Australian Secondary Principals' Association (ASPA), a charter member of the International Confederation of Principals.

QSPA is incorporated as Queensland Secondary Principals' Association Inc. (1A19751)

2025 Business Partnership and Conference Sponsorships

The Queensland Secondary Principals' Association (QSPA) is pleased to offer your organisation the opportunity to become a QSPA Business Partner or Conference Sponsor.

The 2025 QSPA State Conference will be held from August 20-22 at the Star Grand Hotel, Queens Wharf Brisbane.

Building on a tradition of successful Conferences, over 400 delegates will attend across the Conference period. Conference Delegates will be Principals, Deputy Principals and Heads of Department of Queensland State Secondary and P-10/12 Schools. This is a special opportunity for you to engage with the members of the peak Association for Queensland Secondary School Leaders.

The Conference floor plan places sponsors in the central thoroughfare, with coffee and meal breaks occurring in and around your trade display. During break times, all catering is served in the trade display area to encourage delegates into this area to interact with sponsors. The Conference program also includes a Welcome Reception and Conference Dinner; fantastic opportunities to network with delegates in more a relaxed social setting. Attendance at these events is included in the packages outlined in this Prospectus.

Business Partners and Conference Sponsors can be assured that the QSPA Conference is a unique, special opportunity to engage with a significant proportion of the Queensland Secondary School market. This Prospectus must be read in conjunction with the QSPA Business Partner & Sponsorship Policy www.qspa.org.au/PDS.

PLATINUM BUSINESS PARTNER

\$25,000 + GST *Maximum 6 Platinum Partnerships

An exclusive partnership level with a limited number of business partnerships. Maximise your exposure and relationship with QSPA members as a Platinum Business Partner.

President's Pen

Advertising with Hyperlinks/attachments.

Unlimited inserts (Normal cost \$250 per e-Bulletin) The main form of regular communication with members is the regular e-Bulletin, sharing issues of interest to secondary Principals, Deputy Principals and Heads of Department.

The President's Pen (e-Bulletin) is published three times each term to members, DoE personnel and other education stakeholders.

Circulation is more than 1200 and growing.

Website

Prominent Company logo with link to your website.

Provides information on: Executive & State Council delegates and functions; membership services; publications and documentation; professional development activities i.e. Conferences, contact details etc.

Audience includes members and other interested parties.

Regional Meetings

Opportunity to present at meetings.

Work directly with Principals and Deputy Principals from local schools.

2025 Regional Meeting Schedule is available on confirmation of your Platinum Partnership.

Organised by QSPA members across the State, contacts provided.

Occur regularly in each Region.

Highly focused audience.

President's Email Signature

Advertising with a prominent company logo.

You receive prime position and brand awareness in all email correspondence from the President's email.

The President sends over 30 000 emails per year to QSPA members, DoE personnel and other education stakeholders.

Annual Leadership Conference

10 minute Speaking spot.

Business logo and acknowledgement as a Platinum Partner on all Conference AV, print material and website.

Full page colour advertisement in Conference Handbook.

Premium exhibition stand located in a prime position.

A furniture pack to enhance your space will be available at additional cost. Full details will be provided closer to the event.

Three exhibitor registrations, including morning tea, lunch & afternoon tea for the duration of the Conference.

Complimentary attendance to Welcome Reception.

Three tickets to the Conference Dinner.

One piece of promotional literature included for Conference delegates.

Delegate contact list.

A Conference for Principals, Deputy Principals and Heads of Department which includes a Welcome Reception and Conference Dinner.

Held on 20–22 August 2025 at Star Grand Hotel in Brisbane.

The QSPA Conference regularly attracts over 400 delegates.

GOLD BUSINESS PARTNER

\$12,500 + GST

*Maximum 12 Gold Partnerships

‘That’s Gold!’ A perfect description of the partnership opportunities available to your business as a QSPA Gold Business Partner.

President’s Pen

Advertising with Hyperlinks/attachments.

Two inserts per term (Normal cost \$250 per e-Bulletin)

The main form of regular communication with members is the regular e-Bulletin, sharing issues of interest to secondary Principals, Deputy Principals and Heads of Department. The President’s Pen (e-Bulletin) is published three times each term to members, DoE personnel and other education stakeholders.

Circulation is more than 1200 and growing.

Website

Prominent Company logo with link to your website.

Provides information on: Executive & State Council delegates and functions; membership services; publications and documentation; professional development activities i.e. Conferences, contact details etc.

Audience includes members and other interested parties.

Annual Leadership Conference

Conference speaking spot, (format TBC).

Recognition as a Gold Business partner, including Business logo and acknowledgement on all conference AV, print material and website.

Half page colour advertisement in Conference Handbook.

Exhibition stand prominently located in conference space.

A furniture pack to enhance your space will be available at additional cost. Full details will be provided closer to the event

Two exhibitor registrations, including morning tea, lunch & afternoon tea for the duration of the Conference.

Complimentary attendance to Welcome Reception. Two tickets to the Conference Dinner.

One piece of promotional literature included for Conference delegates.

Delegate contact list.

A Conference for Principals, Deputy Principals and Heads of Department which includes a Welcome Reception and Conference Dinner.

Held on 20–22 August 2025 at Star Grand Hotel in Brisbane.

The QSPA Conference regularly attracts over 400 delegates.

SILVER BUSINESS PARTNER

\$6,500 + GST

Tailor your partnership around our yearly Leadership Conference, providing an ideal way to develop business relationships with schools and school leaders from across Queensland.

Annual Leadership Conference

Recognition as a Silver Conference Partner, including Business logo and acknowledgement on all conference AV, print material and website.

Half page colour advertisement in Conference Handbook.

Exhibition stand located in conference space.

A furniture pack to enhance your space will be available at additional cost. Full details will be provided closer to the event

Two exhibitor registrations, including morning tea, lunch & afternoon tea for the duration of the Conference.

Complimentary attendance to Welcome Reception. One ticket to the Conference Dinner.

One piece of promotional literature included for Conference delegates.

Delegate contact list.

A Conference for Principals, Deputy Principals and Heads of Department which includes a Welcome Reception and Conference Dinner.

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REGISTER YOUR EXPRESSION OF INTEREST

We would like to purchase the following partnership package

Platinum

Gold

Silver

Company Name: _____

Conference Contact Person: _____

Postal Address: _____

Telephone Number: _____

Email: _____

Authorised Signature: _____

Payment terms are outlined in the **QSPA Business Partner & Sponsorship Policy**.

Your signature on this EOI signifies your agreement to those terms.

Please return to Jodie Chapman via email: **admin@qspa.org.au**.

For further information please contact:

Jodie Chapman

Executive Officer

PO Box 3140

South Brisbane QLD 4101

P (07) 3831 4222

E admin@qspa.org.au

The information provided in this Prospectus is accurate as at the date of publication. As the 2025 Conference is being held at a new venue, please recognise that the layout and operation of the Sponsor area may differ to what is described within this Prospectus.



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