



BELONGING MATTERS INC



TALKS THAT MATTER

Bringing together interesting people with fascinating stories to tell

SPONSORSHIP PROSPECTUS

Further information please contact

Deb Rouget

CEO Belonging Matters

Phone: 03 9739 8333

Email: deb.rouget@belongingmatters.org

ABOUT THIS PROSPECTUS.

This sponsorship prospectus aims to outline a new and exciting online video strategy called **Talks That Matter** which brings together a range of interesting people with fascinating stories to tell about disability, community, diversity and change. It also gives an overview of Belonging Matters, rationale for the initiative and how you, as a sponsor could be involved and make a difference.

“Education is the most powerful weapon which you can use to change the world”

Nelson Mandela

ABOUT BELONGING MATTERS

Belonging Matters is a not for profit, values driven, community education and advisory service developed in 2003 by people with a disability and families who were concerned about the exclusion of people with a disability from typical life experiences. They had a passion for social inclusion! Belonging Matters receives a small grant from the Victorian Government and raises funds to build people’s capacity through education. Our Educational Program aims to inspire and build the knowledge of people with a disability, their families and professionals through a range of useful resources such as our seminars, publications, web site and newly developed Member’s Lounge which incorporates Talks That Matter. This enables people with a disability to be included in the community and to have equal opportunity and pathways typical of other citizens i.e. to work, learn, recreate, live and contribute to a diverse society. *We believe that if you can change people’s thoughts about the inclusion of people with a disability – you can change the world!* For more information visit www.belongingmatters.org

WHAT IS TALKS THAT MATTER?

Talks That Matter is a dynamic, evolving, long lasting, online video strategy devoted to spreading wisdom and ideas that make a difference in the lives of people with a disability and our communities. Through the collection of a wide range of video documentaries, presentations and interviews featuring people with a disability, family and friends of people with a disability and recognised social inclusion advocates, we believe we can make a difference. [Click here](#) to view a promo of Talks That Matter.



WHAT DOES SPONSORSHIP ASSIST WITH?

Your support will enable the ongoing development and expansion of Talks That Matter and enable story tellers to share their wisdom and ideas throughout Australia and the world with the click of a mouse! It will make learning more affordable and accessible, especially to those in rural and remote areas. Your sponsorship will enable the further development of Talks That Matter including film production, editing and website operation. Though in its developmental stages, it’s an idea that has grown out of more than 10 years of experience which indicates the positive impact capacity building and education can have. Together we can break down the barriers that cause loneliness, exclusion and isolation and create a community strengthened by the inclusion of all. You can make a difference and have a positive impact where it matters! Sponsor today for as little as \$80.00 or become a major supporter for \$5500.00. See pages 6-7 for more details.

THE AUDIENCE

The intended audience for Talks That Matter will be:

- People with a disability, advocates and families,
- Students, teachers, lecturers and trainers
- Agency staff, professionals, managers, CEO's and boards of management
- Government employees and policy makers
- The general public and others interested in social inclusion, community and diversity.

WHY SPONSOR?

- You have an opportunity to make a real impact and difference to the community, especially for people with disabilities.
- You have the opportunity to be part of something that matters!
- You will have an opportunity to showcase your services and or products
- Sponsorship investments are long lasting
- Sponsorship will enable the expansion and development of Talks That Matter through filming, editing and sharing of wisdom online.
- Belonging Matters has a positive and strong reputation in efforts of social inclusion. For example, in 2013 it was selected by the Australian Human Rights Commission (AHRC) to produce a documentary called "Can You Believe it" which was a contribution to the [20 years, 20 Stories project](#). In 2011 Belonging Matters was a finalist in the National Disability Awards - Social Inclusion category

EXPOSURE AND REACH

To date our work has included

- 5 international conferences; 29 workshops and seminars, 5 in-depth leadership events and 3 weekend retreats with a total of **3066** local, national and international delegates.
- Per year, our consultation services reach approximately 60 people with a disability and their families in Victoria; 47 organisations, peak bodies and professionals in Victoria; 27 organisations interstate and 14 internationally per year employing and supporting 1000's of people.
- Presentations at TAFE, Universities and Special Developmental Schools throughout Victoria.
- A web site with over 5000 visits per year
- A data base with a reach of well over 3000 contacts
- A range of publications including: books, occasional papers, DVDs and a quarterly periodical called "Thinking about..."
- Our advertising reaches thousands of people through national organisations and peak bodies including the Department of Human Services, National Disability Services, Yooralla, Scope, Disability Services Commissioner, Downs Syndrome Association Vic, VALID, Uniting Care Community Options, Melba Support Services, Nadrasca, Knoxbrook, Annecto, NDS, FIELD, VCOSS, InControl, Local Council (Metro Access); Disability Professionals Victoria, Infoxchange. Children with Disabilities Australia (CDA), Downs Syndrome Association Vic, Association for Children with a Disability, Amaze, Julia Farr (SA), Youth Disability Advocacy Services (YDAS), Community Resource Unit (QLD), Ability Employment Tasmania, Disability Services Commission (WA), Family Advocacy (NSW), Imagine Better (ACT), Community Connections (ACT), Community Living Project (SA),
- We also have an international presence through networks such as the International Initiative

for Mental Health Initiative, Onondaga Community Living (NY), Jay Nolan Community Services (LA); Kendrick Consulting (MA), Common Ground (New Hampshire); Deohaeko (CA); Darcy Elks Consulting (MA); Alberta Association for Community Living (CA); Mary Kealy (Ireland); Imagine Better (NZ)

RATIONAL FOR TALKS THAT MATTER

According to the Australian Bureau of Statistics (ABS), 4.2 million people or 18.5% of the Australian population have a disability. However, people with a disability remain some of the most excluded citizens in Australia. For example, the report *Shut Out: The Experience of People with Disabilities and Families in Australia* (2009) states that “Once shut in, many people with disabilities now find themselves shut out. People with disabilities may be present in our community, but too few are part of it. Many live desperate and lonely lives of exclusion and isolation”. The follow statistics support this claim:

- The unemployment rate of people with a disability was 9.4% compared to 4.9% of people without a disability (ABS, 2012).
- 46% of people with a disability were not in the labour force (ABS, 2009)
- Over 4500 people with disabilities in Victoria live in shared supported accommodation (e.g. segregated group homes, hostels) and over 1265 were on the waiting list (Victorian Government data, 2009).
- Only 36% of students with disabilities completed their high school certificate compared to 60% of people without a disability (ABS, 2012).

For many people with a disability the future seems bleak – often excluded from the most ordinary of experiences that most people take for granted. However by sharing stories and wisdom of those who have broken through the barriers of exclusion, we can foster a society that embraces contribution, acceptance and diversity. As Thomas Jefferson said “Bigotry is the disease of ignorance, of morbid minds...Education and free discussion are the antidotes of both”.

Thus if we change people’s thoughts, we can change the world.

FEEDBACK FROM OUR EDUCATIONAL PROGRAM

“The more you attend Belonging Matters seminars, the more you learn and get inspired; Real, rich and grounded; Truly inspiring and emotional; Changed my life; I liken it to the “BIG BANG”; That peoples’ commitment, strength of heart, resilience, hope, imagination, dreaming and action continue to inspire me; Listening to people with complex needs demonstrate how they have a quality life; Lots of thought and reflection about the ‘how to do’; Finally a relevant conference for two full days. I was never bored or distracted at any time; Stories of how services have worked to remove barriers to inclusion; What can be achieved with imagination and perseverance; Most useful talk about exclusion, parallel inclusion and how true inclusion is meant to be; The examples of how people are supported to find a job was amazing. It really made me think outside the square; It was the perfect seminar with a lot of information and I can’t think of anything that needs to be improved; Attending this seminar made me realise the fact that everyone should be part of society without exception.”



SOME OF THE SPEAKERS THAT FEATURE ON TALKS THAT MATTER

Currently *Talks That Matter* contain approximately 75 clips. Click here to view the [catalogue](#)



Tim Costello is one of Australia's most sought after voices on issues of social justice, leadership and ethics. Since 2004 Tim has been CEO of World Vision, Australia's largest international development agency. Trained in economics, law, education and theology, Tim has practised law, served as a Baptist minister, and has been active in church and community leadership, local government and national affairs.



Alex Snedden is from Auckland. Although having Down's Syndrome, since leaving school in 2007, Alex has developed an employment portfolio, strong friendships, a home of his own, a place in community, and independence from his family. He is a committed Catholic, a very loyal employee and in his spare time he enjoys Karate, going to the Gym and he is an avid wrestling fan and Rugby fan. In 2010 he won the Youth Attitude Award



Kim Chidgey captures the audience in this powerful presentation claiming he would rather be in prison than in mental health services. Together with Neil Barringham they explore what is needed to support people with mental health issues and the power of relationship, respect and community



June Arthy's life was turned upside down when she left home at the age of 13. She lived in an institution for over 40 years and then became lost in the abusive private hostel system. With no one in her life and about to be locked away forever, an advocate rescued her and set her up in her own home. June will tell her inspiring story demonstrating how important it is to have a home of her own, good support and be part of the community.



Michael Kendrick is an independent international consultant in human services and community work and resides in Massachusetts, USA. His interests have included leadership, service quality, the creation of safeguards for vulnerable persons, social integration, change, innovation, values, advocacy, the role of individual persons and small groups in creating solutions, alternatives to bureaucracy, personalised approaches to supporting people, and reform in the human service



Graeme Innes is a high profile advocate for people with a disability. Since 2005, he has been Australia's Disability Discrimination Commissioner in which he has led or contributed to the success of a number of initiatives including the United Nations Convention on the Rights of Persons with Disabilities, the National Disability Strategy and Twenty Years, Twenty Stories. He is a Member of the Order of Australia and was a finalist for Australian of the Year in 2003



Mary Kealy has just retired as CEO of Brothers of Charity, Clare, in the West of Ireland. During the past ten years she led a radical change in how support is provided to people. The agency's focus changed from supporting people in segregated group settings to supporting each individual to pursue opportunities and supports enabling them to live a 'real life in a real place' - embedded in community and meaningful relationships



Matthew Slater shares his dream, like all young men, to move out of home. Given his quadriplegic Cerebral Palsy, this was not easy. Matthew is now privately renting his own home in country Victoria. Matthew reflects that "it might have taken a while, but it was well worth it. Even to this day, I sometimes still pinch myself that I am where I am today".



Pat Fratangelo is the CEO of Onondaga Community Living (OCL) in New York. In this presentation she describes how OCL undertook change to provide personalised supports to enable people to live in their own home and lead a fulfilling life in the community.

SPONSORSHIP OPTIONS - ADVERTISER

Primary Supporters: \$5,500 Per Annum. Naming Rights (2 Packages available)

- ✓ Principle placement of logo on the Belonging Matters' home page
- ✓ Principle placement of logo on the Talks That Matter's web page
- ✓ Principle placement of logo on promotional material in regard to Talks That Matter
- ✓ Principle placement of logo on the TTM video promos
- ✓ Link to sponsor's web site/contact details
- ✓ Advertising space on the TTM page
- ✓ One table exhibition at the Belonging Matters' bi annual conference
- ✓ One 5 minute presentation at the Belonging Matters' bi annual conference
- ✓ Two free conference ticket to the Belonging Matters' bi annual conference
- ✓ Two free tickets to a one day Belonging Matters' seminar
- ✓ Free periodical subscription (4 magazines per year)

Secondary Supporter: \$2,200 Per Annum (Unlimited packages)

- ✓ Secondary placement of logo on the Talks That Matter's web page
- ✓ Secondary placement of logo on promotional material in regard to Talks That Matter
- ✓ Secondary placement of logo on the TTM video promos
- ✓ Link to sponsor's web site/contact details
- ✓ Advertising space on the TTM page

Documentary Supporter: \$1,000 Per Documentary (Unlimited packages)

- ✓ Primary acknowledgement of support plus logo on the opening screen of one TTM documentary e.g. this documentary was made possible by...)
- ✓ Acknowledgement of support on TTM web page

Talk Supporter: \$88.00 Per Annum (Unlimited packages)

- ✓ Acknowledgement of support plus logo on the opening screen of one TTM talk e.g. this talk was made possible by...)
- ✓ Acknowledgement of support on TTM web page

Captioning Supporter: \$330.00 per talk Per Annum (Unlimited packages)

- ✓ Acknowledgement of captioning on the opening screen of the captioned clip e.g. this captioning on this clip was made possible by...)
- ✓ Placement of logo on the opening screen of the captioned clip
- ✓ Acknowledgement of captioning on TTM web page

Donation of your choice – non advertiser (Unlimited packages)

- ✓ Thankyou note on TTM web page

Payment Methods:

To sponsor and pay on line please go to www.belongingmatters.org

Or complete attached agreement to terms and conditions on page 9 and payment form on page 10

Or call (03) 97398333 or overseas +61 3 97398333

Or email: info@belongingmatters.org

SPONSORSHIP BOOKING TERMS & CONDITIONS- THIS FORM MUST BE COMPLETED

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by Belonging Matters and is also applied in regard to sponsorship in which material benefit to the external party is provided (e.g. advertising). In instances of a donation or sponsorship in which no material benefit is gained by the external party, the cost is GST exempt and tax deductible. GST is calculated at the date of publication of this document. Belonging Matters reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

2. Sponsorship will be allocated only on receipt of a signed Booking Form and Booking Terms & Conditions. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required cost.

3. All monies are payable in Australian dollars via credit card or EFT. Cheques should be made payable to Belonging Matters Inc and must be drawn on an Australian bank.

4. All monies due and payable must be received (and cheques cleared) by Belonging Matters' managers prior to advertising. No organisation will be listed as a Sponsor in any official material until full payment and a booking form have been received by the Belonging Matter.

5. CANCELLATION/REFUND POLICY: Please see our [refund policy](#) for details

6. No Sponsor shall assign, sublet or apportion the whole or any part of their Sponsorship package except upon prior written consent of Belonging Matters

7. Sponsorship monies will facilitate towards the successful development and expansion of Talks That Matter including in addition to subsidising the cost of planning, promotion, management, communication, inviting and organising speakers, filming editing and publishing. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of Talks That Matter.

8. Sponsorship entitlements including organisation logo on the Belonging Matters website and other marketing material will be delivered upon receipt of the required payment.

9. Belonging Matters reserves the right to refuse any sponsorship not in line with its principles and policies

10. Privacy Statement –

YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by Belonging Matters Inc

NO I do not consent.

YES I have read and agree to the conditions of sale above.

Authorised by: _____ Date: _____

FURTHER INFORMATION OR SUBMISSION OF FORM

Deb Rouget (CEO & Sponsorship Manager, Belonging Matters)

Email: deb.rouget@belongingmatters.org | 3/178 Boronia Rd Boronia, VIC, AUS 3155 |

Phone 03 97398333.

TALKS THAT MATTER: SPONSORSHIP BOOKING & PAYMENT FORM

TAX INVOICE BELONGING MATTERS ABN:93429506771

(if requiring a tax invoice please copy this for your records - a tax receipt will be issued on payment)

FIRST NAME	SURNAME

INTEREST eg. Person with a Disability, Family, Worker	ORGANISATION NAME (if associated)

POSTAL ADDRESS:		
NUMBER	STREET/ROAD	TOWN/SUBURB
STATE	COUNTRY	POSTCODE

PHONE DAY TIME	MOBILE	EMAIL

TYPE	NUMBER	UNIT COST PA Advertiser <u>Includes GST</u>	UNIT COST PA Non Advertiser No GST	TOTAL PA (\$AUS);
Primary Supporter		\$5,500	\$5,000	\$
Secondary Supporter		\$2,200	\$2,000	\$
Talk Supporter		\$88.00	\$80.00	\$
Captioning Supporter		\$330.00	\$300.00	\$
Donation		Your choice	Your choice	\$
TOTAL Per Annum				\$

CREDIT CARD (Only Master Card & Visa Accepted; Please print clearly)			
Card Type	Card Number		
Name on card	Expiry	Signature	

ELECTRONIC FUNDS TRANSFER (EFT to Belonging Matters)		
BSB: 033337	ACCOUNT: 343309	PLEASE MARK AS: <u>Talks That Matter Sponsorship</u>

CHEQUES
Make payable to Belonging Matters Inc. (ABN 93 429 506 771) & include on remittance advice: Talks that Matter Sponsorship and name of sponsor

NB This form must be completed to SPONSOR Talks that Matter. In submitting this form you're agreeing to the conditions of sponsorship for Talks that Matter

Office Use Only	DB	MYOB	Method of payment	Received	Receipt Sent	Approved	Advertising complete
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