



 FUTURE OF LEADERSHIP  
**BUILD.**

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2023 ENGAGEMENT PROSPECTUS

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# ABOUT FUTURE OF LEADERSHIP

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Everything about the global workforce is changing. As we emerge from the global pandemic the workplace is becoming increasingly complex. It is difficult to find and retain talent, and many of the previous assumptions that we have grown comfortable with are being challenged. Hybrid has become the new normal - employees have more flexibility, the focus has shifted from managing output to outcomes, and there is no one workplace anymore.

In an effort to **build stronger teams and organisations**, leaders need to focus on building at every level and create a work environment that fosters self-expression, self-organisation, and self-management. Leadership is no longer about power, it is about building the teams and the people around them to be the best version of themselves.

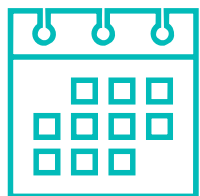
**Leaders need to focus their efforts on building a culture that unites its people in a meaningful and authentic way. Trust is imperative and will be the cornerstone of all business relationships from employees through to suppliers and customers.**

Leadership is far too important to simply do leadership development. Now more than ever we need to ensure that the development of our leaders actually works.

This has been a firm belief for us at the Future of Leadership and has sat at the core of the program of events and experiences over the last 10 years.

Our event series is supported by some of Australia's most in-demand leaders across diverse industries, topics, and experiences. This unique combination of innovative speakers enables the Future of Leadership series to remain at the forefront of leadership trends and insights, year on year.

In 2023 we will be taking our audience on a journey to build our leaders of tomorrow. We want to expose your people to fresh ideas, create an inspiration bank to fuel creativity, and help leaders step away from the typical work environment to stretch their thinking and focus on action. This can be achieved in just 1 day at the Future of Leadership, so let's go on this journey together.



**10**  
YEARS



**8**  
CITIES



**7,820**  
ATTENDEES



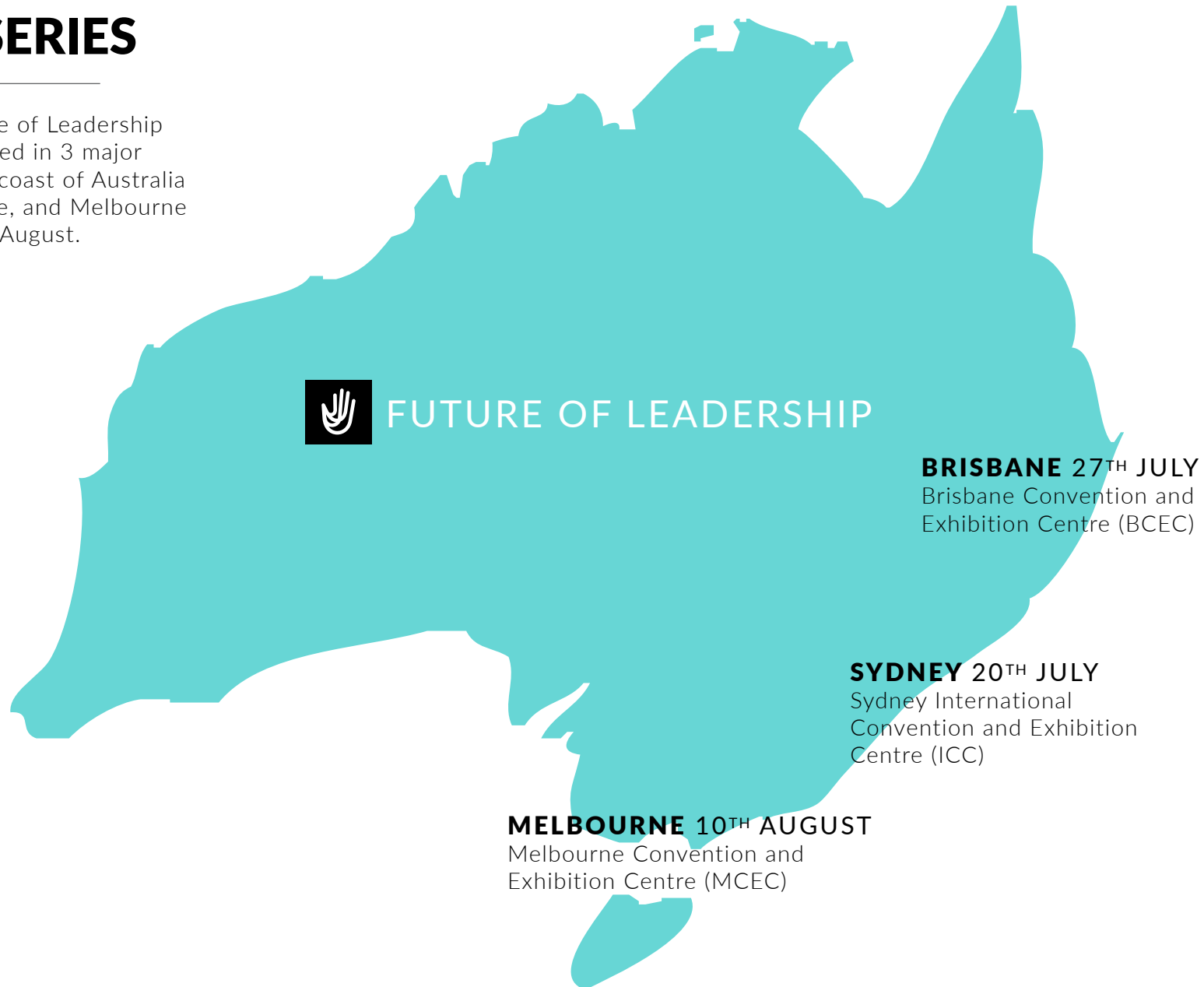
**81**  
SPEAKERS



# THE 2023 EVENT SERIES

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In 2023 the Future of Leadership series will be hosted in 3 major cities on the east coast of Australia – Sydney, Brisbane, and Melbourne between July and August.



FUTURE OF LEADERSHIP

**BRISBANE 27<sup>TH</sup> JULY**  
Brisbane Convention and  
Exhibition Centre (BCEC)

**SYDNEY 20<sup>TH</sup> JULY**  
Sydney International  
Convention and Exhibition  
Centre (ICC)

**MELBOURNE 10<sup>TH</sup> AUGUST**  
Melbourne Convention and  
Exhibition Centre (MCEC)

# INDUSTRY LEADERS

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## 2023 SPEAKER SNAPSHOT

Our event is supported by some of Australia's most in demand and influential leaders across diverse leadership topics, personal and professional experiences. The combination of diverse and innovative speakers enables the Future of Leadership series to remain relevant and at the forefront of leadership trends and insights. These are just a few of the faces you will see at this year's series.



**PETER BAINES**

Founder & Director  
of International  
Operations at Hands  
Across the Water



**ANDREW KLEIN**

Professional  
Conference MC and a  
Pitching & Presentation  
Skills speaker



**DARREN HILL**

Behavioural  
Scientist and  
Co-Founder of  
Pragmatic Thinking



**DR. LOUISE MAHLER**

Adjunct Professor,  
Media figure, and  
Commentator



**DR SEAN RICHARDSON**

Executive Program  
Director at High  
Performance Academy



**ASHLEY FELL**

Social researcher,  
and Team Leader of  
Communications at  
McCrindle



**IAN SCHUBACH**

Founder and Director at  
Red Leaf



**ERICA BAGSHAW**

Facilitator, Keynote  
Speaker, Executive  
Coach



# WHY SHOULD YOU ATTEND

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There are so many reasons why you should join this amazing event, and below are just a few.

Expose yourself to fresh ideas, exciting trends, and like minded individuals.

Create an inspiration bank to fuel your creativity.

Lead teams more effectively to increase productivity and accelerate growth.

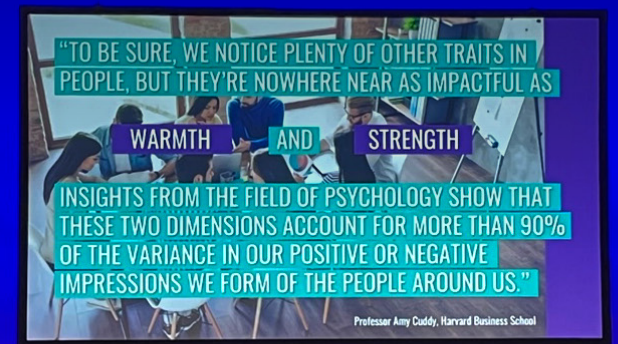
Transition from being a good manager to a great leader.

Share a rich learning experience with your team to thrive in the workplace.

Incentivise and build relationships with your clients and suppliers.

Step away from your typical work environment to stretch your thinking and focus your action.

Be part of an event that is literally changing lives - both yours and those that we support through our charity partner, Hands Across the Water.



# HOW TO PARTNER WITH US?

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At Hands Group we believe the best way to deliver impact is by doing what we do best – creating meaningful shared experiences that deliver shared value. Herein, you will find an overview of types of partnerships we can facilitate and the opportunities available to your brand, business, and people. They extend across three core areas of engagement covering: Brand, Education, and Entertainment.

## BRAND

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Promote your products and services to a new highly engaged, and targeted audience.

## EDUCATION

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Enhance professional development and employee engagement programs within your organisation.

## ENTERTAINMENT

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Deepen client relationships with a differentiated corporate hospitality strategy.



## BRAND

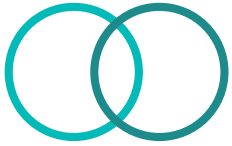
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Promote your products and services to a new highly engaged, and targeted audience.



# WHY PARTNER WITH US

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## BRAND ALIGNMENT

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Align your brand with a program founded in curating and educating leaders of tomorrow.



## BRAND AWARENESS

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Boost your brand awareness and reach a new and highly engaged audience with common values to your business and brand.



## INFLUENCE EMERGING LEADERS

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Be an active part of the conversation, promoting and contributing to emerging and transformative leadership trends.



## SUPPORT A CHARITABLE CAUSE

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Do good, by doing good. All profits from the event fund the operations of Hands Across the Water.



## REACH NEW AUDIENCES

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Tap into a new, highly engaged audience from a cross section of business sectors that you've never reached before.



## CONNECT WITH TOP PEOPLE IN LEADERSHIP

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Connect with senior change makers who share your values and can increase your network of influence.



## CAPTURE LEADS AND ACQUIRE NEW CUSTOMERS

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Embrace the opportunity to network and showcase your products and services, driving new customer acquisition.



## SAMPLE YOUR PRODUCTS

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Get your products in the hands of our audience with the opportunity to offer integrated product sampling.

# ACCESS TO LEADERS

## PROMOTIONAL REACH

Sponsors have an opportunity to leverage our communications plan for the Future of Leadership event series, gaining exposure to new audiences from a variety of sectors.

DATABASE

**12,000+**

Subscribers

SOCIAL

**13,000+**

Followers

WEBSITE

**3,500+**

Monthly Visitors

## AUDIENCE REACH

Our Future of Leadership events have been running for 10 years with the exception of 2020 due to COVID and consistently attract and engage large corporate audiences across Australia, New Zealand and Thailand.

In 2022 the series achieved:

**1,100+**

Attendees

**8**

Locations

**★★★★☆**  
**4.7 OUT OF 5**

Average  
Event Rating

**97%**

Met or Exceeded  
Expectations

**51%** **49%**

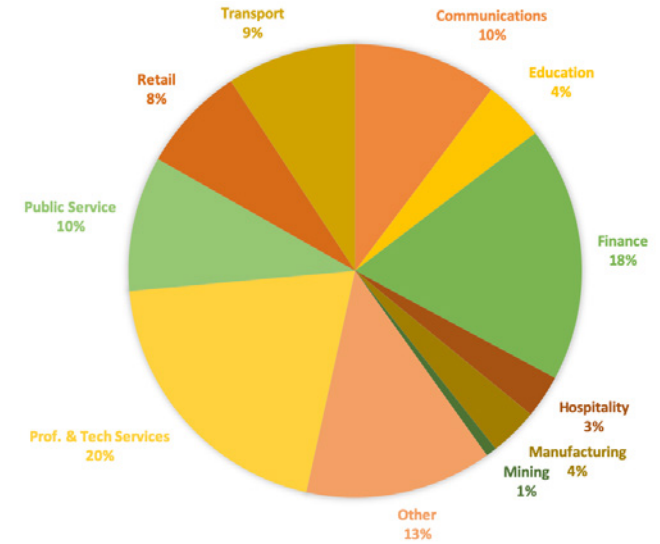
Gender Profile

The Future of Leadership attracts the most involved and active members of the business community - the ones who walk the talk, make the hard calls and drive industry change.

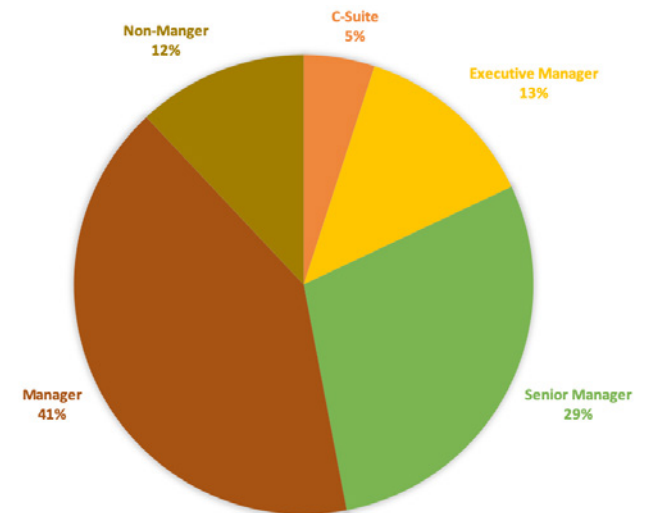
## Past Participants



## Industry Representation



## Job Representation





## EDUCATION

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Enhance professional development and employee engagement programs within your organisation.



# LEARNING AND DEVELOPMENT PROGRAMS

What does it take to be a leader of the future?

Some say any good leader of tomorrow needs vision, humility, the ability to listen, authenticity and courage. These are all skills that cannot be learned or adapted in a single course curriculum. In fact, leadership development is a journey requiring an 'always on' approach to progressive learning and experiences. The combination of these experiences is what shapes us and contributes to our great leaders of tomorrow.

Let us contribute to these experiences by attending our Future of Leadership conference. By attending, you will be participating in an integral day in any current or emerging leaders' professional development calendar. We bring together some of Australia's – and the world's – top thought leaders and subject matter experts across a cross section of leadership topics.

To get the most out of your learning and development budget allocations, take advantage of our special offer discounted group rates for groups of 8+.

## CORPORATE GROUP RATE

For groups of 20+ people, please contact Lisa Ziegler at [lisa.ziegler@handsgroup.org.au](mailto:lisa.ziegler@handsgroup.org.au), or **0403 507 920** to discuss our discounted corporate group rates.

“ *What an incredible day! There was so much to soak up* ”

Ericsson

“ *My people came back to the office buzzing! They want to book now for next year! Awesome day, thank you.* ”

Access Community Health



# ENTERTAINMENT

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Deepen client relationships with a differentiated corporate hospitality strategy.

# ENTERTAINMENT

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Unique client hospitality experiences such as the ones we offer at Future of Leadership conference are valuable professional development days for businesses and their employees.

Show some love to clients or suppliers by inviting them to join you for a day that is as much about their personal growth as it is about building relationships.

## **THE VALUE OF THIS EXPERIENCE EXTENDS WELL BEYOND THE NEXT SALE. THE ULTIMATE GOAL IS BUILDING RELATIONSHIPS THAT YOU CAN'T PUT A PRICE ON!**

We can shape shared experiences for your group which can include, but aren't limited to:

- Discounted group tickets to the Future of Leadership conference series
- Pre-event private breakfast
- Private group catering (conference breakouts)
- Personalised breakfast keynote address or post-event networking
- Private networking opportunities with speakers
- Speaker books and collateral
- Grouped, priority seating
- Skip the queues with pre-event registration
- Bespoke pre and post event communications
- Personalised video message from Peter Baines, Founder of Hands Across the Water
- Future of Leadership/Hands Across the Water merchandise

**“ Always such a fabulous event- thanks so much for putting together the right amount of familiarity and difference. It's a highlight of the working year! ”**

ATO Delegate

# SPONSORSHIP OPPORTUNITIES

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We believe that the best experiences and outcomes are derived from understanding your business needs and budget, as well as collaboration. For this reason, you will not find the standard gold, silver or bronze packages, but an example of the types of packages that we can specially build for you.

## I'M ALL IN!

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Naming Rights Sponsor  
2023 Event Series  
\$90,000 excl. GST

## I WANT TO BE INVOLVED

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Group Tickets (min 8 ppl)  
\$5,000 excl. GST

Get in touch to discuss your objectives, what return would look like for your business, and let's design an amazing experience together.

On the next page we have outlined some examples of the packages we can build for you. These are examples only - we would love to work with you to build a package that works for your business.





# SPONSORSHIP OPPORTUNITY EXAMPLES

PACKAGE BREAKDOWN	<b>PACKAGE 1 EXAMPLE</b> <b>NAMING RIGHTS SPONSOR</b> Full bells and whistles - if you want everything this package is perfect for your organisation.	<b>PACKAGE 2 EXAMPLE</b> <b>TICKET &amp; BRANDING PACKAGE</b> If you're looking to send teams along or host VIP clients with a little bit of branding on the side to woo your clients, this package is for you.	<b>PACKAGE 3 EXAMPLE</b> <b>LOCATION SPONSOR</b> If your base and reach is specific to one location and you'd like to get your brand in front of a local market, then this is the package for you.
Naming rights of the series	✓		
Logo on all event materials	✓	✓	✓
Partner content across social channels	✓		
Partner content across campaign emails	✓		
2 min. video played during session	✓		✓
MC mention	✓	✓	✓
Logo on presentation slides in main room	✓		✓
Bespoke invitations to your delegates	✓		
Complimentary tickets to FOL Series	80 tickets across the series	60 tickets across the series	25 tickets across the series
Additional discount for ticket sales	30%	20%	20%
Post event thank you on social channels	✓		✓
Inclusion in post event survey questions	✓		
Integrated product promotion	✓		✓
Exhibition space	✓		✓
First right of refusal for 2024	✓	✓	✓
Reserved seating for delegates	✓	✓	
VIP area with speaker meet and greet for delegates	✓		
	<b>\$90,000 excl. GST</b>	<b>\$25,000 excl. GST</b>	<b>\$20,000 excl. GST</b>

# ABOUT HANDS ACROSS THE WATER

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Future of Leadership is a social movement to bring about meaningful change in the lives of the many children and young adults that we support through Hands Across the Water.

Hands started as a charity in response to the Boxing Day Tsunami of 2004 to support children who had lost their families and homes and were living in a tent. Hands Founder, Peter Baines and a colleague from the UK set about to raise funds to build the children a home.

It was only upon opening the first home in 2007, that the real challenge and the need for a long-term commitment was realised. In the years that followed, Hands Across the Water grew and expanded its reach well beyond those initial 32 kids. Today, Hands supports 350+ children living in 7 homes and projects across Thailand.

The kids who come to live in a Hands home are there because they have no choice. This is often the result of one of three heartbreaking situations:

- They have no known family to care for them.
- They have a family member who is known to them but is unable to care for them.
- They are living in an unsafe environment and have been placed in our care by the police or government.

All of the children and young adults in our homes were created equal. Society stepped in and put limitations on what they could achieve. Society says they can't get work because of medical conditions, or that they are unable to attend school or university because of financial limitations. At Hands, we believe that everyone that comes into our care deserves a life of choice, not chance.

Hands provides safe homes, employment, skills training, and educational pathways, to help the children in our care rewrite their own story. We are opening the door for individual growth and healing for the broader communities and future generations.





The money raised and entrusted to Hands to bring about change is used to provide the life-saving necessities for those in our homes and importantly it supports many families in an outreach program to keep kids out of our homes. We know the best place for kids when all things are equal is in a family. When that doesn't exist, we provide a home for those kids, which really is just one big family.

We believe that all children deserve the chance to build a future full of possibilities, opportunities, and dreams. Just as important as filling their bellies with healthy food, our role is to help them to see the opportunities that lie before them.

Profits from events such as Future of Leadership fund the running of Hands Group, including all marketing and administration for the charity ensuring that 85% of all donations received go directly to supporting the children.

Future of Leadership is about educating our business leaders of today and tomorrow. Hands Across the Water is about educating our children of today to be the leaders of tomorrow. Together, we can bring about meaningful change.

Learn more about Hands Across the Water at,  
[www.handsacrosstthewater.org.au](http://www.handsacrosstthewater.org.au)

## GET IN CONTACT

Are you ready to join the 2023 Future of Leadership conference series and support Hands Across the Water?

I'd love to hear from you.



### LISA ZIEGLER

Fundraising Manager, HANDS GROUP  
0403 507 920

[lisa.ziegler@handsgroup.org.au](mailto:lisa.ziegler@handsgroup.org.au)

 FUTURE OF LEADERSHIP

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[www.futureofleadership.com.au](http://www.futureofleadership.com.au)