



**CITY OF  
CANNING**

# CHANGING YOUR WORLD

**YOUTH & ADULT**  
11 - 13 MAY 2022

**Where aspiration, innovation  
and inspiration come together  
for a sustainable future.**



The Changing Your World Conference will be hosted by the City Of Canning in May 2022.

The conference format was originally devised and delivered in 2020 and has now evolved into an exciting three-day biennial event for the City of Canning.

THE CONFERENCE WILL BE A SHOWCASE OF INNOVATION IN THE BROADER SUSTAINABILITY SPACE, CONNECTING COMMUNITY, INNOVATORS, INDUSTRY, RESEARCH AND GOVERNMENT, TO BUILD IDEAS AND CELEBRATE SUCCESS.

In 2022, owing to COVID impacts, the Changing Your World Conference is going entirely online!

The Conference will take place on 11 - 13 May and will provide opportunities for key stakeholders (government practitioners, sustainability researchers and innovators) to network, learn about new and emerging sustainability innovation and technology, and solutions to shared sustainability challenges for local government and the community.

## CITY OF CANNING DEMOGRAPHIC

The City of Canning has a population of over 97,000 residents and in 2016, 50% of residents were born overseas. The overseas demographic is largely made up of people from the UK, India, Malaysia and China.

Age Groups	City Demographic
<b>Babies and pre-schoolers</b> (0 - 4)	5,085
<b>Primary schoolers</b> (5 - 11)	7,621
<b>Secondary schoolers</b> (12 - 17)	6,623
<b>Tertiary education and independence</b> (18 - 24)	11,043
<b>Young workforce</b> (25 - 34)	14,923
<b>Parents and homebuilders</b> (35 - 49)	18,022
<b>Older workers and pre-retirees</b> (50 - 59)	10,448
<b>Empty nesters and retirees</b> (60 - 69)	8,671
<b>Seniors</b> (70 - 84)	6,214
<b>Elderly aged</b> (85 and over)	1,549

**Source:** .id and Australian Bureau of Statistics, Census of Population and Housing 2016

## ANTICIPATED NUMBERS

**Online Engagement:** 1,500+

**Organisations:** 50+

**Key stakeholders:**

- Government/local government environment and sustainability practitioners
- Conference presenters (researchers and innovators)
- Community (youth and adults)
- Corporate sponsors

**Sample attendee list:**

- Local government sustainability, environment, planning, business, innovation and technology professionals
- Local government executives and managers
- State government agencies and professionals in sustainability, waste, water, energy, environment etc.
- Sustainable technology experts and enthusiasts (including renewable energy, energy efficiency, water efficiency, carbon management, waste management and technology, social impact, social enterprise and more)
- Engaged youth
- Community members
- Start-ups and local sustainable and technology businesses

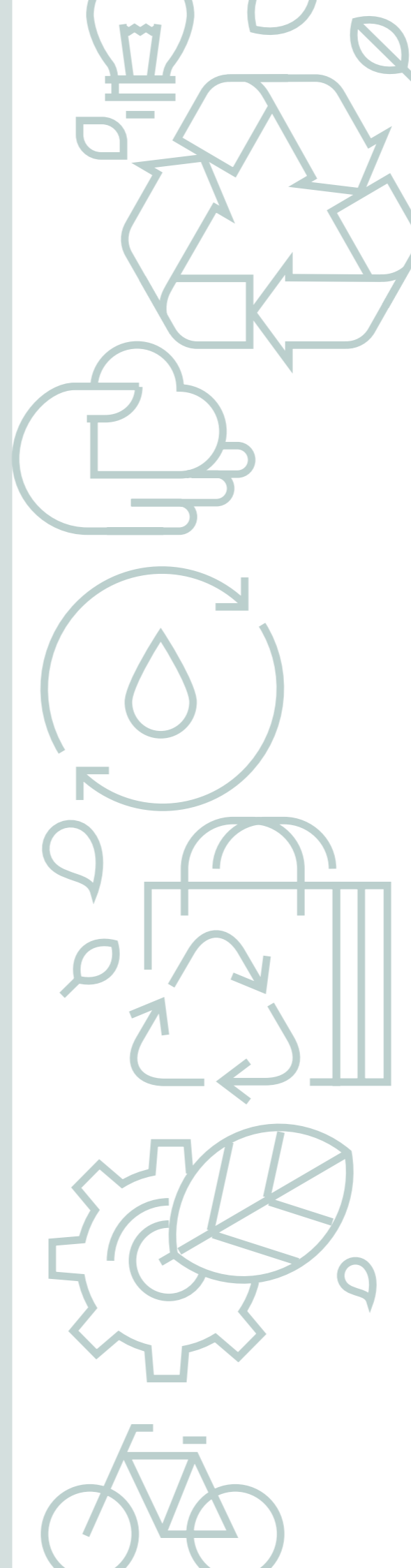
## SPONSORSHIP OPTIONS

**Sponsorship can be undertaken in a variety of ways:**

- cash contribution
- in-kind offer of services
- donation of prizes for use as incentives for the community to attend the event.

## WHAT CAN WE OFFER?

- the potential to reach national and international audiences through an online platform
- large numbers of event patrons/engagements
  - over 50,000 people attended our events in 2017
  - over 10,000 people engaged with our events online in 2017
  - 8,000+ followers on Facebook
  - 3,000+ followers on Twitter
  - 1,700+ followers on Instagram
  - 20,000+ database for monthly eNewsletter
- this event is at a low to no cost offering a welcoming and inclusive experience as a context for your brand
- we are a diverse and multicultural council, with a progressive business community and a drive for change
- the enhancement of your corporate image and credibility as a committed supporter of the Canning community.



## SPONSORSHIP BENEFITS

	Platinum \$5,001 +	Gold \$3,001 - \$5,000	Silver \$1,000 - \$3,000
Acknowledgment and logo included on CYWC website, event online portal and City of Canning website (linking to sponsors web page)	Large	Medium	Small
Acknowledgment and promotion on social media throughout campaign	✓	✓	✗
Acknowledgment and promotion on LinkedIn the commencement of the sponsorship	✓	✓	✓
Acknowledgment in media releases	✓	✗	✗
Complimentary tickets	4	2	1
Verbal acknowledgement in opening address on 12 May by Josh Byrne	✓	✗	✗
Virtual Booth including the ability to: <ul style="list-style-type: none"> <li>upload a pre-recorded video advertising products and services</li> <li>provide conference members with special offers</li> <li>chat</li> <li>list key contacts</li> <li>social media links</li> <li>upload document files</li> </ul>	✓	✓	✓

## SPONSORSHIP OPPORTUNITIES

Let's work together to unlock a unique opportunity to put your brand, product, or service front and centre!

Contact us today at [sustainability@canning.wa.gov.au](mailto:sustainability@canning.wa.gov.au) to discuss your business objectives and we'll build a sponsorship package that will help you achieve your goals.



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**City of Canning**

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