

ACCESSCR



# AUSTRALIAN CONSUMER PARTNERSHIPS IN RESEARCH AWARDS 2025

AN INVITATION TO SPONSOR & CHAMPION EXCELLENCE

#CPIR2025Awards

# Celebrating and Inspiring Excellence

We are excited to invite you to become an inaugural sponsor of AccessCR's Australian Consumer Partnerships in Research 2025 Awards (#CPIR2025Awards).

The **CPIR 2025 Awards** will bring national recognition to the excellence we know exists but is often overlooked – both locally and internationally – in how research partners with a diversity of consumers in diverse ways. This event will highlight what a gold-class experience looks like for research participants and consumer partners, uniquely defining "excellence" from the consumer's perspective.

This event is more than a celebration; it's a call to action. By spotlighting best practices, we aim to inspire researchers, organisations, and consumer advocates to reach new heights in their collaborations. Held during **National Science Week**, the awards will contribute to the national conversation about the value of consumer partnerships in health and medical research.

This is a chance to align your organisation with a pioneering event, one that honours innovation and excellence in consumer partnerships while setting a benchmark for the future.

# From a Seed of an Idea to this Event

[AccessCR](#) is a social enterprise dedicated to driving meaningful consumer involvement in clinical trials and research. Through our services to the research and community sectors, we support and advocate for what we proudly call the Community and Consumer Research Workforce (CCReW, pronounced 'croo'). These individuals - consumer partners and research participants alike - are critical to advancing health and medical research that is more inclusive, effective, and impactful.

We firmly believe that research outcomes improve when lived experience is at the heart of the process. By fostering strong partnerships with those who navigate the health system and live with health conditions, research can achieve greater efficiency and deliver better outcomes for all.

In mid-2024, our [Research Gamechangers Facebook community](#) identified a key priority: a platform to celebrate and empower the CCReW. This feedback inspired the creation of an event with a unique mission—**celebrating excellence in consumer partnerships in research**. Over the following months, a Steering Committee of consumers and engagement professionals helped refine the vision, establish award categories, and shape an event that will showcase and reward outstanding practices in consumer engagement.

# About the Event

The [CPIR 2025 Awards](#) are all about identifying and celebrating excellence in consumer partnership and experience in research.

From Feb – Apr 2025, individuals and organisations will be able to make video and written submissions for one of six Awards. Through a series of judging processes, finalists will be selected. Finalists will be asked to present more information about their submission in a 2-day virtual event, to be held 12-13 Aug 2025 (during National Science Week).

On the evening of 13 Aug 2025, winners in each Award category will be announced. Category Award winners will receive a cash prize and trophy, and there will be the opportunity for People's Choice and other honourable mentions, at the discretion of judging panels.



# The Award Categories

**The Award categories for 2025 are:**

- Excellence in Consumer Partnership in Non-Commercial Research
- Excellence in Consumer Partnership in Industry-Funded Research and Development
- Excellence in Consumer Partner Capacity Building
- Excellence in Research Participant Experience
- Outstanding individual consumer impact on Health and Medical Research
- Outstanding Consumer Advisory Group Impact on Health and Medical Research

# Sponsorship Levels in Brief

| <b>The Opportunity</b>        | <b>For</b>                                                                      | <b>Cost<br/>(GST Inclusive)</b> |
|-------------------------------|---------------------------------------------------------------------------------|---------------------------------|
| <b>PLATINUM Event Partner</b> | Overall event sponsorship (Max 2)                                               | \$11,000                        |
| <b>GOLD Award Partner</b>     | Single Award Sponsorship (Max 4)                                                | \$4,950                         |
| <b>SILVER Supporter</b>       | Contributes to Event Operations                                                 | \$2,420                         |
| <b>BRONZE Supporter</b>       | Contributes to Event Operations                                                 | \$1,100                         |
| <b>In-Kind Support</b>        | Championing of Event/ Media/ In-Kind Support                                    | In-Kind                         |
| <b>Local Watch Event Host</b> | Hosting a local 'watch' event to facilitate inclusion and in-person connections | In Kind                         |

# Why Sponsor?

AccessCR is committed to supporting CCRew and researchers to work effectively and meaningfully together. We know there are also many other organisations equally committed to this endeavour.

**Your sponsorship of this event offers a powerful opportunity to:**

- Showcase your organisation's commitment to valuing lived experience in research.
- Demonstrate leadership in driving meaningful consumer partnerships.
- Support a groundbreaking initiative that will elevate the voice and experience of consumers in research.

As described, we offer a variety of sponsorship levels to accommodate different capacities, and we are happy to explore custom options to suit your organisation's needs.

# A Call to Action

With nominations opening in February, for maximum exposure, now is a great time to lock in your sponsorship of the CPIR 2025 Awards.

Please visit [the Event website](#) to learn more about CPIR 2025 Awards. Becoming a sponsor is as easy as reviewing the [full sponsorship prospectus](#) and [applying to sponsor online](#).

If you'd like to discuss the opportunities further, please feel free to contact me.

Thanks for considering this Invitation. Together, I believe we can champion the consumer voice and amplify its role in shaping the future of research.

Janelle Bowden

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Event: [ccrew.accesscr.com.au/CPIR-2025/](http://ccrew.accesscr.com.au/CPIR-2025/)