

ACCESSCR



# AUSTRALIAN CONSUMER PARTNERSHIPS IN RESEARCH AWARDS 2025

DETAILED SPONSORSHIP PROSPECTUS



# An Invitation to Champion Excellence

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

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 - consumers 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.

**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 a diversity of ways. The 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. 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."*

Please reach out if you'd like to discuss sponsorship opportunities further. Together, we can champion the consumer voice and amplify its role in shaping the future of research.



Janelle Bowden, PhD

ACCESSCR



# An Overview of the Event

The following outlines the key activities that will culminate in a Virtual Awards event to be held online 12 - 13 August 2025.

Date	Activity
Thurs 19 Dec 24	Official 'Save the Date' Announcement EOIs for judges and sponsorship opens
Early Feb 25	Online portal opens for entries
Wed 22 Apr 25	Entries close
Wed 29 Apr 25	Judging Commences
Wed 27 May 25	Public voting commences; Event registration opens
Wed 1 Jul 25	Finalists announced
<b>Tues 12 Aug -</b>	<b>Event:</b> Plenary + Finalists in 3 categories present
<b>Wed 13 Aug 2025</b>	<b>Event:</b> Finalists in 3 categories present + Closing Panel + Award Winners Announced (all categories)

The Event will be promoted through AccessCR's activities, websites and social media, CCRew newsletters, and sponsor activities.

Registration to attend the Awards Event will be free to facilitate inclusion and participation. It will also be recorded for future public sharing, providing Sponsors with benefit beyond the 2025 Event cycle.

## 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

All accepted submissions will receive an electronic Certificate of Participation, and eventual distribution of their video nominations online through AccessCR's social and video channels.

Award winners (formal judging process) will receive a cash prize and trophy (awarded in person at a later date). At judge's discretion, honourable mention certificates may be awarded. We also expect to announce a People's Choice Award, based on public voting.

# Who's Behind This Event

AccessCR is hosting this event in alignment with its social purpose to support the Community and Consumer Research Workforce (CCReW – the people participating in and partnering in research).

We are exceptionally grateful for the generous sharing of time, experience, wisdom and enthusiasm of our wider network of volunteers including the Steering Committee members, Facebook group, and other Event helpers who have been critical to the shaping of this Event.

## The Event Steering Committee

**The CPIR 2025 Awards Steering Committee Members are** *(in first name alphabetical order):*

Anne McKenzie AM	Consumer advocate and consultant
Brigitte Sigl	Patient Experience and Multiple Sclerosis Lived Experience Leader, Advocate & Consultant
Deborah Robins	Health consumer representative / Duchene Muscular Dystrophy advocate
Jan Mumford	Health consumer advocate
John Stubbs AM	Healthcare consultant and Board member
Karen van Gorp	Health consumer advocate
Michael Elwan	PhD Research, strategist and advocate
Briony Willions	Program Coordinator, Curtin Involve
Janelle Bowden	Managing Director, Consultant and Advocate, AccessCR
Jo Maxwell	Consumer Engagement & Indigenous Research Strategy, UQ
Kris Pierce	Director, Consumer engagement and advocacy, UNSW

As host of the Event, AccessCR is Chairing the Steering Committee.

AccessCR will also be actively promoting and operationalising the Event and seeking sponsorship and nominations. As such, AccessCR will play no role in the judging of any Awards, to minimise perceived conflicts of interest.

# 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.

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.

## Sponsorship Opportunities in Brief

**We are seeking partners** that share our enthusiasm to encourage and celebrate excellence in consumer partnership in research to help cover the operational and Award expenses for this event, and encourage broad engagement and participation in the Event, whether as a nominator, entrant, voter attendee or judge.

Opportunity	For	Cost (in AUD, GST inclusive)
<b>PLATINUM</b> Event Partner	Overall Event sponsorship (Max 2)	\$11,000
<b>GOLD</b> Award Partner	Single Award Sponsorship (6 in total)	\$4,950
<b>SILVER</b> Supporter	Contributes to Event Operations	\$2,420
<b>BRONZE</b> Supporter	Contributes to Event Operations	\$1,100
<b>IN-KIND</b> Support	Championing of Event/Media/ In-Kind Support	In-Kind
Local Watch Event Host	Hosting a local 'watch' event to facilitate inclusion and in-person engagement	In-Kind

The following pages provide a summary of the benefits by sponsorship level, as well as other considerations and processes for submitting interest in sponsorship.

Finalising support prior to launch of the Event for entries (ie early February) will give sponsors the maximum level of exposure and time to benefit from their investment.

# Sponsorship Benefits by Level Compared

Benefit	PLATINUM Event Partner (2)	GOLD Award Partner (6)	SILVER Supporter	BRONZE Support	IN-KIND Support	Local Watch Event Host
<b>PRE-EVENT</b>						
<b>On CCRew Website</b>						
Listed as 2025 CCRew Supporter until Dec25: Hyper-linked LOGO	X	X				
Listed as 2025 CCRew Supporter until Dec25: Hyper- linked NAME			X	X		
Optional: Interview re support of consumers and/or Event for CCRew Blog	X	X				
<b>On Event Website(s)</b>						
Listed as Sponsor: Hyper-linked LOGO + Short description	X	X	X	X		
(Optional) Primary Contact Email for engaging with organisation as consumer partner	X	X				
Listed as Sponsor: Hyper-linked NAME					X	X
<b>Event Promotion in CCRew Newsletters</b>						
Listed as Sponsor: Hyper-linked LOGO (all newsletters)	X	X				
Listed as Sponsor: Hyper-linked NAME (Feb, Jul and Aug 25 newsletters)			X	X	X	X
<b>Other Event Promotion - Examples</b>						
LOGO in Event banner on AccessCR emails	X					
Hyperlinked LOGO in all Event Specific Emails	X					
Hyperlinked LOGO in all Award Specific Emails	X	X				
LOGO on Social Media Tiles for Attendees, Presenters to share	X					
Conference Tile(s) to promote own Sponsorship of the Event	X	X	X	X	X	X
Named in AccessCR Event-related social posts (at least monthly)	X	X				
(at key milestones)	X	X	X	X	X	X

# Sponsorship Benefits by Level Compared

Benefit	PLATINUM Event Partner (2)	GOLD Award Partner (6)	SILVER Supporter	BRONZE Support	IN-KIND Support	Local Watch Event Host
<b>DURING EVENT</b>						
Option to participate in opening or closing plenary/panel	X					
Option to play 1min promotional video* at start of each day and Awards Ceremony.	X					
Verbal recognition at start of each day & Awards Ceremony during Sponsors slide	X	X				
Logo on Sponsor slide shown before Event sessions/Awards Ceremony	X	X	X	X		
Logo on In-Kind Support slide shown during breaks/before Awards ceremony					X	
Logo on 'Thankyou Local Watch Event Hosts' shown during breaks/Awards Ceremony						X
Option to play 30sec promotional video* prior to Award winner announcement		X				
Named as Award Sponsor on Category Trophy		X				
Logo on Certificates for People's Choice Awards/Honourable Mentions	X					
<b>POST EVENT</b>						
Hyperlinked Logo and '1 sentence about text' on media release re Award winners	X	X				
Hyperlinked Name on Award winners media release			X	X		
Opportunity to attend in person trophy presentation (at own cost) at a later date		X				
Post Event De-Brief (sponsor specific)	X	X	X	X		
(generic)	X	X			X	X

\* The Steering Committee reserves the right to pre-approve videos as suitable for the Event.

# Sponsor Considerations

**Please consider the following additional information, before applying for sponsorship.**

- Sponsors must hold a valid ABN.
- Sponsorship will only be considered from individuals, companies or organisations that have a potentially positive impact in advancing the care, health and wellbeing of Australians, whether at a local/state/national/international level. This could include (but is not limited to) patient organisations, therapeutic goods and services companies, consultants, contract research organisations, health services, medical research institutes, universities, research networks, industry associations, technology providers, or philanthropic individuals or organisations and foundations with interests in the health and medical research sector.
- Sponsors can only secure one paid sponsorship opportunity. This does not prevent them from also providing in-kind support or hosting a local watch event.
- To minimise potential perceptions of industry influence in the health sector, we will be aiming to balance commercial and non-commercial sponsors, as follows:
  - Maximum of 1 Commercial Platinum Event Partner
  - Maximum of 3 Commercial Gold Award Partners (50% balance)
  - Unlimited Silver and Bronze Supporters, In-Kind Support (no strings attached) or Local Watch Event Hosts.
- As there are limitations on the number of sponsors for some opportunities, expressions of interest in sponsorship will be accepted on a first come, first choice basis. In the event an invoice is not paid within 14 days, the expression of interest will be considered cancelled and revert to the next application waiting in line.
- The benefits of sponsorship will only commence upon receipt of payment.
- Sponsors (and their employees) can participate as nominators or nominees for Awards, but must abstain from voting for or judging categories in which they are nominees/sponsors.
- Delegate lists will not be supplied to any sponsors. Hyperlinks to a sponsor's website will be made available on the Event website, and appropriate event communications/promotion (as previously noted).
- The sponsor contact will be automatically registered as an attendee (or speaker, as appropriate) for the Event, once registrations open. Any other employees or volunteers of the sponsor organisation wishing to attend will need to register independently via the Event registration platform.

For a further discussion of the sponsorship opportunities on offer or alternatives, please contact Janelle Bowden via email: [janelle@accesscr.com.au](mailto:janelle@accesscr.com.au)



# Are You Ready to Champion Excellence and Sponsor This Event?

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

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

For a further discussion of the Sponsorship opportunities on offer or alternatives, please contact Janelle Bowden via email: [janelle@accesscr.com.au](mailto:janelle@accesscr.com.au)

## To apply for sponsorship:

- Please complete the [online application form](https://bit.ly/EOI-CPIR-2025-Sponsor) at: <https://bit.ly/EOI-CPIR-2025-Sponsor>.
- If the online form is unavailable, please email [janelle@accesscr.com.au](mailto:janelle@accesscr.com.au) to request a Word version which can be returned via email.

## Confirmation, Acceptance and Payment for Sponsorship

- As sponsorship is subject to first come-first choice, and there are limitations on industry sponsorship, AccessCR will email you within 24 hours of receipt of your application for sponsorship to confirm the status of your request (confirmed or waitlisted).
- If we are able to confirm your sponsorship application has been accepted, AccessCR will issue a Sponsorship Offer email with attached tax invoice. Payment instructions will be highlighted on the tax invoice.
- Payment of the full invoice must be made within 14 calendar days of confirmation of the invoice (unless otherwise agreed). Payment is required before any entitlements can be delivered (unless otherwise agreed).
- Upon receipt of payment, AccessCR will assume the Sponsorship offer and all the Sponsor conditions have been accepted.
- In the event payment has not been received 10 days post invoice date, an email will be sent reminding of the due date (14 days). If the due date passes without payment, in the absence of another written agreement, the sponsorship offer will be considered cancelled and the next applicant in line will be offered the opportunity.
- All fees are in Australian dollars and include GST.

# Cancellation Policy

**If the Event cannot be held on the 12-13 August, then the following will occur:**

- If completely Cancelled, the % of sponsorship returned will be dependent on how close the 12-13 Aug is, the perceived promotional exposure sponsors have received and payments committed to, as decided in consultation with the Steering Committee.
- If Postponed, sponsorship will not be returned, unless a significant financial impact to the Sponsor can be demonstrated from the postponement.

**If a Sponsor chooses to cancel their sponsorship:**

- notice of cancellation must be emailed to and received by [janelle@accesscr.com.au](mailto:janelle@accesscr.com.au), and the following cancellation fees will apply:
  - 25% cancellation fee will apply for cancellations received prior to Feb 2025 (entries opening).
  - 50% cancellation fee will apply for cancellations received prior to May 2025 (registration opening).
  - Cancellations received after Event registration opens will not be refunded.

# Thankyou For Considering Sponsorship

We understand times are tough, and really appreciate your consideration to helping us host this event through your sponsorship.

What better time than now to be a part of something positive, that can not only get your brand noticed for its championing of consumer partnership in research, but to contribute to celebrating excellence in Australia with the world.

We believe in 'Better Together' and do hope you will join us in this adventure and celebration.

Whether you sponsor or not, we look forward to your future attendance at the Event, or even participation as a judge. For more information about the Event and opportunities to be involved as time rolls on, please visit the Event webpage:



<https://ccrew.accesscr.com.au/cpir-2025/>

For links to all AccessCR's socials, websites, and resources, visit: [bit.ly/m/AccessCR-Links](https://bit.ly/m/AccessCR-Links)



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**For more information, contact:**

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