

# 38th ANZAM Conference 2025



## *SPONSORSHIP PROSPECTUS*

*Proudly hosted by:  
Deakin Business School  
2-4 December 2025*



**ANZAM**

AUSTRALIAN & NEW ZEALAND  
ACADEMY OF MANAGEMENT

# Alternative Truths in Management: Dare to Challenge the Status Quo

## 38th ANZAM Conference 2025

Management research has long shaped the way we understand organisations, leadership, and the world of work. But are we asking the right questions? Are we challenging deeply held assumptions, or are we simply reinforcing them?

At the 38th ANZAM Conference, we will dare to push boundaries. Under the theme *"Alternative Truths in Management: Dare to Challenge the Status Quo"* we invite academics and industry practitioners to explore, disrupt, and rethink the narratives that shape our field. From hidden biases in management theory to the changing nature of work, we challenge scholars to question what we take for granted—and consider what comes next.

This is more than a conference. It's a call to action for those ready to challenge dominant paradigms, explore alternative perspectives, and drive meaningful change in management research and practice.

Deakin Business School is proud to host the 38<sup>th</sup> ANZAM Conference, at its beautiful Geelong Waterfront campus.





## Venue

The 2025 ANZAM conference is a planned 3-day, in-person event and will be held at Deakin Geelong, Waterfront Campus.

Geelong is located approximately one hour from Melbourne CBD. Geelong is a satellite city that is a successful business metropolis, with many big Australian companies choosing Geelong as their home. Geelong is the gateway to the Bellarine Peninsula, with a thriving food and wine culture and gateway to the Great Ocean Road.

## Benefits of Sponsorship

Sponsoring at the ANZAM conference will provide you with essential marking opportunities such as:

- **Brand position, visibility and positive brand association** - Showcase your brand to a national and international audience of management academics, practitioners, and emerging leaders.
- **Differentiation from competitors** - Distinguish yourself from competitors and gain a unique edge.
- **Engage customers** - Foster meaningful interactions with delegates and potential customers.
- **Targeted audience engagement** - Direct access to a highly engaged audience with interests in management, leadership, innovation, and organisations.
- **Thought leadership positioning** - Opportunities to be recognized as a supporter of thought leadership, education, and research excellence in management.
- **Increased sales and networking opportunities** - Expand your reach and capitalise on enhanced networking prospects, building valuable connections with academics, industry leaders, and key decision-makers.
- **Exclusive access to emerging talent** - Connect with high-performing doctoral students, postgraduates, and academics looking for collaboration, research, or employment opportunities.
- **Support future leaders** - Help support doctoral students, early-career researchers, and the future of management education and research.



## Who will attend

ANZAM conferences have attracted delegates from academia, practitioners, researchers, policy analysts and postgraduates from Australia, New Zealand and other international markets. In 2024, we attracted delegates from 31 countries. We anticipate around 400 delegates, with past conferences attracting 400+ delegates.



## Tailored Packages

Contact the Conference Manager for tailored solutions. We would be delighted to assist in the development of a tailored package for your company if none of the listed opportunities suit your promotional activities. Please contact the Conference Managers, Conference Solutions to discuss. E-mail: [anzam@con-sol.com](mailto:anzam@con-sol.com)

# SPONSORSHIP PACKAGES

## Conference Dinner One available

The Conference dinner, the highlight of the social program, is an ideal opportunity to promote your business. The dinner venue still to be confirmed. The dinner will be held on the evening of **Wednesday the 3<sup>rd</sup> of December 2025**.

The sponsorship includes:

- A short (5-10 min) address during the dinner
- Display of company banner/signage at the dinner venue – sponsor to provide
- Acknowledgement and link on the Conference website
- Acknowledgement in the Conference App
- Acknowledgment in Conference social media promotions
- Acknowledgement on the dinner menu
- Four complementary dinner tickets

**COST: AUD \$5,500**



## Welcome Reception One available

The welcome reception is the first official function of the Conference and is a great way to network with the delegates in a relaxed atmosphere. To be held on the evening of **Monday 1<sup>st</sup> of December 2025**.

Sponsorship at this function gives your company excellent visibility and includes:

- A short (5 min max) address during the welcome reception
- Display of company banner/signage at the reception venue – sponsor to provide
- Acknowledgement and link on the Conference website
- Acknowledgement in the Conference App
- Acknowledgment in Conference social media promotions

**COST: AUD \$3,300**

All prices include GST



## Exhibition Tables Limited spaces available

**COST: AUD \$1,650**

Exhibition tables, available from **Tuesday 2<sup>nd</sup> to Thursday 4<sup>th</sup> of December 2025** at Deakin University's Geelong Waterfront campus, will allow your company to interact with our delegates throughout the conference proceedings. Your table will be located within the catering area within 'The Gallery', allowing for maximum visibility.

An exhibition table package includes:

- One complementary registration for the conference
- One standard trestle table, with cloth and chair
- Acknowledgement in the Conference App

## Award Sponsorship Limited number available

**COST: To be determined**

Each year ANZAM awards prestigious acknowledgement of high performing academics and doctoral students. If you are interested in sponsoring an award, please contact the ANZAM Academy Manager to discuss this exciting opportunity. Email: [anzam@anzam.org](mailto:anzam@anzam.org)

The sponsorship of an ANZAM award provides exposure to the business, and allows the business to recognize the excellent contributions of academics and students.

- Opportunity to present the award during the award ceremony
- Display of company banner/signage during award ceremony
- Acknowledgement and link on the Conference website
- Acknowledgement in the Conference App
- Acknowledgment in Conference social media promotions

All prices include GST

## Doctoral Workshop Limited spaces available

**COST: AUD \$1,850**

The ANZAM doctoral workshop to be hosted on **Monday 1<sup>st</sup> of December 2025** at Deakin University, **Geelong Waterfront campus**. This is an excellent opportunity to demonstrate your commitment to building research capability. Your sponsorship will be used to offset the costs of the doctoral workshop making it more accessible to our students.

The sponsorship includes:

- Display of company banner/signage at the workshop – sponsor to provide
- Acknowledgement and link on the Conference website
- Acknowledgement in the Conference App
- Acknowledgment in the social media promotions
- Acknowledgment in the workshop branded materials (e.g., PowerPoint slides)

Separate from the sponsorship of the event, we welcome invitations to create scholarships and subsidies to students from economically disadvantaged regions. Please contact the Conference Managers to discuss this unique opportunity.

All prices include GST

## CANCELLATION POLICY

In the event of withdrawal of sponsorship, please note that unless that sponsorship is re-sold, the organisers reserve the right to retain the deposit and any further payments received. Cancellations must be advised in writing to the Conference Manager, Conference Solution to discuss: [anzam@con-sol.com](mailto:anzam@con-sol.com)



# SPONSORSHIP APPLICATION FORM

I/we wish to become a sponsor in the following category:

Conference dinner (AUD\$5,500)

Exhibition table (AUD \$1650)

Welcome reception (AUD \$3,300)

Doctoral workshop (AUD \$1,850)

I am interested in discussing a tailored package for: AUD\$ \_\_\_\_\_

The sponsorship fee is payable on acceptance of the application. Sponsorships will be allocated strictly in accordance with the date of receipt of application and payment.

## Contact Information

Name of Company:

Address:

City/State:

Postcode:

Contact Person:

Email:

Phone:

Signature:

Date:

## Payment Options

### Direct Credit

NAB      Canberra

BSB      082-902

Account: 874 101 128

Name      Conference Solutions

### Debit my credit card    MasterCard / Visa / Amex

Amount \$ \_\_\_\_\_

Credit Card No \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiry Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_



Please return this form to:  
Conference Solutions  
Level 1, 22 Essington Street  
Mitchell, ACT 2600  
Telephone (02) 6285 3000  
E-mail: [anzam@con-sol.com](mailto:anzam@con-sol.com)