



latrobe photography

Reconciliation NSW

# SPONSORSHIP BROCHURE



# WELCOME



Young supporter at Yabun 2022



Board member Natt Smith talking land and language at Yabun 2022



CEO Tristan Tipps-Webster and Steven Collins, Aboriginal Liaison Officer, NSW Parliament, prepping the 2020 Schools Reconciliation Challenge (SRC) Exhibition on the Reconciliation Wall

Reconciliation NSW invites you to become a sponsor and be part of the reconciliation journey in NSW. We offer a valuable opportunity for individuals and organisations to demonstrate their commitment to the reconciliation movement, and at the same time help us to successfully deliver our strategic projects, programs and events.

## Our vision

The vision of Reconciliation NSW is to create a reconciled, just and equitable community for Aboriginal and Torres Strait Islander peoples and other Australians in NSW.

## Our approach

We work to inform, educate and inspire the people of NSW to engage in reconciliation – to create a reconciled, just and equitable community for Aboriginal and Torres Strait Islander peoples and other Australians in NSW. For more information on our story, go to; <https://reconciliationnsw.org.au/our-purpose/>.

**\*Images on front and back pages-** Kerry Johnson and Rayma Johnson from Burrundi Theatre dancing/teaching students as part of the 2020 SRC launch at Observatory Park, Sydney

# WHAT WE DO

## Guided by Aboriginal and Torres Strait Islander people, we:

- Design and deliver programs, campaigns, events and resources that deepen understanding and knowledge of Aboriginal and Torres Strait Islander peoples' cultures, heritage and unique place as the First Peoples of this land.
- Focus on ensuring our work builds and supports a deeper understanding of how to deliver real change.
- Work with Aboriginal Elders and community partners to ensure our vision of inclusivity aligns with Aboriginal and Torres Strait Islander peoples' perspectives.
- Support the design and implementation of school curriculums for young Australians, to nurture an early awareness of the historical and socio-political issues underpinning reconciliation.
- Advocate for a whole of government commitment to reconciliation in NSW.
- Connect individuals and organisations with resources and services related to reconciliation.
- Challenge racism and foster stronger race relations in NSW.
- Educate people to better understand the inequality experienced by Aboriginal and Torres Strait Islander people – both historically and in present- day – and for the need to create a reconciled community for all.
- Emphasise the importance of truth telling so every Australian can feel proud to be connected to more than 60,000 years of Aboriginal and Torres Strait Islander history.



Reconciliation NSW founding Co-Chair, The Hon. Linda Burney Minister for Indigenous Australians with Aunty Carol Cooper from the Blue Mountains Local Reconciliation Group



Everyone loves getting Aboriginal and/or Torres Strait Islander flag tattoos!

# OUR COMMUNITY IMPACT

Reconciliation NSW has continued to evolve over the 25 years since the Bridge Walk – it is now about public education and allyship, bringing the entire NSW population towards Voice, Treaty, Truth and Justice.

We are committed to furthering these conversations and have made significant contributions in this area in 2021-22:

- Engaged more than **19,000** students through our Schools Reconciliation Challenge – now in its 14th year.
- Delivered **professional development workshops to 587** educators and supported over **5,000 educators online** to embed reconciliation in schools.
- Developed **new online resources** and increased reach and traffic to our website and social media (a **91% surge in traffic** this year with over **18,000 followers**).
- Built connections between local Elders and schools through our **Pathways to Reconciliation pilot program**, facilitating caring for Country and art workshops to produce **19 public art exhibitions** since 2019.
- Hosted and supported more in person and online **events, programs, and campaigns** designed to increase awareness of the reconciliation cause.
- Provided **comprehensive community support** through speakers for events, support of **15 community advocacy** campaigns, developing ongoing resource materials, and providing operation and financial support to **22 local reconciliation groups** across the state.
- Achieved **230% growth in organisational memberships in 2021**, improving our capacity for future initiatives, while furthering the reach of the reconciliation movement.
- Partnered with NSW Parliament to co-host events on emerging topics affecting Aboriginal communities in NSW, engaging **Parliamentarians as well as the wider community** through live streaming.



SRC artwork entry 'Harmony between our differences' by Xiqita Penaflor, Nepean CAPA HS 2021



SRC artwork entry 'Our place, our destiny' by Orange Grove PS 2019

# SPONSORSHIP LEVELS

	PLATINUM \$25K	GOLD \$15K	SILVER \$10K	BRONZE \$5K
Program sponsor naming rights (Your corporate logo and branding on all program materials, signage, etc.)	✓			
Stand-alone corporate sponsor media release for your organisation	✓			
Written report of program outcomes	✓	✓		
Invitation to sponsorship events (e.g. program launch event, NRW breakfast, corporate networking events, webinars)	✓	✓		
Reconciliation online webinar for your organisation	✓	✓	✓	
Your corporate logo on the Reconciliation NSW website	✓	✓	✓	
Your corporate name on our 'partners' page on the Reconciliation NSW website	✓	✓	✓	✓
Shared program media release (with all program sponsors)	✓	✓	✓	✓
Use of official Reconciliation NSW logo in advertising or media (with our prior approval)	✓	✓	✓	✓
Reconciliation in-person or online event speaker for your organisation	FREE	50% OFF	25% OFF	10% OFF

# OUR PROGRAMS:

## SPONSORSHIP OPPORTUNITIES

As public awareness and interest in reconciliation continues to grow, we are working to meet community demand. By increasing our organisational capacity, we can deliver strategic events and programs to more individuals, schools, organisations and local governments across regional NSW.

Our programs bring together individuals and organisations who support the reconciliation movement to work alongside First Nations thought leaders who speak about the causes that matter to them. Our programs give NSW supporters the opportunity to learn about and contribute to meaningful change.

### SCHOOLS RECONCILIATION CHALLENGE

### SPONSORSHIP OPPORTUNITIES AVAILABLE



SRC artwork entry 'One sky forever and always' by Kings Langley PS 2021

The SRC is our premier schools program, now in its 13th year. This art and writing competition allows students to learn about and celebrate Aboriginal and Torres Strait Islander culture. Inspired by an annual theme, students reflect on what reconciliation means to them and create artworks and stories. The finalist exhibition tours throughout Sydney and regional NSW to promote reconciliation throughout the state. With more than 19,000 entries to date, in 2021 we reached over 15,000 students via webinar participation and our SRC website.

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\$25,000

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GOLD  
\$15,000

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SILVER  
\$10,000

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BRONZE  
\$5,000

### PATHWAYS TO RECONCILIATION (P2R)

### SPONSORSHIP OPPORTUNITIES AVAILABLE



Cultural Educator Uncle Jimmy Smith sharing a smoking ceremony with students.

The P2R program has been piloted in four local government areas to 14 schools in Greater Sydney since 2019. It builds teacher confidence to teach reconciliation, connects schools with local communities, increases student engagement and understanding of reconciliation through in-school workshops with local Elders and educators, and improves community cohesiveness through public art exhibitions celebrating these learnings.

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# OUR PROGRAMS:

## SPONSORSHIP OPPORTUNITIES

### TRUTH-TELLING IN NSW PROGRAM



Where it all began: the 2000 Sydney Harbour Bridge Walk for Reconciliation

Our Truth Telling program amplifies First Nations voices to educate Australians on the true histories of this country. Through workshops, events, online webinars, tools and social media campaigns, we provide information and resources for individuals, schools and organisations to understand the unique position of Aboriginal and Torres Strait Islander Peoples in this country. This work includes:

- Progressing the Uluru Statement from the Heart campaign, which requires significant public awareness across NSW to achieve the goals sought in this historic statement for Voice, Treaty and Truth
- The annual NRW program and breakfast, which we hope to grow into a premiere NSW event, and
- Providing access to truth telling opportunities to strengthen pride for First Nations cultures, to be celebrated and elevated by everyone, for a reconciled national identity.

### SPONSORSHIP OPPORTUNITIES AVAILABLE

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### ANTI-RACISM NSW PROGRAM



Our popular and thought provoking Anti-Racism event, Im Not Racist , But... part of Vivid Sydney 2022

Our Anti Racism program works to progress a national understanding of racism's diverse impacts on individuals and systemic justice. We provide anti-racism education through a range of platforms - including in schools, social media, toolkits for individuals and workplaces, webinars and public forums and events.

### SPONSORSHIP OPPORTUNITIES AVAILABLE

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GOLD  
\$15,000

2  
SILVER  
\$10,000

3  
BRONZE  
\$5,000

### YOUTH OUTREACH NSW PROGRAM



Some of our fabulous volunteers, Harry and Rea at Yabun 2022

Young leaders are standing strong and tall and amplifying the needs of First Nations communities. With 53% of the NSW Aboriginal population aged 24 years and below, compared with 31% of the non-Aboriginal population, Reconciliation NSW is working to strengthen its partnership with youth organisations. We seek to deepen this partnership to engage youth audiences in the Reconciliation movement, as we diversify stakeholder engagement and appreciate the power of young leaders to develop future outcomes of justice for Aboriginal people in NSW.

### SPONSORSHIP OPPORTUNITIES AVAILABLE

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GOLD  
\$15,000

2  
SILVER  
\$10,000

3  
BRONZE  
\$5,000

# BE PART OF THE MOVEMENT FOR A RECONCILED AUSTRALIA

Your sponsorship will be contributing to a reconciled, just and equitable community for Aboriginal and Torres Strait Islander peoples and other Australians in NSW.

We are pleased to receive strong support from the corporate, government and private sectors as well as the local community.

## Corporate Benefits:

Your sponsorship will result in the following benefits:

- Positive brand alignment through support of programs that facilitate a cultural shift toward a fairer and more equitable NSW.
- Your organisation's affiliation with our initiatives through social media channels and on our website.
- Opportunity for new relationships and future projects through connection with Aboriginal controlled organisations and the reconciliation network.
- Opportunities to attend reconciliation events such as our annual NRW breakfast, corporate networking events, and webinars
- Corporate Social Responsibility outcomes through education and employee engagement with reconciliation and First Nations histories.

## Opportunities for flexibility:

- Our Sponsorship levels are designed to suit organisations of all sizes and capacities
- Sponsorship can be directed to a specific event or program or can be tailored to suit your organisation's interests and objectives.
- We also welcome a combination of financial and in-kind sponsorship combinations.



**WE LOOK FORWARD TO WORKING TOGETHER, IN UNITY**

## CONTACT US

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