



2024

Partnership Prospectus



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About the ARA

The Australasian Railway Association (ARA) is the peak body for the rail industry in Australia and New Zealand.

We proudly represent more than 220 member organisations with a shared vision to foster collaboration and create opportunities to support a thriving rail industry enabling economic growth and driving sustainability.

Together with our members representing passenger and freight operators, track owners and managers, suppliers, manufacturers, contractors and consultants, we strive to ensure rail is at the heart of a sustainable transport future.

As the voice for the rail industry, we are committed to advancing the issues that are critical to our collective success.

Our members include listed and private companies, government agencies and franchisees and cover all aspects of rail including:

- The passenger and freight operators that keep essential rail services moving;
- The track owners, managers and contractors that deliver a safe and efficient rail infrastructure network;
- The suppliers, manufacturers and consultants that drive innovation, productivity and efficiency in the industry.

Your Invitation to Partner

I am delighted to invite your organisation to partner with the ARA on the many opportunities available for our 2024 program of events, courses, conferences, research and campaigns.

The ARA's networking events and conferences are attended by key decision-makers and leaders from government and industry, providing an unparalleled opportunity for sponsors to engage with key stakeholders and be at the forefront of critical developments helping to shape the future of rail.

Partnering with us on industry development programs and campaigns provides an excellent opportunity to be at the centre of policy and advocacy efforts to improve the operating environment of rail and play a leading role in supporting a strong and sustainable industry.

We are able to leverage our extensive business network of member and non-member, public, private and government organisations to deliver a robust commercial return in targeted business promotion and personal access to key decision-makers and customers.

The ARA's long-term relationships with its partners is testament to the success of our approach – an exceptional achievement in today's increasingly competitive market for sponsorship dollars.

I encourage you to explore how partnering with us can help meet your strategic objectives, raise the profile of your brand within the rail industry and position your organisation as an industry leader.

Caroline Wilkie

Chief Executive Officer,
Australasian Railway Association (ARA)



Partnership Opportunities

Partnering with the ARA opens the door to enhanced visibility and playing a leading role in collaborative industry success.

The ARA offers a wide range of services and benefits to support our members' growth and success, and ensure a strong future for rail in Australia and New Zealand. Our many different, rewarding partnership opportunities align with members' values and strategic objectives. Our valued partners have the opportunity to sponsor any of the following events, programs and initiatives:

- Industry research;
- Networking events, courses and conferences;
- Industry development programs;
- Industry education and training programs;
- Industry awards;
- AusRAIL and AusRAIL PLUS; and
- Bespoke opportunities.



Why Partner with Us?

Expertise and Experience

For more than 20 years, the ARA has hosted sell-out rail industry events and forums that have attracted thousands of industry colleagues, including at conferences, exhibitions, exclusive invite-only VIP gatherings and our must-attend state networking dinners.

Our events bring the rail industry together to network, build connections and promote strategies for success.

Target Audience Reach

Elevate your brand and showcase your products to a tailored rail audience. The ARA proudly represents more than 220 rail organisations spanning Australia and New Zealand, encompassing passenger and freight operators, track owners and managers, suppliers, manufacturers, contractors and consultants. Capture the attention of key industry players by aligning your message with our extensive network.

Brand Visibility and Exposure

Our sponsorship opportunities are strategically crafted to elevate your brand through in-house marketing support, which focus on brand prominence, significant social media promotion and comprehensive marketing coverage encompassing pre, post and in-event phases.

Our marketing strategy is designed to enhance your content creation and storytelling strategy, while contributing to crafting compelling narratives around the sponsored activities or events.

Data and Analytics

Post-event reporting offers the opportunity to gauge the effectiveness of your investment and assess your return on investment.

Marketing and Promotion

ARA events receive extensive promotion, reaching approximately 7,000 subscribers through the ARA's mailing list and more than 25,000 followers across the ARA's multiple social media channels.

Our in-house marketing team strategically tailors and manages all event marketing campaigns. In-depth marketing data is shared with event partner/s, empowering them to assess their return on investment internally.

Networking and Relationship Building

Sponsoring industry-specific events within this prospectus offers a unique avenue for networking and cultivating relationships with fellow businesses, potential clients and key stakeholders. Your support not only enhances your brand visibility but also positions you strategically within the professional ecosystem of our events.

Customisable Sponsorship Packages

ARA partnership opportunities are open for one-time, annual, or multi-year commitments for organisations seeking to align their brand with the ARA. Gain year-round corporate exposure to targeted audiences in the Australian and New Zealand rail industry.

Recognising the significance of aligning partnerships with strategic and brand objectives, we invite you to collaborate with us in tailoring a bespoke partnership package that precisely meets your needs.

[View a copy of our 2024 program of events](#)



Partnership Packages

Discover exclusive partnership packages, providing a strategic platform to elevate your business's brand awareness, exposure and networking opportunities. Showcase your organisation's innovation, projects and initiatives while enjoying an excellent return on investment through our carefully crafted sponsorship packages.

Sponsor a networking event

State Annual Rail Industry Dinner Series

The ARA fosters industry networking by organising ARA Rail Industry Networking Dinners in major Australian and New Zealand cities annually. These dinners are among the most notable events in the rail networking calendar and regularly sell out. Both ARA Members and Non-Members participate, attracting high-calibre rail executives and decision-makers in business and government.

The ARA's state industry networking dinners unite professionals in the rail industry, offering an ideal platform to connect with fellow colleagues and build positive, beneficial relationships.

Our dinners average attendance of more than 300 people and guest speakers have included state transport ministers, senior industry leaders and experts, who provide insights on the future direction of rail in their state.

2024 Rail Industry Networking Dinners:

- Sydney: 7 March 2024
- Melbourne: 20 March 2024
- Brisbane: 18 April 2024
- Auckland: 7 May 2024
- Perth: 22 August 2024
- Adelaide: 23 October 2024

Entitlements	Platinum (1 only)	Gold (2 only)	Silver (2 only)	Networking Drinks (1 only)
Complimentary table (of 10) placed in a preferential position at the dinner,	✓	✓		
plus one (one) complimentary place on a VIP table of dignitaries and other industry CEOs.	✓	✓		
Organisation banner (to be supplied by partner) displayed in the pre-dinner area.	✓	✓	✓	✓
Verbal acknowledgement by MC at the dinner.	✓	✓	✓	✓
Opportunity to speak for up to five minutes at the dinner.	✓			
Opportunity to supply printed materials (provided by partner) on each table.	✓	✓		
Organisation logo to be displayed on holding slides at the dinner.	✓	✓	✓	✓
Organisation logo and hyperlink on dinner website and electronic marketing material.	✓	✓	✓	
Organisation logo to be displayed on menus on each table and on holding slides at the dinner.	✓	✓	✓	
Acknowledgement of your support in the ARA dedicated EDMs including ARA newsletters, distributed to over 7,000 subscribers throughout the rail industry.	✓	✓	✓	✓

ARA Members*				
Platinum Partner (1 only) Sydney & Melbourne	Platinum Partner (1 only) Other capital cities	Gold Partner (2 only) Sydney & Melbourne	Gold Partner Other capital cities	Networking Drinks Partner (1 only)
\$18,000	\$15,000	\$12,000	\$10,000	\$5,000

ARA Rail Industry Lunch Series

In 2024, the ARA will host a series of four industry leadership networking lunches. These gatherings will be attended by senior executives and decision-makers from various sectors within the rail industry, featuring prominent speakers from both industry and government.

2024 Rail Industry Lunches:

- Sydney: 26 June 2024
- Melbourne: 3 September 2024
- Melbourne: 11 December 2024
- Sydney: 12 December 2024

Entitlements	Platinum (1 only) \$10,000*	Gold (2 only) \$7,500*
Complimentary table (of 10) placed in a preferential position at the lunch.	✓	
One (1) complimentary place on a VIP table of dignitaries and other industry CEOs. Place will be seated next to Keynote Speaker.	✓	
Five complimentary tickets, seated at a table in a preferential position at the lunch, plus one complimentary place on a VIP table of dignitaries and other industry CEOs.		✓
Organisation banner (to be supplied by partner) displayed in the pre-dinner area.	✓	✓
Verbal acknowledgement by MC at the lunch.	✓	✓
Opportunity to supply printed materials or gift (provided by partner) on each table.	✓	✓
Organisation logo on lunch registration page and electronic marketing material.	✓	✓
Organisation logo to be displayed on menus on each table and on holding slides at the lunch.	✓	✓
Acknowledgement of your support in the ARA dedicated EDMs including ARA newsletters, distributed to over 7,000 subscribers throughout the rail industry.	✓	✓



Women in Rail (WIR) Lunches

The ARA is committed to fostering an inclusive and diverse industry without barriers that is recognised as an employer of choice for women. Increasing gender diversity is critical to the industry's long-term success and will drive improved performance, innovation and better solutions.

Women in Rail Lunches support the ARA and Australasian rail industry's diversity initiatives that aim to identify challenges and opportunities to attract, retain and advance the careers of women in rail.

2024 Women in Rail Lunch partnership opportunities:

- Perth - 28 February 2024
- Brisbane - 12 March 2024

Estimate attendance: 200 - 450

Attendee Profile: New to rail industry to senior executives and decision-makers. Mixed gender audience.

Entitlements	Platinum (1 only) \$10,000*	Gold (1 only) \$8,500*
Complimentary table (of 10) placed in a preferential position at the lunch, plus one complimentary place on a VIP table of dignitaries and other industry CEOs.	✓	✓
Organisation banner (to be supplied by partner) displayed in the pre-lunch area.	✓	✓
Verbal acknowledgement as Platinum Partner by MC at the lunch.	✓	
Opportunity to deliver Sponsor Remarks (5 minutes).	✓	
Opportunity to nominate a speaker or panellist to present at the lunch.	✓	
Opportunity to supply printed materials or gift (provided by partner) on each table.	✓	✓
Organisation logo and hyperlink on lunch website and electronic marketing material.	✓	✓
Organisation logo to be displayed on menus on each table and on holding slides during the lunch.	✓	✓
Acknowledgement of your support in the ARA dedicated new Events eDMs, distributed to over 7,000 subscribers throughout the rail industry.	✓	✓

ARA Boardroom Luncheon Series

The ARA Leaders' Boardroom Luncheon Series presents a unique opportunity to align your brand with key leaders and decision-makers in the rail industry. Host an event to directly engage with C-suite executives from ARA member organisations throughout Australia and New Zealand.

These luncheons, held at various venues across Australia, provide members with exclusive access to decision-makers in both the public and private sectors. The series serves as a platform for members to address critical industry issues, network and connect with influential external stakeholders.

Chaired by the ARA Chief Executive Officer Caroline Wilkie or the ARA Chair Danny Broad, each event is limited to a maximum of 20 participants, ensuring exclusive access and fostering open and transparent discussions on matters crucial to your business.

We meticulously curate attendees to ensure targeted Chatham House Rules discussions with senior decision-makers and thought leaders, offering valuable networking opportunities for you and your business. Seize this chance to elevate your profile and contribute to advancing the policy agenda in the rail industry.

ARA Members*
Platinum Partner (exclusive)
\$8,000

Sponsor a major conference

ARA Rail Freight Conference – 8 - 10 April, Sydney

The ARA Rail Freight Conference is the only national conference dedicated to the rail freight sector. Bringing together senior executives from the rail freight and intermodal sectors, this two-day conference presents a crucial opportunity to stay informed on the latest developments and research in the industry. Anticipating more than 200 attendees, the event will take place in the vibrant city of Sydney.

Beyond the rail freight sector, this conference is open to community or council representatives keen on exploring the significant economic, social and environmental opportunities that rail freight can bring to their region.

The program will include presentations on:

- Sustainability
- Technology and innovation
- Inland rail
- Intermodal and ports
- Supply chain
- Operations and productivity
- Harmonisation
- Interoperability

	ARA Members*	Non-Members*
Platinum Partner (1 only)	\$20,000	\$25,000
Gold Partner (1 only)	\$15,000	\$18,000
Silver Partner (2 only)	\$10,000	\$12,000
Networking Drinks (1 only)	\$7,500	\$9,000
Lanyard (1 only)	\$7,500	\$9,000
Coffee Barista Partner	\$7,500	\$9,000

For further information contact Cassandra Koudelka, General Manager Events & Partnerships kkoudelka@ara.net.au



Conference Sponsorship Opportunities

	ARA Members*	Non-Members*
Platinum Partner (1 only)	\$15,000	\$20,000
Gold Partner (1 only)	\$12,500	\$16,000
Silver Partner (2 only)	\$8,000	\$12,000
Networking Drinks (1 only)	\$7,500	\$9,000
Lanyard (1 only)	\$5,000	\$6,000

For further information contact Cassandra Koudelka, General Manager Events & Partnerships kkoudelka@ara.net.au

New Zealand Rail Summit – Thursday 4 July, Auckland

The inaugural ARA New Zealand Rail Summit is the only industry-led event designed to bring together all aspects of the rail sector in New Zealand. This one-day event will provide participants the opportunity to hear directly from both government and industry leaders on the latest developments, initiatives and issues that will shape the future of the New Zealand rail sector. The event will take place in Auckland, the home of the country's largest ever transport infrastructure project – the City Rail Link. The event will be combined with the very popular ARA networking dinner following the forum, providing attendees with the opportunity to relax and network with colleagues.

The Summit will include presentations and discussion from the major rail operators in New Zealand, updates and briefings from senior government representatives, insights into rail safety and regulation, project learnings and case studies, as well as a sneak-peek into the ARA's newest research report on rail in New Zealand.

Estimated attendance: 150 - 200

Express your interest in partnership opportunities by emailing events@ara.net.au

Rail Sustainability Leaders' Summit – Wednesday 14 August, Melbourne

Join us as we bring together industry leaders from across Australia and New Zealand to discuss the key trends shaping the future of rail. The Summit will discuss how the inherent sustainability of our industry can drive mode shift and transform the infrastructure sector as we move towards a net zero future, and explore what we need to do to continue to build our sustainability leadership. You will also learn about the latest developments to decarbonise our industry, improve network resilience and enhance efficiency and productivity through the adoption of more sustainable approaches.

The Summit will be held in Melbourne and provides an opportunity for senior business leaders and sustainability professionals to explore the growing importance of this key strategic issue.

Key topics include:

- Decarbonisation
- Resilience
- Circular economy
- Rail's contribution to sustainable development
- Technology and innovation
- Sustainable construction practices

Estimated attendance: 150 - 200

Express your interest in partnership opportunities by emailing events@ara.net.au



Light Rail Conference – 29 - 30 May, Sydney

Light rail is proving to be an amazing success in Australia, expanding considerably in the past few years from just Yarra Trams in Melbourne to networks in Sydney, Newcastle, Gold Coast, Adelaide and Canberra, with other cities also considering light rail projects. This conference will bring together expert speakers from around the country to discuss lessons learnt in delivering this exciting mode of transport, integration with existing cities and the benefits to the communities they serve. The conference will also cover some of the technical challenges these projects have faced, and innovative solutions to unlock the accessibility, sustainability, economic and congestion busting benefits that this important transport provides.

Estimated attendance: 150 - 200

Express your interest in partnership opportunities by emailing events@ara.net.au



Rail People & Culture Conference – 24 & 25 July, Brisbane

The ARA is again hosting the very successful Rail People & Culture conference in Brisbane on the 24 & 25 July. Changes in legislation have impacted how we recruit, set remuneration for roles, risk assess for psycho-social risk and manage our industrial relations. The conference is a great opportunity for those in rail HR and learning leaders to hear from people who know what the impact of these changes will mean for how we support and manage our workforces. Experienced lawyers, Charmaine Reay from RemSmart and other HR rail professionals will share their insights and experiences.

Estimated attendance: 100

Express your interest in partnership opportunities by emailing events@ara.net.au



High Speed Rail Conference – October, Melbourne

High Speed Rail has brought significant environmental, social and economic benefits to communities across the world. It has been shown overseas that small travel time improvements can have a significant impact on increasing patronage and supporting the economies and communities of cities. However, High Speed Rail has been a hotly debated topic in Australia for over half a century and it is critical that there is a detailed, long-term plan for such an ambitious project. With strong population growth, especially in our cities, and the costs of technology reducing, our public transport decision-makers are increasingly focused on sustainable options. This forum will include updates on the latest developments and presentations from key decision-makers and technical experts on HSR.

Estimated attendance: 200 - 250

Express your interest in partnership opportunities by emailing events@ara.net.au



Sponsor an industry development program

Women in Rail Mentoring Program

The ARA is committed to promoting diversity and increasing female representation at all levels of the rail industry. Our Women in Rail Mentoring Program was established to support, guide and retain women working in rail through a tailored professional and leadership development program.

Female mentees are paired with male or female mentors who can share their own career experiences and offer advice to support the mentee’s career and leadership development. This is a program that has proved popular since its inception in 2019, empowering women to pursue rewarding careers in the industry.

We now support more than 100 mentee and mentor pairs – more than double our original group of 40.

Partnership in this program is only open to the ARA’s members.

ARA Members*
Platinum Partner (1 only)
\$15,000
Gold Partner (2 only)
\$10,000
Silver Partner (2 only)
\$5,000

Women in Rail Scholarships

As part of several initiatives to support the representation and development of women in the Australian and New Zealand Rail workforce, the ARA sponsors women to participate in tailored professional development courses for female leaders.

The purpose of the scholarships is to provide opportunities for women in the ARA’s member organisations who would personally value in attending these programs but would not otherwise have the opportunity.

The Scholarships are normally announced at a major ARA event such as a Women in Rail lunch or breakfast or at the annual AusRAIL conference.

Partnership in this program is only open to the ARA’s members.

ARA Members*
Scholarship Partners (3 only)
\$10,000



*price excluding GST

Sponsor industry education or training programs

Diversity Training Webinars

The ARA Diversity Training webinar series delivers a series of four diversity and inclusion webinars designed to assist in cultivating an inclusive and welcoming workplace culture, enhance communication and teamwork, increase cultural competence and offer tools to improve diversity in the rail workforce. The webinars are delivered by a leading national firm specialising in diversity and inclusion in the workplace.

Webinar partnership is only open to the ARA's members.

Topic-specific Webinars

The ARA works with member organisations to create bespoke webinars and webinar series to highlight industry hot topics, showcase innovation and project learnings. If you are interested in partnering with us on a bespoke webinar, please contact Cassandra Koudelka, General Manager Events & Partnerships.

ARA Members *
Diversity Training Webinar Partner
\$8,000

Sponsor research to support our policy and advocacy agenda

The ARA regularly undertakes comprehensive, independent research to support our policy and advocacy agenda and the advancement of the industry. We have released several research reports to support our members in all aspects of the rail workforce, including freight and passenger rail, sustainability and the supply chain.

Partnering with us gives you the opportunity to be involved in consultation processes informing our research to make sure the issues faced by industry are addressed through the research program.

Joining forces with us on research endeavours will position your organisation as a leading contributor to the progress of our industry.

Research partnerships are organised on a project-by-project basis and align with the ARA's advocacy agenda.



Sponsor industry awards

Australasian Rail Industry Awards

The Australasian Rail Industry Awards (ARI Awards) recognise and celebrate the achievements, innovation and successes of those working in the rail industry.

The awards are held annually and attract more than 700 attendees from across Australia and New Zealand. In 2024, the ARI Awards will be held in Sydney at the Hilton Hotel on Wednesday 7 August 2024.

There are several options for participating as a sponsor of the ARI Awards.

The Awards were established in partnership with the Rail Track Association Australia, Rail Technical Society Australasia, Permanent Way Institution (PWI NSW), Institution of Railway Signal Engineers and Rail Industry Safety and Standards Board.



Partnership Opportunity	Price*
Platinum (exclusive) - SOLD	\$25,000
Gold (2 only)	\$16,500
Silver (3 only)	\$10,000
Award Category Sponsors <ul style="list-style-type: none">• Supplier Excellence Award• Rail Innovation of the Year Award - SOLD• Sustainability Excellence Award - SOLD• Freight Rail Excellence Award - SOLD• Employee Engagement Excellence Award - SOLD• Passenger Operations Excellence Award• Diversity and Inclusion Excellence Award - SOLD• Customer Service Excellence Award - SOLD• Career Achievement Award - SOLD• Keeping communities safe on and around rail (TrackSAFE)	\$7,500
Program Booklet Partner	\$3,500

The Australasian Rail Industry Awards are hosted by



Sponsor or exhibit at AUSRAIL
or AUSRAIL PLUS

AUSRAIL

AusRAIL – 26 & 27 November 2024, Gold Coast

AusRAIL PLUS – 11-13 November 2025, Melbourne

AusRAIL is the largest rail event in the Asia-Pacific region and is held by industry, for industry.

Partnership and exhibition opportunities are now open for both **AusRAIL 2024** and **AusRAIL PLUS 2025**.

For more information, please contact AusRAIL Secretariat:

Aidan Coates, Industry Liaison and

Team Lead T: +61 2 9213 4049

E: aidan.coates@wearemci.com



Sponsor a bespoke opportunity aligned to both of our business needs

We offer flexible and customisable sponsorship packages that can be tailored to meet the specific needs and goals of your business and align with your marketing objectives and budget.

We welcome the opportunity to collaborate with you to create a bespoke partnership package that best meets the needs of your business.

Contact

To discuss any of the opportunities within this prospectus in further detail or if you would like to discuss a bespoke opportunity, please contact:

Kassandra Koudelka

General Manager Events & Partnerships

Australasian Railway Association

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