

# NSW Health Awards



Celebrating the team enriching health  
In millions of ways every day



## 2025 Sponsorship Prospectus



**NSW Ministry of Health**

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Further copies of this document can be downloaded from the NSW Health website [www.health.nsw.gov.au/awards](http://www.health.nsw.gov.au/awards)

# About NSW Health

The NSW public health system is the largest public health system in Australia, providing world-class healthcare to the people of NSW.

Our vision is to provide a sustainable health system that delivers outcomes that matter most to patients, is personalised, invests in wellness and is digitally enabled.



**8 million** residents  
on 801,150 km<sup>2</sup>



**15** local health districts  
and **2** specialty networks



**226** public  
hospitals



**2 million** inpatient  
episodes<sup>†</sup>



**340,085** surgeries  
performed<sup>\*</sup>



Approximately **183,000**  
people (142,761 full-time  
equivalent staff)



**3.2 million** emergency  
department attendances



**1.4 million** emergency  
incidents responded  
to by NSW Ambulance



Source: [ABS Population data 2021](#). Some figures are approximate. \* Includes surgeries performed in public hospitals and public patients contracted to private hospitals. † A patient can have multiple episodes in one hospital admission.

# Our reach and engagement



Fortnightly  
eNewsletter reaching  
**183,000** staff.



**1.5 million** people  
engaged with NSW  
Health social media  
content in 2024.



**17.5 million**  
website views  
in 2024.

Our content  
seen **123 million**  
times in people's  
social media feeds.



**600** NSW Health  
Awards event  
attendees.



Event livestream  
available to  
all **183,000**  
NSW Health staff.



**984,000**  
followers



**135,300**  
followers



**166,000**  
followers



**83,000**  
followers



**9,700**  
followers



# About the NSW Health Awards

Since 1998, the annual NSW Health Awards has recognised the teams and people who are enriching health in millions of ways. The awards showcase personalised, sustainable, and digitally enabled health programs that deliver outcomes that matter most to patients and invest in the wellness of the NSW community.

As the flagship event on the NSW Health calendar, the event brings together 600 health professionals, key ministerial staff, and NSW Health executives for the health sector's most anticipated night. The event is also livestreamed statewide.

Partnering with the NSW Health Awards is a unique opportunity to align with the largest public health system in the country and reach a cross-section of health professionals working across the NSW public health sector including health managers, chief executives, board directors, frontline clinicians and health care professionals.

## Date

**Thursday, 30 October 2025**

## Venue

**Grand Ballroom  
International Convention Centre  
Sydney**

## Time

**5pm – 9:30pm**

## Volunteer of the Year Award

### Joint Winner

**Margaret Young**

Illawarra Shoalhaven Local Health District



## Who attends this event?

- Senior government officials including the **Minister for Health and Regional Health**, the **Minister for Mental Health**, the **Minister for Medical Research**, and the **Parliamentary Secretary for Health and Regional Health**.
- NSW Health Secretary.
- NSW Health Deputy Secretaries.
- Local health district Chief Executives.
- Local health district Board Chairs.
- Award finalists and winners.
- NSW Health staff.
- NSW Health volunteers.

# Award categories

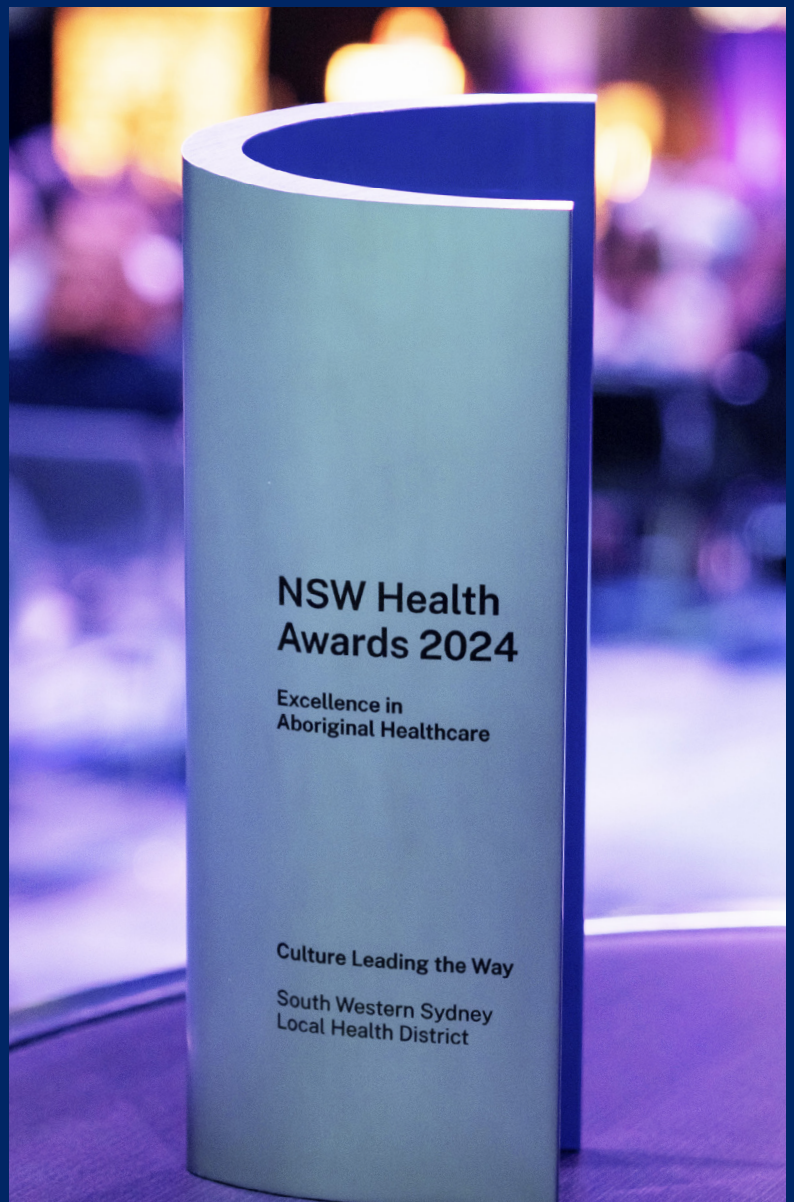
The 2025 NSW Health Awards will highlight projects and individuals in 13 categories.

## Individual Awards

- Staff Member of the Year
- Volunteer of the Year

## Team Awards

- Environmental Sustainability
- Excellence in Aboriginal Healthcare
- Excellence in Multicultural Healthcare
- Excellence in the Provision of Mental Health Services
- Health Innovation
- Health Research
- Keeping People Healthy
- Patient Safety First
- People and Culture
- Secretary's Award
- Transforming Patient Experience



# Reasons to partner with the NSW Health Awards

Connect with 183,000 NSW Health staff, finalists and winners.

Leverage the extensive reach of NSW Health's social media channels, website and network to amplify your organisation's visibility.

Align your brand with the largest public health system in Australia and values that resonate with your organisation.

Engage with VIPs such as the Minister for Health and Regional Health, Minister for Mental Health, Minister for Medical Research, the Parliamentary Secretary for Health and Regional Health, as well as the NSW Health Secretary and senior executives.

Demonstrate your commitment to supporting health programs that deliver outcomes that matter most to the NSW community.

## Key dates

Award Nominations

Open: 5 May 2025

Close: 4 July 2025

Judging panels

Commence: 14 July 2025

Finish: 8 August 2025

Finalists announced

Late September 2025

Awards ceremony

30 October 2025



# Sponsorship options

## Platinum sponsor: \$80,000 (price excludes GST)

### Platinum packages available: 1

As our Platinum sponsor, you will be provided with exclusive benefits to align your brand with NSW Health's premier event. Engage directly with NSW Health staff, Ministers and industry VIPs, while gaining visibility across NSW Health's extensive social media, website and newsletter platforms.



### Award category alignment

Sponsorship of **three award categories**. Includes logo placement and acknowledgment on the category website page, announcement slide, winner's social media post, finalist and winner certificates, finalist announcement video, event booklet and verbal recognition during the ceremony.



### High profile event engagement

- **CEO speaking opportunity** during the awards ceremony.
- Exclusive **naming rights** for the **post ceremony networking event**.
- **Premium seating** in the front two rows with Ministers and NSW Health VIPs.
- **Information stand** in event foyer for direct face-to-face networking.
- **Flyer or brochure** placed on each seat for direct audience engagement.



### Brand exposure and public recognition

- Logo featured on **all event related videos**, including:
  - More than 40 one-minute finalist videos, shared on NSW Health social platforms, website, electronic direct mail (eDMs), and distributed to local health districts and specialty health networks for further promotion.
  - Finalists announcement video.
  - Winner videos, played at the awards ceremony, livestreamed, and shared on the NSW Health website, eDMs, and social media channels.
  - Pre-event teaser and event highlights videos.

- Acknowledgement in the NSW Health finalists **media release**.
- **Verbal acknowledgement** by MC.
- Inclusion in the **Ministers' talking points**.
- Gain recognition across:
  - At least three **social media posts**.
  - At least three **all staff eDMs**.
  - The NSW Health Awards **website page**.
  - The event **media wall**.
  - **On screen** during the awards ceremony (in person and via livestream).



### Exclusive event access and networking

- Exclusive **VIP event tickets x 10**.



### Event program visibility

- Prominent recognition on the **front cover** of the event program.
- **Two full A5 pages** dedicated to your brand in the event program.

# Gold sponsor: \$50,000 (price excludes GST)

Gold packages available: 2

A gold sponsorship provides premium engagement at the 2025 NSW Health Awards and prominent recognition on NSW Health's social media, website and newsletter platforms.



## Award category alignment

Sponsorship of **two award categories**. Includes logo placement and acknowledgment on the category website page, announcement slide, winner's social media post, finalist and winner certificates, finalist announcement video, event booklet and verbal recognition during the ceremony.



## High profile event engagement

- Premium seating in the front two rows with Ministers and NSW Health VIPs.
- Information stand in event foyer for direct face-to-face networking.



## Brand exposure and public recognition

- Verbal acknowledgement by MC.
- Inclusion in the **Ministers' talking points**.
- Gain recognition across:
  - At least **two social media posts**.
  - At least three **all staff eDMs**.
  - The NSW Health Awards **website page**.
  - The event **media wall**.
  - **On screen** during the awards ceremony (in person and via livestream).
  - **Pre-event teaser** and **event highlight videos**.



## Exclusive event access and networking

- Exclusive VIP event tickets x 10.



## Event program visibility

- **One full A5 page** dedicated to your brand in the event program.

## Silver sponsor: \$25,000 (price excludes GST)

Silver packages available: 3

A silver sponsor of the NSW Health Awards aligns your brand as a champion for healthcare excellence.



### Award category alignment

Sponsorship of **one award category**. Includes logo placement and acknowledgment on the category website page, announcement slide, winner's social media post, finalist and winner certificates, finalist announcement video, event booklet and verbal recognition during the ceremony.



### Brand exposure and public recognition

- Gain recognition across:
  - At least one **social media post**.
  - At least two **all staff eDMs**.
  - The NSW Health Awards **website page**.
  - **On screen** during the awards ceremony (in person and via livestream).
  - **Pre-event teaser** and **event highlight videos**.



### Exclusive event access and networking

- **Five exclusive VIP event tickets**.
- **Premium seating** in the front two rows with Ministers and NSW Health VIPs.



### Event program visibility

- **One half A5 page** dedicated to your brand in the event program.

## Bronze sponsor: \$10,000 (price excludes GST)

Bronze packages available: Unlimited

As a bronze sponsor, you will receive valuable brand visibility and recognition across key event touchpoints, ensuring your organisation stands out to our audience.



### Brand exposure and public recognition

- Gain recognition across:
  - At least two **all staff eDMs**.
  - The NSW Health Awards **website page**.
  - **On screen** during the awards ceremony (in person and via livestream).
  - **Pre-event teaser** and **event highlight videos**.
- **Logo featured** in the event program.



### Exclusive event access and networking

- **Two exclusive VIP event tickets**.

## Award category sponsors: \$5,000 (price excludes GST)

### Top up your sponsorship package by sponsoring an additional award category!

Sponsorship is limited to one per category and available while options last.

Award category sponsor options include logo placement and acknowledgment on the category website page, announcement slide, winner's social media post, finalist and winner certificates, finalist announcement video, event booklet and verbal recognition during the ceremony.

Award categories include:

- Environmental Sustainability
- Excellence in Aboriginal Healthcare
- Excellence in Multicultural Healthcare
- Excellence in the Provision of Mental Health Services
- Health Innovation
- Health Research
- Keeping People Healthy
- Patient Safety First
- People and Culture
- Staff Member of the Year
- Transforming Patient Experience
- Volunteer of the Year



## Tailored sponsorship opportunities

### Looking for something different?

NSW Health offers tailored sponsorship packages that align with your goals and maximise your return on investment.

Our sponsorship team will collaborate with you to create a custom package for the 2025 NSW Health Awards.

### Sponsorship contact

Rachel Field  
Stakeholder Events and Projects Officer  
Email: [rachel.field@health.nsw.gov.au](mailto:rachel.field@health.nsw.gov.au)  
[MOH-corporatecomms@health.nsw.gov.au](mailto:MOH-corporatecomms@health.nsw.gov.au)  
Mobile: 0488 480 580

## Sponsorship packages overview

	Platinum sponsor	Gold sponsor	Silver sponsor	Bronze sponsor
Investment	\$80,000	\$50,000	\$25,000	\$10,000
Number available	1	2	3	Unlimited
<b>Award category alignment</b>				
Exclusive sponsorship of award category	X (3 categories)	X (2 categories)	X (1 category)	
<b>Exclusive event engagement</b>				
CEO speaking opportunity	X			
Exclusive naming rights for post ceremony networking event	X			
Flyer or brochure placed on each seat	X			
Information stand in the ceremony foyer	X	X		
Premium seating (front two rows with VIPs)	X	X	X	
<b>Brand exposure and public recognition</b>				
Logo featured in finalist and winner videos (>40 videos)	X			
Acknowledgement in finalists media release	X			
Verbal acknowledgement by MC	X	X		
Inclusion in Ministers' talking points	X	X		
Logo on photo media wall	X	X		
Recognition of sponsored category in NSW Health social media posts	X (min 3 posts)	X (min 2 posts)	X (min 1 post)	
Recognition on screen during the ceremony	X	X	X	X
Logo featured in pre-event teaser and event wrap up videos	X	X	X	X
Recognition in event all staff eDMs (183,000 recipients)	X (min 3 eDMs)	X (min 3 eDMs)	X (min 2 eDMs)	X (min 2 eDMs)
Logo and link on NSW Health Awards website	X	X	X	X
<b>Exclusive event access and networking</b>				
Exclusive VIP event tickets	10	10	5	2
<b>Event program visibility</b>				
Recognition on front cover of event program	X			
Feature in event program	Two A5 pages	One A5 page	Half A5 page	Logo included

# Securing your sponsorship

## How to register your interest

To register your interest in sponsoring the 2025 NSW Health Awards, please return this completed Expression of Interest form to the Corporate Communications team at [MOH-CorporateComms@health.nsw.gov.au](mailto:MOH-CorporateComms@health.nsw.gov.au) by **Monday 31 March 2025**.

Organisation

Contact name

Position

Postal address

Phone

Email

## 2025 NSW Health Awards Sponsorship Interest

Please tick all sponsorship options of interest and a member of the events team will be in touch to discuss a package (prices exclude GST):

**Platinum sponsor \$80,000**

**Gold sponsor \$50,000**

**Silver sponsor \$25,000**

**Bronze sponsor \$10,000**

**Award category sponsor \$5,000**

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Tell us in 100 words or less why you would like to partner with NSW Health

# Declaration

I declare that there are no matters which might give rise to a real or perceived conflict of interest.

In submitting this Expression of Interest, the Sponsor acknowledges and agrees that:

1. NSW Health reserves the right and discretion to accept, not accept or accept with conditions, a Sponsor's Expression of Interest without providing reasons for its decision.
2. NSW Health will only enter into a sponsorship arrangement with reputable persons and/or organisations whose public image, products and/or services are consistent with the principles, vision and goals of the NSW Government. Potential sponsors must have a sound reputation with NSW Government, as well as a record for good performance for any past sponsorship.

## Selection criteria

1. NSW Health will not consider entering into a sponsorship agreement with persons and/or organisations which:
  - a) have political or religious affiliations
  - b) promote gambling
  - c) engage in or may be perceived to engage in discriminatory practices
  - d) own, control, or are involved with the manufacture, production, distribution and/or promotion of tobacco products or other products detrimental to the physical or mental health of members of the public
  - e) promote or encourage alcohol or any substance abuse; or
  - f) undertake activities that might be considered detrimental to public health and safety in the opinion of the Organiser.

2. When considering whether or not it will accept a Sponsor's Expression of Interest, NSW Health will consider:
  - a) the type of products or services the Sponsor markets
  - b) the marketing methods employed by the Sponsor
  - c) the impact that the Sponsor's products and processes have on the health of consumers, the community and/or on the environment; and
  - d) the public image of the Sponsor as an employer.

Signature

Date

All expressions of interest will be reviewed as per the [NSW Government Sponsorship Policy](#).

We appreciate your support and cooperation and look forward to working with you. The information contained in this prospectus is correct at the time of publication and is subject to change without notice.

# NSW Health Awards

