The Alliance CONFERENCE 2026

MEANJIN | BRISBANE

Pathways to Impact:

Driving First Nations Employment Outcomes

SPONSORSHIP AND EXHIBITION PROSPECTUS

11 NOVEMBER 2026

SOFITEL BRISBANE | MEANJIN

Acknowledgement of Country

The Alliance acknowledges the Traditional Custodians of the lands on which The Alliance Conference 2026 will be held, the Yuggera and Turrbal peoples, and pays respect to Elders past and present.

We recognise their enduring connection to Country, culture, community and storytelling, and honour the strength and resilience of Aboriginal and Torres Strait Islander peoples across Australia.

We extend that respect to all First Nations peoples attending and participating in this conference.

Artist Acknowledgement

The Alliance proudly acknowledges the contribution of Kalkadoon and Waanyi artist, Kylie Hill, whose artwork has been featured throughout this prospectus and conference materials.

'Resilience and Community Links', is a celebration of connection, culture, and collective strength. Centred on a meeting place, the artwork reflects knowledge-sharing between Elders, families, and industry partners, with coolamons symbolising contribution and care for future generations. Songlines ripple through the piece to honour ancestors and the lasting impact of their guidance, while scattered dots represent diverse decision-makers shaping inclusive outcomes. Bridge motifs convey partnership with communities, and a palette drawn from Country - earth tones, blue and aqua - signals healing, waterways, and hope. The work embodies resilience through community and the enduring spirit of Australia's First Nations peoples.

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MESSAGE FROM THE CEO

For the first time in this country's history, the Indigenous employment and training sector has a unified, national voice. The Alliance Conference 2026 is where that voice gets heard.

We are proud to present the second national The Alliance Conference 2026, taking place at Sofitel Brisbane Central on Yuggera and Turrbal Country.

Our national conference brings together leaders from industry, government and the Indigenous employment and training sector committed to strengthening workforce outcomes for First Nations peoples.

The Alliance Conference 2026 is a national gathering for the Indigenous employment and training sector, bringing together practitioners, policymakers, training organisations, and industry partners to strengthen pathways to meaningful work. After welcoming more than 200 attendees and 40+ major employers to our inaugural 2025 event, the conference returns in 2026 as a one-day program with the focus on shifting the conversation from awareness to action.

Under this year's theme, Pathways to Impact: Driving First Nations Employment Outcomes, the program will explore practical approaches to recruitment, retention, progression and leadership pathways through keynote presentations, workforce discussions, real-world case studies and meaningful networking opportunities.

The theme Pathways to Impact: Driving First Nations Employment Outcomes puts practical, Indigenous-led thinking at the centre.

Sessions will draw on real-world case studies and sector expertise to strengthen recruitment, retention, career progression and leadership pathways for First Nations peoples, with strategies that attendees can apply immediately.

The day concludes with The Alliance Celebration Dinner, honouring the people and organisations doing this work across Australia.

For partners, this is more than visibility. It is alignment with the national body shaping Indigenous employment policy — connecting you directly with the sector leaders, employers and decision-makers driving outcomes that matter.

On behalf of The Alliance, I invite you to be part of it.

Kylie Penehoe
Wonnarua and Wiradjuri
Chief Executive Officer
The Alliance

OUR PURPOSE.
OUR WHY.

The Alliance is the national voice for Indigenous employment and training in Australia and the only Indigenous-led peak body solely focused on this sector. We connect, enable and uplift members, government and industry so that more Aboriginal and Torres Strait Islander people can access meaningful, culturally safe work.

As the only Indigenous-led, independent national peak body built by and for the Indigenous employment and training sector, we have the credibility, expertise and relationships to connect the sector, enable our members and influence the government and industry decisions shaping outcomes for Aboriginal and Torres Strait Islander peoples.

25+ Indigenous-led members

National footprint across policy, advocacy, capability, and engagement

Indigenous-led governance and leadership

EVENT OVERVIEW

Hosted at Sofitel Brisbane Central, The Alliance Conference 2026 will bring together a curated audience of senior leaders, practitioners and decision-makers from across industry, government and the Indigenous employment and training sector.

Building on the momentum of 2025, the conference is expected to welcome an even broader national audience focused on workforce capability, Indigenous employment pathways and measurable impact.

The conference concludes with **The Alliance Celebration Dinner,** bringing together attendees, partners and sector leaders to celebrate achievements, recognise leadership and strengthen relationships across the ecosystem.

Get ready to be inspired and gain insight into the evolving Indigenous employment and training landscape through Indigenous leadership, practical workforce solutions, real-world case studies and conversations shaping future workforce outcomes.

The day will feature keynote presentations, panel discussions, concurrent sessions, networking opportunities designed to support learning, connection and collaboration.

Details regarding speakers and the full conference program will be announced shortly.

CONNECT

Bring together leaders across industry, government and the Indigenous employment and training sector to strengthen relationships and create opportunities for collaboration.

SHOWCASE

Elevate Indigenous-led thinking, practical workforce strategies and real-world solutions that are driving measurable impact.

DRIVE

Move beyond awareness and into implementation by equipping organisations with practical approaches that support stronger employment outcomes.

2025 IMPACT

In 2025, the inaugural conference on Kaurna Country brought together more than 200 delegates from 40+ employers, member organisations and government agencies across Australia—demonstrating what is possible when the sector, government and industry unite to advance First Nations employment outcomes.

Expected audience in 2026
This year's Alliance Conference will bring together a growing national audience across government, the employment sector and industry. Sponsors will have the opportunity to engage with the leaders shaping First Nations workforce outcomes, including:

Government: Senior executives, policymakers and workforce leaders.

Sector & Member Organisations: CEOs, Alliance members, employment service providers, RTOs and community-controlled organisations.

Industry & Employers: CEOs, HR professionals, Indigenous Employment Specialists, People & Culture, Inclusion, ESG and RAP Leads.

2025 METRICS AT A GLANCE:

233K+ Social Media Impressions

19.5% Ave. CTR

22.5% Ave. Engagement Rate

124K+ Professionals reached via targeted eDMs.

49% Peak open rate across digital promotions.

5K+ Event website views

TESTIMONIALS
2025 CONFERENCE

What last year's attendees are saying:

"The whole range of different speakers - you had policy makers, Indigenous business across a whole range of different areas - renewable energy, clean energy, through to Aboriginal Community-Controlled Organisations. So this type of gathering is critical."

"I've really enjoyed The Alliance's first conference. I've been to many other conferences where it's all just sit there, listen. This has been interactive. It's allowed you to participate in part of the conversation."

"I have taken out a real sense of enthusiasm, positivity and optimism for the future. I know there's big challenges that people are facing. But there's a sense of warmth and energy in the room that really aligns everybody on the same outcomes or objectives that we're all trying to achieve."

"My experience at the conference has been fantastic. It's a really good opportunity to network with other organisations, [and] to have our panel of speakers give us really good insights into the employment space."

WHY PARTNER WITH US?

By partnering with The Alliance, your organisation positions itself alongside the only Indigenous-led peak body in Australia solely focused on the Indigenous employment and training sector, demonstrating leadership and a commitment to meaningful impact.

LEAD ALONGSIDE THE NATIONAL VOICE FOR INDIGENOUS EMPLOYMENT

Align your organisation with the only national conference convened by an Indigenous-led peak body solely focused on the Indigenous employment and training sector. Your support is a visible, public commitment to advancing First Nations employment outcomes and strengthening the future of the sector.

BUILD CREDIBILITY, NOT JUST VISIBILITY

Position your organisation alongside an Indigenous-led, independently governed peak body with a trusted track record of sector leadership and policy influence. Elevate your brand through authentic thought leadership while demonstrating a genuine commitment to advancing First Nations employment outcomes.

CONNECT WITH LEADERS SHAPING FIRST NATIONS EMPLOYMENT

Connect with our national network of leaders across Government, Sector & Member Organisations, and Industry, creating opportunities to forge strategic partnerships and contribute to the future of First Nations employment and training.

CREATE OUTCOMES BEYOND THE CONFERENCE

Your partnership helps fund the work that continues after the conference ends: research, member support, policy advocacy and practical resources that build culturally safe workplaces and real career pathways for First Nations peoples.

Together, we're enabling the continued growth of the only national platform connecting industry, government and the Indigenous employment and training sector - driving collaboration, strengthening employment pathways and creating lasting impact for First Nations peoples.

SPONSORSHIP PACKAGES

Every level of support creates meaningful opportunities to connect with the leaders shaping First Nations employment and training across Australia.

Package	Best Suited For	Availability
Principal Partner	Organisations seeking premium positioning as an industry leader and a visible commitment to First Nations workforce reform.	Exclusive (1)
Program Partner	Organisations seeking to showcase thought leadership and share leading practice in Indigenous employment and leadership.	Exclusive (1)
Supporting Partner	Organisations seeking strong brand visibility and meaningful engagement with government, sector and industry delegates.	Limited
Coffee Cart Partner	Organisations seeking consistent brand exposure and repeated engagement with delegates throughout the conference.	Limited
Exhibitor	Indigenous organisations, service providers and businesses seeking an accessible presence and direct engagement with government, sector and industry delegates.	Limited

We understand every organisation has unique objectives.
If you're interested in a tailored partnership opportunity, we'd be pleased to work with you to develop a package aligned to your goals.

Whether you're seeking to lead the conversation, showcase your expertise or build your brand, there's a partnership opportunity designed to align with your organisation's goals.

Inclusions	Principal Partner $20,000	Program Partner $10,000	Supporting Partner $7,000	Coffee Cart Partner $4,000	Exhibitor $2,000 Non-member $1,400 Member
Complimentary Delegate Registrations	6	4	3	1	1
Exclusive Category Rights	✓	-	-	-	-
Co-branding Rights	✓	-	-	-	-
VIP Roundtable Opportunity	✓	-	-	-	-
Exclusive Session Ownership*	✓	✓	-	-	-
Primary Logo Placement Across Marketing	✓	✓	-	-	-
Thought Leadership Positioning	Premium	High	-	-	-
VIP Networking & Stakeholder Access	✓	✓	-	-	-
Celebration Dinner Acknowledgement	✓	-	-	-	-
Conference Program Feature	Full Page	Half Page	Quarter Page	-	-
Brand Activation Opportunity	✓	✓	-	Exclusive Coffee Cart Branding	-
Dedicated Social Media Recognition	✓	✓	-	✓	-
Exhibition Space	Premium	Standard	Standard	-	Standard
Logo Placement Across Conference Marketing (Website, Social Media, eDMs)	Premium	Included	Included	Included	-
Logo Placement Across Conference Materials (Program, Signage, Digital Assets)	Premium	Included	Included	Included	Included
Pull-Up Banner Placement	✓	✓	✓	Coffee Cart Area	✓
On-Stage Acknowledgement	Premium	✓	✓	✓	-
Pre- and Post-Event Recognition	✓	✓	✓	✓	-
Delegate Engagement Opportunities	Premium	High	Moderate	High Frequency	Moderate

**Subject to program alignment and approval. Sponsoring organisations host the session and can structure how they see fit with multiple speakers relevant to the session topic.*

Join a growing national movement shaping the future of First Nations employment outcomes.

Partner with us and be part of a national platform driving meaningful workforce impact.

The Alliance

CONFERENCE 2026

MEANJIN | BRISBANE

CONTACT US:

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www.nieta.org.au

REGISTERED CHARITY acnc.gov.au/charityregister

Supply Nation REGISTERED