APHC 2027 OPCC

Asia Pacific Hospice Conference

Oceanic Palliative Care Conference

Asia Pacific Hospice & Oceanic Palliative Care Conference 2027

Partnership Prospectus

20–23 April 2027 / Adelaide Convention Centre

Stronger Together: Humanity at the heart of palliative care

Asia Pacific Hospice Palliative Care Network

Palliative Care Australia
Matters of life and death

Palliative Care South Australia
Living, dying & grieving well

Stronger Together: Humanity at the heart of palliative care

20–23 April 2027
Adelaide Convention Centre

APHC27OPCC will be held in Adelaide (Tarntayna) in South Australia, on the lands of the Kaurna People.

Palliative Care Australia is located in Canberra. We acknowledge the traditional custodians of the surrounding land and waters the Ngunnawal and Ngambri Peoples and pay our respects to Elders past and present. We honour and value their continuing culture and the contribution they make to the life of this city and this region.

Business Events Australia

SOUTH AUSTRALIA

Government of South Australia

ADELAIDE CONVENTION CENTRE

Introduction

APHC27OPCC is where the region will build the future of palliative care, together.

In April 2027, the Oceanic Palliative Care Conference and the Asia Pacific Hospice Palliative Care Conference will unite for the first time since 2009. Around 2,000 delegates will gather for four days of learning, connection and collaboration.

Under the theme: **Stronger Together: Humanity at the heart of palliative care,** the conference will focus on what matters most: dignity, compassion and personhood, backed by practical solutions that work in real systems. It is a rare platform to connect with the people shaping care across the region, position your organisation as a trusted partner, and contribute to how people and families experience serious illness and end of life.

For international organisations, APHC27OPCC offers a rare gateway into diverse Asia Pacific health systems through a single, high-trust platform.

The conference connects global partners with senior decision-makers navigating policy reform, service expansion and workforce development across both mature and rapidly developing markets.

It creates opportunities to build relationships, test ideas, share solutions and support adoption in real-world settings, while contributing to care models that are culturally grounded, scalable and sustainable across the region.

A message from the Chairs

At Palliative Care Australia and Asia Pacific Hospice Palliative Care Network, we believe that strong, respectful partnerships are essential to improving care for people living with serious illness and those who support them.

APHCC27OPCC represents an important moment for our region a chance to come together, listen, learn and lead collectively. The conversations we have, and the relationships we build, will help shape how palliative care continues to evolve across diverse communities and health systems.

We warmly invite you to be part of this shared endeavour. We welcome conversations with organisations who are committed to dignity, compassion and equity in care, and who wish to contribute in meaningful and responsible ways.

We look forward to connecting with you.

Dr Peter Allcroft
PCA Chair

A/Prof Ghauri Aggarwal
APHN Chair

The Partnership

The partnership between the Asia Pacific Hospice Network and Palliative Care Australia combines regional leadership with proven delivery expertise to create a conference of real impact.

APHN brings trusted connections across the Asia Pacific region, amplifying diverse voices and shared priorities in palliative care. Palliative Care Australia contributes strong governance, financial stewardship and a track record of delivering high-quality, large-scale conferences with lasting legacy.

Together with, APHN and PCA, with the support of PCSA, APHC 2027 is inclusive, well-executed and grounded in practice — strengthening collaboration, supporting equitable participation and advancing palliative care across the region.

Asia Pacific Hospice Palliative Care Network (APHN)

The Asia Pacific Hospice Palliative Care Network (APHN) is dedicated to advancing hospice and palliative care across Asia and the Pacific. Our purpose is to empower and support organisations and individuals working to relieve suffering for people living with life-limiting illness.

APHN works to strengthen palliative care through education and skills development, increased awareness and communication, and by fostering research and collaboration across the region. We place particular emphasis on supporting less experienced and more isolated colleagues, encouraging the establishment of sustainable programmes that build local capacity.

APHN was registered as a charity under the Charities Act (Chapter 37) on 25 July 2003 (Charity Registration No. 01713). It is not an Institute of a Public Character.

Palliative Care Australia (PCA)

Palliative Care Australia (PCA) is the national peak body for palliative care in Australia. Our purpose is to represent and support those working to ensure high-quality palliative care is available to all Australians who need it.

PCA works in partnership with consumers, Member Organisations, national health stakeholders, and the palliative care workforce to improve access to palliative care and promote its essential role across the health, aged care and community sectors. We advocate for timely, appropriate care for people living with a life-limiting illness, and support the workforce and specialist palliative care teams who provide care for people with more complex needs and who support and educate others.

Palliative Care Australia was established in 1998, building on the work of the Australian Association for Hospice and Palliative Care Inc., which began in 1991.

Palliative Care South Australia (PCSA)

Palliative Care South Australia (PCSA) is a leading charity and independent peak body representing palliative care providers, the community and people experiencing a serious illness, dying, death and grief, as well as those with an interest in palliative care across South Australia.

Why partner with APHC27OPCC

Partnering with the Asia Pacific Hospice Conference 2027 is a chance to shape the future of palliative care across one of the world's most diverse regions.

Delivered by Palliative Care Australia, APHC 2027 will be the largest palliative care conference in the southern hemisphere, bringing together clinical leaders, researchers, policymakers and advocates from across the Asia Pacific and Oceanic regions. This scale creates impact, accelerating shared learning, strengthening regional capability and improving care for people at the end of life.

Hosted in Adelaide, recognised for its pivotal role in shaping modern palliative care in Australia, the conference is grounded in world-leading research, education and clinical practice, with strong government, academic and community support ensuring a lasting legacy.

Sponsorship directly supports equity and access, enabling participation from low- and middle-income countries through scholarships, affordable registration and inclusive design.

For partners, APHC 2027 offers more than visibility, it is a values-aligned investment in dignity, compassion and better outcomes for people and families across the Asia Pacific region.

Program focus and structure

APHC27OPCC will focus on regional collaboration and engagement across the Asia Pacific and Oceania Region. The program is designed around the priorities shaping palliative care throughout the region, now and into the future.

Building bridges

Connecting systems, services, communities and cultures to improve care experiences

Diverse voices, shared purpose

Advancing equity, inclusion and care for underserved populations

Innovation with compassion

Supporting practical clinical and service innovation that strengthens, not replaces, human connection

Growing together

Building capability, leadership and workforce sustainability from grassroots to government

Conference streams

Delegates tailor their experience across five streams that reflect how palliative care is evolving in real-world settings:

1. **Systems and solutions:** policy, funding, service design, integration, quality improvement and scalable models of care
2. **Communities and culture:** culturally safe care, community-led approaches, Indigenous and pacific perspectives, rural and remote, and priority populations
3. **Clinical excellence across contexts:** best practice care across settings, complex care, interdisciplinary practice and models that work in real life
4. **Capacity and leadership:** workforce development, education, wellbeing, leadership, volunteering and sustainable services
5. **Research and innovation:** evidence generation, translation into practice, measurement of what matters, implementation science and digital support that improves care

Who attends APHC27OPCC?

APHC27OPCC brings together a concentrated, high-influence audience responsible for shaping, delivering and improving palliative care across the region, spanning aged care, oncology, disability, dementia and neurological care, alongside primary, acute and community health, allied health and key system partners.

Decision-making power

11%
of delgates are Executive leaders,
responsible for budgets, strategy and organisational direction

29%
of delgates are, Senior clinicians,
designing services, specifying products and shaping models of care

12.1
working years on average,
is the highly experienced palliative care cohort

60%
working in roles that directly adopt
new technologies, tools and approaches

Professional diversity

40%
of delgates are Nurses
of these, nearly half are senior level and specialist nurses

15%
of delgates are Doctors
including palliative medicine, oncology, geriatrics and general practice

12%
work in allied health
Physiotherapists, Occupational Therapists, Social Workers, Psychologists, Dieticians

11%
hold a senior leadership role
responsible for procurement and partnerships

6%
Academics and researchers
shaping evidence, education and future directions

Work settings across the care continuum

Delegates work across:

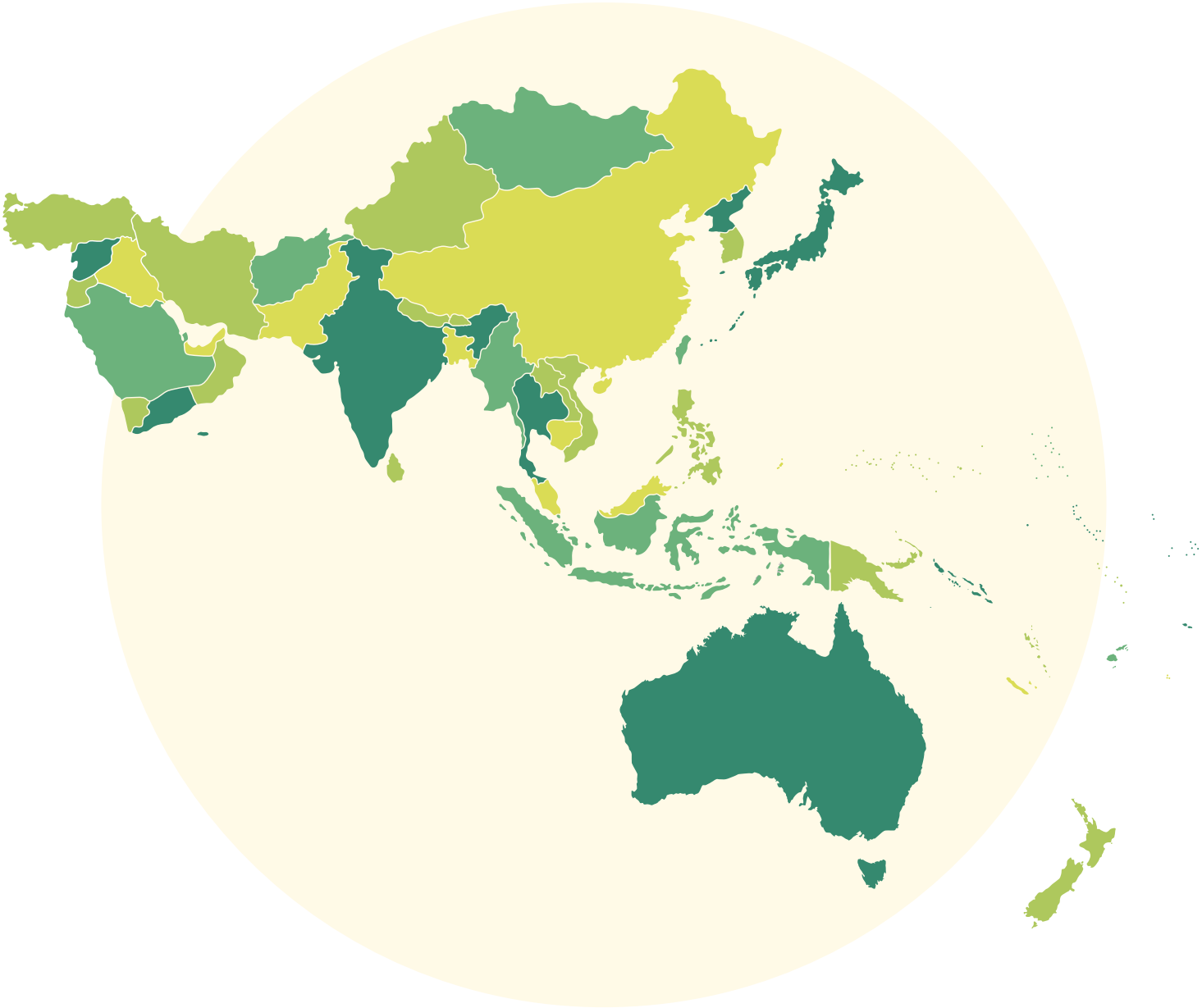
- specialist palliative care (51%)
- community and primary health (13%)
- aged care (11%)
- acute hospitals (8%)
- education and research institutions (7%)

Fresh perspectives and established influence

The audience is evenly balanced between first-time attendees (48%) and established sector leaders (52%), providing access to emerging decision-makers as well as long-standing influencers who shape policy, investment and practice.

Uniting together

Your support of APHC27OPCC allows us to continue supporting palliative care around the world in improving the way we live and die.



“

It was incredibly insightful to see how different countries address end-of-life care challenges through culturally sensitive approaches.

– Feedback from APHC 2025

Regional reach and influence

The combined OPCC and APHC format delivers reach that is not achievable through either conference alone.

- Oceanic delegates bring deep experience from Australian, Aotearoa New Zealand and Pacific systems implementing reform across health and aged care.
- Asia Pacific delegates represent more than 30 countries across Southeast, East and South Asia, where palliative care infrastructure is expanding rapidly and seeking trusted partnerships.

For organisations, this means meaningful engagement across **more than 20 countries**, spanning both established systems and fast-growing markets, and the ability to build trusted relationships within complex, evolving health environments where long-term partnerships matter.

Engagement and impact

The conference is intentionally designed to create repeated, high-value touchpoints for meaningful interaction, including:

- plenary sessions bringing the full conference together
- concurrent streams enabling targeted alignment - workshops and masterclasses supporting capability building
- poster and research showcases
- meet-the-expert formats and special interest groups
- networking designed to foster purposeful conversation

Engagement is proven. OPCC 2025 in Brisbane attracted more than 1,500 delegates with 89.9% satisfaction and an NPS of 49.4. APHC 2025 in Kuching welcomed 1,152 delegates from 31 countries, with 87% satisfaction and more than half already intending to attend in 2027.

Where partners fit

Partnership opportunities are designed to align naturally with the theme and program through support of plenaries, stream content, workshops, networking experiences and practical capability-building initiatives.

This creates opportunities for organisations to demonstrate purpose-led impact while connecting with the people who influence adoption, investment and implementation across the region, including in systems where international expertise, technology and capability-building partnerships are actively sought.

APHC27OPCC offers partners rare access to a concentrated audience where policy, practice, research and industry intersect to shape what palliative care looks like next.

A platform for long-term partnership

Demand for palliative and supportive care is accelerating across the Asia Pacific. By 2030, more than 200 million people in the region will be over 65, increasing the need for integrated, sustainable approaches across aged care, community and primary health, cancer and chronic disease services, disability and complex care.

Supporting APHC27OPCC positions organisations at the centre of regional leadership, collaboration and innovation. Partnership is not about visibility alone. It is about contributing to solutions that work in real systems, while respecting the human experience at the heart of care.

We welcome conversations with organisations interested in exploring partnership approaches aligned to their objectives and values.

“

It’s one of the best opportunities to connect with cutting-edge research and learn alongside others who share the same passion.

– Feedback from OPCC 2025

Partnership Packages

APHC27OPCC offers a wide selection of packages, developed to ensure a successful outcome for all partners.

Early confirmation of your partnership ensures your brand maximises the exposure opportunities available. An extensive promotion campaign allows your organisation to be represented as a key partner of the conference well in advance of APHC27OPCC.

Packages overview

These packages are designed to support meaningful connection, regional collaboration, and locally relevant experiences shaped by shared values, innovation, and care.

All prices are listed in AUD dollars and exclude GST.

	INVESTMENT (EX GST)		NUMBER AVAILABLE
PREMIUM PACKAGES			
Foundation Partner	$75,000	PENDING	1
Elite Partner	$60,000		1
Conference Cultural Gala and Awards Dinner	$50,000		1
Premium Partner	$45,000		Multiple
MID-TIER PACKAGES			
Classic Partner	$35,000		Multiple
Welcome Reception Partner	$25,000		1
Coffee Cart Partner	$25,000		3
CONTENT AND VISIBILITY PACKAGES			
Content Partner	$18,500		Multiple
Poster Partner	$18,500		2
TECHNOLOGY AND SERVICE PACKAGES			
WiFi Partner	$12,000		1
Program Screen Partner	$12,000		1
Charging Station Partner	$12,000		1
Catering Partner	$12,000		Multiple

	INVESTMENT (EX GST)		NUMBER AVAILABLE
SCHOLARSHIP PARTNERS			
Scholarship Sponsor	$7,000*		Multiple
EXHIBITION AND PRESENCES			
Trade Exhibition Booth	$7,200	SELLING FAST	Multiple
Networking Pod	$3,500	SELLING FAST	Multiple
Resources Hub	$800**		Multiple
Tetsuo Kashiwagi Lecture	$5,500	PENDING	1
Cynthia Goh Distinguished Lectureship	$14,500	SOLD	1
Cynthia Goh Award	$14,500	SOLD	1
Rosalie Shaw Travelling Scholarship	$4,300		1
APHC Bursaries	$2,900**		Multiple

**Per scholarship, minimum of 3*
***Per item/scholarship*

PREMIUM PACKAGE

Foundation Partner

PENDING

$75,000

INVESTMENT

EXCLUSIVE

1 available

This is a once-in-a-generation opportunity for one organisation.

The last time these two conferences joined forces was 2009. The next opportunity won't come until well into the 2040s. The Foundation Partner will be recognised as the organisation that made this historic gathering possible.

Sector leadership and recognition

- Named as "Foundation Partner" on all conference materials, website, and signage
- Logo featured prominently alongside conference branding
- Recognition at opening and closing ceremonies
- Feature article in post-conference publication

Program influence and contribution

- 20-minute keynote speaking opportunity in plenary session (content subject to Scientific Committee approval)
- Chair one concurrent stream aligned with your expertise
- Deliver one concurrent presentation (in consultation with conference organisers)

Engagement and relationship-building

- Pre-conference briefing with CEOs and Board Chairs of PCA, APHN and PCSA
- Hosted breakfast with 30 selected delegates from your target audience

Onsite presence and delegate access

- Premium double exhibition booth in prime high-traffic location
- Priority selection of booth location
- Eight full conference registrations including all social functions
- Four additional exhibition-only registrations

Extended reach and communications

- Three digital resources in conference hub
- Two pre-conference and two post-conference direct communications to opted-in delegates
- Delegate list (subject to Privacy Act)
- Professional photography of your presence at conference

All prices are listed in AUD dollars and exclude GST.

PREMIUM PACKAGE

Elite Partner

$60,000
INVESTMENT

EXCLUSIVE
1
available

Designed for government agencies, statutory authorities and peak bodies seeking leadership, system influence and meaningful engagement with emerging and established leaders in palliative care.

Program influence and contribution

- Naming rights for "Meet the Experts" workshop for scholarship recipients
- Chair the Meet the Experts workshop
- Contribute a speaker to Meet the Experts workshop
- Host one full day of concurrent sessions in dedicated room
- Deliver one concurrent presentation (in consultation with conference organisers)

Sector leadership and recognition

- Named as "Elite Partner" throughout conference
- Logo on holding slides in your concurrent room
- Recognition at opening and closing ceremonies
- Logo on website, marketing materials, partnership signage, and PowerPoint slides displayed throughout conference
- Social media announcements

All prices are listed in AUD dollars and exclude GST.

Onsite presence and delegate access

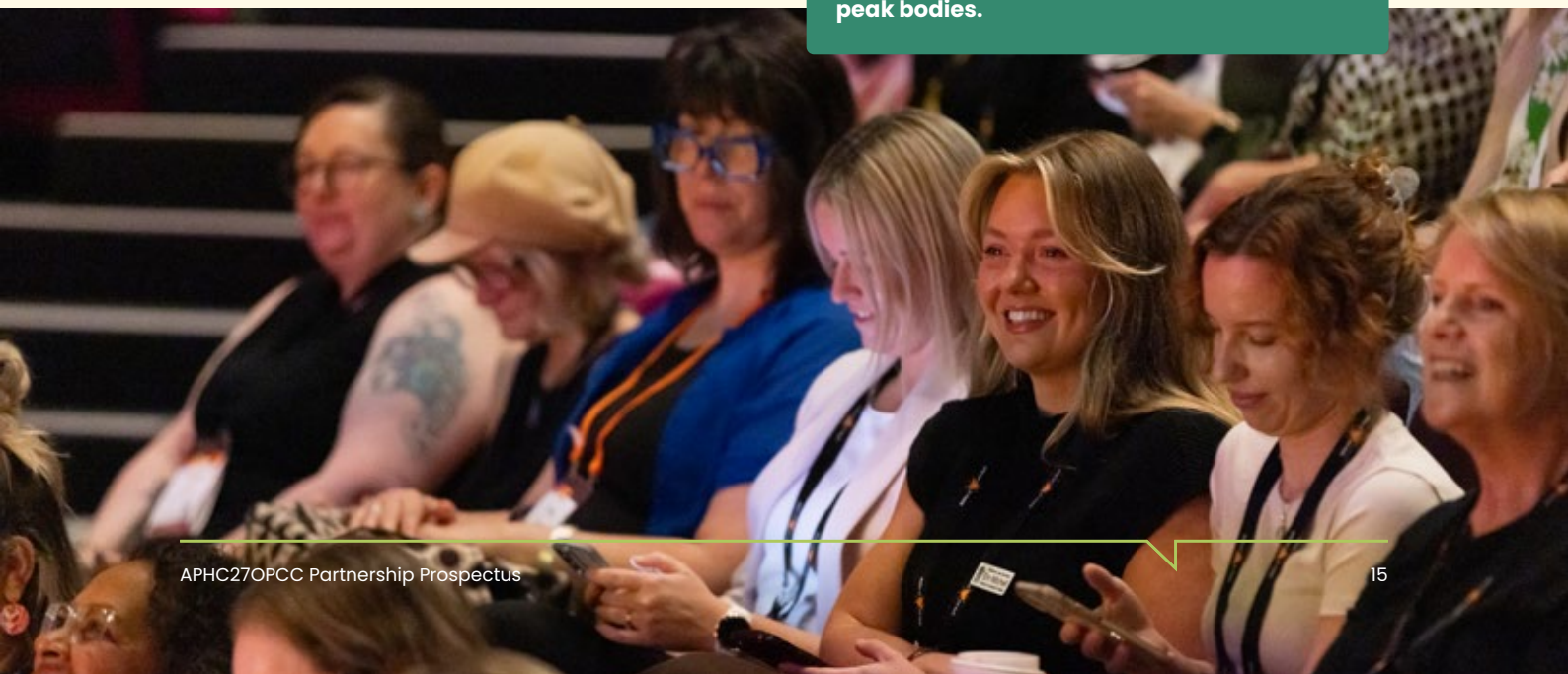
- Two corporate banners at Meet the Experts session
- Your banner in concurrent room for full day
- Your resources available in the room
- Double premium exhibition booth in prime location
- Six full conference registrations including all social functions
- Four exhibition-only registrations

Extended reach and communications

- Up to two digital resources in conference hub
- One pre-conference and one post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Federal and state government departments, statutory authorities, major health services, peak bodies.



PREMIUM PACKAGE

Conference Cultural Gala and Awards Dinner

$50,000
INVESTMENT

EXCLUSIVE
1
available

The signature social event of the conference – spectacular celebration mid-conference.

The Conference Cultural Gala and Awards Dinner is the highlight social event, bringing delegates together for an evening of fine dining, entertainment, and networking in a stunning Adelaide venue. This prestigious partnership positions your organisation at the centre of the conference's most memorable evening.

The National Palliative Care Awards recognises outstanding achievement in palliative care through multiple national and regional awards. This prestigious event attracts senior leaders, researchers, and clinical champions.

Sector leadership and recognition

- Named as 'Conference Cultural Gala and Awards Dinner Partner" throughout the conference
- Recognition at opening and closing ceremonies
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications
- Social media announcements

Program influence and contribution

- Naming rights for the Gala Dinner
- Opportunity to present selected award(s)

Onsite presence and delegate access

- VIP table for 10 in a prominent location
- Two corporate banners prominently displayed at the dinner venue
- Your branding on all dinner menus, promotional materials and signage
- Double premium exhibition booth (select locations available)
- Six full conference registrations including all social functions
- Ten additional Gala Dinner tickets

Extended reach and communications

- One digital resource in conference hub
- One pre-conference and one post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Organisations seeking premium visibility and association with the conference's signature event recognising excellence, achievement and outstanding practice.

All prices are listed in AUD dollars and exclude GST.

“

I sometimes question whether I’m experiencing burnout or if it’s time to step away from the industry. But this conference has genuinely reignited my passion and reminded me why this work matters.

– Feedback from OPCC 2025

PREMIUM PACKAGE

Premium Partner

$45,000
INVESTMENT

multiple available

Choose your format: plenary session, educational symposium, or regional expansion package

All Premium Partner packages include comprehensive visibility and recognition. Choose the format that best suits your objectives:

OPTION A

Plenary Speaking Opportunity

(three available)

Your organisation delivers a 15-minute presentation to the full conference in a plenary session. This prestigious opportunity positions you as a thought leader and gives you access to every delegate.

- Content must be relevant to conference theme and approved by Scientific Committee
- Typically focuses on sector-wide innovations, research findings, or practice improvements
- Professional AV support and speaker preparation assistance provided
- Recording available for post-conference use

OPTION B

Educational Symposium/Round table discussion – Breakfast or Lunch

(six available)

Host an invitation-only education session or round table discussion for key leaders in the sector. Choose the format that works best for your audience and objectives.

Breakfast format: 90 minutes with 80-100 delegates

- ✔ Includes breakfast, presentation, and Q&A
- ✔ Ideal for clinical education and product information

Lunch format: 75 minutes with up to 30 hand-picked delegates in the Gilbert Suite

- ✔ Facilitated round table discussion on a topic of your choice
- ✔ Premium catering with branding opportunities
- ✔ Curated delegate selection based on your target profile (clinical directors, researchers, policy makers, etc.)
- ✔ Your organisation may chair or co-chair the discussion, or nominate a subject matter expert
- ✔ Ideal for strategic discussions, emerging trends, and building deeper professional relationships

Both formats include

- ✔ You select the topic in consultation with Scientific Committee
- ✔ Attendee list provided for tailored post-event follow-up
- ✔ Recognition in conference program, website, and app

OPTION C

Regional Expansion Package

(one only available)

Specifically designed for organisations seeking to expand into Asia Pacific markets or strengthen regional presence. This package leverages the combined conference format to position your organisation across the broader region.

Regional connections

- Facilitated introductions to eight key regional delegates/organisations selected based on your target markets
- Access to APHN network and publications

Program participation

- Participate in a regional/international focused panel discussion
- Opportunity to chair or participate in Asia Pacific focused concurrent sessions

Targeted networking

- Hosted breakfast with 30 Asia Pacific delegates (you select target countries)
- Priority access to international delegate networking events

Enhanced regional visibility

- Named as "Regional Partner" on all international marketing
- Special recognition in communications to Asia Pacific delegates
- Featured in APHN newsletters and communications

All prices are listed in AUD dollars and exclude GST.

All Premium Partners receive

Sector leadership and recognition

- Named as a "Premium Partner" throughout the conference
- Recognition at opening and closing ceremonies
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications
- Social media announcements

Program influence and contribution

- Option A: 15-minute plenary presentation
- Option B: Educational symposium or round table discussion (breakfast or lunch)
- Option C: Regional expansion package

Onsite presence and delegate access

- Double premium exhibition booth
- Six full conference registrations including all social functions
- Two exhibition-only registration

Extended reach and communications

- One digital resource in general conference hub
- One digital resource sent only to healthcare professionals
- One pre-conference and one post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Pharmaceutical companies, major medical device manufacturers, health IT providers, large aged care organisations, research institutions, organisations with regional expansion plans.

MID-TIER PACKAGE

Classic Partner

$35,000
INVESTMENT

multiple available

High visibility without the premium price point.

Classic Partners receive substantial recognition and exhibition presence with the opportunity to host a concurrent session, positioning your organisation as an active contributor to conference content.

Sector leadership and recognition

- Named as "Classic Partner" throughout conference
- Recognition at opening and closing ceremonies
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications
- Organisation listed in conference program as session host

Program influence and contribution

- Chair one concurrent session
- Deliver one presentation in the session (in consultation with conference organisers)
- Organisation listed in conference program as session host

Onsite presence and delegate access

- Standard exhibition booth
- Four full conference registrations including all social functions
- Two exhibition-only registrations
- Your banner in the room during your session

Extended reach and communications

- One digital resource in conference hub
- One pre-conference and one post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Mid-sized healthcare organisations, aged care providers, community health services, professional associations, universities, digital health and technology organisations.

All prices are listed in AUD dollars and exclude GST.

MID-TIER PACKAGE

Welcome Reception Partner

$25,000
INVESTMENT

EXCLUSIVE
1 available

Be centre stage at the first official networking event of the conference.

The Welcome Reception is the moment when delegates come together after the opening day of the conference, reconnect with colleagues, and begin building new relationships. As the Welcome Reception Partner, your brand is associated with this celebratory start.

Sector leadership and recognition

- Named as the "Welcome Reception Partner" throughout the conference
- Recognition at opening and closing ceremonies
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications

Program influence and contribution

- Naming rights for the Welcome Reception
- Five-minute welcome address at the conclusion of the first day of the conference

Onsite presence and delegate access

- Two corporate banners displayed prominently at the Welcome Reception
- Opportunity to provide branded items (eg napkins, waitstaff aprons) at your expense
- One standard exhibition booth
- Two full conference registrations including all social functions
- Ten additional Welcome Reception tickets (for clients, stakeholders, or team members)

Extended reach and communications

- One digital resource in conference hub
- One pre-conference and one post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

All prices are listed in AUD dollars and exclude GST.

IDEAL FOR

Organisations wanting high visibility and association with hospitality and connection.

MID-TIER PACKAGE

Coffee Cart Partner

$25,000
INVESTMENT

3
available

Everyone's favourite stand – host the most popular location in the exhibition.

Coffee breaks are when delegates energise, connect, and network. As Coffee Cart Partner, your brand is associated with these essential moments throughout the conference.

Sector leadership and recognition

- Named as "Coffee Cart Partner" throughout conference
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications

Onsite presence and delegate access

- Your branding on coffee cart(s) throughout conference
- Space alongside coffee cart for your booth or presence
- Prominent signage at coffee service points
- Option to provide branded coffee cups (supplied by you)
- Option for baristas to wear branded aprons (supplied by you)
- Two full conference registrations (including social functions)

Extended reach and communications

- One digital resource in conference hub
- One pre-conference and one post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Organisations seeking constant visibility and positive brand association. Previous coffee sponsors report exceptional delegate engagement.

All prices are listed in AUD dollars and exclude GST.

CONTENT AND VISIBILITY PACKAGE

Content Partner

$18,500
INVESTMENT

multiple available

Sponsor a keynote speaker, plenary session, or concurrent stream and demonstrate your commitment to high-quality content.

Content Partners receive recognition for supporting the speakers and sessions that delegates most value. Choose from:

Keynote speaker sponsorship

- Your organisation sponsors a keynote presentation
- Banner on stage during presentation (supplied by you)
- Introduce your keynote speaker before their presentation
- Photo opportunity with speaker
- Speaker bio includes acknowledgement of your sponsorship

Plenary session sponsorship

- Your organisation sponsors an entire plenary session
- Banner on stage throughout session (supplied by you)
- Recognition by session chair
- Logo on session slides

Concurrent stream sponsorship

- Your organisation sponsors an entire stream of concurrent sessions (multiple sessions across the conference on related topics)
- Banner in concurrent room throughout conference (supplied by you)
- Recognition at start of each session in the stream
- Logo in program for all sessions in the stream

All Content Partners receive

Sector leadership and recognition

- Named as "Content Partner" throughout the conference
- Logo on website and conference materials
- Recognition at sponsored sessions

Onsite presence and delegate access

- Two full conference registrations including all social functions

Extended reach and communications

- One digital resource in conference hub
- One pre-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Organisations wanting to support thought leadership and be associated with quality content.

All prices are listed in AUD dollars and exclude GST.

CONTENT AND VISIBILITY PACKAGE

Poster Partner

$18,500
INVESTMENT

2
available

Sponsor the poster gallery and dedicated poster viewing session.

The poster gallery showcases research and innovations from across the region. Poster sessions create dynamic networking opportunities where delegates engage directly with researchers and innovators.

Sector leadership and recognition

- Named as "Poster Partner" throughout conference
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications
- Logo on poster sessions in program

Onsite presence and delegate access

- Two pull-up banners (supplied by you) in the poster gallery
- Two full conference registrations including all social functions

Extended reach and communications

- One digital resource in conference hub
- One pre-conference and one post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Research-focused organisations, universities, research institutes, organisations supporting evidence-based practice.

All prices are listed in AUD dollars and exclude GST.

TECHNOLOGY AND SERVICE PACKAGE

Wi-Fi Partner

$12,500
INVESTMENT

EXCLUSIVE
1
available

Be the conduit for connection – every delegate will thank you.

In today's connected world, reliable Wi-Fi is essential. Every delegate uses the conference Wi-Fi multiple times per day. As Wi-Fi Partner, your brand becomes synonymous with connectivity and ease.

Sector leadership and recognition

- Named as "Wi-Fi Partner" throughout conference
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications

Onsite presence and delegate access

- Your organisation's name as the Wi-Fi password (e.g., "YourCompany2027"), printed on every delegate nametag
- Wi-Fi connection instructions include your branding
- One full conference registration including social functions

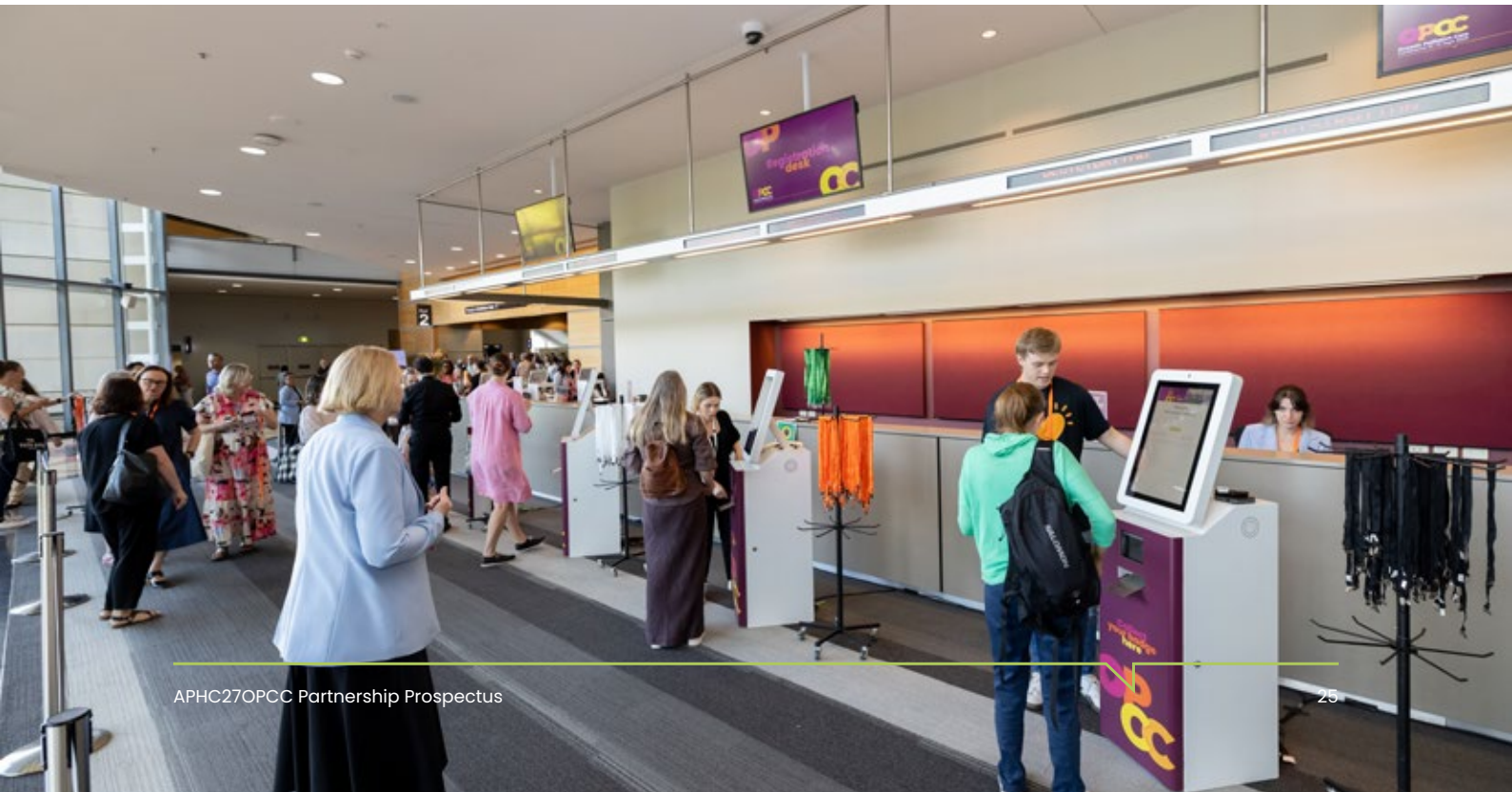
Extended reach and communications

- One digital resource in conference hub
- One post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Technology companies, telecommunications providers, any organisation wanting widespread visibility.

All prices are listed in AUD dollars and exclude GST.



TECHNOLOGY AND SERVICE PACKAGE

Program Screen Partner

$12,000
INVESTMENT

EXCLUSIVE
1
available

Part of our sustainability solution – constant visibility without printing.

Rather than printing thousands of programs, digital screens throughout the venue help delegates navigate the conference. Your logo appears on every screen, all day, every day.

Sector leadership and recognition

- Named as "Program Screen Partner" throughout conference
- Logo on website, marketing materials, and partnership signage
- Recognition for supporting sustainability through digital program
- Recognition in pre-event promotion and communications

Onsite presence and delegate access

- Your logo on five digital program screens throughout venue – visible every time delegates check the program
- One full conference registration including social functions

Extended reach and communications

- One digital resource in conference hub
- One post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Technology companies, organisations supporting sustainability, those seeking constant subtle visibility.

All prices are listed in AUD dollars and exclude GST.

TECHNOLOGY AND SERVICE PACKAGE

Charging Station Partner

$12,000
INVESTMENT

EXCLUSIVE
1
available

Every delegate's best friend – your brand at a high-traffic hub.

Dead phones and laptops send delegates searching for power. The charging station becomes a gathering place where delegates charge devices, check messages, and connect with colleagues. Your brand is prominently featured at this essential location.

Recognition

- Named as "Charging Station Partner" throughout the conference
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications

Onsite presence and delegate access

- Branded charging station in a high traffic area in the trade exhibition (great for conversations)
- One full conference registration including social functions

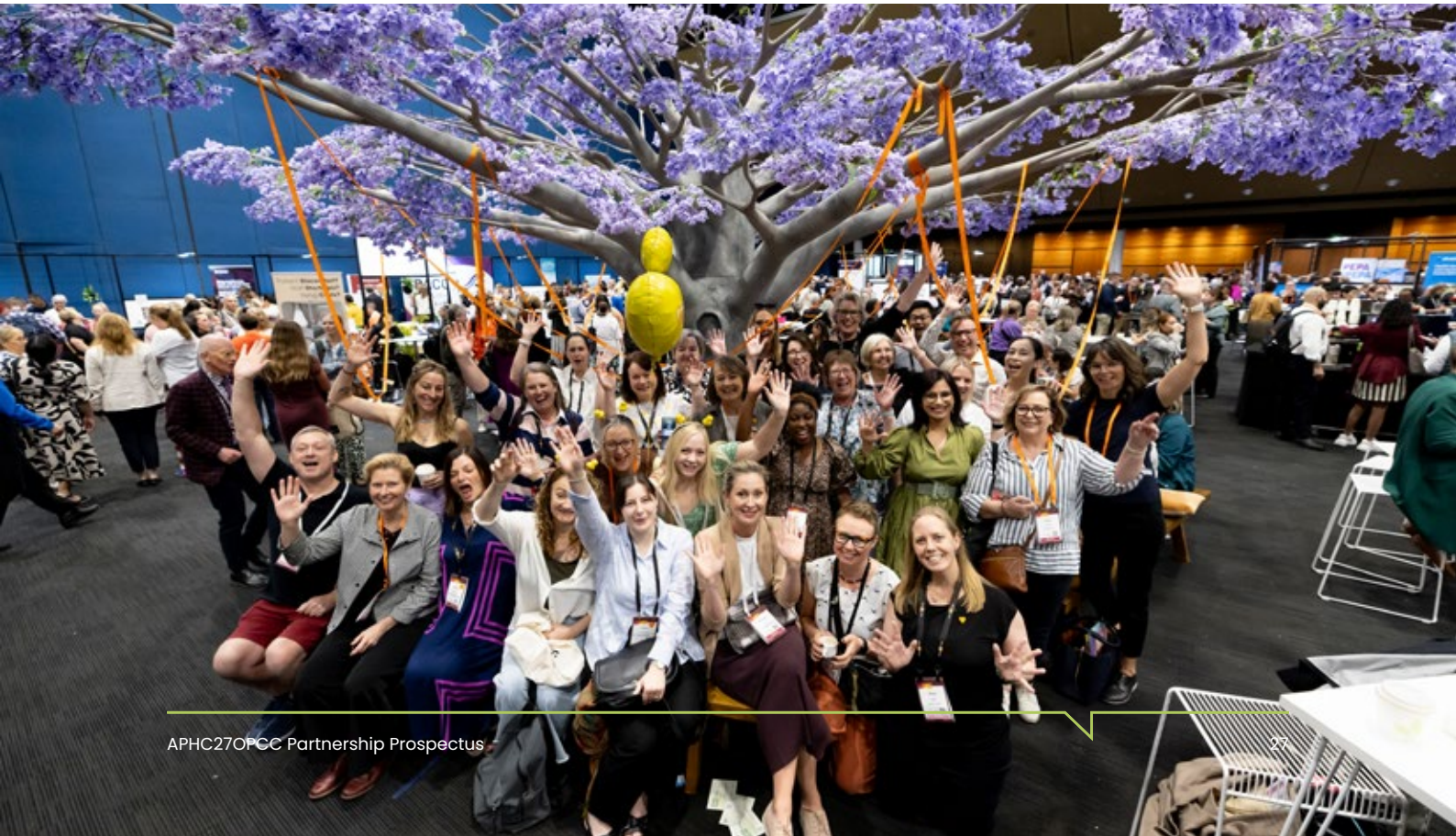
Extended reach and communications

- One digital resource in conference hub
- One post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Technology companies, device manufacturers, any organisation wanting to be associated with being helpful and essential.

All prices are listed in AUD dollars and exclude GST.



TECHNOLOGY AND SERVICE PACKAGE

Catering Partner

$12,000
per day

multiple available

Associate your brand with the most popular moments of each day.

Morning tea, lunch, and afternoon tea are when delegates relax, network, and explore the exhibition. As Catering Partner, your brand is featured at every catering station during your sponsored day.

Recognition

- Named as 'Catering Partner" throughout the conference
- Logo on website, marketing materials, and partnership signage
- Recognition in pre-event promotion and communications

Onsite presence and delegate access

- Your logo on all catering stations for your sponsored day (morning tea, lunch, afternoon tea)
- Signage thanking you for supporting refreshments
- Option for serving staff to wear branded aprons (supplied by you)
- Option to provide branded napkins or other catering items (supplied by you)
- One full conference registration including social functions

Extended reach and communications

- One digital resource in conference hub
- One post-conference communication to opted-in delegates
- Delegate list (subject to Privacy Act)

IDEAL FOR

Food and nutrition companies, aged care catering providers, hospitality organisations, any organisation wanting positive brand association.

All prices are listed in AUD dollars and exclude GST.

SCHOLARSHIP PARTNER

Scholarship Sponsor

$7,000
per scholarship

multiple available

Support emerging leaders and create lasting relationships.

In 2025, 76 scholarship recipients attended the conference – 5% of all delegates. These emerging professionals are the sector's future leaders. Scholarship sponsorship creates emotionally compelling partnerships while directly supporting workforce development.

Workforce development and engagement

- Named scholarship supporting delegates
- Funding covers full conference registration, accommodation, and travel for one person
- Opportunity to customise scholarship criteria
- Recipient writes testimonial about conference experience (you can use for your communications)
- Ongoing connection with emerging leader in the sector

Sector leadership and recognition

- Named as "Scholarship Partner" throughout the conference
- Photo opportunity with your recipient
- Scholarship announced in pre-conference communications
- Recognition throughout conference as scholarship supporter
- Logo on scholarship materials and announcements

Note: A minimum of three scholarships is required to be a scholarship sponsor. Consider an ongoing commitment to create a legacy scholarship program.

All prices are listed in AUD dollars and exclude GST.

IDEAL FOR

Organisations committed to workforce development, those seeking to build long-term relationships with emerging leaders, companies wanting emotionally compelling partnerships.

EXHIBITION AND PRESENCE

Trade Exhibition Booth

SELLING FAST

$7,200

INVESTMENT

multiple available

The heart of the conference – where connections happen.

The exhibition is where delegates explore innovations, ask questions, compare solutions, and build relationships with partner organisations. Exhibition booths provide three full days of face-to-face access to decision makers.

Onsite presence and delegate access

- ✔ 3m wide x 3m deep open-style booth
- ✔ One full conference registration including social functions and one exhibition only registration

Extended reach and communications

- ✔ Listing on conference website and app
- ✔ Basic booth signage with your organisation name

Exhibition hours

- Wednesday 21 April: 7:30am – 7:30pm
- Thursday 22 April: 7:30am - 5:00pm
- Friday 23 April: 7:30am - 2:00pm

All catering served in exhibition area, ensuring high traffic throughout the day.

Additional registrations

- Extra full conference registrations available at early-bird rates
- Extra exhibition-only registrations: $550 each

IDEAL FOR

All organisations wanting to showcase products, services, resources, or Programs. Previous exhibitors report high-quality conversations and strong follow-up potential.

BOOK EARLY FOR BEST BOOTH LOCATIONS.

All prices are listed in AUD dollars and exclude GST.

EXHIBITION AND PRESENCE

Networking Pod

SELLING FAST

$3,200

INVESTMENT

multiple available

Perfect for not-for-profits, start-ups, and organisations wanting smaller presence.

Networking Pods offer exhibition presence without the full booth investment. These shared spaces in the exhibition area provide visibility and delegate access at an accessible price point.

Onsite presence and delegate access

- ✔ Shared networking space with signage
- ✔ One exhibition only registration

Extended reach and communications

- ✔ Listing on conference website and app

Exhibition hours

- Wednesday 21 April: 7:30am – 7:30pm
- Thursday 22 April: 7:30am - 5:00pm
- Friday 23 April: 7:30am - 2:00pm

Additional registrations

- Full conference registrations available at early-bird rates
- Extra exhibition-only registrations: $550 each

IDEAL FOR

Not-for-profit organisations, professional associations, start-ups, small businesses, special interest groups, regional organisations.

All prices are listed in AUD dollars and exclude GST.

EXHIBITION AND PRESENCE

Resources Hub

$800
INVESTMENT

multiple available

Get your resources directly to delegates digitally.

The online Resources Hub replaces traditional satchel inserts with a more sustainable, accessible approach. Delegates can access partner resources before, during, and after the conference.

Extended reach and communications

- ✔ Digital resource available to all delegates
- ✔ Download metrics available post conference

Upload options

- Product information and specifications
- Research reports and white papers
- Case studies and success stories
- Educational resources
- Service information
- Video content (if file size permits) or links to video

Note: All partnership packages include at least one Resources Hub slot. Additional slots available at $800 each.

IDEAL FOR

All organisations wanting to provide detailed information to delegates. Resources remain accessible post-conference, extending your reach beyond the event.

All prices are listed in AUD dollars and exclude GST.

APHC 2027

Tetsuo Kashiwagi Lecture

PENDING

$5,500

INVESTMENT

EXCLUSIVE

1 available

The Tetsuo Kashiwagi Distinguished Lecture celebrates the immense contributions of Professor Tetsuo Kashiwagi, widely regarded as the "father of palliative care" in Japan and a fundamental architect of the regional movement.

Succeeding the Hinohara Memorial Lecture in past Asia Pacific Hospice Palliative Care Conference (APHC), this prestigious session pays tribute to the man who served as the Inaugural Chairman of the Asia Pacific Hospice Palliative Care Network (APHN) and set up Japan's first palliative care team.

The lectureship serves as a premier platform at the APHC for global leaders to share transformative research and clinical wisdom. It stands as a commitment to upholding Prof. Kashiwagi's legacy of compassionate care, clinical excellence, and his pivotal role in uniting the palliative care community across the Asia-Pacific.

Concurrent session sponsorship

- Your organisation sponsors this prominent session (Your organisation sponsors this distinguished lecture)
- Banner on stage throughout this session (supplied by you) Banner on stage throughout the lecture (supplied by you)
- Recognition by session chair
- Logo on session slides during the presentation logo on holding slides during the distinguished lecture introduction
- Logo on website, marketing materials, and partnership signage

Support and engagement

- Opportunity to present certificate of appreciation to the lecturer on stage
- Ongoing connection with the expert in the sector
- Photo opportunity with the lecturer

All prices are listed in AUD dollars and exclude GST.

APHC 2027

Cynthia Goh Distinguished Lectureship

SOLD

$14,500

INVESTMENT

EXCLUSIVE

1 available

The Cynthia Goh Distinguished Lectureship honours the legacy of Professor Cynthia Goh, a pioneer and visionary of palliative care in Singapore and Asia-Pacific.

It provides a platform for palliative care thought leaders, clinicians, researchers, educators, administrators and policymakers to share insights, advance knowledge, and inspire collaboration. The lectureship is both a tribute to Cynthia's lifelong dedication and a catalyst for sustaining her vision of universal access to compassionate and quality palliative care.

Concurrent session sponsorship

- Your organisation sponsors this prominent session
- Banner on stage throughout this session (supplied by you)
- Recognition by session chair
- Logo on session slides during the presentation
- Logo on website, marketing materials, and partnership signage

Support and engagement

- Opportunity to present certificate of appreciation to the lecturer on stage
- Ongoing connection with the expert in the sector
- Photo opportunity with the lecturer

All prices are listed in AUD dollars and exclude GST.

APHC 2027

Cynthia Goh Award

SOLD

$14,500

INVESTMENT

EXCLUSIVE

1 available

The Cynthia Goh Award is given at the biennial Asia Pacific Hospice Palliative Care Conference in recognition of individuals with selfless dedication to advancing palliative care and outstanding contributions to capacity building in the Asia-Pacific region.

Sector leadership and recognition

- Named as 'Cynthia Goh Award Partner" throughout the conference
- Your branding on all awards materials, certificates, and signage
- Logo on website, marketing materials, and partnership signage
- Social media announcements highlighting your support for excellence

Support and engagement

- Opportunity to present this award to the recipient
- Ongoing connection with the expert in the sector
- Photo opportunity with the awardee

All prices are listed in AUD dollars and exclude GST.

APHC 2027

Rosalie Shaw Travelling Scholarship

$4,300
INVESTMENT

EXCLUSIVE
1
available

The Rosalie Shaw Travelling Scholarship was created in honour of the first Executive Director for Asia Pacific Hospice Palliative Care Network (APHN), Dr Rosalie Shaw, and her contributions to the palliative care landscape in Asia-Pacific.

This scholarship focuses on emerging leaders committed to developing palliative care services in their home countries, and the financial assistance provided enables an eligible APHN member from low and middle-income regions to attend the biennial Asia Pacific Hospice Palliative Care Conference. The recipient will receive support of up to AU $4,500 to fund their conference registration, travel and accommodation.

Sector leadership and recognition

- Named as "Rosalie Shaw Travelling Scholarship Partner" throughout the conference
- Photo opportunity with your recipient
- Scholarship announced in pre-conference communications
- Recognition throughout conference as scholarship supporter
- Logo on scholarship materials and announcements

Workforce development and engagement

- Ongoing connection with emerging leader in the sector
- Recipient writes testimonial about conference experience (you can use for your communications)

All prices are listed in AUD dollars and exclude GST.

> **The interactive workshops and networking moments gave me a sense of belonging and renewed motivation in my role.**

– Feedback from APHC 2025

APHC 2027

APHC Bursaries

$2,900
per scholarship

multiple available

APHC General Bursaries offers financial support to diverse delegates with APHN membership from low and middle-income regions.

This facilitates their attendance to exchange knowledge and network with experts, enabling their professional development from attending the biennial Asia Pacific Hospice Palliative Care Conference. The recipients will receive support of up to AU $2,900 to fund their conference registration, travel and accommodation.

Sector leadership and recognition

- Named as "Scholarship Partner" throughout the conference
- Photo opportunity with your recipient
- Scholarship announced in pre-conference communications
- Recognition throughout conference as scholarship supporter
- Logo on scholarship materials and announcements

Workforce development and engagement

- Ongoing connection with emerging leader in the sector
- Recipient writes testimonial about conference experience (you can use for your communications)

Note: A minimum of five scholarships is required to be a scholarship sponsor. Consider an ongoing commitment to create a legacy scholarship program

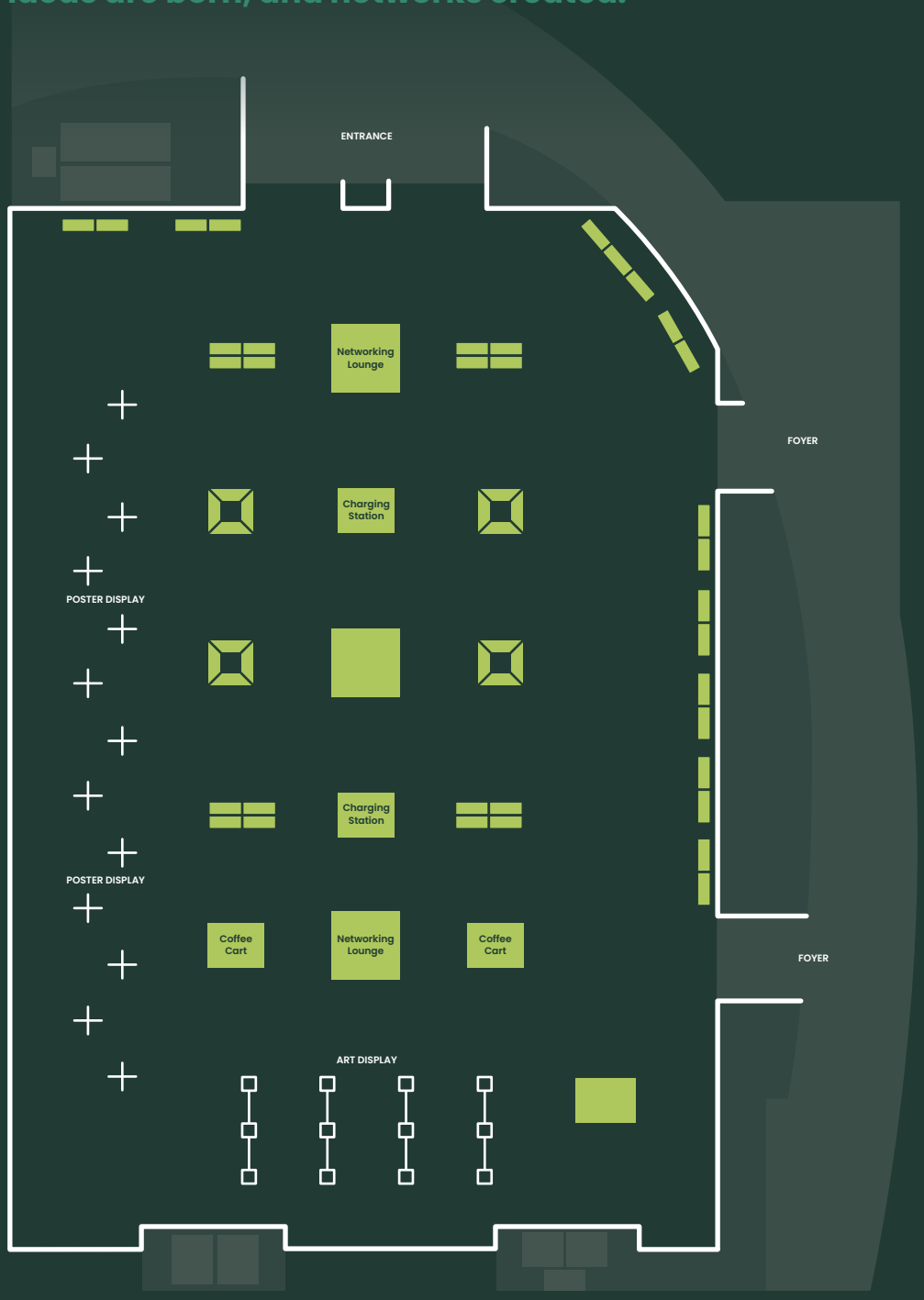
All prices are listed in AUD dollars and exclude GST.

Diversity in the backgrounds of the speakers and attendees, bringing a wide range of perspectives.

– Feedback from APHC 2025

Trade Exhibition

The heart of the conference, where connections are strengthened, ideas are born, and networks created.



This trade floor map is indicative only and may be amended at any time due to operational or program requirements.

How to choose the right partnership

APHC27OPCC brings together around 2,000 senior leaders, clinicians, policy makers and researchers from more than 20 countries to shape the future of palliative care across Australia and the Asia Pacific.

Under the theme **Stronger Together: humanity at the heart of palliative care**, the conference combines system-level influence with a shared commitment to dignity, compassion and care that works in real lives. Partners gain access to decision-makers who lead services, influence procurement and drive adoption of new models and solutions.

Not sure which partnership is the right fit?

We're here to help.
Our team is happy to talk through your objectives and recommend options that align with your priorities.

Partnership guidance by sector

The following guidance outlines recommended partnership options based on common organisational objectives. All partnerships can be tailored through discussion.

Pharmaceutical organisations

Typical objectives: reputation, clinical credibility, policy and guideline influence, education

Recommended partnerships:

- Content Partner (keynote, plenary or stream sponsorship)
- Premium Partner – Option A (plenary) or Option B (educational symposium)
- National Palliative Care Awards Ceremony Partner
- Scholarship Sponsor

Why this works: Positions organisations as contributors to education and workforce development, building long-term credibility.

Medical technology and digital health organisations

Typical objectives: adoption, implementation, system integration, regional growth

Recommended partnerships:

- Premium Partner – Option B (breakfast, lunch or round table)
- Premium Partner – Option C (regional expansion package)
- Classic Partner (session hosting)
- Charging Station or Coffee Cart Partner paired with content participation

Why this works: Enables deep engagement with clinical, operational and policy leaders who influence implementation and scaling.

Aged care providers and service organisations

Typical objectives: leadership positioning, workforce sustainability, integrated models of care

Recommended partnerships:

- Premium Partner – Option B
- Classic Partner
- Scholarship Sponsor
- Welcome Reception Partner

Why this works: Enables storytelling around service models, workforce development and system integration.

Government, statutory bodies and public sector organisations

Typical objectives: policy leadership, system stewardship, reform and equity

Recommended partnerships:

- Elite Partnership
- Premium Partner – Option A or Option C
- Content Partner (plenary or stream sponsorship)
- Scholarship Sponsor with equity or workforce focus

Why this works: Ownership of program elements and alignment with reform priorities provide legitimacy and influence.

Universities and research-led institutions

Typical objectives: research translation, academic leadership, education, workforce development, profile among clinicians and policy makers

Recommended partnerships:

- Content Partner (keynote, plenary or stream sponsorship)
- Poster Partner
- Premium Partner – Option A (plenary) or Option B (educational symposium)
- Scholarship Sponsor
- Classic Partner

Why this works: Positions universities as leaders in evidence generation and translation, maintaining academic integrity.

Large national palliative care projects and initiatives

Typical objectives: system change, implementation, adoption, stakeholder alignment, national visibility

Recommended partnerships:

- Elite Partnership
- Premium Partner – Option A (plenary) or Option B (round table)
- Content Partner (plenary, stream or keynote sponsorship)
- Welcome Reception Partner

Why this works: Provides ownership of program elements and high-trust visibility where policy, practice and implementation intersect.

Next steps

To discuss partnership opportunities and explore customised packages that align with your organisational objectives, please contact Palliative Care Australia.

We look forward to working with you to shape the future of palliative care across the Asia Pacific region.

https://aomevents.eventsair.com/aphc2027opcc/sponex

Terms and Conditions

BOOKING AND PAYMENT

Confirmation
Partnerships are confirmed upon receipt of signed booking form and deposit payment.

Payment schedule

- 50% deposit due upon booking
- 50% balance due by 31 December 2026
- Full payment required for bookings made after 1 January 2027

Payment methods
Electronic transfer, credit card,

Tax invoice
Official tax invoice provided upon receipt of booking form

CANCELLATION AND CHANGES

Before 1 September 2026
Full refund less $2,000 administration fee

1 September 2026 – 31 January 2027
50% refund of total partnership investment

From 1 February 2027
No refund; full payment required

Package modifications
Requests to change partnership level or package type subject to availability and approval. Changes requested after 31 December 2026 may incur administration fees.

Transfer to another organisation
Not permitted without written approval from Palliative Care Australia.

PARTNER RESPONSIBILITIES

Logo and materials
Partners must provide high-resolution logo files and any required descriptive text by deadlines specified by conference organisers. Late submissions may result in reduced exposure.

Banners and signage
Where partnership package includes display of partner-supplied banners, partner is responsible for providing, shipping, and retrieving banners at their own cost. Specifications provided upon booking.

Content approval
All speaking opportunities, presentation content, and promotional materials must be approved by conference organisers to ensure relevance and alignment with conference objectives.

Conduct
Partners must conduct activities in a professional, ethical manner consistent with conference values. Conference organisers reserve the right to request removal of any materials or activities deemed inappropriate.

CONFERENCE ORGANISER RESPONSIBILITIES

Diligent delivery
Conference organisers will take all diligent care to fulfil partnership commitments as outlined. However, organisers reserve the right to make changes to Program, floor plan, schedule, or conference format as necessary.

Program changes
Changes to conference program, speakers, or schedule may affect timing or format of partner benefits. Organisers will consult with affected partners and make reasonable accommodations where possible.

Force majeure
If the conference cannot proceed due to circumstances beyond the organisers' control (including but not limited to natural disasters, pandemics, government restrictions, venue unavailability), organisers will work with partners to either:

- Defer partnership to rescheduled conference date, or
- Provide partial refund based on costs already incurred, or
- Transfer partnership to 2029 conference

DELEGATE LIST AND COMMUNICATIONS

Privacy compliance
Delegate list provided to partners is subject to the Privacy Act 1988. Partner may only contact delegates who have explicitly opted in to receive communications from conference partners.

Permitted communications
Partners may send communications as specified in their partnership package (e.g., "one pre-conference and one post-conference communication"). Communications must be relevant to conference content and not purely promotional.

Content approval
Conference organisers reserve the right to review communications to delegates to ensure compliance with Privacy Act and conference values.

No on-selling
Delegate contact information must not be shared with third parties or used for purposes other than communications related to partner's conference participation.

EXHIBITION REQUIREMENTS

Insurance
All exhibitors must maintain current public liability insurance with minimum coverage of $10 million. Certificate of currency must be provided prior to bump-in.

Booth setup
Exhibitors responsible for booth setup within allocated times. Professional setup assistance available at additional cost.

Conduct
Exhibitors must conduct all promotional activities within their allocated booth space. Approaching delegates outside booth area, distributing materials outside exhibition area, or other aggressive marketing tactics are prohibited.

Compliance
Exhibitors must comply with all venue requirements, work health and safety regulations, and local laws.

INTELLECTUAL PROPERTY

Conference branding
Partners may use conference logos and branding in promotional materials related to their partnership, subject to brand guidelines provided. Use must cease after the conference unless ongoing partnership is established.

Photography and recording
Conference organisers may photograph or record partner presence at conference for promotional purposes. Partners grant permission for such use by participating in the conference.

Partner materials
Partners retain all rights to their own materials, presentations, and content.

DISPUTE RESOLUTION

Any disputes arising from partnership agreements will be resolved through good faith negotiation between parties. If resolution cannot be reached, parties agree to mediation before pursuing legal remedies.

GOVERNING LAW

Partnership agreements are governed by the laws of the Australian Capital Territory.

ACKNOWLEDGEMENT

By submitting a partnership booking form, partner acknowledges they have read, understood, and agree to these terms and conditions.

Your partnership helps ensure every Australian can access compassionate, high-quality palliative care... when it matters most.

APHC

Asia Pacific Hospice Conference

2027

OPCC

Oceanic Palliative Care Conference

20 – 23 APRIL **ADELAIDE**

Asia Pacific Hospice Palliative Care Network

Palliative Care South Australia
Living, dying & grieving well

Palliative Care Australia
Matters of life and death