

**Australian
Council for
International
Development**

**Partnering
with ACFID**



AUSTRALIAN
COUNCIL
FOR
INTERNATIONAL
DEVELOPMENT

Who is ACFID

The Australian Council for International Development (ACFID) is committed to creating a fair, just, and sustainable world. As the peak body for Australian NGOs in international development and humanitarian action, ACFID leads, unites, and convenes to support social and economic justice, address human needs, and advocate for impactful development cooperation. Founded in 1965, ACFID averages 130 members and 20 affiliates working in over 85 developing countries, representing over 80% of Australian international aid funds. ACFID's members range from large multisectoral organisations to specialised agencies and community, secular and faith-based groups.

What ACFID Does

Lead

- **Leadership and Advocacy:** ACFID influences policymakers and public opinion, advocating for ethical development policies.
- **Standards and Accountability:** ACFID sets high ethical standards through the ACFID Code of Conduct.
- **Research and Innovation:** ACFID shares research on emerging trends, promoting sustainable practices.

Convene

- **Networking and Collaboration:** ACFID connects NGOs, government, academia, and the private sector to share knowledge and resources.
- **Public Engagement and Education:** ACFID builds support for international development through campaigns, events, and educational programs.

Unite

- **Capacity Building and Support:** ACFID provides tools, resources, and training to enhance members' effectiveness with access to research and best practices.

ACFID's Network

ACFID Members represent hundreds of NGOs, including large multinationals and single-issue-focused organisations, many linked to international federations. Collectively, they account for over 80% of Australia's international funds for aid and development initiatives, highlighting their significant impact and reach in addressing global challenges.

Government Departments shape policies and allocate funding for aid and development. Their decisions influence regulatory frameworks and financial structures, ensuring resources are directed towards impactful and sustainable projects that drive positive global change.

International NGOs and Other Peak Bodies implement projects, advocate for policy changes, and address social, economic, and environmental challenges globally. These organisations bring diverse expertise and foster collaboration among various stakeholders to achieve sustainable development outcomes.

Research Organisations provide critical insights and conduct rigorous studies that inform strategies, policy decisions, and program evaluations in aid and development. Their work enhances understanding and fosters innovation, helping to tackle complex global development challenges.

Profit-for-Purpose Organisations engage in aid and development with a commitment to social objectives alongside profit goals. They offer financial support, technical expertise, and innovative solutions through CSR initiatives and NGO partnerships, contributing to sustainable development and creating positive social impact.

Industry Leaders are instrumental in aid and development through strategic partnerships, philanthropic initiatives, and CSR programs. Their leadership shapes industry standards, promotes collaboration, and drives efforts towards achieving sustainable development goals, making a significant impact on the sector's effectiveness and reach.

Why Partner

Partnering with ACFID opens the door to a wealth of opportunities within the Australian aid and development sector, positioning your organisation to effectively connect with your target audience and align with our commitment to a fair, just, and sustainable world. Collaborating with ACFID not only enhances your brand's visibility but also provides you with valuable strategic insights and exclusive networking opportunities. Our members turn to ACFID for guidance on reputable partners and trusted services, so a partnership with us effectively becomes a mark of endorsement and credibility. This affiliation amplifies your presence and fosters meaningful engagement across our extensive network. By joining forces with ACFID, you align with a powerful collective dedicated to social and economic justice, impactful development cooperation, and the overall strengthening of the sector.

Who Should Partner

Those seeking any of the following outcomes would best benefit from a partnership with ACFID:

- **Enhance Visibility & Build Credibility:** Increase recognition and establish trust in the development sector.
- **Enhance Social Impact & Advocate:** Contribute to sustainable development and influence policy for positive change.
- **Access Insights & Measure ROI:** Gain strategic insights and measure impact to demonstrate value and gain a competitive edge.
- **Network & Access Collaborative Partnerships:** Create connections, form strategic alliances, and drive innovation.
- **Provide Thought Leadership & Penetrate New Markets:** Position as a sector leader and access new markets for growth opportunities.

Partner Options

Annual Corporate Partner: Designed for for-profit organisations seeking to provide products or services to the Australian international aid, development, and humanitarian sector, this partnership enhances your brand's visibility and influence. Through our Corporate Partnership, you'll gain exposure across ACFID's channels, engage with ACFID's board, co-design events, access exclusive data insights, and showcase your commitment to the sector.

Annual Common Purpose Partner: This option suits Australian organisations that are closely aligned with the international aid and development sector, sharing similar values and objectives. As a Common Purpose Partner, your organisation can reinforce its commitment to global development goals by co-designing events, customising marketing campaigns, and engaging directly with ACFID's leadership, all while boosting your visibility and strategic impact within the sector.

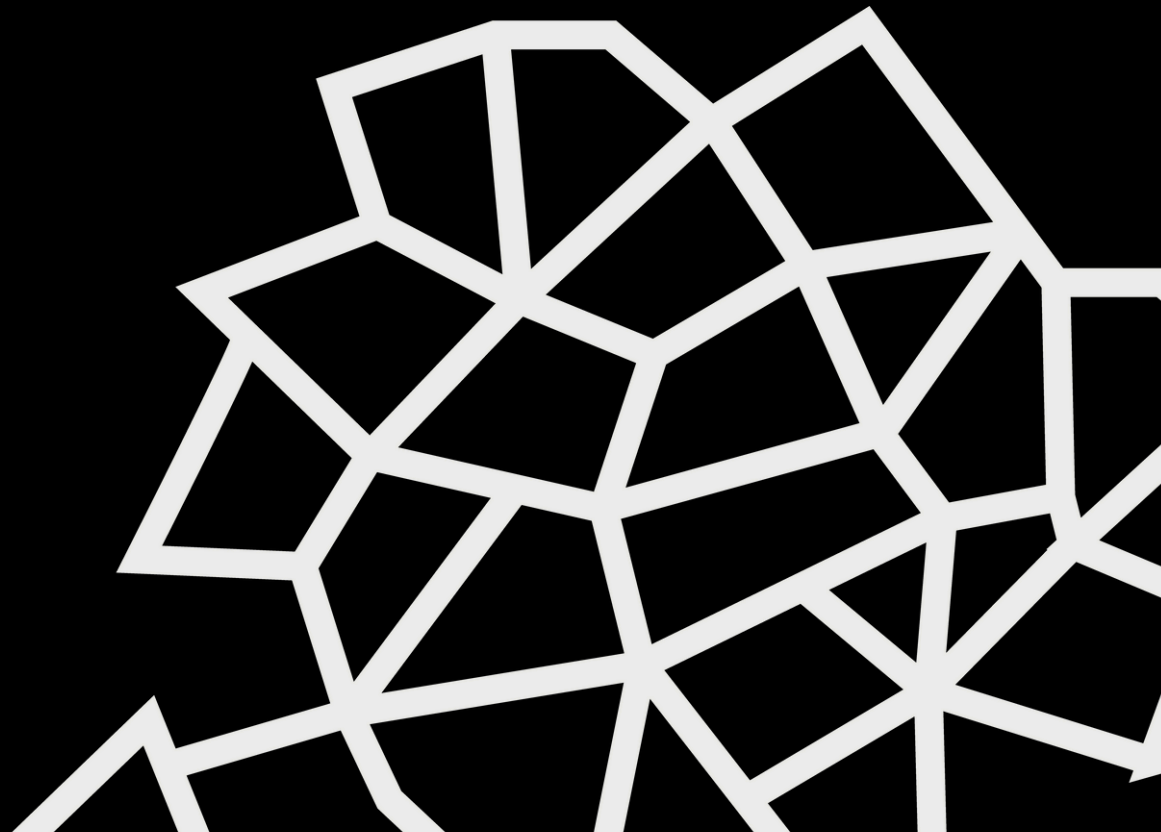
National Conference Packages: Sponsor ACFID's National Conference, a major two-day event with around 600 attendees. Enjoy benefits such as access to networking events, extensive branding opportunities, and post-event delegate contact details to maximize your impact.

Other Event Packages: Sponsor-specific, theme-based events tailored to your target audience. These flexible events, which can be online or in-person, provide opportunities for customized messaging and branding, helping you connect with a relevant audience.

Other Options

If none of these options suits your needs, ACFID is happy to tailor a partnership solution just for you. We understand that each organisation has unique goals, so we offer the flexibility to mix and match our existing offerings or create a completely bespoke package.

Annual Partnerships



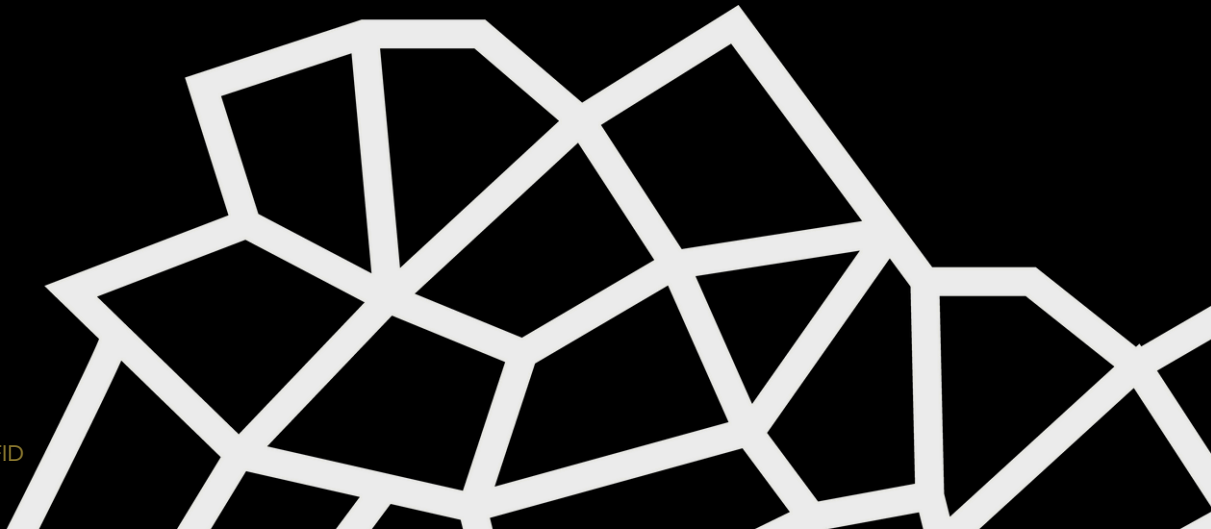
Corporate Partner

	TIER 1	TIER 2	TIER 3
ENHANCED VISIBILITY	\$80,000	\$55,000	\$30,000
ENewsletter Exposure: Gain visibility and engagement by showcasing your brand in ACFID's weekly "The Weekly", fortnightly 'Sector News', and/or direct CEO updates.	All Three	Weekly & Sector	The Weekly
Social Media Amplification: Benefit from periodic social media plugs, extending your brand's reach and engagement within our audience.	X	X	X
Website Logo Inclusion: Feature your logo prominently on our website, enhancing your brand visibility to our audience.	X	X	X
Social Media Takeovers: Gain exclusive access to ACFID's social media platforms for a day to promote your product and interact with the community*	2 / year	1 / year	
Custom Video Content: Feature a custom video about your product during an event and on ACFID's digital channels.	X		
STRATEGIC OPPORTUNITIES			
National Conference Inclusion: Boost your brand's visibility at the National Conference with logo placement, a promotional video, booth space, and exclusive networking opportunities.	Silver	Bronze	Bronze
Exclusive Discounts: Gain a 15% discount on attending or sponsoring ACFID events, or purchasing ACFID products.	X	X	X
Product Demonstrations: Host live demonstrations of your product to showcase its capabilities directly to the sector.	2 / year	1 / year	1 / year
Communities of Practice Access: Network and present at relevant ACFID Communities of Practice meetings, connecting with industry experts and decision-makers.	2 / year	1 / year	1 / year
ROI Reports: Receive annual ROI reports on brand visibility and engagement, enabling you to optimise your marketing strategies.	X	X	X
Codesign Events: Codesign events focused on a topic relevant to both you and the sector, providing an opportunity to connect with an engaged audience.	2 / year	1 / year	
Customised Marketing Campaigns: Develop customised marketing campaigns in collaboration with ACFID to target specific segments of the aid and development market.	2 / year	1 / year	
Training Collaboration: Co-develop face-to-face live educational training programs tailored to your expertise, establishing thought leadership and industry credibility.	1 / year		
Engage with ACFID Board: Secure an invitation to an ACFID board meeting, presenting your product to influential sector leaders and fostering valuable connections.	1 / year		
Focus Groups: Promote a focus group with ACFID members, seeking their feedback and insights on your product, aiding in market penetration and refinement.	1 / year		
Data Insights: Gain access to insights derived from our unique dataset, providing valuable sector insights.	X		
ALIGNMENT WITH VALUES			
Impact Stories: Have ACFID share impact stories through our communications, highlighting how your product has positively affected communities.	X	X	X
Highlight SDG Contributions: Feature your product in ACFID's communications, showcasing how it contributes to sustainable development goals.	X	X	
Share Your Collaboration Initiatives: Promote your mentorship programs, projects, research opportunities, and other collaboration opportunities through ACFID's extensive network.	X	X	

Common Purpose Partner

	TIER 1	TIER 2	TIER 3
ENHANCED VISIBILITY	\$40,000	\$25,000	\$10,000
ENewsletter Exposure: Gain visibility and engagement by showcasing your brand in ACFID's weekly "The Weekly", fortnightly 'Sector News', and/or direct CEO updates.	X	X	X
Social Media Amplification: Benefit from periodic social media plugs, extending your brand's reach and engagement within our audience.	X	X	X
Website Logo Inclusion: Feature your logo prominently on our website, enhancing your brand visibility to our audience.	X	X	X
STRATEGIC OPPORTUNITIES			
National Conference Inclusion: Boost your brand's visibility at the National Conference with logo placement, a promotional video, booth space, and exclusive networking opportunities.	Silver	Bronze	Bronze
Exclusive Discounts: Gain a 15% discount on attending or sponsoring ACFID events, or purchasing ACFID products.	X	X	X
CEO and Expert Briefings: Access to CEO and thematic expert briefings provides direct insights from leadership, aligning strategies with sector priorities.	3 / year	2 / year	1 / year
Communities of Practice Access: Network and present at relevant ACFID Communities of Practice meetings, connecting with industry experts and decision-makers.	3 / year	2 / year	1 / year
Data Insights: Gain access to insights derived from our unique dataset, providing valuable sector insights.	X	X	X
Maximise your opportunity exposure: Gain a 66% discount on advertising job vacancies, events, and training opportunities.	X	X	X
ROI Reports: Receive annual ROI reports on brand visibility and engagement, enabling you to optimise your marketing strategies.	X	X	X
Customised Marketing Campaigns: Develop customised marketing campaigns in collaboration with ACFID to target specific segments of the aid and development market.	2 / year	1 / year	
Codesign Events: Codesign events focused on a topic relevant to both you and the sector, providing an opportunity to connect with an engaged audience.	2 / year	1 / year	
Policy Discussions: Participate in policy discussions with key stakeholders to influence sector policies and demonstrate leadership in critical areas.	X	X	
Engage with ACFID Board: Secure an invitation to an ACFID board meeting, presenting your content to influential sector leaders and fostering valuable connections.	1 / year		
Secure Expert Speakers: Engage ACFID staff for bespoke events to enhance event credibility with authoritative insights from sector experts.	X		
ALIGNMENT WITH VALUES			
Impact Stories: Have ACFID share impact stories through our communications, highlighting how your product has positively affected communities.	X	X	X
Highlight SDG Contributions: Feature your projects and initiatives in ACFID's communications, showcasing how they contribute to sustainable development goals.	X	X	X
Share Your Collaboration Initiatives: Promote your mentorship programs, projects, research opportunities, and other collaboration opportunities through ACFID's extensive network.	X	X	X

Event Partnerships



National Conference Packages

	PLATINUM One Available	GOLD Two Available	SILVER Several	BRONZE Several
ENHANCED VISIBILITY	\$20,000	\$15,000	\$8,500	\$4,000
Exclusive Branding Opportunities: Priority placement of your logo on all event marketing materials, including the event website, social media promotions, and printed materials.	X	X	X	X
Booth Space: Prime location for your exhibition booth, ensuring maximum exposure to conference attendees.	X	X	X	X
Short Video Message or Promotional Content: Include a short video message or promotional content in the event live stream. Engage attendees, amplify your message, and leave a lasting impression.	X	X	X	
Advertorial/Article: Feature your brand in ACFID's The Weekly with an exclusive article. Reach industry professionals and showcase your expertise.	X	X		
Keynote Sponsorship: Opportunity to sponsor a keynote session, with prominent branding during the session and acknowledgement as the Keynote Sponsor.	Two available - \$1,000 each			
Sponsored Concurrent Sessions: Opportunity to host a sponsored session or workshops, showcasing your expertise and solutions to a targeted audience.	Two available - \$5,000 each, with two conference tickets			
Networking Drinks Sponsor: Sponsor our networking drinks event and be recognised as the key supporter of valuable connections in the aid and development sector.	Two available - \$3,000 each, with two conference tickets			
STRATEGIC OPPORTUNITIES				
Conference Registrations: Receive complimentary registrations for the conference, granting you and your team full access to all sessions and workshops.	5	4	3	2
Gala Dinner: Invitation to networking drinks and the gala dinner, providing access to influential leaders and decision-makers in the international development and humanitarian sectors.	5	4	3	2
Networking Opportunities: Engage with attendees who share similar objectives, enabling meaningful interactions.	X	X	X	X
Facilitated Introductions: Introductions to key stakeholders and potential partners, arranged by conference organisers.	X	X		
Delegate Contact Details: Access delegate contact details post-event to forge lasting connections.	X	X		
Exclusive Audience Address: Address the audience during a prime moment at the event, leaving a lasting impression on key decision-makers and influencers.	X			
Gala Dinner Partner with Address: Address the crowd at our gala dinner and share your insights with industry leaders.	One available - \$6,500, with 10 dinner tickets			
ALIGNMENT WITH VALUES				
Recognition as a Values-Driven Sponsor: Acknowledgement in all conference communications as a sponsor committed to advancing the goals of a just, equitable, and sustainable world.	X	X	X	X
Brand Integration in CSR Case Study: Integration of your brand into CSR case study post-event highlighting innovative approaches to global challenges.	X	X		
Panel Participation: Opportunity to participate in panel discussions or thought leadership sessions, highlighting your organisation's commitment to innovative responses to global challenges.	X			
Awards Sponsor: Sponsor the awards ceremony and showcase your commitment to recognising impactful sector contributions.	One available - \$2,000, with three gala dinner tickets			

Stand-alone

Stand-alone

Stand-alone

Event Specific Packages

	PLATINUM One Available	GOLD Two Available	SILVER Several	BRONZE Several
ENHANCED VISIBILITY	\$10,000	\$8,500	\$5,000	\$2,500
Exclusive Branding Opportunities: Priority placement of your logo on all event marketing materials, including the event website, social media promotions, and printed materials.	X	X	X	X
Networking Drinks: Attend our networking drinks event and be recognised as a key supporter of the aid and development sector.	4 tickets + Banner	3 tickets + Banner	2 tickets	1 ticket
Short Video Message or Promotional Content: Include a short video message or promotional content in the event live stream. Engage attendees, amplify your message, and leave a lasting impression.	X	X	X	
Advertorial/Article: Feature your brand in ACFID's The Weekly with an exclusive article. Reach industry professionals and showcase your expertise.	X	X		
Codesig an Event: Opportunity to host a sponsored session or workshops, showcasing your expertise and solutions to a targeted audience.	X			
STRATEGIC OPPORTUNITIES				
Registrations: Receive complimentary registrations for the event, granting you and your team access to all sessions and workshops.	4 tickets	3 tickets	2 tickets	1 ticket
Networking Opportunities: Engage with attendees who share similar objectives, enabling meaningful interactions.	X	X	X	X
Facilitated Introductions: Introductions to key stakeholders and potential partners, arranged by conference organisers.	X	X		
Delegate Contact Details: Access delegate contact details post-event to forge lasting connections.	X	X		
Exclusive Audience Address: Address the audience during a prime moment at the event, leaving a lasting impression on key decision-makers and influencers.	X			
ALIGNMENT WITH VALUES				
Recognition as a Values-Driven Sponsor: Acknowledgement in all conference communications as a sponsor committed to advancing the goals of a just, equitable, and sustainable world.	X	X	X	X



Testimonials



Australian Government

Department of Foreign Affairs and Trade

DFAT DFAT's partnership with the Australian Council for International Development (ACFID) is a key mechanism for pursuing DFAT's objective of working with NGOs to achieve the goals of the Australian aid program. The partnership expresses the commitment of both partners to a constructive relationship between DFAT and the Australian NGO sector. ACFID represents Australian NGOs as key domestic stakeholders in the Australian aid program with an extensive support base in the Australian public. Both DFAT and ACFID benefit from a relationship based on mutual trust and respect that provides a foundation for open and honest communication, and for collaboration to deliver mutual benefits.



OSKY Interactive Working with ACFID team is always a pleasant and rewarding experience. We support ACFID's work in sustainable development and humanitarian action, as it aligns with our own values and enthusiasm for the Not-For-Profit sector. Attending ACFID's National Conference gave us a perspective on the great work that ACFID does, as well as networking with their member organisations, finding opportunities to expand our own partnerships. Working with ACFID has increased our visibility within the international aid sector - Ken Ong, Principle Consultant



StoneX Group Inc Working with ACFID has given us the opportunity to develop a strong reputation within the Australian INGO sector that has allowed us to emulate the success we've had in other markets. The ACFID organisation is professional, organised and above all, central to this space. I could not speak more highly of their work on bringing together the community and adding value to their members through partnerships such as ours - Michael Stachowiak, Head of Business Development Australia & New Zealand



Foreign Minister Penny Wong with ACFID Board Member and Oxfam CEO Lyn Morgain at ACFID's COVID-19 Response Impact Report at Parliament House



Global Allocation of Members' Funding for Development and Humanitarian Projects

In 2021-2022, the total revenue raised by ACFID's members amount to \$1.893 billion – \$773 million of which was raised by 1,149,619 individual donors.

DEVELOPED REGIONS*

57 Projects
15 NGOs
\$11.2M Total funding
Top two focus areas by funding:
health; other

MULTI-REGION**

78 Projects
17 NGOs
\$63.8M Total funding
Top two focus areas by funding:
health; humanitarian aid
and emergency response

EUROPE

5 Projects
2 NGOs
\$145,891 Total funding
Top two focus areas by funding:
humanitarian aid and emergency
response; refugee resettlement



Note:

Figures relating to revenue and donations was extracted from full and provisional members annual report.

The global map and infographics is based on data from 95 of 127 ACFID's full and provisional members who were surveyed for 2021-22 data.

*Developed Regions includes Australia and North America.

**Multi-Region refers to projects that operate across two or more regions, where funding has not been specifically allocated.

ACFID classifies NGOs as small if disbursements to international development programs were under \$1m, medium if disbursements were between \$1m and \$10m, and large if disbursements were greater than \$10m.



EAST ASIA

26 Projects
6 NGOs
\$3.9M Total funding
Top two focus areas by funding:
humanitarian aid and
emergency response; health

SOUTHEAST ASIA

739 Projects
64 NGOs
\$221.1M Total funding
Top two focus areas by funding:
education; health

SOUTH ASIA

445 Projects
54 NGOs
\$117.8M Total funding
Top two focus areas by funding:
health; humanitarian aid
and emergency response

WEST ASIA

124 Projects
22 NGOs
\$126.9M Total funding
Top two focus areas by funding:
health; humanitarian aid
and emergency response

AFRICA

625 Projects
45 NGOs
\$267.4M Total funding
Top two focus areas by funding:
child-focused activities; agriculture

LATIN AMERICA & CARIBBEAN

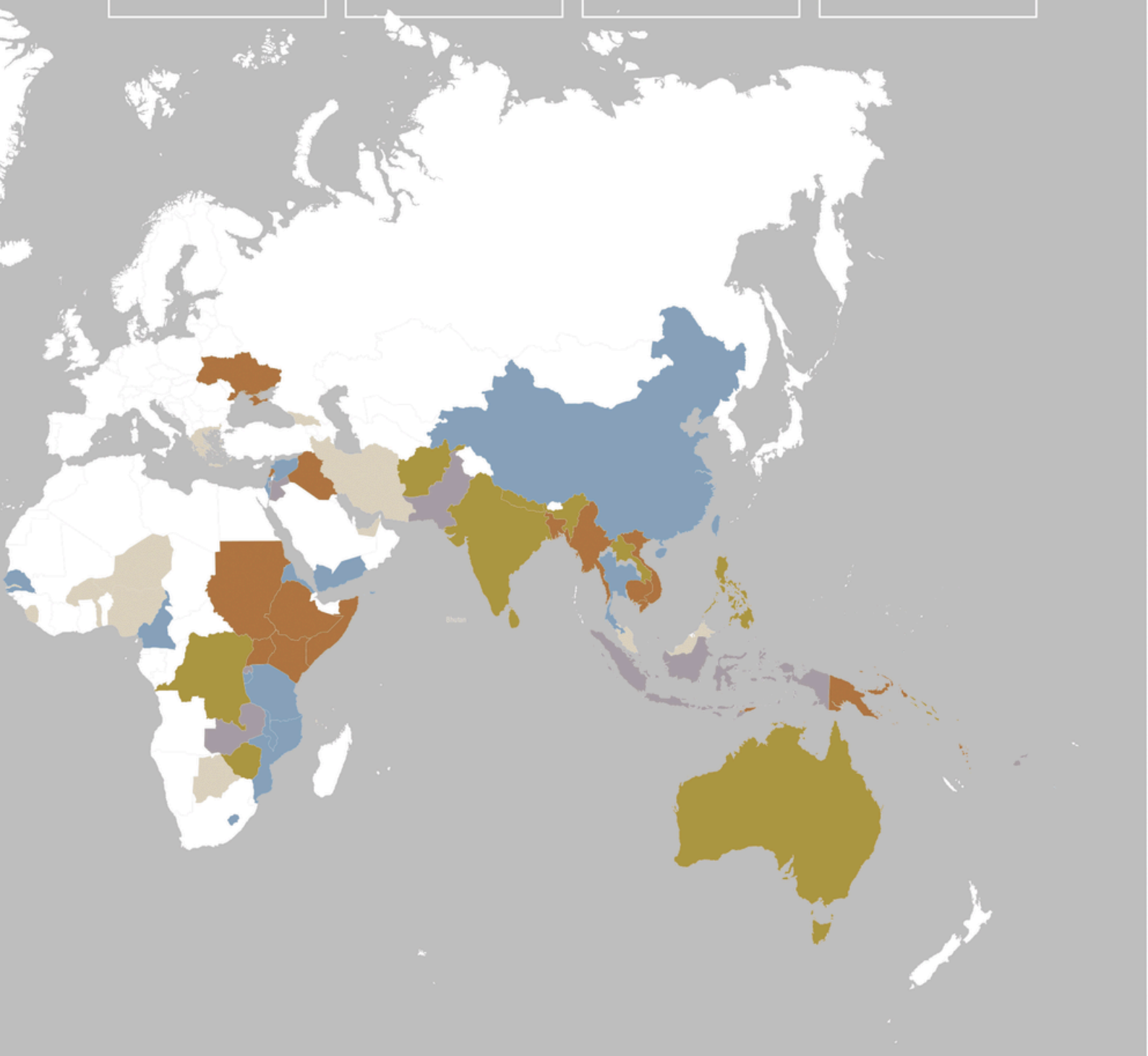
28 Projects
11 NGOs
\$2.8M Total funding
Top two focus areas by funding:
child-focused activities; education

PACIFIC

534 Projects
50 NGOs
\$243.1M Total funding
Top two focus areas by funding:
health; humanitarian aid
and emergency response

EAST EUROPE & CENTRAL ASIA

46 Projects
18 NGOs
\$46.2M Total funding
Top two focus areas by funding:
humanitarian aid and emergency
response; child-focused activities



Your Contacts



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