



*Proudly endorsed by our Patron  
Australian of the Year – Professor Fiona Stanley*

## **AN INVESTMENT IN CHILDREN**

**Your Sponsorship Opportunity**

**XXIV World Congress of OMEP  
(Early Childhood Education)**

***One World, Many Childhoods***

21 – 24 July 2004  
Carlton Crest Hotel - Melbourne

***A World Congress  
For Children***



# The XXIV WORLD CONGRESS OF OMEP

## World Organisation for Early Childhood Education

*“OMEP” is an acronym for the World Organization for Early Childhood Education as it is written in French or Spanish:*

*Organization Mondiale pour l'Éducation Préscolaire (French)*

*Organización Mundial para la Educación Preescolar (Spanish)*

### OMEP as a World Organisation

OMEP is a leader among the non-governmental organisations (NGOs) and has close ties with UNICEF, UNESCO and the Council of Europe. The world members of OMEP are over 60 National Committees around the globe. Individuals are connected with OMEP through these national committees. The International Journal of Early Childhood comes out twice a year, and is a US National Committee membership benefit. The World Assembly is held every third year, with regional seminars in other years.

### OMEP's Purpose

OMEP's objective is to use every possible means to promote the optimum conditions for the well-being of all children, their development and happiness within their families, institutions, and society. To this end, OMEP assists any undertaking to improve early childhood education, and supports scientific research that can influence these conditions. The USNC also works to educate its members and the public about issues relating to young children throughout the world.

### The Origins of OMEP

After World War II, a strong humanitarian concern led a small group of educators and others concerned for the welfare of young children to seek a way to engage others committed to these aims.

In 1946 Lady Allen of Hurtwood (UK) and Alva Myrdal (Sweden), with others from France, Denmark, and Norway, presented their plan for the creation of a world organisation.

The UNESCO Assembly in Paris greeted the plan with warm support, and the founders invited representatives of 19 countries from 5 continents to a World Conference on Early Childhood Education in Prague in 1948. At that Conference, OMEP was born and Alva Myrdal was elected its first World President. The new organisation was recognised then, as it is now, as the principal mechanism to bring together people from all over the world, without any criteria other than an objective to share information and initiate actions to benefit young children everywhere.



## **The Origins of OMEP cont.**

The second World Assembly, in 1949, drew representatives from 33 countries, and the third, in 1950, was attended by observers from the major intergovernmental agencies with related interests: UNESCO, UNICEF, and WHO. Since then, triennial World Assemblies of OMEP have been held in: Mexico City, 1952; Copenhagen, 1954; Athens, 1956; Brussels, 1958; Zagreb, 1960; London, 1962; Stockholm, 1964; Paris, 1966; Washington, DC, 1968; Bonn, 1971; Caracas, 1974; Warsaw, 1977; Quebec, 1980; Geneva, 1983; Jerusalem, 1986; London, 1989; Flagstaff, Arizona 1992; Yokohama, 1995; and Copenhagen, 1998, Santiago, Chile in 2001.

## ***The Melbourne OMEP Congress will feature forums in the following areas:***

**Child Health and Social Services**  
**Indigenous Children's Needs and Services**  
**Innovations in Service Delivery**  
**Children in Difficult Circumstances**

***OMEP is the only worldwide non-governmental organisation that focuses on young children, ages 0-8.***

## XXIV World Congress of OMEP

### Congress Patron and Keynote Speaker



#### **Professor Fiona Stanley Australian of the Year 2003**

The Patron and keynote Australian speaker for the OMEP World Congress 2004 opening is the 2003 Australian of the Year, Professor Fiona Stanley. Internationally acclaimed for her work in child health research, Professor Stanley's professional aim is to secure an Australian commitment to improve significantly the health and wellbeing of children and young people.

Professor Stanley is the founding Director of the Telethon Institute for Child Health Research, a multi-disciplinary research facility that investigates the causes and prevention of major childhood diseases and disabilities. She is the inaugural CEO of the Australian Research Alliance for Children and Youth, a national organisation of researchers, practitioners, and policy makers established to improve the health of Australia's young people.

After graduating in medicine at the University of Western Australia Professor Stanley studied public health and epidemiology in the UK and the USA before returning to Perth to run research programs at the university and the WA Health Department. Her main professional interests include strategies to enhance health and wellbeing; research into the causes and prevention of birth defects and major neurological disorders; the causes and lifelong consequences of low birth weight and other pre and postnatal problems; and patterns of maternal and child health in Aboriginal and Caucasian populations.

Professor Stanley was awarded the Companion for Australia in 1996 and is a member of the Prime Minister's Science, Engineering, and Innovation Council.

### Keynote Speaker

#### **Professor Barnabas Otaala**



Professor Barnabas Otaala - the keynote international speaker for the OMEP World Congress - trained in Kampala, London, and New York, and divides his work today between Africa and England.

During a 30 year plus career in Early Childhood Care and Development Professor Otaala has concentrated on the African continent but has also advised at an international level.. He has been especially involved as an international adviser in the use of the child-to-child approach developed by the Child-to-Child Trust at the Institute of Education, University of London.

Barnabas Otaala holds a B.A. (London) degree and a Dip.Ed. (East Africa) from Makerere University, Kampala, Uganda. He also holds M.A. (Developmental Psychology) and Ed.D. (Educational Psychology) from Teachers College, Columbia University, New York (USA).

He was Professor of Educational Psychology and Special Education, Faculty of Education, University of Namibia until the end of December 1998. During 1995 - 1998, he was also the Dean of Education, University of Namibia.

Professor Otaala has previously worked at Makerere University, Kampala, Uganda; University of Botswana, Gaborone, Botswana; and the National Teachers Training College, Maseru, Lesotho. He is currently Coordinator of the Unit for Improving Teaching and Learning at the University of Namibia as well as the Chairperson of the University's HIV/AIDS Policy Task Force.



## Why Invest in the OMEP World Congress?

- ⇒ Largest event in early childhood in 2004
- ⇒ Raise your corporate citizenship profile
- ⇒ A unique event in Australia
- ⇒ Opportunity to be part of a world event
- ⇒ Be linked to an influential international organisation that is non-governmental
- ⇒ Limited places, bigger profile
- ⇒ Showcase your products & services to a large audience
- ⇒ Network with participants, speakers, co-exhibitors
- ⇒ Find suppliers and buyers

## The Congress program has been developed to cater for the following participants:

(Professional Background)

- ⇒ Medical; paediatricians, psychologists, child psychiatry
- ⇒ Government
- ⇒ Practitioners; Preschool Teachers, Childcare workers
- ⇒ Social workers
- ⇒ Teaching Institutions
- ⇒ Students
- ⇒ Legal Firms; family law
- ⇒ Maternal and Child Health Nurses
- ⇒ Police
- ⇒ Nurses
- ⇒ Parents
- ⇒ Associations/Organisations in early childhood arena

## Anticipated Registration Numbers:

600 from Australia & New Zealand  
200 from USA  
100 from South-East Asia  
100 from Europe

Note: One day registrations are available, so the target audience will be changing

***This is a unique opportunity to access the professional element of the early childhood sector in a forum that is recognised worldwide. There are limited opportunities to access the Early Childhood Sector in such large numbers, especially in a forum that is recognised as one of the best in the world.***



## **PRINCIPAL PLATINUM CONGRESS SPONSOR \$60,000 +GST EXCLUSIVE OPPORTUNITY**

**An opportunity exists for one organisation to become the Principal Platinum Sponsor for the Congress. The following benefits would be offered:**

- Promotion as the Principal Sponsor, with acknowledgement on all brochures, printed and electronic communications and during the opening and closing ceremonies.
- Prominent signage acknowledging the Principal Sponsor at the registration desk, the entrance to the Waldorf Ballroom, Main Theatre stage and the Exhibition area.
- Opportunity to co-present a workshop within the Forum Program.
- Preferential choice of one invited keynote speaker, who will be clearly identified with the Principal Sponsor.
- The opportunity for the keynote speaker to hold a workshop / session within your own organisation. (Subject to speaker availability)
- Your company logo will appear on the home page of the Congress website with a link to your site.
- Free to use information from the Congress and Congress logo on your website and internal documents.
- Preferential selection of a complimentary double (3m x 6m) Exhibition booth.
- Sponsor's logo and name on the satchel, plus insertion of promotional material in the Congress satchel – maximum of three (double-sided) A4 pages or combination.
- Two transferable Congress registrations for all sessions, morning and afternoon teas and lunches.
- Preferential VIP seating at all sessions and functions with two invitations to the Opening Ceremony, the Congress Dinner, International Evening and Literary Lunch.
- Early access to the delegate list to enable your organisation to invite attending delegates to your own corporate functions surrounding the Congress.
- Full-page advertisement in the Final Program.
- A full mailing list of delegates will be provided after the Congress (subject to permission granted by delegate).
- Primary acknowledgement on the Sponsors' Banner produced for display at the Congress.
- Acknowledgement on the Sponsor listing that will be projected at various sessions during the Congress.



**In addition, the following functions are also included in the Principal Platinum Sponsorship:**

### **Congress Dinner**

*Approximately 500 delegates and partners are expected to attend the Congress Dinner, which will be held on Thursday, 22 July 2004. High quality entertainment will compliment excellent food and wines to ensure that this is a memorable evening. Sponsorship benefits will include:*

- Sponsor supplied banner or sign displayed at the dinner
- Table of 10 at the dinner
- Company name and logo on menus
- Opportunity for brief welcoming remarks

### **Opening Ceremony**

*This function is part of the registration fee so attendance is expected to include all delegates. This function takes place on Wednesday, 21 July from 6.00 – 8.00pm. Sponsorship benefits will include:*

- Sponsor supplied banner or sign displayed at the Ceremony
- Opportunity for brief welcoming remarks
- 10 complimentary invitations to the function



## **GOLD CONGRESS SPONSOR \$25,000 +GST**

**A unique opportunity exists for four organisations to become partners in hosting keynote speakers and sessions within the program. The program falls under four themes:**

- **Innovations in Service Delivery**
- **Children in Difficult Circumstances**
- **Indigenous Children's Needs and Services**
- **Child Health and Social Services**

**In hosting a particular theme the following benefits apply, as well as those specifically allocated to each theme as outlined below:**

**The benefits associated with this sponsorship include:**

- Promotion as a Theme Sponsor in all brochures, printed and electronic programs.
- The opportunity for the keynote speaker to hold a workshop / session within your own organisation (subject to speaker availability).
- Your company logo will appear on the Congress website pages that detail the program and speakers.
- A link from the Congress website to your company's site.
- Sponsor's logo and name on the satchel.
- Insertion of promotional material in the Congress satchel – maximum of three (double-sided) A4 pages or combination thereof.
- Two transferable Congress registrations for all sessions, morning and afternoon teas and lunches.
- Preferential VIP seating at all sessions and functions with two invitations to the Opening Ceremony, the Congress Dinner, International Evening and Literary Lunch.
- Quarter-page advertisement in the Final Program.
- Preferential selection and location of a complimentary single (3m x 3m) Exhibition booth.
- A full mailing list of delegates will be provided after the Congress.
- Acknowledgement on the Sponsors' Banner produced for display at the Congress.
- Acknowledgement on the Sponsor listing that will be projected at various sessions during the Congress.



***There are additional sponsorship benefits for our four Theme Sponsors as follows:***

Theme Sponsors: Innovations in Service Delivery  
Child Health and Social Services

**Additional Sponsorship benefits also include:**

## **Literary Lunch**

*The Literary Lunch, which will be held on Friday, 23 July 2004. Sponsorship benefits will include:*

- Sponsor supplied banner or sign displayed at the lunch
- Two invitations to the lunch
- Company name and logo on menus
- Opportunity for brief welcoming remarks

Theme Sponsors: Children In Difficult Circumstances  
Indigenous Children's Needs and Services

**Additional Sponsorship benefits also include:**

## **International Evening**

*Approximately 400 delegates and partners are expected to attend the International Evening, which will be held on Friday 23 July 2004. Entertainment from an international perspective will ensure a memorable evening. Sponsorship benefits will include:*

- Sponsor supplied banner or sign displayed
- Two Complimentary tickets to the evening
- Company name and logo on International Evening Program
- Opportunity for brief welcoming remarks



## Other Sponsorship Opportunities:

### Art Show

**\$20,000 +GST**

The Art Show will be held launched at the beginning of the World Forum and this unique sponsorship provides:

- Sponsor supplied banner or sign displayed during the Art Show
- Four Complimentary tickets to the launch
- Company name and logo on Catalogue
- Opportunity for brief welcoming remarks

### Exhibition Booth

**\$1,950 +GST**

- Promotion as an Exhibitor at the Congress via:
  - Company listing in the Final Congress Program & Abstract Book.
- One exhibition booth comprising:
  - 3m x 2.5m floor space
  - 3m high – white octanorm walls
  - 2 spotlights
  - fascia name board
- 2 exhibitor passes which includes all catering – morning tea, lunch, and afternoon tea
- 1 Congress Satchel
- Two invitations to the International Evening.
- A complete mailing list of delegates provided post Congress (subject to permission granted by delegate).
- Two days of exhibition space – with a marketing opportunity to focus on different products on different days (Thursday 22<sup>nd</sup> and Friday 23<sup>rd</sup>)

*(Upon request a separate Trade Fair Package can be mailed with floor plan and exhibition booth details.)*



<b>SPONSORSHIP/EXHIBITION APPLICATION FORM</b>
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Please return the next two pages to the Congress Office.

***NB. All prices stated are inclusive of a 10% GST***

<input type="checkbox"/> Principal Platinum Congress Sponsor	\$66,000
<input type="checkbox"/> Gold Congress Theme Sponsor	\$27,500
<input type="checkbox"/> Art Show	\$22,000
<input type="checkbox"/> Exhibition Booth	\$2145

(A Separate Exhibition Package will be forwarded to you with floor plan details)



**TAX INVOICE**  
**OMEP Australia**  
**ABN: 97 060 578 092**

## SPONSORSHIP/EXHIBITION APPLICATION FORM

### SPONSORSHIP PAYMENT

1. 50% non-refundable deposit must be forwarded with this application form
2. Balance to be paid by 7 May 2004

***NB. All prices stated are inclusive of 10% GST***

Cheques should be made payable to  
**“OMEP Australia”** forwarded to the Congress Office:  
The Meeting Planners, 91-97 Islington Street, Collingwood VIC 3066  
PH: 03 9417 0888 FX: 03 9417 0899

<b>Organisation Name</b> _____	
<b>Address</b> _____	
<b>Post Code</b> _____	
<b>Contact Person</b> _____	
<b>Name</b>	<b>Position</b>
<b>Telephone</b> _____	<b>Facsimile</b> _____
<b>Email</b> _____	
<b>Signed</b> _____	<b>Date</b> _____

### Sponsorship:

1. The Organising Committee reserves the right to reject a Sponsorship application at any time.
2. Sponsorship Applications will only be processed upon receipt of 50% deposit.

### Exhibition:

1. The Organising Committee reserves the right to reject an Exhibition application at any time.
2. Exhibition Applications will be processed in strict order of receipt. Please refer to the enclosed Exhibition Floor Plan and note your preferred location on the application form.
3. Preferential placement in the Exhibition will be given to companies taking up additional sponsorship items for the Congress.
4. Exhibition Applications will only be processed upon receipt of 50% deposit.