

Media & sponsorship kit overview



About us



Governance Institute of Australia is the only fully independent professional association with a sole focus on governance and risk management excellence.



The team at Governance Institute are very helpful and collaborative. They are willing to provide advice to ensure that we connect with their members in a meaningful way. This approach maximises the value of our long term relationship with them.

– LexisNexis

43,000
email subscribers

Our database of members, subscribers and the wider governance and risk management community.

31,000
average web users
per month

Up to 375,000 unique website users a year — average 31,000 a month

8,000
members
& subscribers

Professionals with governance or risk management responsibilities from directors and C-suite to managers and support staff.

5,500
members
subscribed

Over 6,300 members subscribed to our exclusive governance career opportunities

39,000
email subscribers

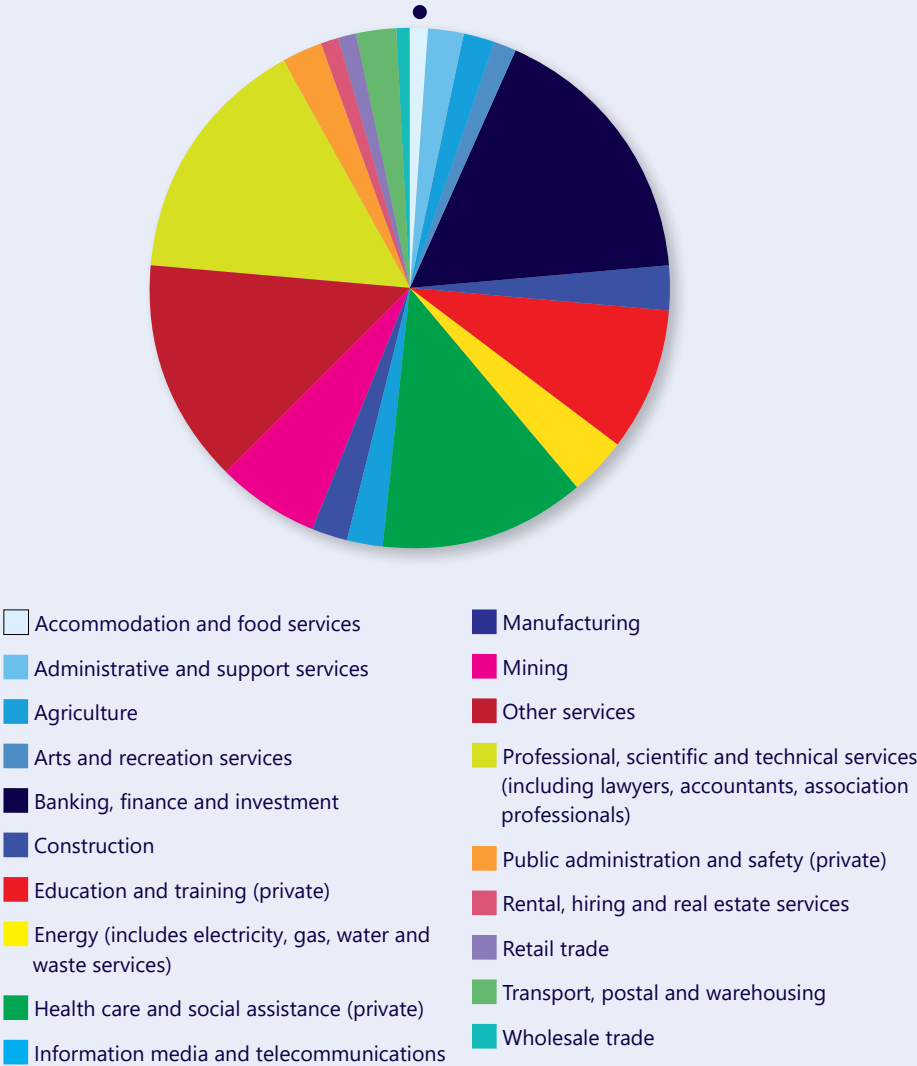
People subscribed to receive email content from sponsors.

33,000
LinkedIn followers

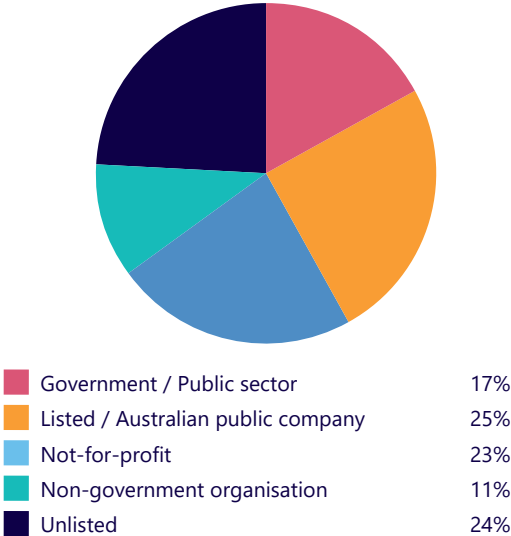
Over 33,000 LinkedIn followers

About us

Industries (members)



Sector (members)



Sub-sectors (total email subscribers)



Partnering with Governance Institute

Gain access to our 43,000 governance and risk management community through our varied partnership opportunities. We are able to work with you on an individual activity or we can develop a program of engagement across the full range of our offerings to meet your budget, marketing and sales objectives.

Advertising

Enhance your profile and capture leads through our digital and social advertising channels. Our clients come back to us year after year as they experience high click through rates and downloads of the content they send through our database. Feature your business on our Supplier Directory.

Content & thought leadership

Be seen as a leader in your crowded market through partnership with us on the development of a piece of content and thought leadership (topic can be driven by you or you can sponsor our topics). You will gain access to our senior members and stakeholders through roundtable and podcasts and gain significant market intelligence which you can then share with ours and your database through gated capture forms.

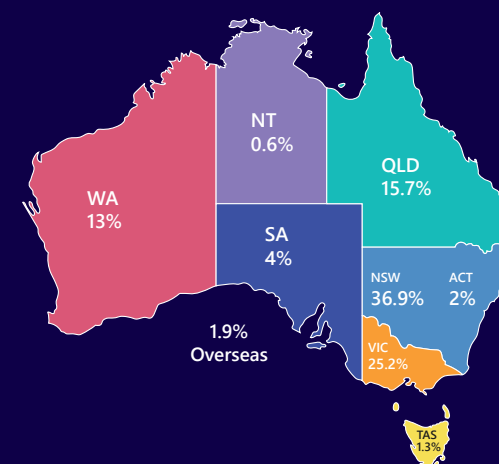
Event sponsorship

Our national and our state teams develop an annual calendar of face-to-face, virtual and hybrid events ranging from exclusive invitation-only roundtables to our flagship International Governance Leadership Conference. Increase your brand profile and reach through the marketing campaigns, showcase your expertise by speaking/chairing sessions and exhibit and demonstrate your product and service offering. You are invited to host certain events in your offices for additional access and connection.

Demographics — age & gender

- **40%** members up to the age of 50
- **33%** members between 51 and 65
- **21%** members over 65
- **56%** of our members are male; 39% female.
- **34%** of members under 60 are women and **29%** are men.
- **60%** of members are women under 60 years of age and 40% are men under the age of 60.

Membership by State



Advertising — our digital channels

Dedicated advertising email

A content led dedicated eDM about your product or service issued to Governance Institute's email database.

Performance: 33.3 per cent average open rate.

Frequency:

- Monthly to entire database.
- Six per year to each subsector.

Reach: Up to 39,000 email subscribers.

News Update email

Share your gated news or thought leadership related to governance or risk management with our community.

Performance: 33.6 per cent average open rate.

Frequency: Once per month — published the second week of the month. Up to 3 advertiser articles per News Update.

Reach: Up to 43,000 email subscribers.

Governance Directions digital journal and email

Share deeper insights about topical issues in governance or risk management with our members and subscribers.

Performance: Our highest performing email with a **53.6% per cent average open rate.**

Frequency: Monthly (11 months a year) — published the first week day of the month.

Reach: Journal — 8,000 readers
Journal email — 6,700 subscribers

LinkedIn and banners

Banners and LinkedIn posts are on our LinkedIn page about your products, services or thought leadership.

Performance: 688 average impressions per posting

Frequency: Fortnightly.

Reach: 33,000 LinkedIn followers

Professional development email

Provide a banner. Please note, this is where we promote our events and training courses.

Performance: 29.3 per cent average open rate.

Frequency: Fortnightly.

Reach: Up to 43,000 email subscribers

Career opportunities

Promote your services through our governance and risk careers communications. Note: this is not for promotion of vacant positions.

Performance: 49.8 per cent average open rate.

Frequency: Weekly to fortnightly (dependent on new listings).

Reach: Up to 6,000 email subscribers.

Promote your business or services

List your company's product and or service offering on our new governance and risk supplier directory.

The Governance Institute supplier directory is the only industry-wide guide to the suppliers of governance and risk products and services.

Our Supplier Directory helps you connect with professionals who are seeking out governance and risk management suppliers. Share your products and services with the people who need them most and offer exclusive member discounts which will be promoted to our members.

We advocate for a community of 43,000 governance and risk management professionals across all sectors and industries.

Go to www.governanceinstitute.com.au/supplier-directory to register for this service or call us on 1800 251 849.

In Q3 2023, we achieved a total of 549 unique page views.

Annual pricing

All prices quoted are inclusive of GST

Member/subscriber — list your consultancy or small business (under \$10m turnover)	\$340
Non-member small business (under \$10m turnover)	\$840
Large business (over \$10m turnover)	\$1,122
Featured ad. Displays at top of category list. Limited to two per category and listed in alphabetical order.	Additional \$570 on top of listing price

Specifications

Dedicated advertiser email	Solus EDMs	150 – 300 words
News Update	Advertiser story	260 – character teaser and 400–600 word story hosted on our website. Client capture form can be hosted on the article webpage.
Governance Directions	Article	1200 – 1500 words, includes logo, ad banner (600 x 200 pixels) and web link.
Linkedin	LinkedIn post	Approx. 200 characters, 1200 x 627 pixel image, plus link
Banners	Banners	600 x 200 pixels, JPG

How to make advertising work for you and our reporting

- When sharing content use a capture form to gate the content so you are able to capture and follow up any leads.
- Provide us with trackable URLs so you are able to track performance in real-time.
- Governance Institute will provide advertising performance rates (including opens, clicks, and number of recipients) quarterly.

Advertising terms and conditions

- Please send content/design to **partnerships@governanceinstitute.com.au** by the required due date.
- If content/design is not provided by the due date the client forfeits their advertisement.
- Content/design is required as per the template document which you will receive upon confirmation and must be in the format stipulated. Specifications can also be found within the Media Kit. Content that does not meet these requirements will not be accepted.
- Our database will be informed that the content has been sponsored.
- Advertising to be paid in full prior to publication.
- To transfer a scheduled advertisement, written notice is required 15 business days prior to the original publish date and is dependent on availability.
- Dedicated sponsor emails are unable to be rescheduled.
- Cancellations with a refund are permitted for bookings in which the full retail price was paid.
- Cancellations are required in writing 20 business days prior to the publish date to receive a refund.
- Governance Institute reserves the right to decline advertising that is contrary to the purpose, vision, values, business interest, goodwill and/or reputation of Governance Institute. If you have a concern, we suggest that you speak to Governance Institute in the first instance.

Content and thought leadership

Partner with us on our thought leadership projects or come to us with your ideas on a theme for the development of a piece of content to be approved by Governance Institute.

Opportunity	Specifications/deliverables
Article and sponsored roundtable (face-to-face or virtual)	<ul style="list-style-type: none">• We work with you to invite a group of 10–12 senior members from targeted organisations. Governance Institute executive and client representatives to attend the event on a Governance Institute approved topic.• Client will write a 1,200 word article on the insights from the roundtable discussion, which will include logo, link and photos/ images to be published in the journal, Governance Directions.• Banner ad and link to article included in the journal announcement email.• Article shared on our LinkedIn page (33,000 followers).• You'll receive a PDF copy of the article to share via your own channels.• For Governance Institute to write the first draft of the article plus one set of revisions, add \$2,050+ GST.• Content deadline: Book with us 12 weeks prior to publication.
Podcast roundtable	<ul style="list-style-type: none">• 30 minute podcast.• Up to four participants.• Curated into a two page article within Governance Directions including your logo, banner ad and weblink.• Podcast to be featured in the News Update as a sponsored story OR solus eDM.• Hosted online.• Posted to LinkedIn group.
Our own thought leadership	<p>In 2024 we will undertake a thought leadership research program on AI Governance with our partner the National AI National Institute (The Australian Government has established the National AI Centre through CSIRO to further develop Australia's AI and digital ecosystem). A white paper will be created which will be launched to the media and our community of governance and risk management professionals. This research is open to sponsors and will commence in February 2024.</p> <p>Other thought leadership initiatives will explore issues around; climate and associated reporting, board subsidiaries, directors and our annual Ethics Index. These pieces of work will be open to sponsors either through the research program or via the associated event exploring the thought leadership findings.</p> <p>Contact us for more information on our thought leadership projects.</p>

Event sponsorship

Build your brand, showcase your expertise through speaking engagements and exhibit and demonstrate your products/services at our face-to-face, virtual and hybrid event schedule. The perfect accompaniment to advertising.

Events	Entitlements
National or state events (face-to-face events)	Briefings, workshops and roundtables. Exclusive Invitation only roundtables
Digital events and mini-forums There are a few formats you can choose to sponsor: We organise your webinar topic, you sponsor our webinar topic or you promote your webinar to our database.	These events will be promoted to our full database and typically have registration for our members and subscribers. Exclusive sponsorship, speaking and chairing opportunities.
Governance and Risk Management Forum held in each state in May 2024. 580+ delegates nationally	This 1-2 day face-to-face event is held in each state in May. Sponsor an individual state event or the national series. Speaking and exhibiting opportunities available.
International Governance Leadership Conference on 4 & 5 September 2024 Park Hyatt, Melbourne In 2023 we hosted 540+ attendees in person and online	Speaking, exhibiting and product demonstration opportunities. Sponsor our topics or suggest a topic.
Sector forums	Speaking, exhibiting and product demonstration opportunities. Sponsor our topics or suggest a topic. <ul style="list-style-type: none">• June - Indigenous Governance Forum (held virtually). In 2023 we hosted 270 online registrants.• July - NFP Governance Forum held in Brisbane and livestreamed nationally. In 2023 we hosted 320 attendees in person and online.• October - Regulators Update Forum. 2023 was our inaugural event, hosting 70 virtual & 35 face-to-face.• November - Public Sector Governance Forum held in Adelaide and livestreamed nationally.

Contact

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