



PIA NSW Transport Symposium

Friday 3 July 2026 - Quay Quarter - Sydney



Sponsorship Prospectus

PIA

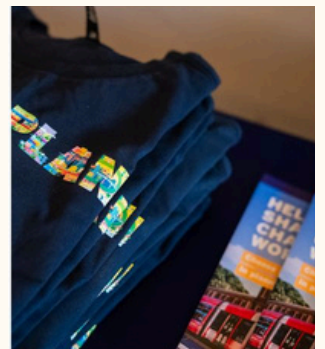
About PIA

The Planning Institute of Australia (PIA) is the professional association for planning and planners.

Through advocacy, communication and professional development, PIA is the trusted voice on planning, serving and guiding thousands of planning professionals in their roles to create better communities.

PIA represents almost 6,000 planners nationally and connects with more than 11,000 planners annually through events and advocacy.

Our mission is to inspire planners and elevate their role in shaping Australia's future. We do this through championing the values of planners, leading the profession, strong advocacy and contemporary education.



Benefits of collaborating with PIA

Brand exposure to industry leaders

Our Conference is a one-stop shop for the profession including planners, policymakers, industry leaders and researchers from across Australian. You'll build a direct line to your target audience.

Attract and retain talent

Position your company as an employer of choice for planners by aligning with PIA, their professional body.

Showcase your products

Demonstrate how your products/services align with the needs of the planning and development community.

Access to key decision makers

Network with influential figures in urban planning, government policy, and infrastructure development.



Positive brand association

Enhance your company's reputation by showing your support for the development and future of planning in New South Wales.

Targeted Marketing

Utilise the extensive marketing campaign used to promote the event to assist in reaching your company's marketing goals within budget.

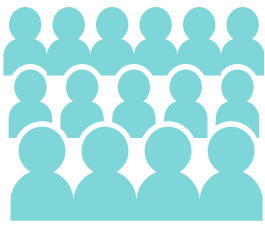
Networking opportunities

Build valuable connections with PIA members in a relaxed and social environment.


Media exposure

Leverage the media coverage and publicity generated by the conference to further amplify your company's message.

Benefits of collaborating with PIA



**Access to
Our Audience**





**Engagement
Overview**

9,280+

**Contacts
on database**





 **27,200+**


 **4,650+**


4,350+

**E-news / Events
Subscribers**

 **4,350+**
E-News Sub

 **115K+**
Hits 24.25

 **7,400+**

 **8,000+**

NSW Transport Symposium 2026

Transport is one of our community's most critical assets, shaping how people connect, move and experience place. How we plan, deliver and integrate transport within our communities—now and into the future—remains a vital and evolving conversation for both transport professionals and planners.

Since its inception in 2016, the Transport Symposium has brought together a focused audience of around 50–80 planners and industry professionals. The program is shaped by our members, for our members, reflecting the priorities, challenges and emerging trends influencing the planning profession.

The aim of the event will be to provide the platform for all Transport Planners and other industry professionals to exchange new innovative ideas, foster collaboration and together help shape the future of the transport landscape.



Who will attend:

- Planners in the public and private sectors
- Planning lawyers
- State and Local Government agencies
- Allied professionals in the property and built environment sectors
- Major employers of planners
- Academic institutions
- Students
- Emerging Planners

2026 Theme: Streets for all users Urbanism and mobility at human scale

Streets for All Users, exploring bold transport ideas and projects that create vibrant places and people-focused journeys. “All users” includes multi-generational populations, culturally diverse communities including First Nations, and a wide range of transport users. We welcome strategic thinking, implementation insights and practical case studies, including lessons learned and challenges overcome, across metropolitan, regional and rural contexts.

The discussion will be guided by the following considerations:

- Intersection of public transport and active transport
- Active mobility and micromobility
- Equity and access in practice
- Healthy communities
- Strategies for fast-growing and densifying cities
- Regional and rural transport challenges and opportunities
- Governance and agency coordination
- Integrating the planning system with land use development plans
- Street-level implementation, retrofitting and troubleshooting



Strategic alignment and value to sponsors

Government & Public Sector Organisations

- Reinforces leadership in people-centred, safe and inclusive outcomes
- Supports whole-of-government and place-based approaches
- Builds capability across the future workforce delivering public projects

Infrastructure, Engineering & Delivery Organisations

- Positions organisations as leaders in integrated, high-quality delivery
- Provides a forum to discuss trade-offs between movement, place and constructability
- Aligns brand with long-term value rather than single-project outcomes

Planning, Urban Design & Advisory Practices

- Thought-leadership positioning without advocacy or ideology
- Engagement with senior decision-makers and peers
- Association with credible, evidence-based professional dialogue

Private Sector, Corporate & Development Organisations

- Association with high-quality city-shaping conversations
- Insight into public-sector priorities and delivery expectations
- Positioning as contributors to better places, not just projects

Technology, Data & Innovation Organisations

- Reinforces the role of evidence in prioritisation and design
- Highlights demand for tools that measure outcomes at street level
- Connects innovation with real-world delivery challenges

Workforce Development & Professional Capability

- Meaningful engagement with future leaders and influencers
- Demonstrated commitment to professional development
- Long-term brand association with capability building and sector leadership

GOLD SPONSOR

- **3 x complimentary tickets** to attend the 2026 Transport Symposium
- **Discounted rates (10%)** for additional delegates
- Provided with a **list of delegates** attending 2026 Transport Symposium
- **Prominent recognition and acknowledgment** at all event related marketing material included prominent display of your brand in email marketing
- **Speaking opportunity** at the 2026 Transport Symposium
- Acknowledgment on PIA's social media as part of promoting the event
- Inclusion of your brand on the PIA **website event page**
- **Verbal acknowledgement** of sponsorship at the 2026 Transport Symposium
- **Prominent digital display** of logo at the event and other agreed collateral / marketing at the events (sponsor to provide)
- A **full page advertisement** in one issue of PIA's 'New Planner' publication (valued at \$1,500). Sponsor to provide artwork



PIA NSW
Transport
Symposium



Your Investment
\$5,000 (incl. GST)



SILVER SPONSOR

- **2 x complimentary tickets** to attend the 2026 Transport Symposium
- **Discounted rates (5%)** for additional delegates
- **Recognition and acknowledgement** on all event related **marketing** material included prominent display of your brand in email marketing
- **Speaking opportunity** - Introduction of a session at the 2026 Transport Symposium
- Acknowledgement on PIA's **social media** as part of promoting the event
- Inclusion of your brand on the PIA **website event page**
- **Verbal acknowledgement** of sponsorship at the 2026 Transport Symposium
- **Prominent digital display** of logo at the event and other agreed collateral / marketing at the events (sponsor to provide)
- A **half page advertisement** in one issue of PIA's 'New Planner' publication (valued at \$875). Sponsor to provide artwork

NB: Maximum of two Silver Sponsors

Your Investment
\$3,500 (incl. GST)


PIA NSW
Transport
Symposium

BRONZE SPONSOR

- **2 x complimentary tickets** to attend the 2026 Transport Symposium
- **Recognition and acknowledgement** on all event related **marketing** material included prominent display of your brand in email marketing
- Acknowledgement on PIA's **social media** as part of promoting the event
- Inclusion of your brand on the PIA **website event page**
- **Verbal acknowledgement** of sponsorship at the 2026 Transport Symposium
- **Prominent digital display of logo** at the event

NB: Maximum of four Bronze Sponsors


PIA NSW
Transport
Symposium



Your Investment
\$1,500 (incl. GST)

NETWORKING FUNCTION SPONSOR

- 1 x **complimentary ticket** to the event
- Naming rights to the post function event
- Recognition and acknowledgment at all event related marketing material included prominent display of your brand in email marketing
- Inclusion of your brand on the PIA website event page and your level of sponsorship acknowledged verbally at the event
- Acknowledgment on PIA's social media as part of promoting the event including LinkedIn and Instagram

NB: Exclusive Sponsorship

SOLD



Your Investment
\$2,500 (incl. GST)

AFTERNOON TEA SPONSOR



Your Investment
\$850 (incl. GST)

- 1 x **complimentary ticket** to attend the 2026 Transport Symposium
- Recognition and acknowledgement on all event related marketing material included prominent display of your brand in email marketing
- Acknowledgement on PIA's social media as part of promoting the event and post event posts
- Inclusion of your brand on the PIA website event page and your level of sponsorship acknowledged verbally at the event
- Verbal acknowledgement of sponsorship at the 2026 Transport Symposium

NB: Exclusive Sponsorship

LANYARD SPONSOR



Your Investment
\$1,750 (incl. GST)

- 1 x **complimentary ticket** to the event
- **Company logo on conference lanyards (co branded with PIA) given to all delegates to wear**
- Recognition and acknowledgment at all event related marketing material included prominent display of your brand in email marketing
- Inclusion of your brand on the PIA website event page and your level of sponsorship acknowledged verbally at the event
- Acknowledgment on PIA's social media as part of promoting the event including LinkedIn and Instagram

NB: Exclusive Sponsorship

SPOTLIGHT SPONSOR

- 1 x **complimentary ticket** to the event
- **Acknowledgement on PIA Flickr photos albums (on going)**
- Recognition and acknowledgement on all event related marketing material included prominent display of your brand in email marketing
- Acknowledgement on PIA's social media as part of promoting the event and post event posts
- Inclusion of your brand on the PIA website event page and your level of sponsorship acknowledged verbally at the event



Your Investment
\$1,250 (incl. GST)

NB: Exclusive Sponsorship

Additional NSW 2026 sponsorship opportunities

| Event | Date | Sponsorship starting from |
|--|----------------|---------------------------|
| PIA NSW State Conference | September 2026 | \$1,150 |
| PIA NSW Awards for Planning Excellence | November 2026 | \$2,000 |





To learn more about this event or other sponsorship opportunities, including tailoring a package for your organisation needs please do get in touch.

Planning Institute Australia

Contact

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To maintain strategic alignment of the event and respect existing partnerships, all sponsorship enquiries are subject to review and approval by PIA NSW.