

Sponsorship prospectus

Central and Eastern Sydney Primary Health Network



About CESPHN

Central and Eastern Sydney Primary Health Network (**CESPHN**) is a not-for-profit organisation with a focus on improving the health and wellbeing of people who live and work in Sydney, from East to South and the Inner West. **CESPHN** provides support and training to local health professionals and helps connect them to relevant services in the region to support their patients. **CESPHN** identifies the needs of people in the region and funds services throughout central and Eastern Sydney to meet those needs.

Our region and impact

CESPHN serves over **1.56 million people**, one of Australia's most culturally diverse regions, with **46.8%** of residents speaking a language other than English at home. The region includes a high proportion of overseas born residents, significant Aboriginal and Torres Strait Islander populations, and unique community health needs.

CESPHN's key stakeholders are:

- General practice
- Pharmacies and pharmacists
- Nurses and Authorised Nurse Immunisers
- Public hospitals and local health districts
- A wide network of allied health providers including psychologists, physiotherapists, social workers, Aboriginal Health Workers and more

Central and Eastern Sydney region



● Sydney LHD

● South Eastern Sydney LHD

Our reach

- Supporting over 550 general practices and 3,000+ allied health professionals
- Supporting 150 Residential Aged Care Facilities
- Email database of 7.6m health professionals and community organisations
- Newsletter audience of 60,129
- Social media audience of 10,209 across Instagram, LinkedIn, X, Facebook and YouTube
- 30k visits to CESPHN's website monthly
- 5,700 health professionals participated in continuing professional development and education events (in 2025).

Our vision and values

Vision | Healthy and thriving communities

Purpose | Enabling high quality, accessible health care

Values | Collaboration, Innovation, Inclusion and Equity

Sponsorship opportunities

Sponsoring CESPHN educational events provides your organisation with:

- Face-to-face networking opportunities with event attendees
- A trade display table for your resources and displaying your corporate banner
- Your company name and logo on the **CESPHN** event website (providing logo is provided within advertising timeframe of four weeks prior to the event)
- Verbal acknowledgement at event.

Benefits

Supporting **CESPHN** puts your organisation at the centre of one of Australia's most dynamic and impactful primary health ecosystems.

A sponsorship aligns your brand with:

- Health equity and community wellbeing
- Innovation and collaboration
- Evidence based programs improving real health outcomes
- High visibility engagement across a broad health workforce.

Costs

Cost of sponsoring an event is dependent on event conditions and will be finalised prior to sponsorship agreement being confirmed. Single event sponsorship costs can range between \$1,000-\$5,000.

Cost of sponsorship may go towards:

- Catering
- Venue hire and AV
- Speaker fees
- Workshop resources
- Other expenses as agreed.

Other sponsorship offers*

- Inclusion in email marketing about the event
- Inclusion in relevant social media content
- Logo placement on **CESPHN** website
- Invitations to event
- Inclusion in weekly newsletter, Sydney Health Weekly
- Opportunity to present awards/speak at event
- MC acknowledgment
- Post event acknowledgement across all channels
- Opportunity to include resources and promotional material in goodie bags
- Spotlight in event program

* This is only applicable to specific events

Governance and transparency

Sponsors will not have input into the design or delivery of accredited education events, in accordance with RACGP sponsorship guidelines.

All sponsorship must comply with all applicable provisions in:

- Medicines Australia's Code of Conduct
- The Royal Australian College of General Practitioners, Advertising and sponsorship
- Therapeutic Goods Administration, Therapeutic Goods Advertising Code
- Therapeutic Goods Act 1989 and all codes or guides authorised under it
- All other relevant laws.

Acceptance of sponsorship does not represent endorsement by **CESPHN** of product, service or company.



2026 sponsorship opportunities

Event Type/Name	Target Audience	Format
Medical updates for GPs	General Practitioners	Face-to-face presentation with networking and dinner
Antenatal Shared Care Program Series	GPs and Midwives enrolled in the ANSC program	Half day hybrid presentations with multiple speakers and networking lunch
Practice Manager Forum	Practice Managers	One day conference with multiple speakers
Practice Nurse Forum	Nurses	One day conference with multiple speakers and hands-on workshops
GP Workforce Networking events	GP Registrars and GP Supervisors	Face-to-face presentation with networking and dinner
Practice Manager and Practice Nurse Networking Education Evenings	Either Practice Managers or Practice Nurses (separate events for each audience)	Face-to-face presentation with networking and dinner/canapes
Other workforce development workshops	Specific to the education topic, GPs, nurses, practice staff or Allied Health Professionals	Face-to-face workshops and evening events throughout the region
Educational webinars	Health professionals	Online Zoom webinars

*All events are subject to change.

Primary Health Awards

Get in front of an engaged audience of health professionals from across Sydney at the Central and Eastern Sydney Primary Health Network's (CESPHN) Primary Health Awards. Attendees include GPs, allied health professionals, community service organisations and community members.

The Primary Health Awards bring together representatives from the primary healthcare sector to recognise and celebrate outstanding contributions to the health and wellbeing of those who live in central and eastern Sydney.

The 2026 Primary Health Awards will be held on Thursday 15 October 2026 at Doltone House, Jones Bay Wharf, with approximately 100-120 guests.

Gold, Silver and Bronze tiered sponsorship packages are available, ranging in costs from \$2,000-\$7,500.

For more information visit [PHA's webpage](#).

Next steps

We welcome discussions to tailor a sponsorship package that aligns with your organisation's values, goals, and desired impact across the Central and Eastern Sydney region.

To learn more about sponsorship opportunities or discuss how we can tailor a package specific to your budget and needs, reach out to events@cesphn.com.au to request the sponsorship prospectus.





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