

Australian Primary Health Care Nurses Association

Nursing associations partnering in a shared value mode



HELLO!

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Chief Commercial Officer



*Alone we can do so little;
together we can do so much.*

Helen Keller, American Author

”

**When we work
together, the nursing
profession benefits**

Agenda

- 1. 2026 Festival of Nursing:** Partnering through a shared-revenue model
- 2. 2027 and beyond:** Co-locating or integrating national nursing conferences

Festival of Nursing 2026: a national platform built for partnership

- ▶ One of the largest annual nursing events in Australia, with foundations going back to 2009
- ▶ Focused on:
 - ▶ National perspectives
 - ▶ Knowledge exchange
 - ▶ Collaboration across nursing, primary and aged care
- ▶ More than a conference:
 - ▶ Highly engaged environment
 - ▶ Real opportunities to connect with the nursing workforce

Why APNA is opening this up to partners?

- ▶ APNA is the peak professional body for primary health care nurses with national credibility and influence
- ▶ The 2026 model is:
 - ▶ Not passive sponsorship
 - ▶ Designed to reward active collaboration and promotion
 - ▶ Return on results in revenue share
- ▶ Partners gain:
 - ▶ National exposure
 - ▶ Brand credibility
 - ▶ Alignment with workforce capability and education

A transparent revenue-sharing partnership

1. Delegate ticket revenue share

- ▶ Partners receive a unique 10% discount code for their members or stakeholders
- ▶ For every ticket sold using that code:
 - ▶ Partner receives 50% of the profit per delegate
 - ▶ Calculated post-event, once true costs are known

A transparent revenue-sharing partnership

2. Exhibition booth revenue share

- ▶ Partners can sell exhibition booths to new exhibitors (not engaged with APNA in the past five years)
- ▶ Partner receives 50% of the profit from those exhibition sales

A transparent revenue-sharing partnership

Reassurance:

- ▶ No upfront cost
- ▶ No financial risk
- ▶ Incentive aligned to effort

What this can deliver for partners (realistic outcomes)

This model generates real returns

Illustrative scenarios (from APNA modelling):

LOW ENGAGEMENT	MID-RANGE ENGAGEMENT	HIGH ENGAGEMENT
<p>~\$7k</p> <p>ESTIMATED RETURN</p> <p>Basic participation and minimal network promotion.</p>	<p>~\$18k</p> <p>ESTIMATED RETURN</p> <p>Active promotion and targeted stakeholder outreach.</p>	<p>~\$37k</p> <p>ESTIMATED RETURN</p> <p>Deep collaborative effort and dedicated exhibition sales.</p>

**2026: an easy
place to start
collaborating**

Agenda

- ~~1. **2026 Festival of Nursing:** Partnering through a shared-revenue model~~
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Fragmentation is costing us all

Key realities:

- ▶ Multiple national nursing conferences competing for:
 - ▶ The same delegates
 - ▶ The same sponsors
 - ▶ The same calendar space
- ▶ Rising costs:
 - ▶ Venues/ AV
 - ▶ PCOs
 - ▶ Pressure on nurses' PD budgets

What if we built one stronger national moment together?

What this could look like:

- ▶ Co-located or integrated conferences
- ▶ Shared:
 - ▶ Venues
 - ▶ PCO costs
 - ▶ Expo floor
- ▶ Distinct:
 - ▶ Brands
 - ▶ Content streams
 - ▶ Audiences

What if we built one stronger national moment together?

Benefits:

- ▶ Lower financial risk for each organisation
- ▶ More diverse content
- ▶ More international-calibre speakers
- ▶ Better delegate experience
- ▶ Stronger sponsor value proposition

Proof this works: Essential Health Summit

We've already proven this model

High-level case study:

- ▶ Festival of Nursing integrated into a broader summit
- ▶ Multiple audiences
- ▶ Shared costs and shared benefits
- ▶ Strong delegate and sponsor outcomes

The strategic ask for CoNNMO: Let's explore this together

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THANK YOU!