



2023

SPONSORSHIP

P R O S E P E C T U S

Australasian Students'
Surgical Association

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WELCOME

FROM THE 2023 EXECUTIVE

Dear Current and Prospective Partners,

We are very pleased to present the Australasian Students' Surgical Association (ASSA) and propose a collaboration between our two organisations. The following prospectus outlines the values, mission, and activities of our association, and outlines the partnership benefits offered to our generous sponsors.

ASSA is a not-for-profit association that represents all 26 student surgical societies and their 20,000+ members across Australia and New Zealand. ASSA strives to provide medical students with exceptional opportunities to grow their interest in surgery and develop their skills in the field.

ASSA promotes information sharing and innovation through its various international and national events, academic resources, mentorship programs, collaborative research, and global surgery advocacy streams. ASSA's flagship events, the annual Leadership Day, and the Australasian Students' Surgical Conference (ASSC) are also running for the 9th consecutive year in 2023. Our inaugural State-Based Surgical Hubs Workshops were launched in 2022 with great success and will be held for the second year running in various states around Australia and New Zealand to bring students together in a face-to-face format.

We are looking to collaborate with sponsors who share our vision and passion for fostering progression, development, and surgical education for medical students across Australia and New Zealand. As will be outlined in this prospectus, sponsorship options vary between events and opportunities, and encompass (but are not limited to):

- Banner and booth at event/s
- Verbal acknowledgement at opening/closing of event/s
- Logo featured on advertising material and event media
- Acknowledgement on social media, newsletter, website or any ASSA merchandise
- Dissemination of content to the ASSA membership base
- Opportunity to speak, distribute material and/or network with attendees at event/s
- Co-branding thank you gifts or prizes

WELCOME

FROM THE 2023 EXECS

We look forward to working with you this year. Please contact us should you have any further questions or any alternative sponsorship proposals; we are very open to negotiation in order to achieve the most valuable partnership for both parties. ASSA would like to sincerely thank you for your consideration of our prospectus.

Kindest regards,



Aya Basam

President



Angelina Arora

Vice-President Internal



Aiden Jabur

Vice-President External

ABOUT US

Vision

Unite and inspire the next generation of surgical leaders.

Mission

Through leadership, advocacy and engagement, ASSA aspires to connect surgical societies across Australia and New Zealand, empowering them to best support their student catchment.

History

Founded in 2010 as part of the Australian Medical Student Association (AMSA), ASSA has now established itself as the leading body for surgically inclined medical students. As a not-for-profit centred around community, we are run by students, for students.

Future Direction

Continuing in the provision of exceptional learning experiences for medical students, and helping maintain collaborations between Australian and New Zealand surgical societies. We also aim to improve event accessibility and equitability by transitioning towards a hybrid model of online and in-person events wherever possible. In keeping to our objectives, we will continue advocating for our members, including by establishing events which explore the challenges in surgery, and by providing representation amongst governing surgical organisations.



Australasian Students' Surgical Association

2023 Executive Committee



NOELLE DAVIS
SECRETARY
Bond Uni



AIDEN JABUR
VICE-PRESIDENT [EXT]
Griffith Uni



AYA BASAM
PRESIDENT
Monash Uni



ANGELINA ARORA
VICE-PRESIDENT [INT]
Flinders Uni



LIAM GROUSE
TREASURER
Uni of Notre Dame



WILLIAM JU
ACADEMICS DIRECTOR
Uni of Otago



NATASHA WARRELL
ACADEMICS DIRECTOR
Uni of Notre Dame



NEHA ATHREYA
EVENTS DIRECTOR
Griffith Uni



UCHIT GANGOLI
EVENTS DIRECTOR
Uni of Auckland



MONICA-ROSE VAN DE LUCE
EVENTS DIRECTOR
Uni of Notre Dame



ANGELYN NEOH
GLOBAL SURGERY CO-CHAIR
Monash Uni



OSCAR WATSON
GLOBAL SURGERY CO-CHAIR
Australian National Uni



VICTORIA CHIN
PROMOTIONS OFFICER
UNSW



JAIDEN NAIRNE-NAGY
PROMOTIONS OFFICER/ASSC DEPUTY CONVENOR
Adelaide Uni



DARREN TAN
PROMOTIONS OFFICER
Monash Uni



ERIC HE
SPONSORSHIP DIRECTOR
Monash Uni



LUKA BARTULOVICH
POLICY DIRECTOR
James Cook Uni



NIHARIKA GUPTA
POLICY DIRECTOR
Australian National Uni



DAKSH TYAGI
PODCAST PRODUCER
Uni of Newcastle



ALEX WILSON
PODCAST PRODUCER
Monash Uni



KAREN SUREH
IT OFFICER
Uni of Otago



ANNIE LIM
ASSC CONVENOR
Uni of Adelaide



ALEX MEHECKE
ASSC DEPUTY CONVENOR
Flinders Uni



JORDI ELLIOTT
ASSC DEPUTY CONVENOR
Monash Uni

SPONSORSHIP OPPORTUNITIES



Bronze Package \$500

- Recognition as a 2023 Bronze Sponsor on our website.
- A quarter page advertisement in our official newsletter 'Headlights'.
- 1x social media post (either on Facebook, twitter, or Instagram).



Silver Package \$1000

- Recognition as a 2023 Silver Sponsor on our website.
- A half page advertisement in our official newsletter 'Headlights'.
- 2x social media posts.
- Branding in all marketing materials of our selected events, which includes social media posts.
- Distribution of promotional codes and promotional materials.



Gold Package \$1500

- Recognition as a 2023 Gold Sponsor on our website.
- A full page advertisement in our official newsletter 'Headlights'.
- 3x social media posts.
- Branding in all marketing materials of our selected events, which includes social media posts.
- Distribution of promotional codes and promotional materials.
- Rights as the exclusive sponsor of a selected ASSA event, which includes a presentation of your organisation to attending event members.

For all sponsorship bookings and enquires, please contact
sponsorship@anzsurgsocs.org

Want something particular? Personalisations can be made to
any of our packages, just get in-touch!

EXCLUSIVE

OPPORTUNITIES



Leadership Day

\$2000

- Sponsor ASSA's second largest in person event including 80 students, multiple important key guest speakers and renowned surgeons
- Full presentation of your organisation to attending participants
- Distribution of promotional codes and promotional materials.
- Three social media posts on each of our platforms: Facebook, Instagram, Twitter



State Based Surgical Hubs

\$750

- Sole sponsor for an ASSA state hub workshop with approximately fifty people in live attendance (students, key guest speakers and renowned surgeons)
- Full presentation of your organisation to attending participants
- Distribution of promotional codes and promotional materials.
- Three social media posts on each of our platforms: Facebook, Instagram, Twitter

For all sponsorship bookings and enquires, please contact
sponsorship@anzsurgsocs.org

Want something particular? Personalisations can be made to any of our packages, just get in-touch!

ADDITIONAL OPPORTUNITIES

Global Surgery Journal Clubs

March - November 2023

Expected Number: 25 participants (per session)

Location: Online platform

Event Overview: members will have the opportunity to present relevant research and have meaningful discussions to improve their knowledge in research and Global Surgery. Spread across the year, each journal club session will be predominantly student run with guidance from our experienced research officers.

An Introduction to Global Surgery

April 2023

Expected Number: 100 participants

Location: Online platform

Event Overview: this educational event will provide members with a preliminary understanding of the field of Global Surgery. Themes surrounding global inequity in surgical care are of immense interest to our members and we aim to cater to this need. This event also provides members with an excellent foundation prior to partaking in the 'Global Surgery Training Day'

Global Surgery Training Day

September 2023

Expected Number: 100-200 participants

Location: Online platform or satellite in-person events

Event Overview: through workshops, speakers and social programs, this event provides a unique and accessible opportunity for members to gain insight, develop skills and be inspired in the field of Global Surgery. In previous years, ASSA has found that our members have immense interest in Global Surgery but lack the skills and opportunities to act. The aim of this event is to bridge this disconnect

Global Surgery Outreach Fund

March - November 2023

Expected Number: Variable

Location: Online or in-person

Overview: the purpose of this is to provide a pool of funding for surgical or global health societies at individual medical schools to host events, workshops and tutorials related to Global Surgery. Societies hosting events would consult ASSA Global Surgery to gain access to this funding. We believe that local activities are the best way to increase the accessibility of Global Surgery, expanding awareness and increasing engagement with this important and under-recognised field.



EVENTS FOR 2023

ASSA prides itself on the quality and exposure of our events. We have incorporated a variety of events into the 2023 program and need your support for their continued success. Please note this prospectus does not contain an exhaustive list of all ASSA events and some event details, including dates, may be modified.

For all sponsorship bookings and enquires, please contact sponsorship@anzsurgsocs.org

LEADERSHIP DAY WEEKEND

February 2023



Expected Number: 80 participants, including all Surgical Society Presidents across Australasia

Location: Victorian RACS (Royal Australasian College of Surgeons) Office and Online Hybrid delivery

Costs: Venue, Catering, Zoom Subscription, Tokens of Gratitude for Keynote Speakers

Event Overview: Involving keynotes, panels and breakout sessions, this two-day event is a unique opportunity for presidents and executives of all 26 surgical societies across Australia and New Zealand to convene, share ideas and learn from established leaders in surgery. Having run since ASSA's inauguration, this event has shown immense success in inspiring and equipping student leaders to support their local catchments!

On the second day of this jam-packed weekend, we have our ART course - an excellent upskilling opportunity for any interested future researchers. TASMAN's ART course is an exciting half-day workshop tailor-made for those with a budding interest in collaborative research but who are unsure about where to begin. While in previous years we have largely focused on introducing delegates to the "ins and outs" of collaborative research, last year marked a shift towards the "how", with the workshop geared towards equipping attendees with the practical knowledge and skills to begin directly participating in collaborative projects. This is an especially important priority for TASMAN, following up on the success of our homegrown collaborative research project, OPERAS.

STATE-BASED SURGICAL HUBS

August 2023



Expected Number: 160+ participants (40 participants per location)

Location: In-person across multiple locations in Australasia (NSW, QLD, VIC, NZ)

Costs: Venue, Catering, Equipment

Event Overview: Run for the first time in 2022, the SA and VIC Surgical Hub Workshops are a collaboration between ASSA and all of the individual surgical societies in each state. They were immensely successful in their first year running, and we plan on expanding them across more Australian states as well as New Zealand in 2023. These workshops offer an opportunity for medical students from universities across the state to collaborate over a variety of exciting surgical skills stations hosted at the respective RACS offices. The aim of this event is to develop important surgical skills in a hands-on, in-person format and fill a significant need for students to network amongst each other. The event will conclude with an opportunity for members to debrief and socialise amongst each-other and surgeons in attendance.

EMPoWER: WOMEN IN SURGERY

March 2023



Expected Number: 100+ participants

Location: Online platform

Costs: Tokens of Gratitude for Speakers

Event Overview: After successfully premiering in 2021, ASSA's "Empowering and Motivating Pre-SET Women in surgERy" (EMPoWER) event will return for the 3rd year running. Having been run as a collaboration between 4 surgical societies in 2022 and reaching over 100 medical students across Australasia, we are excited for further opportunities to expand this incredibly valuable event with more powerful speakers and greater collaboration between Australasian surgical societies. As a half-day seminar, members will have the opportunity to hear a number of keynote addresses from leading female surgeons, followed by opportunities to up-skill themselves through a variety of smaller breakout session workshops.

BEYOND THE STERILE FIELD

April - September 2023



Expected Number: 50 participants (per session)

Location: Online platform

Costs: Tokens of Gratitude for Speakers

Event Overview: A new mini-series which debuted in 2022, Beyond The Sterile Field is a series of informal chats that delve into unique & creative careers in surgery ranging from rural surgery, military surgery, and indigenous surgery. Each session will feature a distinguished guest speaker who will share stories from their experiences in the field and be involved in a Q&A session with inspired students across Australia & New Zealand. Sessions will be one-hour in length and allow students to gain understanding into crucial but frequently less explored areas of surgery.

SO YOU WANT TO BE A SURGEON?

July 2023



Expected Number: 300+ participants

Location: Online platform

Costs: Tokens of Gratitude for Speakers

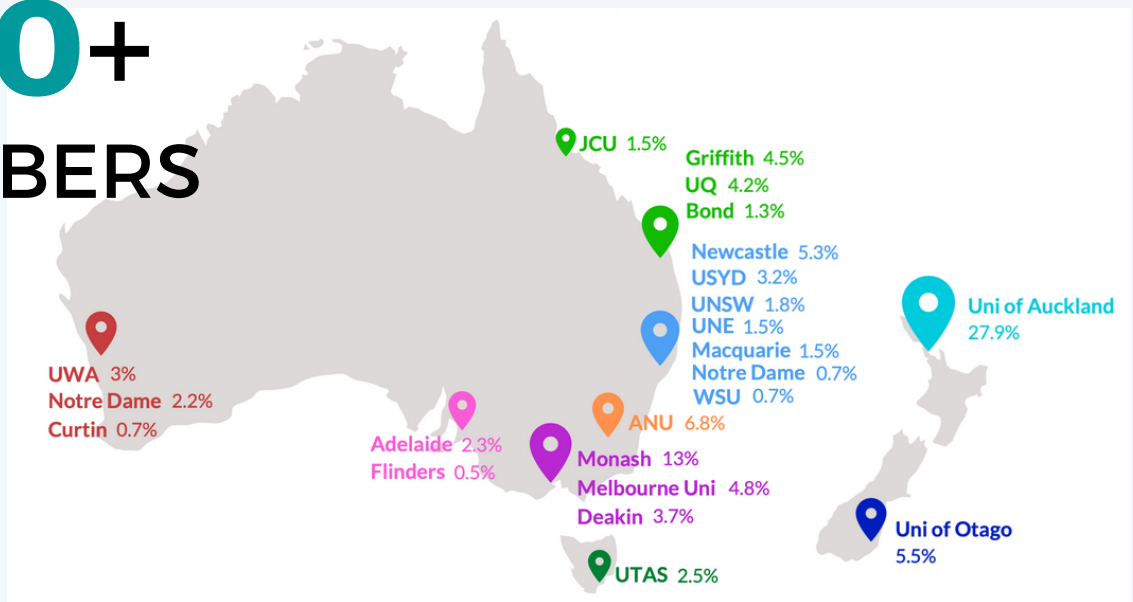
Event Overview: One of ASSA's largest events with over 300 registrations in 2022, "So You Want To Be A Surgeon?" offers an opportunity for all medical students to hear about the pathway into surgical training directly from those who are already been through the journey. Delivered virtually over Zoom, this event will provide a plethora of information to medical students regarding the various pathways of a surgical career. The first session will consist of a keynote presentation from a RACS trainee on the general pathway into surgical training, followed by 9 breakout sessions which will address the specifics of each of the different RACS surgical specialities with up to 2 RACS trainee representatives in each session.

WHAT CAN WE DO FOR YOUR ORGANISATION?

With over 20,000 medical students amongst 26 student surgical societies across Australia and New Zealand, ASSA is the largest student surgical society across both nations providing connections between various surgical societies. With an ever-growing number of students joining ASSA, the role of sponsors is integral for the growth of ASSA. Our sponsors also have the opportunity to make a significant impact on the career of aspiring surgeons. ASSA is a medical student-led society for medical students, with our representatives coming from major universities across Australia and New Zealand. Our representatives act as the voice of aspiring surgeons and ASSA is able to understand the needs and wants of the medical student community.

Our network has over 900 members to provide extensive reach on behalf of our sponsors. ASSA has a multi-faceted approach with community based initiatives to connect organisations to medical students directly. ASSA is one of the most direct ways for your organisation to connect with medical students in more than one way - on top of our planned community events, we have extensive reach through social media. Our sponsors are generously acknowledged throughout our events and our multimedia.

900+
MEMBERS



As of 14 November 2022, ASSA has:

Twitter | anzsurgsocs

Twitter is arguably the most popular form of social media for the medical field. Campaigns ranging from the #SoMe4Surgery and #ILookLikeASurgeon have been prominent in the Internet and twitter allows us to connect with a range of medical professionals, including medical students but moreover, our current surgeons themselves and other health professionals. Twitter allows us to cater for a wider range of audience, including current staff and working health professionals in our community through a single platform.



1,002 followers

Tweet impressions

16.7K ↑37.4%



Followers

1.02K



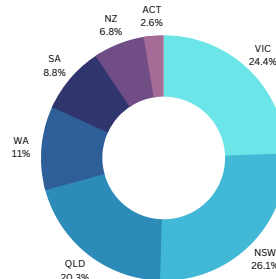
Facebook | anzsurgsoc

Facebook is one of the largest ASSA social media platforms with tremendous following. The information provided through Facebook has an extensive audience ranging from medical students to health professionals, including current surgeons. Our Facebook page promotes events and opportunities for students to participate in surgical experiences. Inspiring posts are shared and updates from ASSA are regularly communicated through our page.

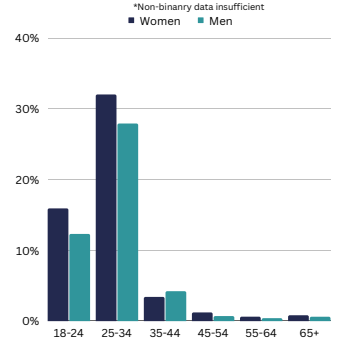


4,365 followers

Top Audience Distribution



Distribution by Age & Gender



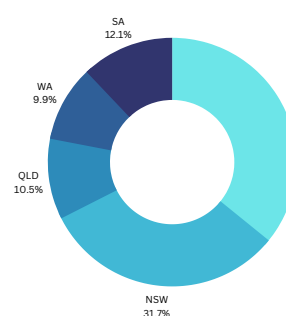
Instagram | anzsurgsocs

Created in October 2019, our Instagram page has shown rapid growth, with over 1000 followers as of October 2022. Our main page displays information in a graphic form and it is mainly targeted towards medical students. On top of this, we also have individual pages for our main events, such as the Australasian Students' Surgical Conference page, which itself has over 1000 followers. Our Instagram page also has dedicated posts highlighting our sponsors as well as their products and services.

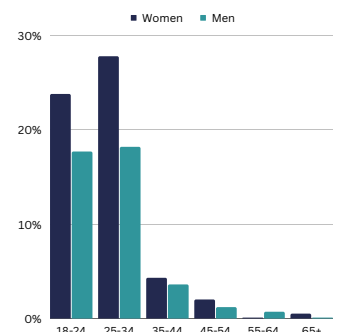


1,055 followers

Top Audience Distribution

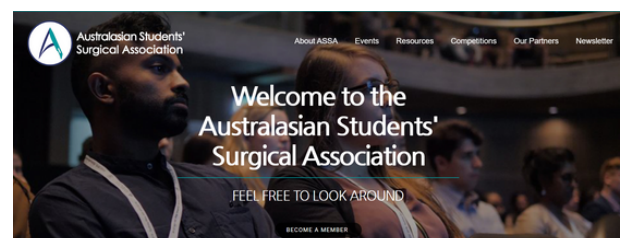


Distribution by Age & Gender



Website | anzsurgsocs.org

ASSA recently underwent a full renovation of our website, anzsurgsocs.org, featuring a membership portal, a calendar with surgical events in Australia & New Zealand, information on ASSA initiatives, as well as a page dedicated to our current sponsors.



WHY WE VALUE YOU

As Australia's leading body for surgically minded medical students, we are privileged to reach a diverse range of students from every medical school in Australasia.

We strongly believe in our not-for-profit structure, and this is at the core of our organisational values. As such, our sponsors play an integral role in supporting us, both financially and otherwise. This allows us to provide maximum value to our students, and help shape the next generation of surgeons in every discipline.

By joining ASSA as a valued sponsor, we would be grateful for your contribution in nurturing the growth of medical students today, into surgeons tomorrow.



CONTACT US

For more information, please contact:

Eric He — ASSA Sponsorship Director
sponsorship@anzsurgsocs.org

Aya Basam — ASSA President
president@anzsurgsocs.org



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