



INSTITUTE OF
**PUBLIC
ACCOUNTANTS®**



Sponsorship Opportunities

IPA Major Events 2026



About the IPA

The Institute of Public Accountants (IPA) is a dynamic and adaptable professional membership body representing over 50,000 accountants globally. With a strong commitment to small business, more than 75% of our members either operate their own small businesses or provide services to them.

Our Attendees

Our events typically attract between 100 to 300 attendees, depending on the theme and format. Whether held in person or as hybrid experiences, they consistently draw a diverse and engaged audience of professionals, members, and stakeholders. This reach presents a valuable opportunity for sponsors and partners to connect meaningfully with our community, enhance brand visibility, and align with initiatives that drive impact across the sector.

In addition to larger events, we also host smaller, more intimate retreats designed for deeper engagement and strategic dialogue. These gatherings usually involve around 30 carefully selected delegates. For example, our Wellness Retreat for Women offers a unique setting focused on wellbeing, leadership, and connection, providing sponsors with a rare opportunity to support and engage with influential women in a relaxed and inspiring environment.

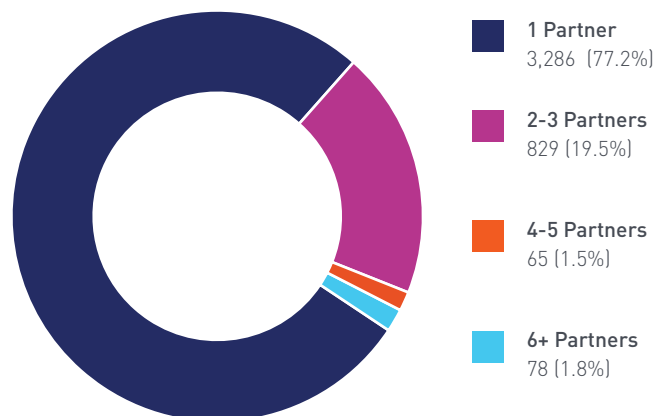


Member Demographics

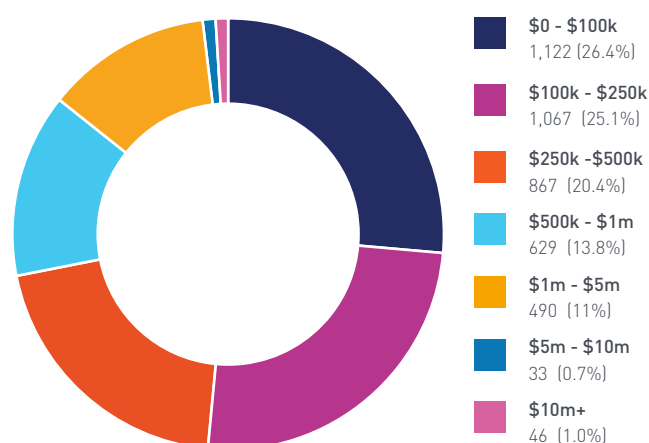
Average Member Age 51 years old

Average Membership Tenure 11 years

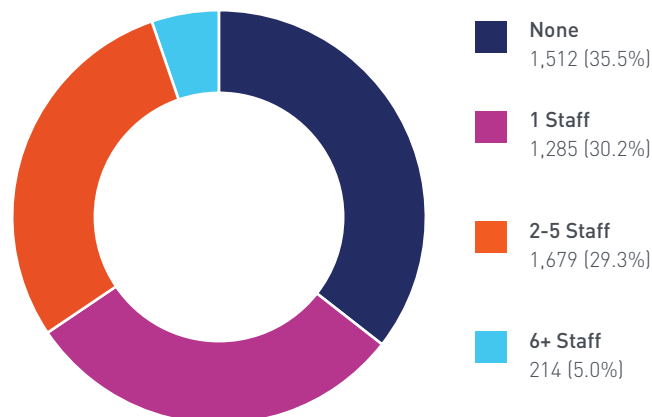
How many partners



Practice Turnover (Annual)



How many support staff



Attendees by location

	FACE TO FACE	VIRTUAL
NSW	43%	42%
QLD	19%	21%
SA	11%	6%
VIC	16%	21%
TAS	1%	2%
NT	2%	1%
WA	6%	7%
Overseas	1%	0%



Why sponsor an IPA event?

01 Access to a targeted audience

Reach a highly engaged community of accounting, finance, and business professionals.

02 Brand visibility and awareness

Showcase your brand in front of a national audience across digital, print, and in-person channels.

03 Networking opportunities

Build meaningful relationships with decision-makers, practitioners, and industry leaders.

04 Lead generation

Connect directly with potential clients and partners who are actively seeking products and services to enhance their practice.

05 Thought leadership positioning

Align your brand with professional excellence by contributing to thought-provoking discussions and sessions.

06 Association with a trusted brand

Partner with the Institute of Public Accountants – an established and respected professional body with a strong reputation for member support and advocacy.

07 Multi-channel exposure

Benefit from extensive pre-event, on-site, and post-event promotion through IPA's marketing and communications.

08 Tailored partnership opportunities

Choose from flexible sponsorship packages designed to align with your goals and budget.

09 Positive brand alignment

Support the professional growth, education, and wellbeing of Australia's accounting community.

10 Exclusive access to insights

Gain firsthand understanding of member needs, challenges, and industry trends.

Sponsorship & Exhibition Opportunities

2026 Victoria Conference

12-13 March | In-person conference | Expected Attendees: 80

	Marketing & Promotions	Recognition	Media Coverage	Exhibition Space	Tickets Included
Event Partner	All promotional channels (email, social, website, program)	4 live mentions during event, logo in program & signage	Full media coverage (pre & post event)	Double exhibition space	3 x full access tickets
Sponsor	Select promotional channels (social, website)	2 live mentions, opportunity to submit speaker proposal	Social media acknowledgement only	Single exhibition space	2 x full access tickets
Exhibitor	-	-	-	Single exhibition space	1 exhibitor pass

2026 WA Conference

26-27 March | In-person conference | Expected Attendees: 80

	Marketing & Promotions	Recognition	Media Coverage	Exhibition Space	Tickets Included
Event Partner	All promotional channels (email, social, website, program)	4 live mentions during event, logo in program & signage	Full media coverage (pre & post event)	Double exhibition space	3 x full access tickets
Sponsor	Select promotional channels (social, website)	2 live mentions, opportunity to submit speaker proposal	Social media acknowledgement only	Single exhibition space	2 x full access tickets
Exhibitor	-	-	-	Single exhibition space	1 exhibitor pass

2026 Queensland Conference

23-24 April | In-person conference | Expected Attendees: 80

	Marketing & Promotions	Recognition	Media Coverage	Exhibition Space	Tickets Included
Event Partner	All promotional channels (email, social, website, program)	4 live mentions during event, logo in program & signage	Full media coverage (pre & post event)	Double exhibition space	3 x full access tickets
Sponsor	Select promotional channels (social, website)	2 live mentions, opportunity to submit speaker proposal	Social media acknowledgement only	Single exhibition space	2 x full access tickets
Exhibitor	-	-	-	Single exhibition space	1 exhibitor pass

To enquire about event sponsorship opportunities, please contact our team at partnerships@publicaccountants.org.au



2026 Tax Retreat

27-29 May | In-person conference | Expected Attendees: 80

	Marketing & Promotions	Recognition	Media Coverage	Exhibition Space	Tickets Included
Event Partner	All promotional channels (email, social, website, program)	4 live mentions during event, logo in program & signage	Full media coverage (pre & post event)	Double exhibition space	3 x full access tickets
Sponsor	Select promotional channels (social, website)	2 live mentions, opportunity to submit speaker proposal	Social media acknowledgement only	Single exhibition space	2 x full access tickets
Exhibitor	-	-	-	Single exhibition space	1 exhibitor pass

Women in Practice Retreat

14-16 October | 2 day retreat | Expected Attendees: 30

	Marketing & Promotions	Recognition	Media Coverage	Exhibition Space	Tickets Included
Event Partner	All promotional channels (email, social, website, program)	4 live mentions during event, logo in program & signage	Full media coverage (pre & post event)	N/A	2 x full access tickets

2026 National Congress

18-20 November | In-person hybrid conference | Expected Attendees: 250 in-person & up to 200 online

	Marketing & Promotions	Recognition	Media Coverage	Exhibition Space	Tickets Included
Event Partner	All promotional channels (email, social, website, program)	4 live mentions during event, logo in program & signage	Full media coverage (pre & post event)	Double exhibition space	3 x full access tickets
Sponsor	Select promotional channels (social, website)	2 live mentions, opportunity to submit speaker proposal	Social media acknowledgement only	Single exhibition space	2 x full access tickets
Exhibitor	-	-	-	Single exhibition space	1 exhibitor pass

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Engagement events

Alongside our larger conferences and retreats, we host a range of engagement events designed to foster meaningful connections among our members. These gatherings are all about community, bringing people together to share experiences, building relationships, and strengthening professional networks.

Formats vary from informal coffee catch-ups to celebratory lunches and dinners, with some events featuring a single-focus speaker to spark conversation and insight. Whether casual or curated, each event is centred on connection and creating a sense of belonging within our membership.

Examples of our engagement events include:

Coffee Conversations – relaxed morning meetups for members to connect over shared interests.

Celebration Lunches – marking milestones or achievements within our community.

End-of-Year Networking Events – festive gatherings to reflect, celebrate, and reconnect.

Focused Speaker Sessions – spotlighting a single topic or thought leader to inspire discussion.

For more information about our engagement events, please contact
Catherine.atkinson@publicaccountants.org.au



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