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## **SPONSORSHIP PROPOSAL**

## **7TH ANNUAL CHARITY GOLF DAY**

20th September 2022 at the Cromer Golf Club

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### **SUMMARY**

Gain exposure, build goodwill and connect with a local audience, whilst helping local youth!

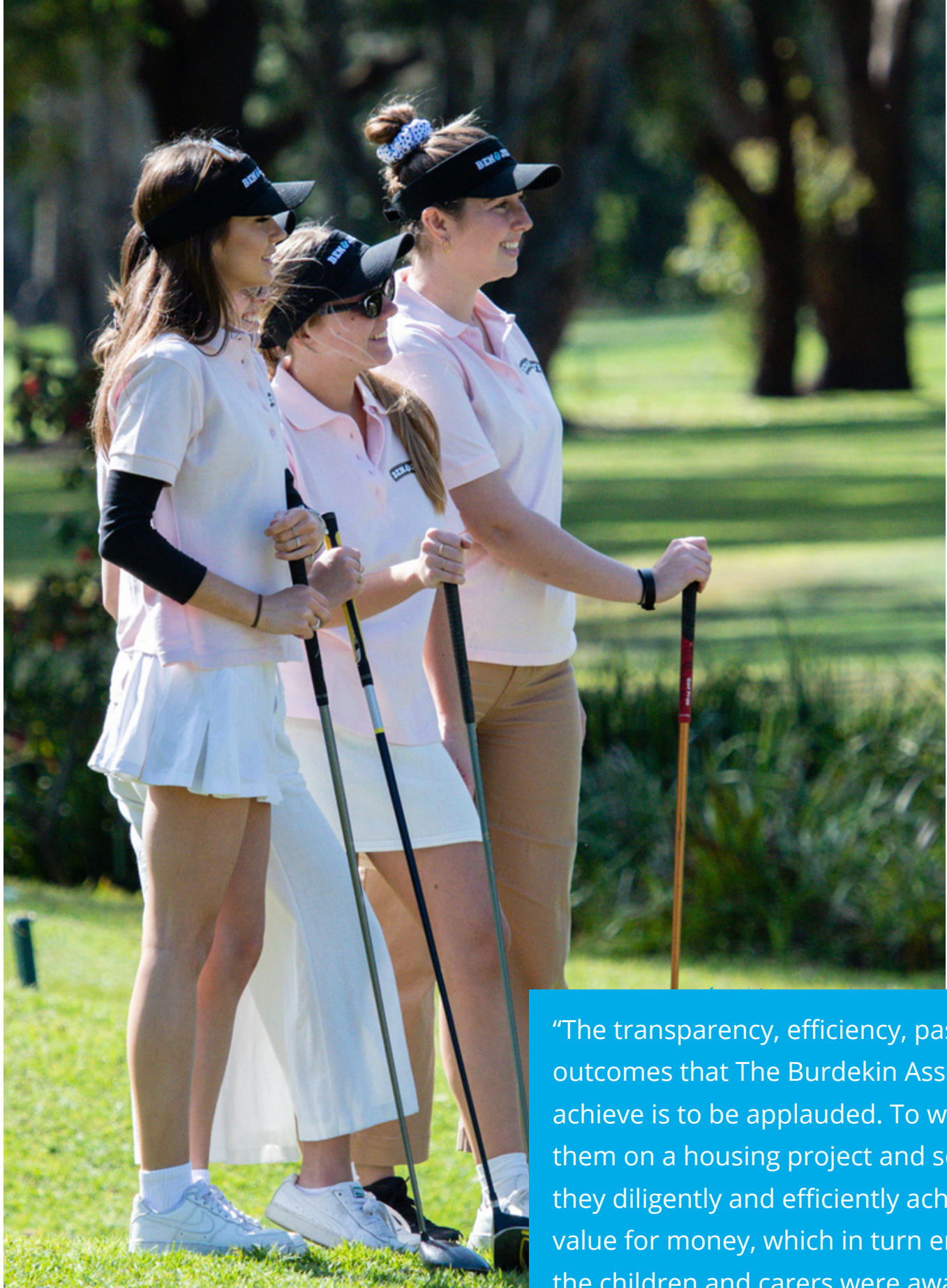
### **CONTACT EVENTS MANAGER**

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## **SPONSORSHIP PROPOSAL**

“The transparency, efficiency, passion and outcomes that The Burdekin Association achieve is to be applauded. To work with them on a housing project and see how they diligently and efficiently achieved value for money, which in turn ensured the children and carers were awarded with an amazing home was a credit to the amazing staff.”

Long term business partner supporter  
Ian Menzies, National Director,  
Quantity Surveyor, WT Partnership.

# About the organisers

Burdekin provide a range of safe and secure accommodation and support services to young people aged 12 - 24 years in the Northern Beaches area. We are The Northern Beaches longest serving youth support service, using innovative and industry leading support practices to prevent a homelessness "career" - instead taking our clients to fully functional adult citizens. Building meaningful relationships with young people is at the centre of our practice at Burdekin.

Our rates of young people entering stable accommodation or out of the welfare system is 67.2% compared to the NSW state average of 24.81%. Over the past year we expanded our services and now have two offices, 70+ residences and a team of 93 wonderful professional, hard-working committed individuals. OOHC grew by 160% in client numbers.

We did this all during a pandemic.

***Our clients are encouraged to hope, dream and importantly work towards a better future.***

The young people we have the privilege of working with are our greatest inspiration and source of encouragement. Their motivation to address the complexities of their lives striving towards the future is the reason we show up every day at work and why we must continue to provide our full continuum of The Burdekin Association care model.

Amongst our former tenants we have real estate agents, a high-profile political journalist, a prominent athlete, a chef working with a very well-known celebrity chef, high school teachers, an accountant and many more productive young adults who were once homeless.

**Homelessness Facts: The Australian Institute of Health and Welfare said "45,000 young people aged between 15 and 24 sought help for homelessness in 2012-13, comprising almost one-fifth of the homeless population. There are currently 105,237 people in Australia who are homeless."**



# The Event

## Aim

Our aim is to build strong links within our community; build knowledge of all those who are in contact with children and young people and raise awareness of disadvantage so the whole community can provide support and guide our young people. It takes a village to raise a child!

This is the 7th year of the Burdekin Annual Charity Golf Day and we are looking forward to welcoming you to the Cromer Golf Club on Tuesday 20th September 2022.



## Venue

Cromer Golf Club is a local community based not for profit sporting organisation located on Sydney's Northern Beaches, adjacent to the Narrabeen Lake and the surrounding Garigal National Park. Established in 1926, Cromer Golf Club is a private championship course with first class facilities. It is a Group One 18-hole golf course with boundaries that encompass the shores of Narrabeen Lagoon, Garigal National Park, the Sydney Academy of Sport, South Creek as well as private residences. Many natural features of the area have been retained, including creek beds and water holes providing sanctuary to an abundance of birds and animals.

## Opportunity

We are seeking event sponsors who would like to create a positive impact in their community, forge new and rekindle existing partnerships as well as raise their public profile - increasing brand visibility and other marketing opportunities.

To date our golf events have proven to be immensely successful and fun, generating relationships with partners in the community as well as media coverage.



# Endorsements



*"The day was well organised, inspiring and fun. It is an excellent opportunity to get out on one of the nicest golf courses in Sydney and get behind an organisation that is doing a fantastic job in a vital community role. A day well-spent, I highly recommend it." Director, XV Group.*





# Support

In January 2020 the opportunity arose to establish The Burdekin Association Out of Home Care program in the Inner West and on the 1st July 2020 we took on the Residential Care program of Stretch a Family (SAF). The due diligence required to turn this opportunity into a reality was no mean feat but our vision to expand our services beyond the Northern Beaches, filling service gaps for young people, is now a reality.

In 2018 we became the lead agency for the Avalon Youth Hub (AYH), a local agency supporting young people who may be struggling with a range of issues relating to family conflict, homelessness (couch surfing), drug and alcohol, school issues, police matters, mental health or simply coming in to ask for advice. The AYH was a direct result of tragic circumstances with the death of 2 young men in the area. Many young people and their families turned to Burdekin and the Avalon Youth Hub for help to deal with these tragic events and our services are vital for the health and wellbeing of young people.

In 2018 our CEO Justene Gordon was chosen as the recipient of the NSW Government's 2018 Pittwater Community Service Award, recognising her outstanding voluntary service to our local community. Our housing officer Warren Welsh was voted one of Westfield's local heroes and awarded a \$10,000 grant to help our young people. Warren and our CEO Justene were finalists in the Local Business Awards. Justene also received the Warringah Citizen of the year award in 2016.

***"Burdekin are one of the most dynamic charities on the Northern Beaches and it was brilliant to support their growing fundraising at the annual Golf Day - every dollar raised goes to improving the lives and giving opportunities to young people."***

***Andrew McAnulty, CEO, Link Housing.***



# Media Coverage

In the past our golf charity day featured in Pittwater Life, the Daily Telegraph, the Manly Daily and the Australian Weekend Magazine. Our community partnership with Manly Warringah Sea Eagles has included a room renovation challenge collaboration which featured on Channel 9 news. We have also been featured along with Bunnings Warehouse for their support with donating a \$1500 kitchen and providing seven volunteers to install new flooring and a new kitchen in one of our properties in Manly. In the past we secured the impressive services of Firmenich International, Unilever and Ben & Jerry's on their annual community support days where Ben & Jerry's assisted in the external painting of a large residential property at Manly along with some much needed landscaping and gardening. In 2015 Firmenich assisted us in an award winning backyard blitz at another of our properties coupled with some fabulous bedsit makeovers.

## Our charity partners

We have special major community partnerships with the Manly Warringah Sea Eagles and the Manly Warringah District Cricket Club. We also have an amazing partnership with Link Housing. Held for the 2nd time in 3 years their HomeSweet2019 initiative raised \$181,914 for three local charities of which we were one. Jay Lenton, First Grade Captain of the Manly Warringah Cricket team was the ambassador and MC for the night.



# Sponsorship opportunities

Sponsor a hole - \$1,250. Your sponsorship benefits will include:

- \* Corporate profile raising through pre-event publicity including promotion on The Burdekin Association website, Facebook page, Twitter profile and annual report.
- \* Sponsorship acknowledgement before, during and after the event.
- \* Opportunities for corporate display on the day at your sponsored hole.
- \* Branding on official marketing material and banners.
- \* Your logo in our annual report 2022/2023
- \* Corporate hospitality and networking opportunities.
- \* 4 invitations on the day including cart use.

An additional donation can be made to gain the opportunity of securing your preferred hole (those close to the club house) for our shotgun start.

*Gifts of \$2 and over are tax deductible*

If you are interested in participating in this event please contact:

Kellie Pethybridge, Events Manager on (02) 8976 1777 or  
email Kellie at [kellie.pethybridge@burdekin.org.au](mailto:kellie.pethybridge@burdekin.org.au)





