



MOVING FOWARD  
CREATING VALUE  
TOGETHER

# SHAPING SUCCESS TOGETHER



When you partner with the Transport Professionals Association, the first thing we ask is simple:

## **What do you want to achieve?**

Every organisation has different objectives. For some, it's visibility in a crowded market, for others, it's shaping policy, building connections with decision-makers, or reaching the next generation of talent. Most partners want a mix of these.

That's why our approach is outcome-driven. We focus on what matters to you, align the right opportunities, and track the results. Whether your objective is brand presence, thought leadership, lead generation, or demonstrating social responsibility, we'll match you with the partnership assets that deliver.

Our role is to connect. We bring your organisation into transport conversations, helping you achieve stronger results for your business, our members, and the communities we all serve.

| YOUR PARTNER ADVANTAGE              | WHAT WE DELIVER                                               |
|-------------------------------------|---------------------------------------------------------------|
| Direct influence with policy-makers | Invitations to boardroom briefings & policy forums            |
| High-value visibility               | Brand presence across events, digital channels & publications |
| Commercial connections              | Meaningful connections with leaders who shape decisions       |
| Recognition as a thought leader     | Speaking roles, panel seats, content contribution             |
| Access future talent                | Engagement with emerging professionals & universities         |
| Confidence in ROI                   | Quarterly impact reports aligned to your objectives           |



# ABOUT US AND OUR MEMBERS

## TRANSPORT PROFESSIONALS ASSOCIATION



### WHO ARE WE?

The Transport Professionals Association (TPA) is the national peak body for Australia's transport community. We connect more than 6,000 professionals across every discipline; planners, engineers, modellers, economists, policy specialists, researchers, and more.

What makes our community different is its breadth. We represent the whole of transport, not just one segment of it. Our members plan, design, deliver and manage the networks that shape every journey across the country.

### OUR ROLE

We advocate to government, support careers, foster collaboration, and share technical knowledge right across the profession. With strong state branches backed by a national framework, TPA is uniquely placed to deliver local impact while building national influence.



### WHY DOES THIS MATTER TO YOU AND YOUR ORGANISATION?

Your investment with us isn't just about putting your logo in front of an audience. It's about creating genuine connections with the people who matter most to your business.

The future leaders coming through the pipeline, the current decision-makers shaping projects in government and industry, and the influential voices guiding policy and investment across Australia.

A partnership with TPA positions you at the centre of these conversations, giving you and your team the relationships, visibility, and influence that drive real outcomes.

# PARTNERSHIP OPTIONS



## NATIONAL PARTNERSHIP LOCAL IMPACT WITH NATIONAL REACH

Our national partnership is the most comprehensive and strategically valuable way to work with TPA. You'll have one agreement, one invoice, and a single point of contact through our national office, with the flexibility to activate entitlements wherever they matter most to your business, nationally or in nominated states.

This model is fully tailored to your commercial objectives and gives you the ability to direct assets where they deliver the strongest return, whether that's shaping national policy, building relationships in priority markets, or accessing talent pipelines. Examples of partnerships with this level of impact include, Leadership and Strategic Partners.

## STATE PARTNERSHIP FOCUSED ON LOCAL ENGAGEMENT

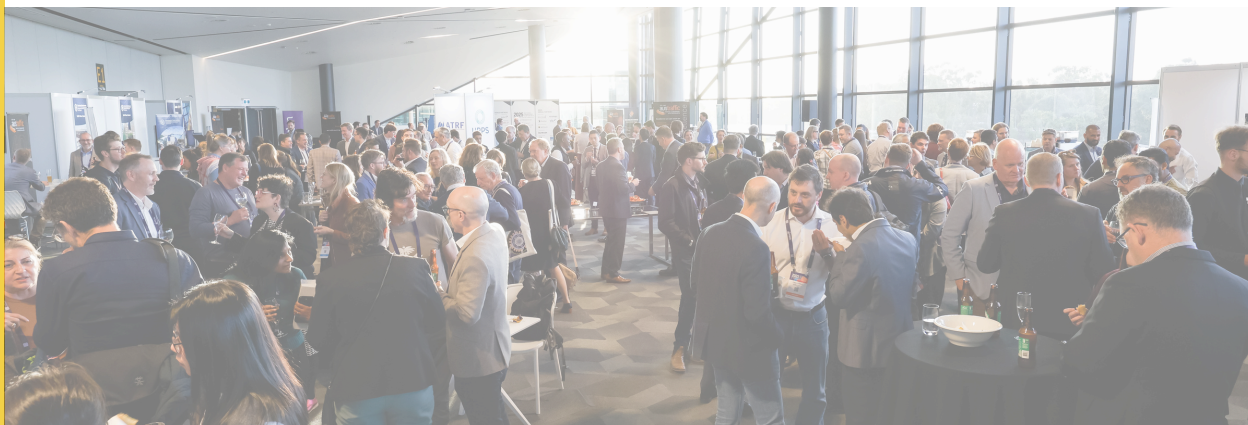
For organisations whose interests or resources are concentrated within a particular jurisdictions, a state-based partnership provides meaningful connection at the local level. Delivered through our state branches, these partnerships are an effective way to showcase expertise, strengthen local networks, and support the industry.

As your business grows, there's the option to step up into a national partnership when it's appropriate.

## ADVERTISING PARTNERSHIP BRAND PRESENCE (STATE ONLY)

Our advertising partnership is a streamlined entry point designed for organisations with limited resources who are looking to remain visible within the industry.

This state-only package focuses on brand awareness and profile through logo placement at state events and inclusion in database communications. It's a cost-effective way to maintain association with the peak body, but it doesn't include event invitations, so opportunities for direct networking and relationship-building are limited.



# SHAPING PARTNERSHIPS THAT DELIVER



## HOW IT WORKS

Your objectives determine which partnership assets are activated, and TPA provides transparent reporting so you know exactly what's been delivered. This ensures every partnership is built on shared accountability, not just opportunities.

1

### THE WHY YOUR OBJECTIVES

Every organisation has different priorities, so we start by understanding what success looks like for you.

It might be brand visibility, building influence and relationships, showcasing thought leadership, tapping into future talent, generating leads, delivering CSR outcomes, or influencing policy.

2

### THE HOW PARTNERSHIP ASSETS

This is where we tailor the partner assets that best fit your objectives.

It could be speaking roles on panels or in policy workshops, boardroom briefings, social media and newsletter features, event sponsorships and networking activations, scholarships and diversity programs, or targeted digital campaigns.

These are the building blocks of your package, and they can be scaled or fully customised to suit your needs.

3

### THE PROOF KPIs & MEASURES

Every element is tied to outcomes we agree on together, so you have a clear line of sight to the value delivered.

This might be the number of speaking opportunities secured, the reach and engagement of digital content, the connections made at events, survey results and feedback, media mentions, policy involvement, or uptake of staff development opportunities.



# PARTNERING WITH THE PEAK BODY



When you partner with the Transport Professionals Association, you're aligning with the national voice of more than 6,000 transport professionals, from policy makers and government leaders to the engineers, academics and innovators designing the networks of the future.

Our role is to connect you with this community and ensure your objectives translate into measurable outcomes. Whether it's visibility, influence, talent, or thought leadership, we'll tailor the right mix of opportunities, so your investment delivers real impact.

## **Start the conversation today**

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