

Australian Bookkeepers
ROADSHOW
& SUMMIT 2025

#ICBRoadshow

#ICBSummit



Time to Thrive

Unlocking your Potential

October 2025

Hobart, Canberra, Sydney,
Brisbane, Cairns, Adelaide,
Perth, Melbourne

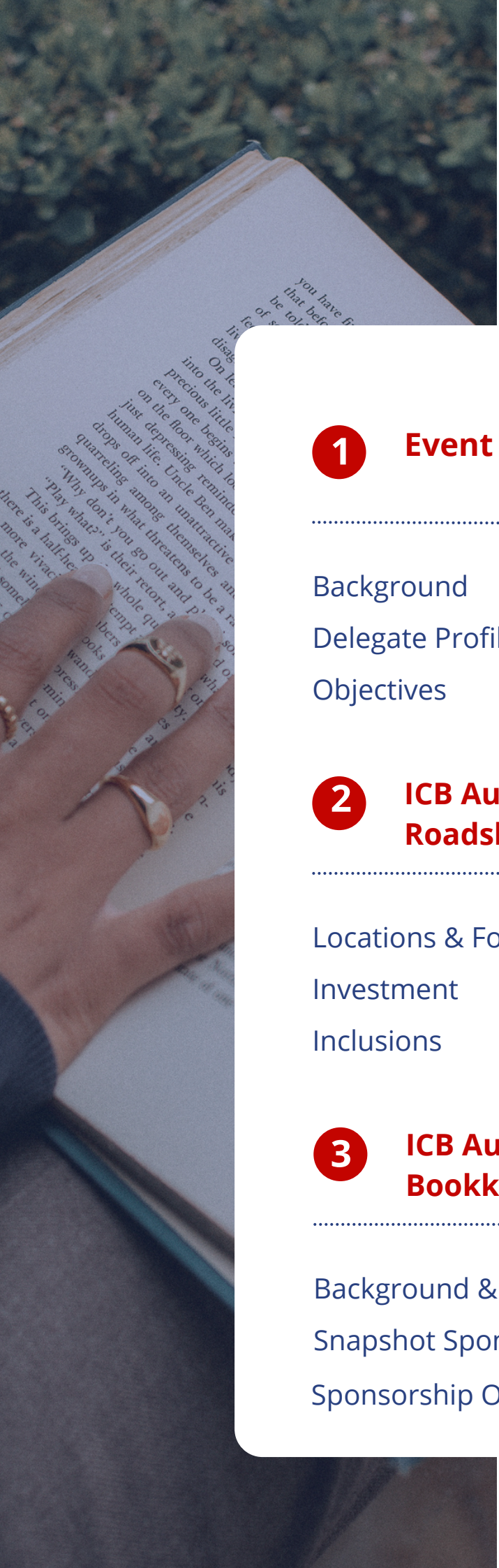


Table of Contents

1 Event Series

Background	03
Delegate Profile & Prior event reviews	04
Objectives	06

2 ICB Australian Bookkeepers Roadshow

Locations & Format	07
Investment	09
Inclusions	10

3 ICB Australian Bookkeepers Summit

Background & Format	13
Snapshot Sponsors and Speakers	14
Sponsorship Opportunities & Inclusions	16

1 Conference Series Background

Welcome to the 18th year of the ICB Australia National Bookkeeping Roadshow and Summit, a premier event series that celebrates and empowers the professional bookkeepers of Australia.

Bookkeepers play a pivotal role in ensuring the financial health and stability of businesses across the nation, providing essential services that keep operations running smoothly and efficiently. Over recent years bookkeepers have put everything into ensuring their clients thrive. 2025 is their turn!

At ICB Australia, we recognise that bookkeepers are not just number crunchers; they are trusted partners, strategists, and integral team members whose expertise drives business success. Our national conference series is dedicated to highlighting their critical contributions and offering them the tools, knowledge, and connections they need to excel.

This year, we invite you to partner with us in honouring these unsung heroes of the business world. By partnering with us to deliver this conference series, your brand will be prominently associated with the advancement and recognition of bookkeeping professionals. You will have the unique opportunity to connect with a dedicated audience of industry leaders, decision-makers, and influencers who value excellence in financial management.

Moreover, your sponsorship will provide access to a highly targeted promotional campaign reaching over 12,000 potential participants. This extensive reach ensures that your brand gains maximum visibility and engagement within the bookkeeping community and beyond.

Together, we can ensure that bookkeepers continue to thrive, innovate, and lead the way in the ever-evolving landscape of business finance.





1 Overview

Delegate Profile

Averaging 1,200 delegates per year, this industry leading event enters its 18th year, of bringing together professional bookkeepers, industry leaders and solutions providers.

The average profile of a professional bookkeeper in Australia in 2025 is a female at an average age of 53, with over 15 years' experience. We have the privilege of hosting bookkeepers from all over Australia across this event series.

With a broad cross section of age, experience, and business sizes, all attendees either own, operate or work for a small business.

95% of attendees are ICB members and therefore are professional bookkeepers in practice, with a range of experience and practice models.

We anticipate an age range of attendees between 30 & 70.



1 Overview

Delegate Reviews - 2024

"The presenters are always inspiring/motivating"

"Great Day, as usual it allowed me to focus on my business and its future in this ever changing environment. "

"Great day. One of best conferences attended for a long time"

"Great event (as always) I find it so valuable to take the time, focus on the content and have the ability to catch up with the ICB team and various local members we have gotten to know over the years and meet some new ones"

"One of the best of these events that I have attended for a long time. Really appreciate that you have listened, embraced and acted on member feedback. Love the face to face and really appreciate all the effort that you go to."

"Awesome, as always."

"Brilliant and relevant content as always."

"The highlight of the year. Great for expanding knowledge, networking and job opportunities. Thank you!"

"Thank you for a wonderful event!"

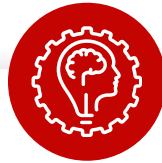
EVENT OBJECTIVES

Provide a safe and fun environment for Australian Bookkeepers to network, build relationships, and learn new skills



Create Connections

To create an engaging and fun atmosphere for bookkeepers to interact with each other & industry leaders, build community and learn new skills.



Empower Growth

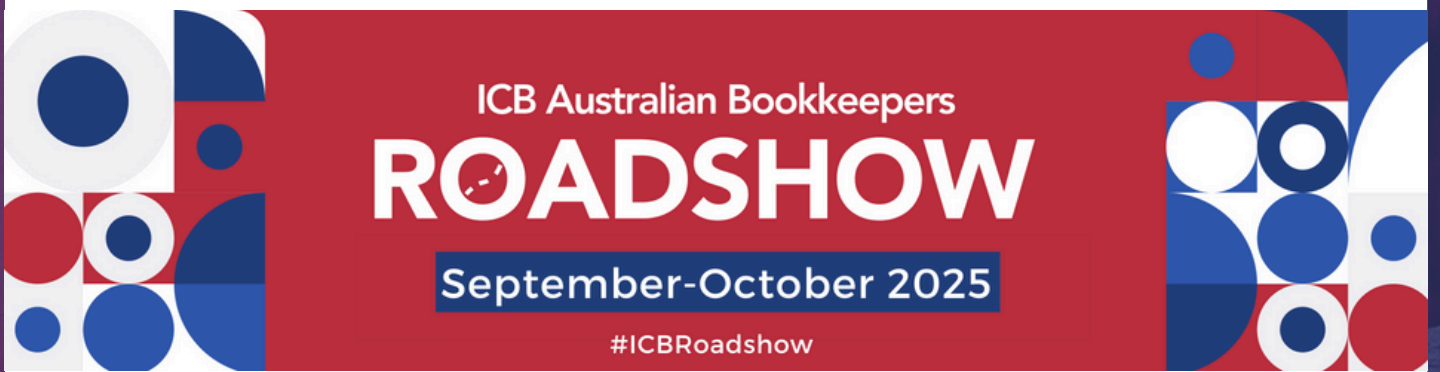
Provide resources and opportunities to empower bookkeepers personal and professional development, and empower their growth.



Celebrate Achievements

To foster an environment where we celebrate peer achievements, elevate community leaders and support those on a journey.





Locations | Investment | Inclusions |
Additional Opportunities

2 ICB Australian Bookkeepers Roadshow

8 IN PERSON & 1 VIRTUAL EVENT LOCATIONS

Hobart	30th Sept 2025	Rydges Hotel, North Hobart
Perth	2nd Oct 2025	Crown Burwood
Sydney	7th Oct 2025	Skye Suites, Parramatta
Cairns	9th Oct 2025	Pullman International
Darwin	13th Oct 2025	Mindil Beach Casino Resort
Adelaide	15th Oct 2025	Adelaide Convention Centre
Canberra	17th Oct 2025	Kurrajong Hotel
Brisbane	21st Oct 2025	Brisbane Convention & Exhibition Centre
Online	12th & 13th November 2025	



INDUSTRY BEST PRACTICE, TECHNOLOGY & COMPLIANCE

Delivering Best Practice solutions for running a bookkeeping business as a professional bookkeeper today.

Technology drives the modern professional bookkeeping practice. Presenting the best solutions for bookkeepers and their small business clients.

Bringing Compliance updates to regulations, legislation and professional standards

NETWORKING & CONNECTION

Bringing together bookkeepers, industry leaders, technology partners and industry stakeholders to provide networking, connection and building of long term personal and professional relationships



2 Event Description

Investment

All
Venues *
\$5,500

Location	Investment Amount per venue	Promotional Investment Amount per venue if also attending the Summit
Small Venue (Hobart, Darwin)	\$500 + GST	nil
Medium Venues (Canberra, Cairns, Adelaide)	\$1,000 + GST	\$120 + GST per staff attendee
Large Venues (Sydney, Brisbane Perth)	\$1,250 + GST	\$120 + GST per staff attendee
Electronic Lead Capture (included for Summit Exhibitors only)		

*** Does not include Melbourne 2 Day Summit*

APPLY NOW

Exhibitor Inclusions

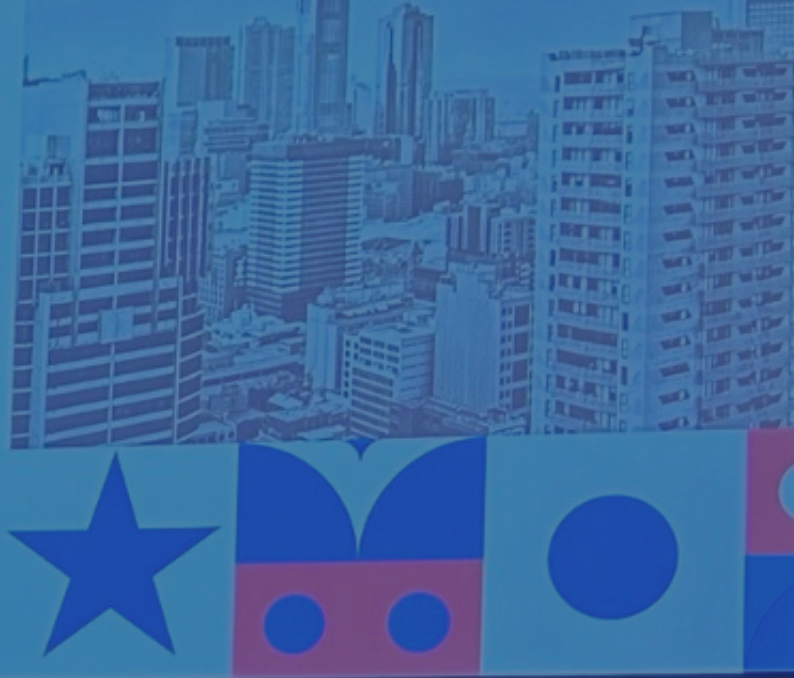
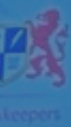
ICB Australia Bookkeepers Roadshow In Person Events	What's Included
Exhibition Tables	• Dressed trestle table • 2 Chairs • Power Supply • Space for 1 pull up banner next to or behind table
Exhibitor Staff Attending/ Monitoring	If not attending Summit - 2x Complimentary tickets for Roadshow attendance, including catering. Exhibition staff can attend any/all sessions of content that they would like to attend. Further tickets can be purchased at \$120 + GST per exhibitor <i>(max. of 3 additional tickets per location can be purchased for the purposes of exhibitor attendance. Max. of 8 additional tickets per location for in-event attendance)</i>
Sponsor Prize Draw	We encourage exhibitors to participate in the Sponsor prize draw. This is an opportunity to collect attendee contact information and use as a lead generation opportunity. We encourage your prize to be related to your business (such as an annual subscription) giving you the opportunity to 'test drive' your services as a potential future referrer of your services. Prizes should be suitable for Bookkeepers use and/or benefit

2 ICB Australian Bookkeepers Roadshow

Additional Promotional Opportunities

Opportunity	Details	Investment
Electronic Lead Capture App	Only available if also exhibiting at the Australian Bookkeepers Summit	Included as part of the Investment fee if you are also attending the Australian Bookkeepers Summit
Event Resource & Reference Guide Content <i>Print and Electronic Distribution</i>	2 x A4 colour pages of information in the official event guide (your advertising presence) – content must be provided in A4 size, high resolution PDF or word format. To be supplied to ICB by 15th August 2025	\$900 plus GST
Exhibitor Video presentations – <i>To be added to the Roadshow Virtual Event Presentation Platform</i>	Pre-recorded video presentations of an educational nature x 1. Content should tie back to the theme of this year's event We will recognise CPE for these presentations OR Pre-recorded video presentations with a product sales focus x 1 – Content can be a demonstration of your product, a sales promotion, or promotion of your partner program To be supplied to ICB by 1st October 2025	\$900 plus GST

Australian Bookkeepers Summit



Crown Promenade, Southbank, Melbourne, Victoria



Overview | Investment | Inclusions |
Additional Opportunities |

2 DAYS TO THRIVE

Join Australia's premier gathering of professional bookkeepers for two days of transformative experiences designed to fuel personal and professional growth. This is an opportunity for bookkeepers to invest in themselves and for you to contribute.

All Roadshow Content from the ICB Team **plus** invited VIP and sponsor presentations across a 2 day format, giving industry leaders, partners and stakeholders opportunity to sow into the future growth of the industry plus showcase leading solutions.

Opportunities include:

- Thought Leadership VIP Speakers - Industry perspectives and impacts
- Individual solution demonstrations and deep dives - solve a challenge or help delegates grow
- Interactive Q & A panels - get the room engaged!
- Exhibition Stand - interact with delegates, generate leads, promote your brand

BUILD YOUR OWN AGENDA FORMAT



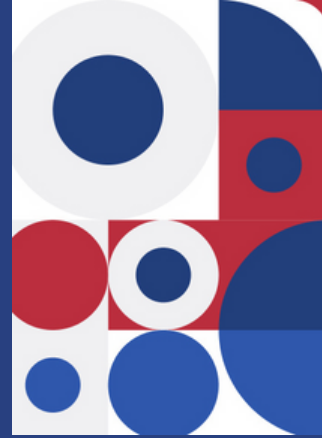
Offering three concurrently running streams of content, this is an opportunity to be part of an exceptional line up of guest speakers and industry experts.

Offering the opportunity to interact with delegates by building interactive panel sessions, product demonstrations, and educational and growth content as a key industry partner.

Position you and your brand as a voice of authority in support of the professional bookkeepers that are predominantly ICB Members. Provide updates on innovation, technology, cyber, building first class businesses, leading teams or another hot topic affecting the bookkeeping community today.

NETWORKING & CONNECTION

Bringing together bookkeepers, industry leaders, technology partners and industry stakeholders to provide networking, connection and building of long term personal and professional relationships



3 ICB AUSTRALIAN BOOKKEEPERS SUMMIT

WHY BECOME A SPONSOR?

- Maximum exposure at a premier conference Past Attendees
- Opportunity to position your company as an industry thought leader
- The opportunity to deliver a clear message about your commitments to industry
- Increase brand awareness and stand out from your competitors
- Inform and update professional bookkeepers about your products and services
- The opportunity to promote partnership in the lead up to and post conference
- Generate leads from a very targeted audience

PREVIOUS EVENT SPONSORS



Past Event Speakers Sneak Peek



Amanda Linton
CEO, **ICB**



Matthew Addison
Executive Director,
ICB



Rob Marshall
GM, Community
Engagement &
Education, **ICB**



Pauline Walton
Senior Support
Supervisor, **ICB**



Heather Smith
ICB Senior Support
Supervisor



Paul Robson
CEO, **MYOB**



Sam Allert
CEO, **Reckon**



Anna Booth
Fair Work Ombudsman



Luke Achterstraat
CEO, **COSBOA**



Eve McKenzie
GM Change Mgmt, **Xero**



Sarah Vawser
AC Individuals &
Intermediaries, **ATO**



Michelle Bridgford
Customer Success
Manager, **Reckon**



Cassandra Scott
Practice Specialist,
Xbert



Adam Reece
Digital Service Providers
Lead, **ATO**



Stephen Dixon
CEO,
Hamilton Murphy



Kylie Farr
Product Lead, **MYOB**



James Gillard
National Manager, **IME**



Martine Hoosen
CEO, **Bookwiz Academy**



Marg Bogart
CEO, **Beyond Blue**



Lisa Bale
CEO, **FSO**



Katie Williams
CEO, **The Vault Bookkeeping**



Gary Weisz
Sales Director,
GovReports



Emma Lo Russo
CEO, **Digivizer**



Sarah Parkinson
CEO, **Diverse Business Solutions**



Katrina Aarsman
Customer Success
Pure Bookkeeping



SPONSORSHIP OVERVIEW

Provide a safe and fun environment for Australian Bookkeepers to network, build relationships, and learn new skills

Exhibitor
Sponsor

\$5,000 + GST

Select
Sponsor

\$6,000 + GST

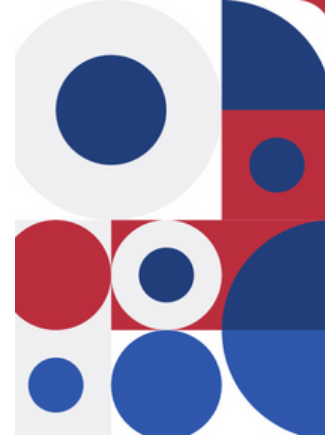
Premium
Sponsor

\$8,500 + GST

Exhibition Pod (2m x 2m)	✓	✓	✓
Event app branding including: • Partner listing in the event app with a 50 word company profile • Partner listing on the rolling partner banner on the ICB event webpages • Branding on pre-event promotions • Social media tiles for your use as an event partner • In event partner acknowledgment	✓	✓	✓
Electronic Lead Capture App	✓	✓	✓
Delegate Listing (in accordance with privacy laws)	✓	✓	✓
Event Resource & Reference Guide Content - Print & Electronic Distribution		✓	✓
Recorded Video Content			✓
Breakout Speaker Session			✓
Conference Sponsor Pass **	2	2	2
Luca Award Dinner Ticket(s)	-	1	2

APPLY NOW

** Additional tickets can be purchased for \$120 +GST



SPONSOR INCLUSION DETAILS

EVENT BRANDING

Promote your organisation's branding before, during and after the event.

- Partner listing in the event app with a 50 word company profile.
- Partner listing on the rolling partner banner on the ICB event webpages
- Branding on pre-event social media promotions
- Social media tiles for your use as an event partner
- In event partner acknowledgment

CONFERENCE SPONSOR PASS

If not attending the summit sponsor passes are available so your representatives can join in on any or all of the conference sessions, as well as enjoy catering with our delegates.

Further passes can be purchased for \$120 + GST per exhibitor. A maximum of 3 additional passes can be purchased for the purposes of exhibitor attendance.

You can purchase up to 4 additional passes for in-event attendance by your own staff, who are not part of your exhibition team.

EXHIBITION BOOTH



The exhibition booth combines a modern flush finish with a feature black-profile frame encompassing the stand space. Each wall panel is a complete set consisting of an aluminium frame skinned with 3mm white PVC.

Stand Size

2x2m with 2 x rear signage panels

Stand signage

2 x digitally printed rear signs provided per pod.

Lighting

2 x energy efficient spotlights are supplied per 9sqm

Power

1 x single 4amp power point per stand

Furniture

1 x lockable cupboard, 2 x Sia stools and 1 x bar table

SPONSOR INCLUSION DETAILS

ELECTRONIC LEAD CAPTURE APP



ICB is providing all exhibitors with Cvent LeadCapture App. This allows you to qualify, rate, and take notes on each lead with just a quick scan of a name badge, or to enter delegate details manually if required.

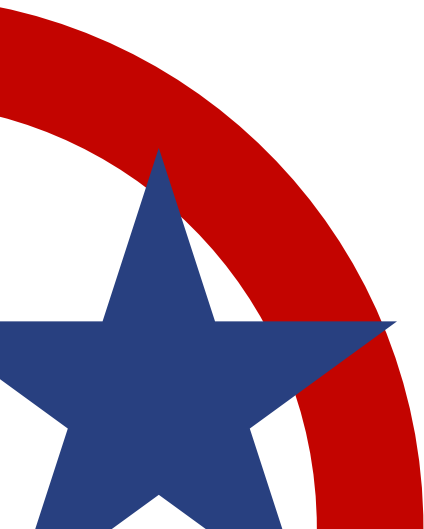
Quickly gather leads with a single, consistent application. We will be gamifying lead captures with prizes for those members who are the most engaged.

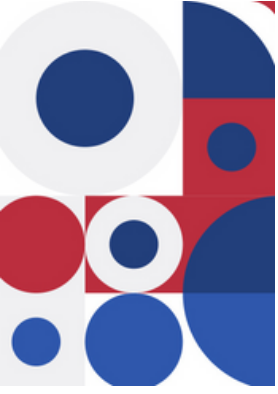
Please note that individual exhibitor lead capture devices/apps will not be able to be used for this event

ACCESS TO THE DELEGATE LIST – MAXIMISE YOUR INVESTMENT

As a sponsor or exhibitor, access to the delegate list, in accordance with Privacy laws, is one of the most valuable tools for driving real ROI. It enables you to identify and connect with key decision-makers and potential clients attending the Summit.

Use this information to personalise your outreach, book meetings in advance, and continue the conversation post-event. It's your gateway to building strong, targeted relationships that extend far beyond the exhibition floor.





3 ICB AUSTRALIAN BOOKKEEPERS SUMMIT

SPONSORSHIP INCLUSION DETAILS

These opportunities are available for separate investment if not included in your chosen sponsor package

RECORDED VIDEO CONTENT *Investment \$900 + GST*

Pre-recorded video presentations of an educational nature to be included in the online version of the Roadshow event. This allows you to deliver your message with impact, in your own words, made available at a time that suits your audience.

Whether it's a product demo, brand story, or expert insight, your video can be shared with our online delegate network during, and after the Summit—maximising your exposure and reinforcing your brand presence well beyond the event itself.

Content to be supplied to ICB by 1st October 2025

BREAKOUT PARTNER PRESENTATIONS *Investment \$1,500 + GST*

Position your brand as a trusted expert by delivering a 30–45 minute breakout session during the Summit. This is your opportunity to share insights, showcase innovations, and engage directly with a targeted audience of professional bookkeepers. As part of the official program, your session allows you to align your brand with industry-relevant content and spark meaningful conversations. It's a powerful way to demonstrate value, build trust, and strengthen your connection with the bookkeeping community.



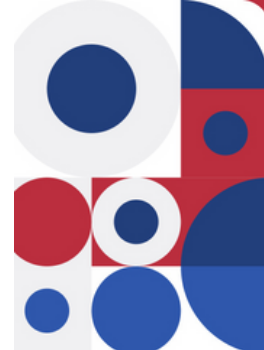
RESOURCE & REFERENCE GUIDE CONTENT *Investment \$900 + GST*



Contribute 2 x A4 colour pages of information in the Official summit manual (your advertising presence) – content required in A4 size, high resolution PDF or word format.

Content must be supplied to ICB by 15th August 2025





LOUNGE SPONSOR OPTIONS

FEATURED PARTNER LOUNGE *Investment \$5,500 + GST*



As the exclusive sponsor of the Featured Partner Lounge, your brand becomes the name behind one of the Summit's most valuable networking zones. This welcoming space—complete with comfortable seating and conversation-friendly design—invites delegates to relax, connect, and engage in meaningful discussions.

With your branding front and centre, and furniture tailored to your corporate colours, the lounge offers high-visibility, low-pressure exposure that fosters relationship-building and positions your organisation as an approachable, supportive partner to the bookkeeping community.

Furniture

All furniture shown above included

RECHARGE EXHIBITION LOUNGE *Investment \$4,500 + GST*



This sponsored lounge space offers a practical and branded presence within the Summit environment.

Featuring two high tables with seating for six, each equipped with built-in charging stations and custom-branded tabletops, this area becomes a go-to spot for delegates to recharge—both literally and professionally.

As the sponsor, your brand will be visible throughout the day as attendees pause to power up devices, hold impromptu meetings, or connect with peers in a relaxed, functional setting.

COFFEE CART SPONSORSHIP *Investment \$3,000 + GST*

Bookkeepers LOVE their Coffee!!!!

You'll be the most popular sponsor at the event!!

Ensure maximum exposure and popularity by sponsoring a barista coffee station.

- Recognition as official Barista Coffee Sponsor for both days of the event
- Coffee Cart branded display
- Branding on pre-event materials including social media, website and email campaigns
- Company logo and profile in the Event App
- One (1) Sponsor Pass with access to all Summit sessions



ICB



The Institute of Certified Bookkeepers

Meet the ICB Conference Team



Amanda Linton

ICB CEO



Matthew Addison

ICB Executive Director



Rob Marshall

ICB GM, Community
Engagement & Education



Pauline Walton

ICB Senior Support
Supervisor



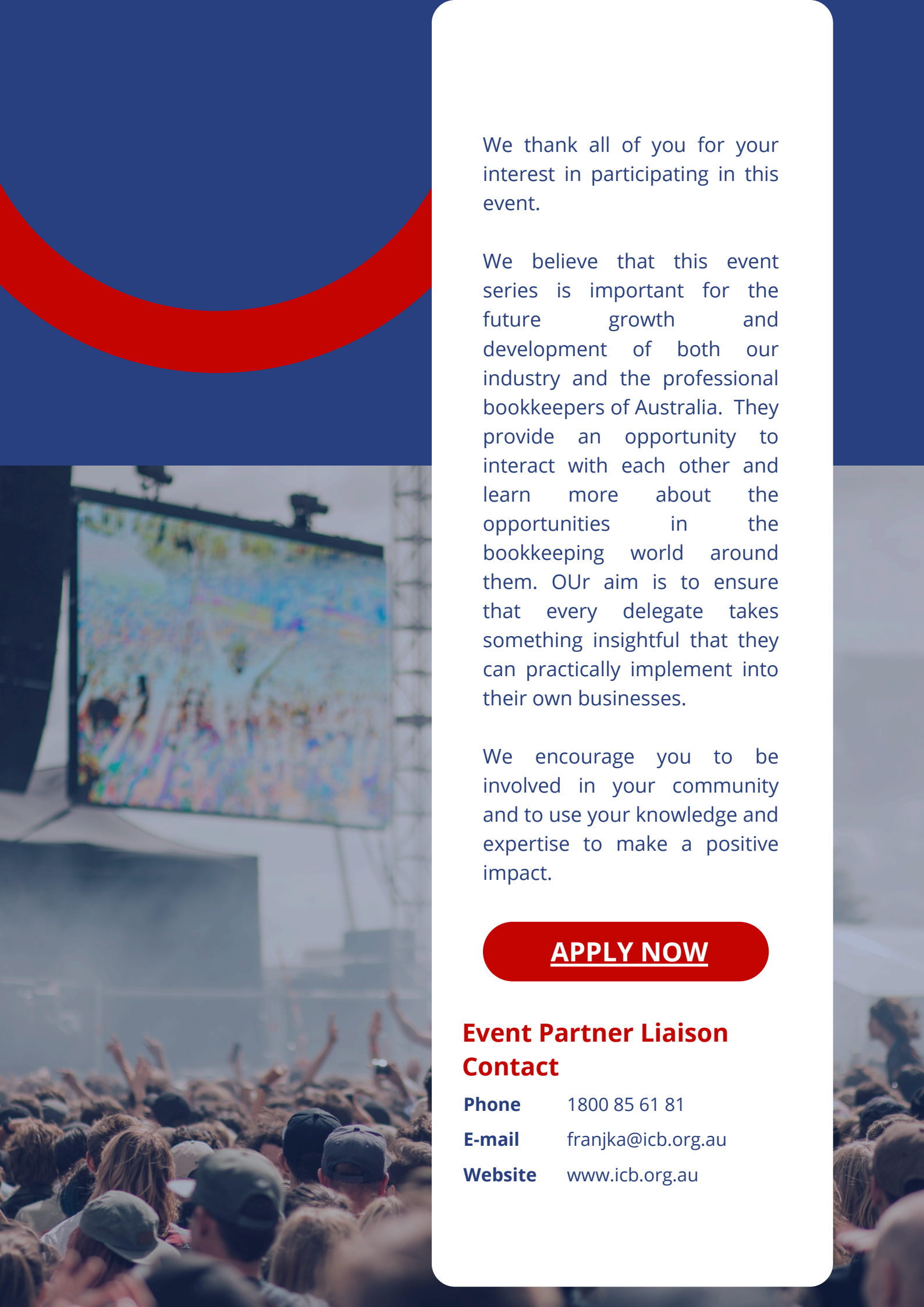
Carmel Wright

ICB Event Co-Ordinator



Franjka Lukac

ICB Partner Liasion

The background of the page features a large crowd of people at a festival, with their arms raised in the air. In the background, a large screen displays a colorful, abstract image. The top of the page has a dark blue background with a large red curved shape on the left side.

We thank all of you for your interest in participating in this event.

We believe that this event series is important for the future growth and development of both our industry and the professional bookkeepers of Australia. They provide an opportunity to interact with each other and learn more about the opportunities in the bookkeeping world around them. Our aim is to ensure that every delegate takes something insightful that they can practically implement into their own businesses.

We encourage you to be involved in your community and to use your knowledge and expertise to make a positive impact.

APPLY NOW

Event Partner Liaison Contact

Phone 1800 85 61 81

E-mail franjka@icb.org.au

Website www.icb.org.au