



ICB Australian Bookkeepers **ROADSHOW** **& SUMMIT 2026**

September and October 2026

#ICBRoadshow #ICBSummit

“Nothing makes an impact standing still”



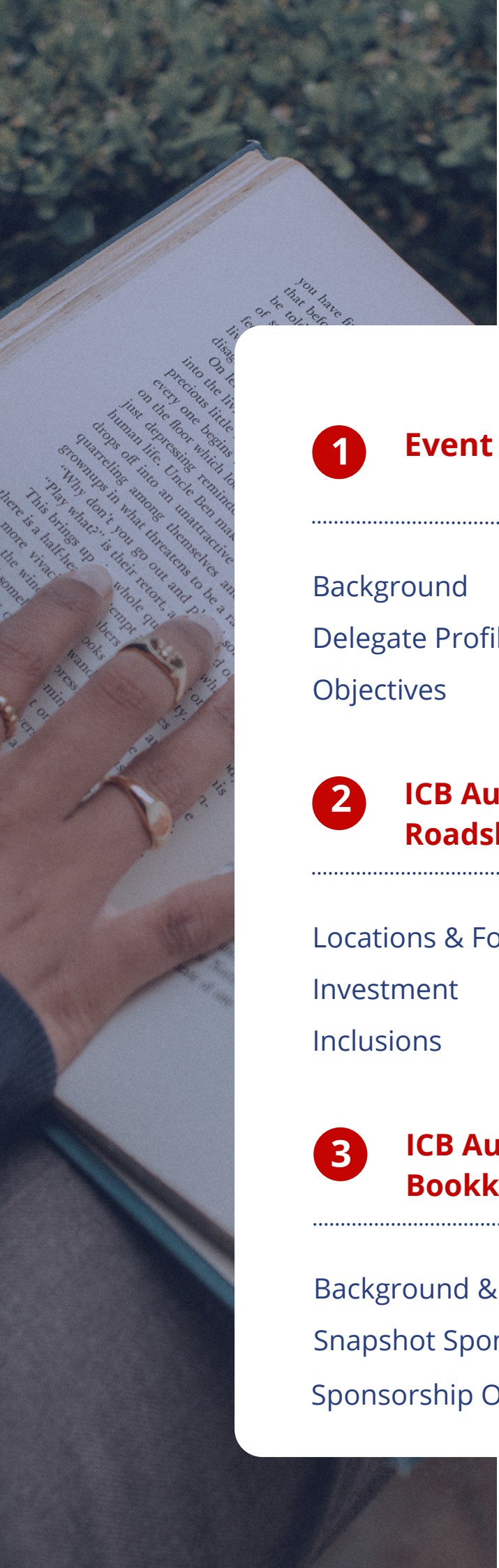


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1 Conference Series Background

Welcome to the 19th year of the ICB Australia National Bookkeeping Roadshow and Summit, a premier event series that celebrates and empowers the professional bookkeepers of Australia. Made extra special this year as we incorporate celebrations of **ICB's 20th anniversary**.

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 are well supported and serviced. 2026 is their turn to take that impact and continue to position themselves as the ultimate professional.

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 2026 is a female at an average age of 55, 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 - 2025

"The presenters are always inspiring/motivating"

I came away from The 2025 Summit feeling energised and with a head full of innovation and plans to make improvements to my practice. The range of speakers and topics was excellent.

One of the highlights of my year being around like-minded people and hearing all the things that are changing and the marvellous support out there

This year's summit was brilliant. It felt much more tailored / aspirational / realistic to smaller practices. I walked away feeling inspired for the future unlike last year where I walked away feeling like a failure and that I would never be successful.

"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."

Was nice to see a new variety of speakers - many I had not heard before and I like that I could choose different sessions and mix it up.

I got to meet other bookkeepers from all over Australia and exchange details, strengthening my network

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

"Thank you for a wonderful event!"

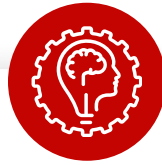
EVENT OBJECTIVES

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.





ICB Australian Bookkeepers **ROADSHOW**

September and October 2026

#ICBRoadshow



Locations | Investment | Inclusions |
Additional Opportunities

2 ICB Australian Bookkeepers Roadshow

8 IN PERSON & 1 VIRTUAL EVENT LOCATIONS

The ICB Roadshow will run from the last week in September through to week ending 23rd October 2026. Individual venue dates are still in the process of being confirmed.

Hobart - 29th Sept '26

Rydges, North Hobart

Canberra - 1st Oct '26

59 Cameron Conf & Events

Melbourne - 5th Oct '26

Rydges Melbourne

Darwin - 7th Oct '26

Hilton Darwin

Sydney - 9th Oct '26

Hilton Sydney

Perth - 12th Oct '26

Crown, Burwood

Brisbane - 15th Oct '26

Brisbane Convention & Entertainment Centre

Cairns - 20th Oct '26

Pullman International

Online: 4th & 5th November 2026



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)	\$1,000 + GST	\$120 + GST per staff attendee
Large Venues (Sydney, Brisbane Perth, Melbourne)	\$1,250 + GST	\$120 + GST per staff attendee
Electronic Lead Capture (included for Summit Exhibitors only)		

*** Does not include Adelaide 2 Day Summit*

REGISTER HERE

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 12th August 2026	\$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 2026	\$900 plus GST



ADELAIDE CONVENTION CENTRE

ICB Australian Bookkeepers

SUMMIT 2026

29-30 October

#ICBSummit

Adelaide Convention Centre, Adelaide, South Australia



Overview | Investment | Inclusions |
Additional Opportunities |

2 DAYS OF "IMPACT IN MOTION"

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!
- BYOD sessions - get delegates hands on to experience your solution in action!
- Exhibition Stand - interact with delegates, generate leads, promote your brand



BUILD YOUR OWN AGENDA FORMAT

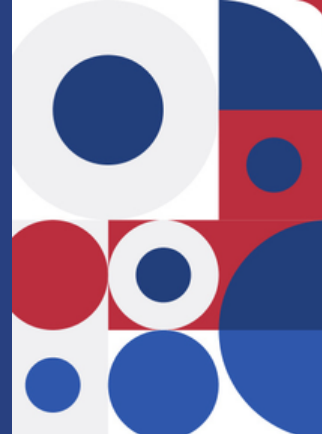
Offering four concurrently running streams of content, this is an opportunity to be part of an exceptional line up of guest speakers and industry experts.

Offering the opportunity to interact with delegates by building interactive panel sessions, BYOD 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

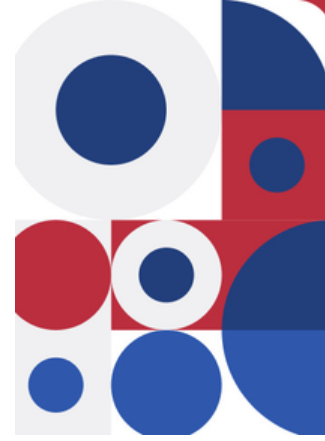


3 ICB AUSTRALIAN BOOKKEEPERS SUMMIT

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 INCLUDE



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
AI Adoption Expert



Paul Robson
CEO, MYOB



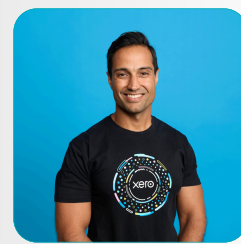
Sam Allert
CEO, Reckon



Anna Booth
Fair Work Ombudsman



Bruce Billson
ASBFEO (former)



Angad Soin
MD, Aust & NZ, 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



Dale Dixon
MYOB



Peta Skujins
Future Skills Organisation



Katie Williams
CEO, The Vault
Bookkeeping



Gary Weisz
Sales Director,
GovReports



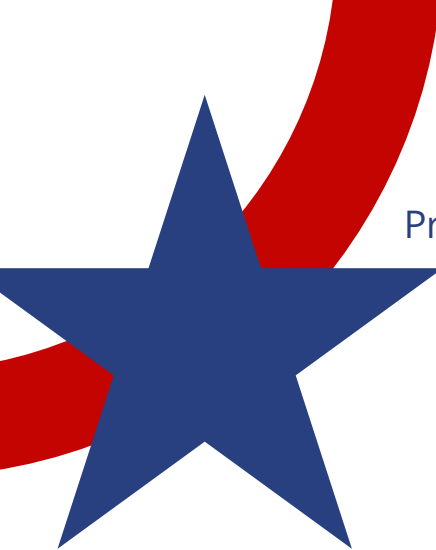
Emma Lo Russo
CEO, Digivizer



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

(Limited #)

Exhibitor
Sponsor

\$5,000 + GST

Select
Sponsor

\$6,000 + GST

Premium
Sponsor

\$8,500 + GST

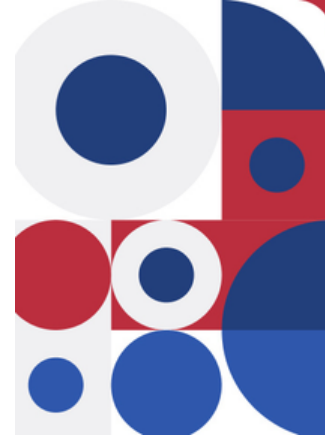
Exhibition Pod (2m x 2m)	✓	✓	✓
Event app branding including: • Partner listing in the event app with a 50 word company profile • Partner listing on the rolling partner banner on the ICB event webpages • Branding on pre-event promotions • Social media tiles for your use as an event partner • In event partner acknowledgment	✓	✓	✓
Electronic Lead Capture App - 1 Device *	✓	✓	✓
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

* Additional lead capture licences can be purchased for \$250 + GST per licence

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

*** Additional Luca Dinner tickets can be purchase for \$245 incl GST pp

[**REGISTER HERE**](#)



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 (**OR**)

3x2m with 3 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

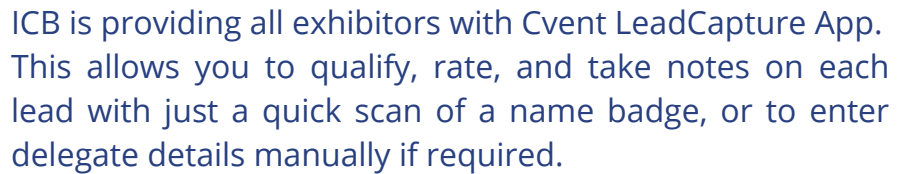
Furniture

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



Indicative image of a 2mW Exhibition Booth Package

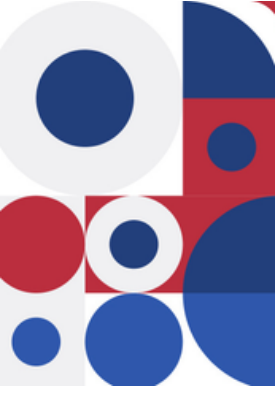
ELECTRONIC LEAD CAPTURE APP



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

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 2026

BREAKOUT PARTNER PRESENTATIONS

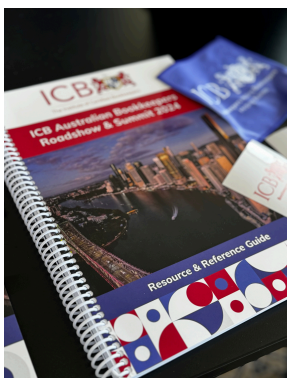
Limited Spaces Available

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.



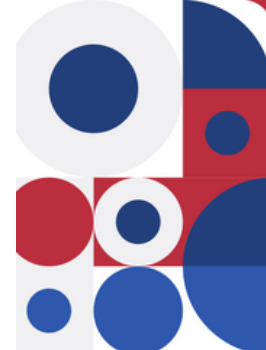
RESOURCE & REFERENCE GUIDE CONTENT *Investment \$900 + GST*



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 12th August 2026





LOUNGE SPONSOR OPTIONS

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



6x6 Networking Lounge (seats 16 people)

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 \$1,500 + GST*

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



Featuring a high table 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 \$3,500 + 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



LUCA AWARDS

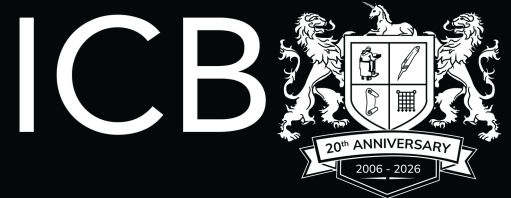
ICB Australia are excited to bring, for the third year in Australia, the ICB Luca Awards in 2025. These annual awards recognise outstanding achievement in the bookkeeping profession and reveal the favourite software and apps of the nation's bookkeepers.

These awards are based on ICB Global's Luca Awards format and structure. They are the only truly Bookkeeping Industry lead awards ceremony in Australia.

First and foremost, the awards are to recognising bookkeepers and stakeholders within our community, who should be duly recognised, for their commitments and dedication to our profession and industry.

The second is to provide an opportunity to invite guests from the broader finance profession, the education sector,

[**ENQUIRE HERE**](#)



The Institute of Certified Bookkeepers



government, business, and our partner community to both increase the profile of professional bookkeeping and professional bookkeepers.

The LUCA Awards are the premier recognition of excellence within the Australian bookkeeping community, presented annually by ICB Australia.

As a sponsor, you are not just supporting an event—you're positioning your brand at the heart of a trusted, respected profession.



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



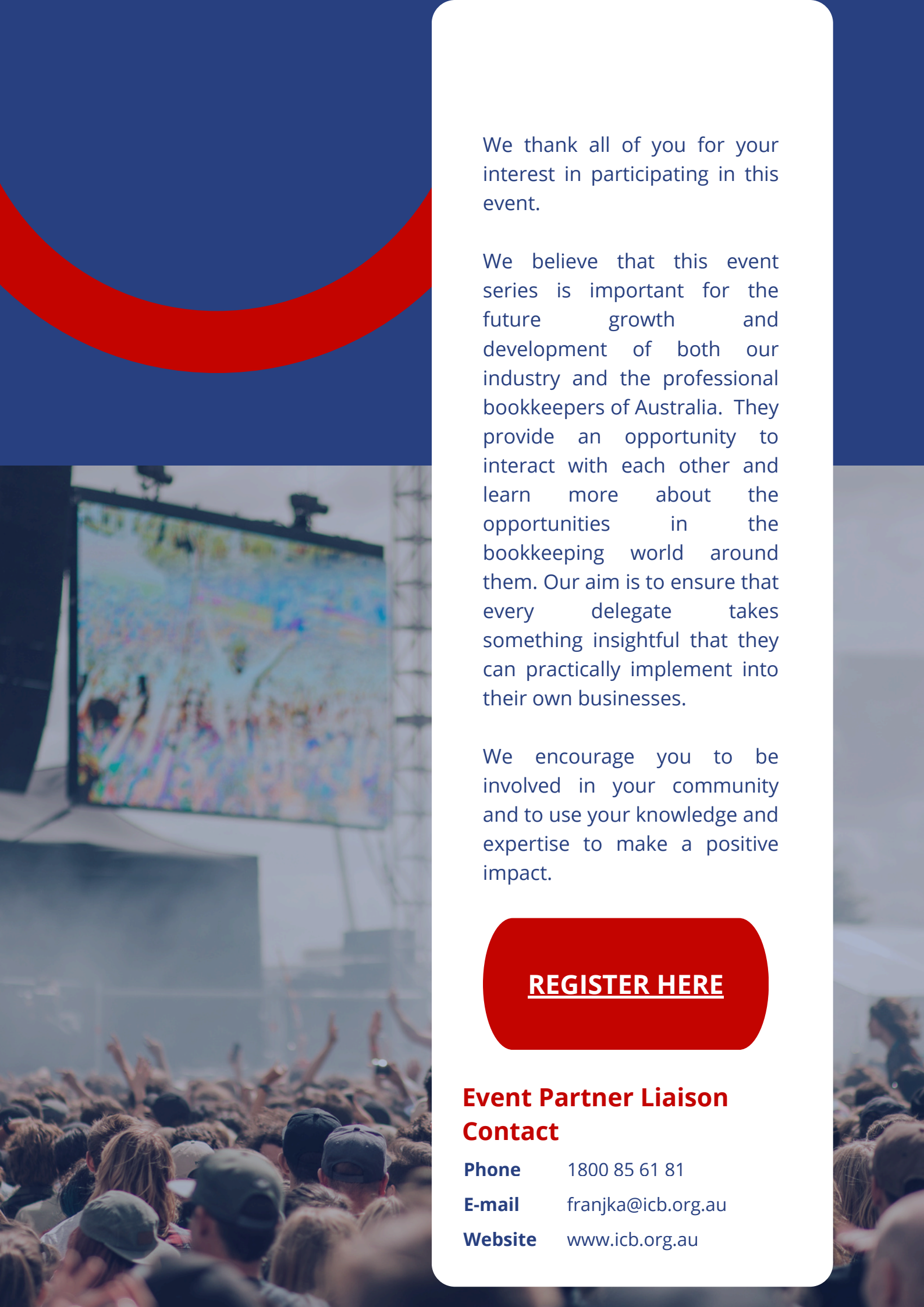
Carmel Wright

ICB Event Co-Ordinator



Franjka Lukac

ICB Partner Liasion

The background of the page features a large crowd of people at a festival or concert, 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.

[REGISTER HERE](#)

Event Partner Liaison Contact

Phone 1800 85 61 81

E-mail franjka@icb.org.au

Website www.icb.org.au