



# Cancer Nurses Society of Australia

PARTNERSHIPS AND ADVERTISING

*The united voice of cancer nurses in Australia.*





A letter from the CEO

Dear Industry Partner,

At CNSA, we believe in the power of collaboration and its transformative impact on the healthcare landscape. We are excited about the prospect of working closely with industry partners to advance our shared goals of delivering the best possible care to those affected by cancer.

Effective partnerships are built on mutual benefit, and we are committed to ensuring that our collaborations with industry are impactful and meaningful. We recognise that each organisation is unique, which is why we work closely with our partners to tailor packages that deliver real benefits and directly support our membership. As a not-for-profit organisation, partnerships are vital to our mission, and we are dedicated to making them a success for all parties involved.

The opportunities outlined in this prospectus offer unique avenues for collaboration and engagement with our committed membership, via our proven and established channels. I invite you to explore them and consider how we can work together to make a meaningful difference in the lives of cancer nurses, people affected by cancer and their families.

Working with CNSA provides you with access to a diverse audience of cancer nurses working across Australia, in a structured and engaging way. Our membership represents key decision-makers and the largest professional group in the cancer workforce, and we provide access to these experts through our partnerships.

With 85% of our membership reporting high workload as their most pressing concern, it's important we work in tandem to support them.

Together, I am confident that we can achieve great things.

Warm regards,

Jemma Still  
CEO, Cancer Nurses Society of Australia

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# About CNSA

The Cancer Nurses Society of Australia (CNSA) is the peak professional body representing **7,700 cancer nurses** across Australia, with over **2,000** dedicated members.

CNSA is the united voice of cancer nurses in Australia working to improve cancer control and care to deliver the best possible outcomes for all people affected by cancer.

Reflecting the collective vision of our members, CNSA acts as a resource providing education, training, knowledge-sharing, and networking opportunities for cancer nurses nationwide.

CNSA is committed to:

- + Fostering excellence in cancer care through the professional contribution of cancer nurses
- + Advocating for the significant role of the cancer nurse in patient-centred cancer care
- + Supporting the long-term sustainability of the cancer nursing workforce

## Strategic Imperatives

Our strategic imperatives set the goals we are aiming to achieve in the 5-year period 2023-2028.

By 2028, CNSA will be:

- 1 ... the **united and influential voice representative** of the cancer nursing workforce in Australia.
- 2 ... **leading innovations and promoting excellence** in contemporary cancer nursing to improve outcomes and experiences for people affected by cancer.
- 3 ... **enhancing the careers of cancer nurses** and improving cancer nursing practice through evidence-based professional development.
- 4 ... the professional organisation of choice for cancer nurses to engage in and influence **contemporary cancer care, policy and research**.

## Foundations

Our activities build on and are sustained by our core foundations.

VALUED PEOPLE
+ Engaged membership
+ Committed staff and volunteers
+ Effective leaders and advisors
OPEN APPROACH
+ Diversity and inclusion
+ Engagement and partnerships
+ Recognition and respect
EFFECTIVE PROCESSES
+ Effective and efficient systems and processes
+ Diverse and sustainable funding
+ Measurement and accountability

# About our Members

## Why engage with cancer nurses?

Cancer nurses play a pivotal role in educating both people affected by cancer and their colleagues and peers with knowledge about treatment options and medication management.

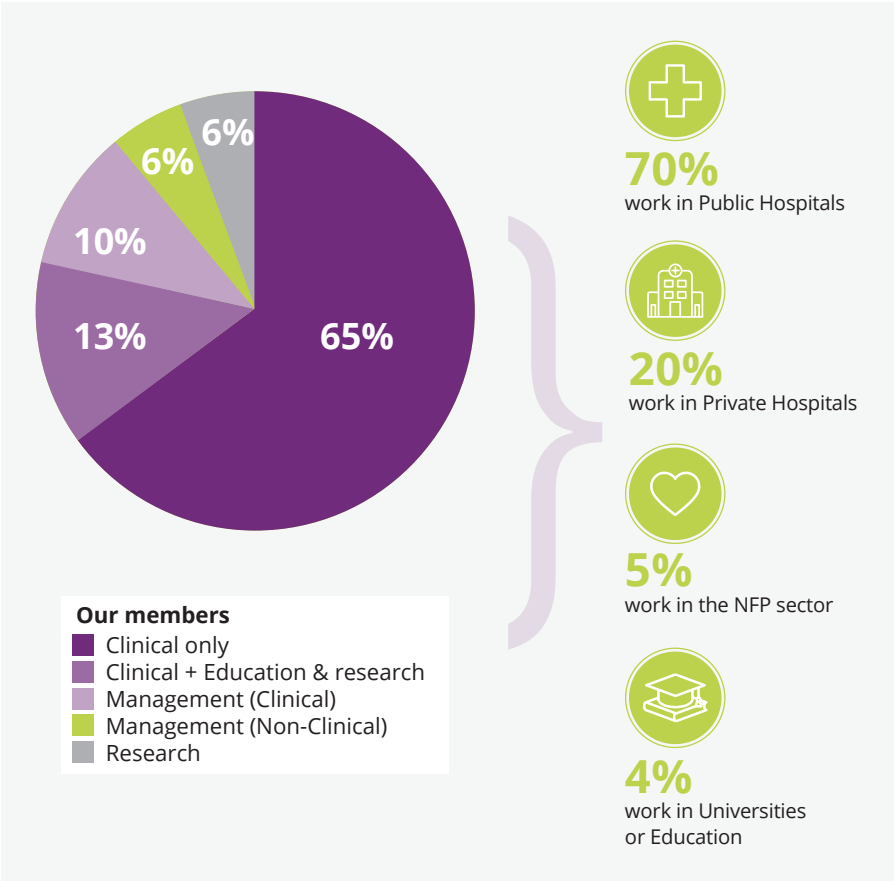
Cancer nurses are also a powerful influence in shaping health system policy that contributes to improved health outcomes and equity.

Cancer nurses are experts in the delivery of cancer care in Australia, through their daily interactions in the healthcare system.

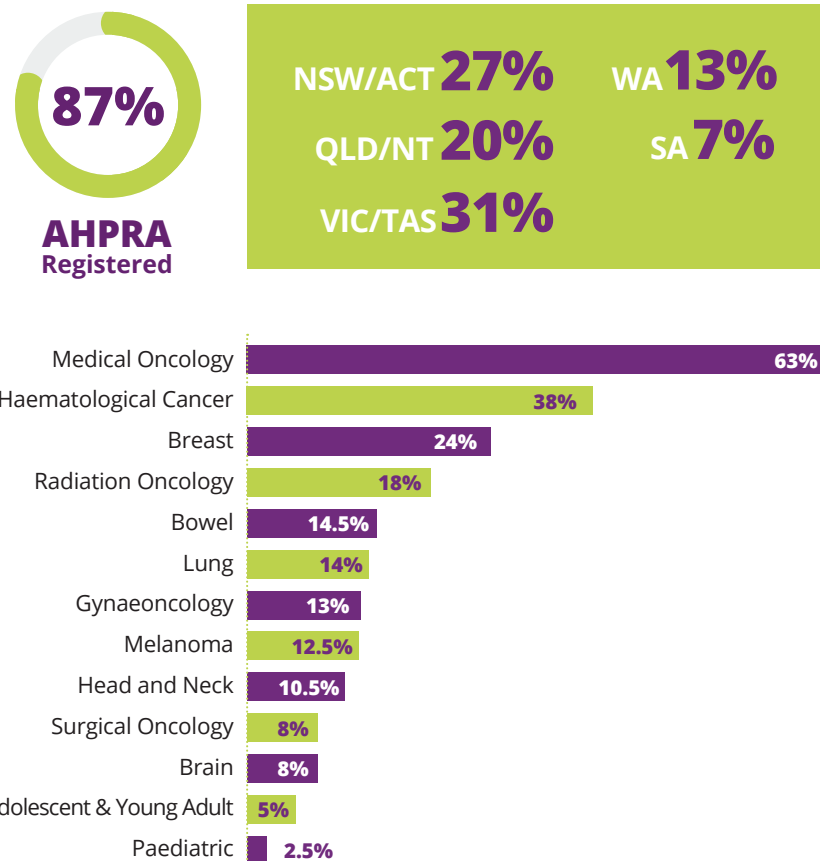
Cancer nurses can provide valuable insights into unmet clinical needs and gaps in care and understand the factors that shape real-world medication adherence and efficacy.

Cancer nurses are involved across the cancer control continuum so are experts in clinical trials, medication management, and person-centred care.

**Engaging cancer nurses to understand their insights and real-world experiences can help elevate your strategy and will ultimately contribute to improved outcomes for all people affected by cancer.**







**By engaging with CNSA you can access the largest cancer care workforce in Australia.**

- + Our members work across all healthcare workplaces in Australia, with representation in metropolitan, regional, rural, and remote areas.
- + Our members are professionals with all levels of expertise, from novice to expert cancer nurse. This diverse group includes nurse practitioners/candidates, nurse consultants, nurse unit managers, cancer care coordinators, clinical nurses, registered nurses, enrolled nurses, nurse educators, and individuals in supportive care roles.
- + Our members are employed across public, private and not-for-profit healthcare settings, caring for people affected by cancer with varying levels of acuity. They deliver care in community, primary care and hospital settings.
- + Our members work across all facets of cancer nursing, including medical oncology, surgical oncology, radiation oncology, haematology, and palliative and supportive care settings.

## Partnership opportunities

### Thought Leaders \$90K + GST

A unique partnership designed to maximise your organisation's visibility, engagement, and impact within the cancer space. As a Thought Leader, you have access to a suite of exclusive communication channels, leadership engagement opportunities, education platforms and events. As our closest collaborator, you will benefit from maximum visibility among our membership and regular engagement across our most valuable touchpoints.

### INCLUSIONS

#### LEADERSHIP ENGAGEMENT:

- + **Opportunities to engage with thought leaders in the cancer nursing space**  
*For strategic collaboration, networking, and consultation.*

#### EVENTS:

- + **CNSA Annual Congress Exhibitor Booth (3 x 6 m)**  
*Showcase your products or services to around 600 delegates at the CNSA Annual Congress.*
- + **Congress Event**  
*Host an educational or social event at the CNSA Annual Congress to foster meaningful interactions and relationships with our most engaged members.*
- + **State Event Sponsorship (4 per year)**  
*Gain prominent recognition and exposure to CNSA members at state/territory events as a gold-level sponsor.*

#### EDUCATION:

- + **Podcast (1 per year)**  
*Exclusive sponsor of an episode of Nursing Excellence in Cancer Care on an educational topic specified by your organisation.*
- + **Webinar (2 per year)**  
*Exclusive sponsor of two Tune in Tuesday webinars in our hugely popular weekly CPD education series.*

#### COMMUNICATION AND PROMOTION:

- + **Membership Email Blast (1 per year)**  
*Reach the entire CNSA membership with important updates and announcements.*
- + **CNSA Newsletter Banner (4 per year)**  
*Prominently display your brand or message in the CNSA member digital newsletter.*
- + **CNSA Newsletter Advertorial (2 per year)**  
*Engage members with informative editorial style content in the CNSA member digital newsletter.*
- + **CNSA website banner (2 banners featured for 1 week)**  
*Prominent placement of your banner on the CNSA website homepage, driving traffic to your digital assets and online platforms.*
- + **CNSA Website Directory**  
*Listing in the CNSA online directory, ensuring your organisation and resources are easily accessible to all members at any time.*



# Partnership opportunities

## Educators and Engagers \$40k + GST

With a focus on education and direct engagement with our membership, this package is designed to maximise your organisation's impact by strengthening member relationships through our proven communication channels. This partnership provides significant exposure at key CNSA events, direct engagement with members via education, and sustained visibility through multiple digital channels.

### INCLUSIONS

#### EDUCATION:

- + **Webinar (1 per year)**  
*Exclusive sponsor of our hugely popular 'Tune in Tuesday' webinar series delivering CPD education.*

#### EVENTS:

- + **CNSA Annual Congress Exhibitor Booth (3 x 3 m)**  
*Showcase your products or services to around 600 delegates at the CNSA Annual Congress.*
- + **State Event Sponsorship (4 per year)**  
*Gain prominent recognition and exposure to CNSA members at state/territory organised events as a silver-level sponsor.*

#### COMMUNICATION AND PROMOTION:

- + **CNSA Newsletter Banner (2 per year)**  
*Prominently display your brand or message in the CNSA member digital newsletter.*
- + **CNSA Newsletter Advertorial (1 per year)**  
*Engage members with informative editorial style content in the CNSA member digital newsletter.*
- + **CNSA website banner (1 banner featured for 1 week)**  
*Prominent placement of your banner on the CNSA website homepage, driving traffic to your digital assets and online platforms.*
- + **CNSA Website Directory**  
*Listing in the CNSA online directory, ensuring your organisation and resources are easily accessible to all members at any time.*

## Digital Enablers \$20K + GST

Establish your organisation as a trusted source of information within the cancer community. Our Digital Enablers have access to our proven digital engagement channels for communication, education and promotional purposes. Additionally, you will benefit from a permanent website directory listing for easy access to your digital assets for our members.

### INCLUSIONS

#### EVENTS:

- + **CNSA Annual Congress Exhibitor Booth (3 x 3m)**  
*Showcase your products or services to around 600 delegates at the CNSA Annual Congress.*

#### EDUCATION:

- + **Webinar (1 per year)**  
*Sponsor our hugely popular 'Tune in Tuesday' webinar series, delivering weekly CPD educational.*

#### COMMUNICATION AND PROMOTION:

- + **CNSA Newsletter Banner (1 per year)**  
*Prominently display your brand or message in the CNSA member digital newsletter.*
- + **CNSA Newsletter Advertorial (1 per year)**  
*Engage members with informative editorial style content in the CNSA member digital newsletter.*
- + **CNSA Website Directory**  
*Listing in the CNSA online directory, ensuring your organisation and resources are easily accessible to all members at any time.*



	Thought Leaders	Educators and Engagers	Digital Enablers
Leadership Access	✓	✗	✗
Congress	Major Sponsor	Exhibitor	Exhibitor
State Event	4	4	✗
Podcast	✓	✗	✗
Webinar	2	1	1
Email Blast	✓	✗	✗
Website Banner	4	1	1
Newsletter Advertorial	2	1	1
Directory Listing	✓	✓	✓
	\$90,000	\$40,000	\$20,000

Prices are subject to change. All content must be relevant to Cancer Nurses and comply with Medicines Australia Code of Conduct on communications with healthcare professionals and Australian marketing regulations for pharmaceutical products and medical devices and be approved by CNSA.

# Webinars and Podcasts

## Education opportunities



### TUNE IN TUESDAY WEBINARS

Delivered almost every Tuesday night between February and November, our hugely popular ‘Tune in Tuesday’ webinars aim to be practical, interactive, and case-based and are popular for their conversational and engaging nature.

Average webinar registrations are between 120 – 150 participants, with all sessions recorded and available for nurses to watch in their own time via on-demand learning. This means your content reaches a wider national audience than just those attendees who participate on the night.

Sponsorship provides an opportunity for a two-minute speaking slot, the option to provide additional information and resources by email post-webinar, and access to the webinar recording for internal use

Exclusive webinar sponsorship **\$4,500 + GST**



### NURSING EXCELLENCE IN CANCER CARE PODCAST

Looking to promote a key message on a specific therapeutic topic? Our podcast is the ideal platform. This channel is a popular way to engage with busy cancer nurses looking for short and sharp practical takeaways on the latest innovations and technology relevant to their practice, knowledge and understanding.

Episodes to date have focused on the evolving treatment landscape and patient management strategies.

Our membership has embraced this platform, with episodes already attracting an average of 400 listens. As an exclusive sponsor of an episode, you receive recognition across all CNSA promotional channels. This rapidly growing channel is limited to only 10 sponsorship slots annually.

Exclusive podcast sponsorship **\$15,000 + GST**

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Excellent speakers and well presented. Delivered by nurses for nurses.

The whole presentation was fantastic, definitely increased my knowledge, will watch again and share with colleagues.

These webinars are very valuable, especially for those of us who work regionally as there is not much face-to-face education offered in regional centres.

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# Advertising

Cancer Nursing Matters is sent fortnightly on a Thursday to over **3,800 members** and subscribers, with an open rate of **45.4%**.

## CNSA NEWSLETTER ADVERTISING

Our fortnightly newsletter, *Cancer Nursing Matters*, is our key communication channel with our membership and the wider cancer nursing workforce. The digital newsletter provides updates on member benefits, key news updates relevant to cancer nurses, a schedule of upcoming face-to-face and online education, and important clinical or research updates, including guidelines, articles, fact sheets and other resources.

Advert sponsors can provide a pre-designed banner to communicate relevant promotional information, including upcoming educational events, product/service launches (PBS listings) and/or patient resources.

Bespoke longer-form advertorial opportunities are also available, with discounted rates per issue offered:

	1 Issue	2 Issues	3 Issues	4 Issues
Banner	\$600	\$550*	\$500*	\$450*
Advertorial	\$1500	\$1250*	n/a	n/a

\*per banner/advertorial.

## WEBSITE HOMEPAGE BANNER ADVERTISING

Maximise your brand’s visibility by placing your advertisement prominently on our website’s homepage, ensuring it captures the attention of every member and visitor from the moment they land on our site.

	1 week	2 weeks	3 weeks	4 weeks
Banner	\$500	\$475*	\$450*	\$400*

\*per banner.

### Specifications

*Newsletter advertising banner* W: 700px, H: 150px (jpg required file type), external links to online content and digital resources should be provided with the file.  
*Advertorial image* W: 200px, H: 300px (jpg required file type), maximum 500 words, external links to online content and digital resources should be provided with the file.  
*Website homepage banner* W: 970px, H:250px and mobile version W: 320px, H: 100px (jpg required file type), external link provided.  
*DMPU (Half page banner)*: W: 300px, H: 600px (jpg required file type), external link provided.

## CAREERS BOARD

Promote job opportunities to CNSA members via our member-only online Careers Board.

### Listing with logo - \$50

If you would like to advertise this vacancy in Cancer Nursing Matters, the following fees apply per issue booked:

	1 Issue	2 Issues	3 Issues	4 Issues
Listing	\$300	\$275	\$250	\$200

All provided advertising content must conform with Medicines Australia Code of Conduct recommendations on communications with healthcare professionals and Australian marketing regulations for pharmaceutical products and medical devices.



### CANCER NURSE PRACTITIONER SPECIALIST PRACTICE NETWORK

Our Cancer Nurse Practitioner Specialist Practice Network (CNP SPN) is a group of over 100 nurse practitioners, candidates or students studying towards endorsement, who also hold regular events throughout the year. Interested in sponsoring a CNP SPN event and engaging with expert clinical nursing leaders in cancer care? Contact us to find out more.

### CNSA ANNUAL CONGRESS

Our annual Congress attracts around 600 delegates working in cancer nursing from across Australia. Our Congress aims to showcase innovations and advancements in clinical practice and research in cancer nursing, with a program that features a mix of keynote speakers from a wide range of disciplines, nurse-led research, oral and poster presentations, sponsored symposia from industry, and opportunities for networking and engagement. There are many ways to engage in our Congress – speak to us to find out more.

### LOCAL EVENTS

Collaboration with industry partners allows our state groups to host regular professional development events nationwide throughout the year. Interested in joining us at a local level? Reach out to learn more about how you can get involved.

## CNSA Cancer Nurses Day

Cancer Nurses Day is a day dedicated to honouring and celebrating the invaluable contributions of cancer nurses nationwide.



**Cancer Nurses Day will take place every August and is our chance to shed light on the incredible work being done by the 7,700 cancer nurses nationwide and champion their remarkable contributions to improving patient outcomes in Australia.**

In 2024, we celebrated the inaugural Cancer Nurses Day with over 4,000 cancer nurses joining us from across Australia. From regional sites to major metropolitan hospitals to NGOs and consumers, more than 230 events were held nationwide to honour the invaluable role that cancer nurses play in our healthcare system.

Our theme for Cancer Nurses Day is 'Strong, Skilled, Specialised', recognising our workforce for what they are:

- + **Strong** in support
- + **Skilled** in practice
- + **Specialised** in knowledge

### HOW CAN ORGANISATIONS GET INVOLVED?

Whether you're a cancer nurse, healthcare professional, consumer, or industry representative, there are many meaningful ways to participate in Cancer Nurses Day. If you have ideas to share or would like to get involved, please reach out to us!

Your participation plays a crucial role in raising awareness, advocating for, and celebrating the extraordinary individuals who make a vital difference in patient outcomes every day. Talk to us about how your organisation can get involved in Cancer Nurses Day.

**<https://www.cnsa.org.au/discover/cancer-nurses-day.html>**







**When you partner with CNSA, you're not just aligning with an organisation; you're directly supporting a dedicated workforce of cancer nurses and sharing a commitment aimed at positively impacting the lives of those affected by cancer.**

Our partnerships are about building lasting relationships based on trust, respect, and shared goals. We're open to tailoring unique packages and exploring fresh approaches to support our members and the cancer nursing workforce more broadly.

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For further information or to discuss partnership and advertising opportunities, please contact Jemma Still, CNSA CEO  
[jemma@cnsa.org.au](mailto:jemma@cnsa.org.au)



