Sponsorship Prospectus 2027

doula conference
2027

Doula Conference exists to affect better birth outcomes and healthier families in Australia.

Working to raise public awareness and demystify the work of doulas in Australia; to diversify the conversation about birth and promote mutual understanding between doulas and the medical / allied health community.

You are invited to join us on our mission.

Bas Relief of Scribonia Africa Attending a Woman in Childbirth (Source:www.historyextra.com)

What doulas do

A doula provides non-judgemental emotional, physical and informational support to women and families during pregnancy, labour, birth and the postpartum period.

Focusing on wellbeing, informed choice and personalised support, more families are hiring doulas to bridge the gap in maternity services by providing continuity of care, individualised to each client.

Doulas make a difference

Doula care was associated with more vaginal births after cesarean delivery and fewer preterm deliveries. The effect of doula care was consistent across race and insurance status.^

Moreover, the emotional support provided by doulas was seen to reduce anxiety and stress [and] shown to improve breastfeeding success.+

Research has found that the support of a trained doula leads to:

- a labour shorter by 41 minutes.*
- 39% decrease in Caesarean sections. *
- 38% decrease in low APGAR scores. *
- 31% increase in birth satisfaction. *
- 16.9% decrease in anxiety. ***
- 15% increase in spontaneous vaginal birth. *
- 12.5% decrease in pain. ***
- 10% decrease in pain medication use. *
- 10% reduction in instrumental birth. *
- 8.7% increase in initiation of breastfeeding. **

*Bohren et al. (2017), **Hans et al. (2018), *** Ravangard et al. (2017).
^Lemon LS, Quinn B, Young M, et al. Quantifying the association between doula care and maternal and neonatal outcomes. Am J Obstet Gynecol 2025;232:387.e1-43..
+Sobczak A, Taylor L, Solomon S, et al. (May 24, 2023) The Effect of Doulas on Maternal and Birth Outcomes: A Scoping Review. Cureus 15(5): e39451. DOI 10.7759/cureus.39451

Who attends our conference

Birth Doulas
Postpartum Doulas
Birth Professionals
Midwives & Doctors
Doula Trainers & Educators
Allied Health Practitioners
Parents & anyone interested in birth & postpartum

Expecting 80 - 120 attendees

The Doula Network of Australia has 900 current members and the Doula Conference newsletter reaches over 2,000 subscribers

The venue

Balam Balam Place
Brunswick, Melbourne
VICTORIA

The theme

‘Becoming: Bringing Change Into Focus’
is an opportunity for us, as individuals and practitioners, to explore change, not simply as something that happens at particular moments in our lives but change as a state we are always inhabiting. To reflect on where we place our focus and to be open to the constant possibilities offered to us, to who and what we are becoming.

Sponsorship packages

The Doula Conference is an opportunity to connect with attendees, members and presenters to promote your brand and products to an open, interested and willing audience.

Diamond

1 Available

$2,800

- X-large logo on posters, flyers, website and digital media
- 70% discount on conference ticket x 2
- Logo to introduce speakers
- 6 mth advertising on website & newsletter
- Only sponsor logo on conference t-shirt
- Only banner on stage throughout
- Speaker opportunity 15min
- Full trade table over the 3 days
- Flyer/offer in bag

Emerald

2 Available

$1,400

- Large logo on posters, flyers, website and digital media
- 70% discount on conference ticket x 1
- Logo to introduce mini-workshops
- Banner at Dinner
- 3mth advertising on website and newsletter
- Full trade table over the 3 days
- Flyer/offer in bag

Sponsorship packages

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Sapphire

$750

- Medium logo on posters, flyers, website and digital media
- 70% discount on conference ticket x 1
- Logo at break times
- 1 mth advertising on website and newsletters
- Full trade table over the 3 days
- Flyer/offer in bag

Pearl

$99

- Small logo on posters, flyers, website and digital media
- No conference ticket or trade table included
- Logo displayed at beginning and end of day in sponsors group
- Flyer/offer in bag

Trade tables

3 days

$500

- logo on website and digital media
- 50% discount on conference ticket x 1
- flyer/offer in bag

FULL TABLE

3 days

$350

- logo on website and digital media
- 50% discount on conference ticket x 1
- flyer/offer in bag
- Not For Profit only

NOT FOR PROFIT FULL TABLE

3 days

$275

- logo on website and digital media
- 50% discount on conference ticket x 1
- flyer/offer in bag

HALF TABLE

Saturday

$350

- logo on website and digital media
- 50% discount on Saturday conference ticket x 1
- flyer/offer in bag

SATURDAY

Promotion underway

Conference promotion is already underway to more than 2,000 newsletter subscribers and Doula Network of Australia members.
If you have any questions regarding any of these sponsorship opportunities please email
sponsors@doulaconference.com.au

We look forward to developing a mutually beneficial partnership with you in 2027

Doula Network
AUSTRALIA
INCORPORATED

doula conference
2027

Sponsorship &
Trade Tables