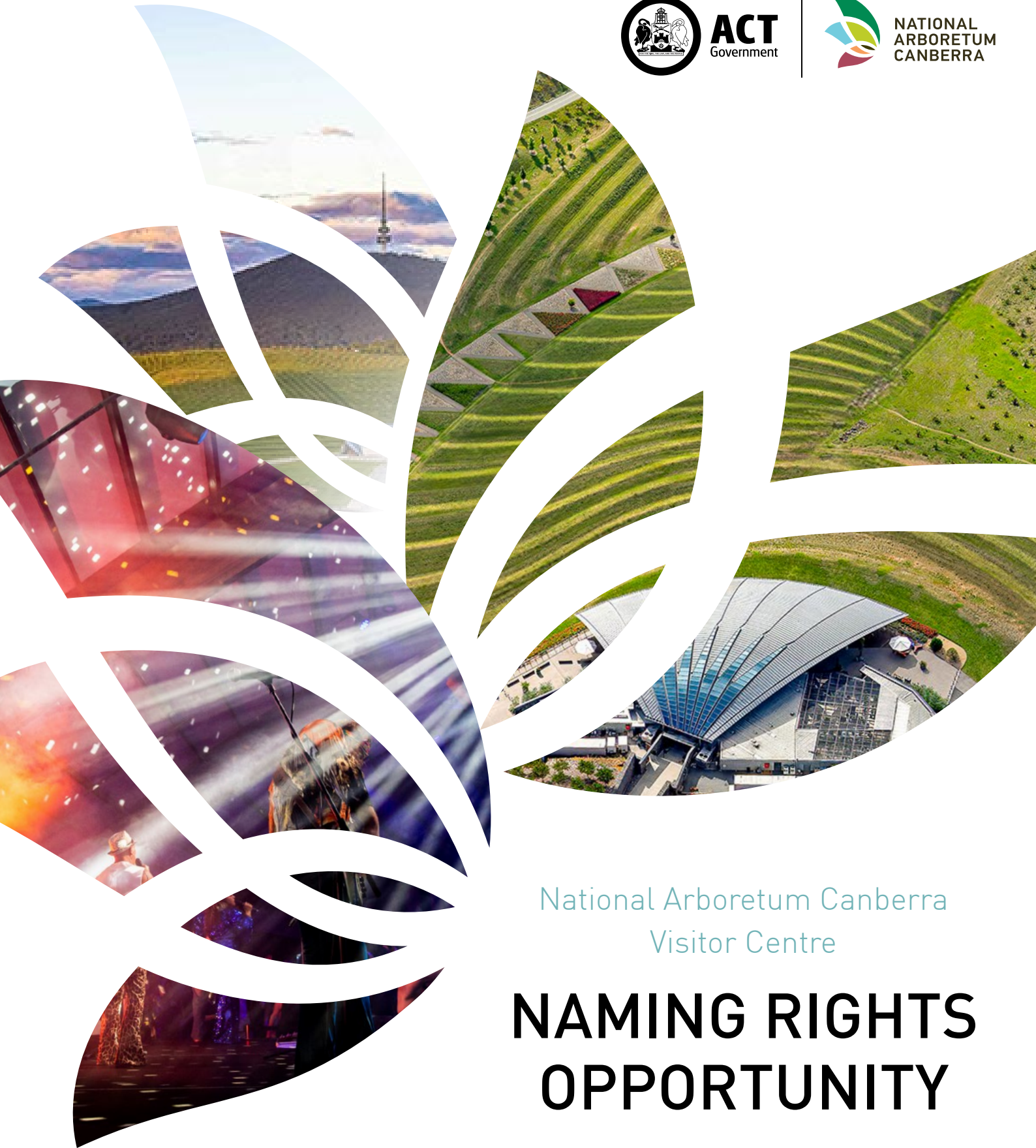
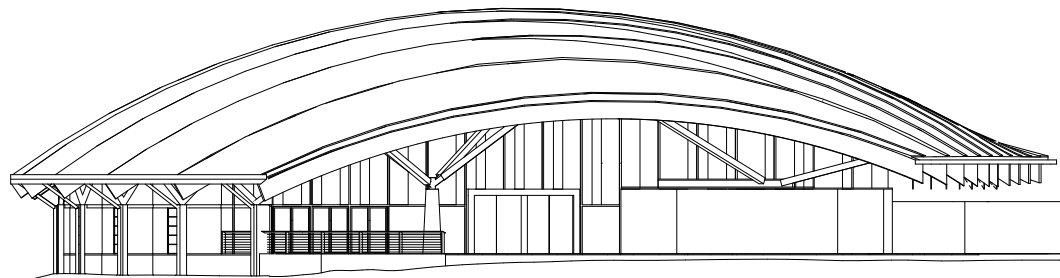




National Arboretum Canberra
Visitor Centre

NAMING RIGHTS OPPORTUNITY



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**~1 million
visitors**

Each year

over
7 million
visitors since
opening

63,281

Students visited
2025 - 2026

92%
satisfaction
rating

40,000+
trees

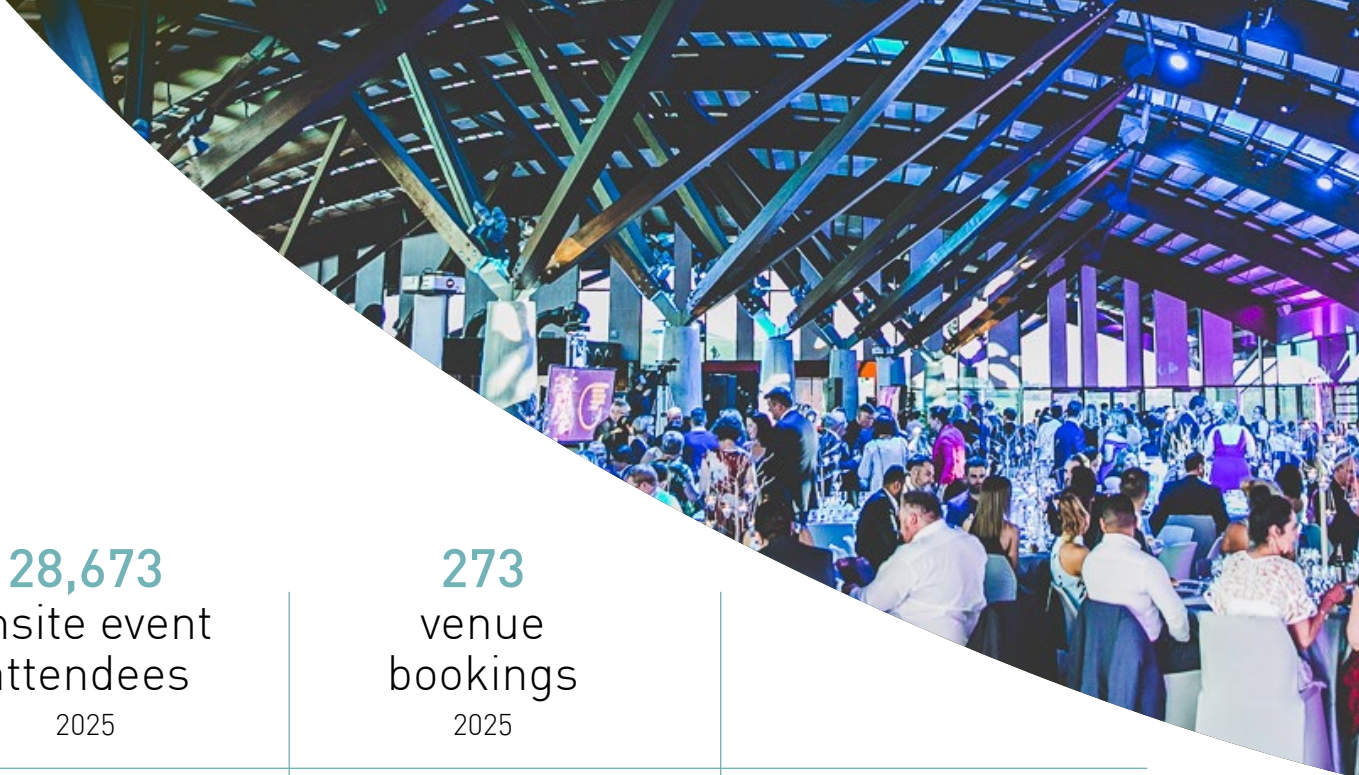
32
threatened or
endangered
tree species

01 BACKGROUND

Visitor Centre by day, events venue by night

The National Arboretum Canberra is a mosaic of forests and gardens, offering stunning views, unique experiences, and a world-class events hub featuring the award-winning Visitor Centre and Margaret Whitlam Pavilion.

Located just 6 km from Canberra's city centre, the 250-hectare site is home to more than 40,000 rare and endangered trees, making it one of the world's largest living collections of significant species. Visitors can also explore the renowned National Bonsai and Penjing Collection of Australia, striking public art installations, and award-winning architectural landmarks.



28,673
onsite event
attendees
2025

273
venue
bookings
2025

166,000+
Active Arboretum
website visitors
2025

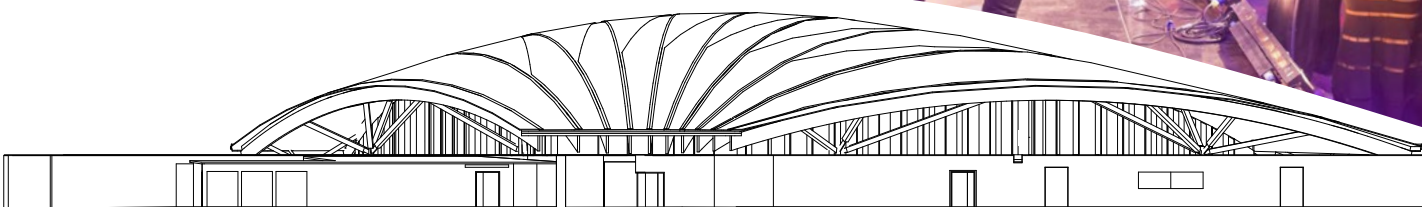
Created from the devastation of the 2001 and 2003 bushfires, the Arboretum is a symbol of recovery and now a place for conservation, research, education, tourism and recreation. Since opening, it has welcomed over 7 million visitors, including approximately one million in 2024-25 alone. In 2024, it won Gold for Ecotourism and Silver for Accessible Tourism at the Qantas Australian Tourism Awards, following dual wins at the Canberra Region Tourism Awards.

The Visitor Centre, designed by Peter Tonkin of Tonkin Zulaikha Greer Architects, nestles into the landscape below the ridgeline, harmonising with the surrounding topography. Winner of the Institute of Architects Award for Best Public Building in the ACT (2013), the Centre features a soaring roof, expansive windows, and stone-clad walls that create a seamless indoor-outdoor connection.

By day, the Centre hosts a café and retail space; by night, it becomes one of Canberra's premier venues, with capacity for 500 seated or 700 standing guests. Inside, The Ginger Group provides the award-winning catering and event management, and The Curatoreum shop offers distinctive gifts, books and art.

The Arboretum also offers daily guided walks, bonsai tours, school programs, and seasonal workshops, ensuring vibrant visitor engagement year-round.

Followers
21,015
11,024



02 PARTNERSHIP

The ACT Government is seeking a naming rights partner for the National Arboretum Canberra's Visitor Centre

This opportunity offers a rare and powerful marketing platform for an iconic ACT, national, or international company seeking to:

- Support the work of the National Arboretum Canberra
- Align with a leading cultural institution dedicated to tree and environmental conservation, community recreation, and education
- Support the ACT Government's commitment to climate action and sustainability
- Elevate or positively reposition its brand through an innovative, high-profile partnership
- Engage with a growing audience of over one million annual visitors and a strong digital community
- Demonstrate leadership in corporate social responsibility and environmental stewardship
- Become part of lasting memories and shared experiences of those using the venue.





Sponsor Opportunities

- We will work with you to develop a tailored sponsorship package aligned to your marketing and corporate citizenship objectives. Benefits can be scaled to reflect your level of investment and may include:
 - Sponsor-branded signage strategically placed across the site, delivering extensive exposure to more than 1 million annual visitors.
 - Prominent acknowledgement on the Visitor Centre Sponsors' Board displayed at the Visitor Centre.
 - Recognition across Arboretum-owned channels including website, e-news and social media.
 - Media exposure and promotional opportunities linked to major launches and events in the Visitor Centre. Previous events have included the annual Australian of the Year Awards Ceremony.
 - Impact and reach reporting, providing access to high level Arboretum visitation and marketing performance metrics.
- A 60% discount on venue hire for one annual event at the Visitor Centre or Margaret Whitlam Pavilion (applicable to venue hire fees only).
- VIP guided tours of the National Arboretum Canberra for staff and key company stakeholders (up to three tours)
- Access to approved onsite photography, including of sponsor-branded signage, for marketing use (subject to terms and conditions).

Future Growth Opportunities

- An aspirational masterplan, developed in 2018, identifies a pipeline of key developments designed to further increase visitation and enhance the profile and reach of the Visitor Centre and National Arboretum Canberra.
- These future developments present long-term strategic value for partners, including opportunities to:
 - Broaden market reach and unlock new audiences
 - Enhance client and stakeholder relationships
 - Strengthen brand positioning and reputation
 - Gain visibility across domestic and international visitor markets



03 TERM

The National Arboretum Canberra values long-term partnerships and is seeking a minimum five-year naming rights agreement with extension options.



04 SELECTION CRITERIA

The National Arboretum Canberra is seeking to identify a partner for the Visitor Centre that aligns with the Arboretum's purpose, values and long term vision, and can contribute to a meaningful partnership.

Proposals will be considered against the following selection criteria (which may include, but are not limited to):

- **Organisation details and governance**
Provide information about your organisation to support due diligence, including ABN, ownership structure and registered office details.
- **Brand alignment and cultural fit**
Explain how your brand, values and identity align with the Arboretum's mission and role as a national cultural institution.
**Where an expression of interest represents or relates to multiple brands, please nominate the brand to be associated with the Visitor Centre for assessment.*
- **Financial contribution and partnership value**
Outline your proposed financial investment, any in-kind support, and the expected mutual benefits.
- **Capability and capacity**
Explain your organisation's capability and financial capacity to sustain a long term Naming Rights partnership, including relevant experience in similar partnerships or initiatives. Supporting information may be provided where appropriate.
- **Reputational alignment and public value**
Prospective partners must align with the ACT Government's environmental, social and governance values as per the [Responsible Investment Policy](#).
- **Term and delivery considerations**
The National Arboretum Canberra is seeking a minimum five year naming rights agreement, with options for extension. Please outline your proposed term and any relevant delivery or timing considerations.



05 EVALUATION

The selection criteria will guide the evaluation of potential Naming Rights Partners. Proposals will be assessed using a structured and documented evaluation process that considers governance, probity, risk, reputational and value for money considerations.

The National Arboretum Canberra may also apply additional criteria as part of the assessment process.

Please note: the Arboretum may contact parties to clarify or discuss any aspect of their Expression of Interest but is not obliged to do so.

06 EXPRESSIONS OF INTEREST

To lodge your Expression of Interest for the National Arboretum Canberra Visitor Centre Naming Rights, please provide your response to the Selection Criteria and the details of a primary point of contact in writing to:

arboretumsponsorship@act.gov.au

07 THIRD-PARTY REPRESENTATION

There are no third parties operating on the National Arboretum Canberra's behalf to source potential Naming Rights Partners.

However, the National Arboretum Canberra will accept offers from third parties acting on behalf of potential Naming Rights Partners.

The National Arboretum Canberra reserves the right to contact any party seeking confirmation that a third party is acting on its behalf.





08 PRIVACY

Expressions of Interest submitted to the National Arboretum Canberra may include personal information about the respondent. This information will be accessed only by authorised officers and members of the evaluation panel, including representatives of the National Arboretum Canberra, for the purpose of assessing submissions. Personal information will not be disclosed to any other party without consent, except where required by law.

Respondents should also note that information contained in an Expression of Interest may be subject to disclosure under the **Freedom of Information Act 1989 (ACT)**.

09 CONDITIONS

To the extent permitted by law, any party submitting an Expression of Interest will have no claim against the National Arboretum Canberra, the Australian Capital Territory, or their representatives arising from this process. No reimbursement, payment, or compensation will be provided for any costs, losses, or expenses incurred in preparing or submitting an Expression of Interest.

The National Arboretum Canberra reserves the right, at its sole discretion, to:

- Discontinue the process at any stage
- Vary the Naming Rights opportunity on offer
- Engage further only with a limited number of parties based on the selection criteria

All Expressions of Interest become the property of the National Arboretum Canberra. Information submitted may be used in any subsequent process relating to a Naming Rights partnership.

The Arboretum also reserves the right to conduct due diligence checks to validate and confirm the legitimacy of any party submitting an Expression of Interest.



www.nationalarboretum.act.gov.au

National Arboretum Canberra
Forest Drive, off Tuggeranong Parkway, Molonglo Valley

