What is Ruby Australia?

Ruby Australia was founded in 2011. The founding purpose of Ruby Australia is to further the use and adoption of the Ruby programming language in Australia, and to support and encourage a vibrant community around the language and related technologies.

Conferences and Events

RubyConf AU

RubyConf AU is Australia's premiere Ruby programming conference, bringing leading Ruby developers from around the world together to share, inspire and learn.

RubyConf AU was founded by Ruby Australia in 2013 to promote and grow the Ruby community in Australia, and has gone from strength to strength since. Held in a different city each year, with a new single-track format as of 2015, RubyConf AU is the largest and most popular Ruby Conference in the ANZ region, attracting between 400-500 developers from all around Australia, New Zealand and beyond each year.

Yearly RubyConf Attendance

RubyConf AU 2016 was held in the Gold Coast, attracting 350 developers primarily from Sydney and Melbourne, and was incredibly well received by the attendees. There was a large amount of support and positivity generated on social media.
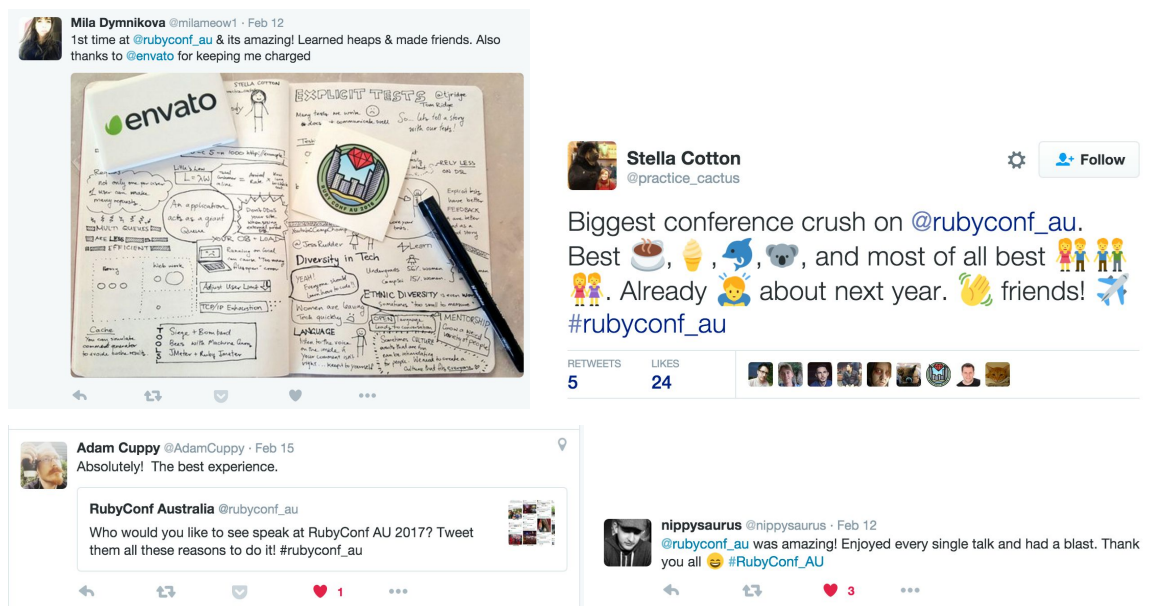
RailsCamps

RailsCamps are smaller, more informal events held throughout the year. RailsCamps are held in remote locations close to major Australian cities, and take place from Friday – Monday.

RailsCamp attendance varies between camps based on the capacity of the venue. RailsCamp Sydney was the largest so far with over 170 attendees, with 120 expected in Adelaide in 2016.

RORO (Ruby On Rails Oceania) Meet ups and Hack Days

Ruby Australia supports volunteers who organise meet ups in Melbourne and Adelaide, where around 50-100 Ruby developers come together for an evening every month to enjoy food and drink, socialising and short talks.

Meet ups also take place in Brisbane, Sydney, and Perth - these are currently organised independently, but Ruby Australia is actively working with organisers to help provide support where needed.

Rails Girls

Rails Girls is an international organization, with independent groups running Rails Girls and Rails Girls Next workshops on a regular basis across the world. Ruby Australia currently

supports Rails Girls organisers in Melbourne and Adelaide, with around 10 mentors and up to 60 attendees at each event. Rails Girls events are free for attendees, and happen over a Friday night and Saturday, usually twice a year in each location.
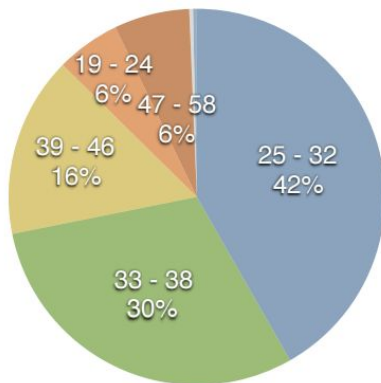
Ruby Australia is also working with Rails Girls organisers in other cities to offer help and support, with the potential for them to come under the Ruby Australia umbrella (and sponsorship) if they want to.
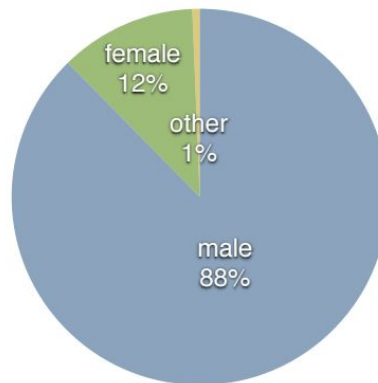
Membership

Membership of Ruby Australia is free and open to everybody. From 2016, Ruby Australia will maintain a membership database used for mailing important information about upcoming events.

Ruby Australia conducted a survey in 2015 to understand the demographic split of developers and companies.
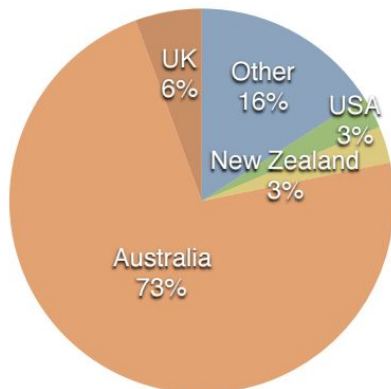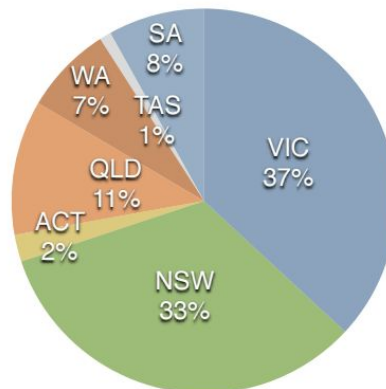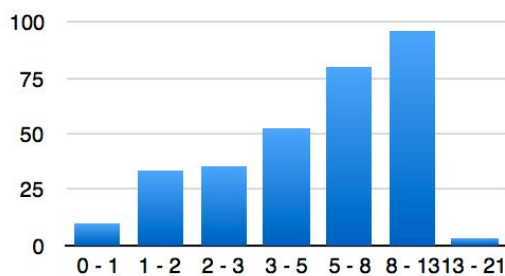
Age Breakdown

- 19 - 24 6%
- 47 - 58 6%
- 25 - 32 42%
- 39 - 46 16%
- 33 - 38 30%

Gender Breakdown

- female 12%
- other 1%
- male 88%

Country of Origin

- UK 6%
- Other 16%
- USA 3%
- New Zealand 3%
- Australia 73%

State

- SA 8%
- WA 7%
- TAS 1%
- QLD 11%
- ACT 2%
- VIC 37%
- NSW 33%

Years Programming Ruby

0 - 1	1 - 2	2 - 3	3 - 5	5 - 8	8 - 13	13 - 21

Years Professionally Programming Ruby

0 - 1	1 - 2	2 - 3	3 - 5	5 - 8	8 - 13	13 - 21
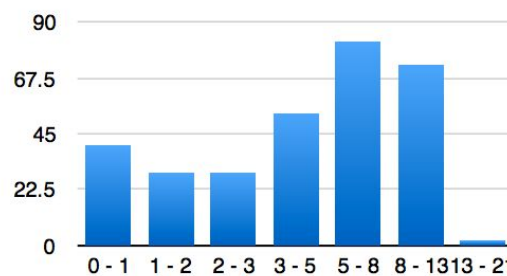
Sponsorship Opportunities

Sponsorship packages have traditionally been for individual events, but these have now expanded to allow companies the opportunity to sponsor Ruby Australia for 12 months at a time.

Sponsorship for 2016-17 will cover:
- RailsCamp Adelaide in July
- A second RailsCamp in Nov/Dec
- RubyConf 2017 in February
- RORO events supported by Ruby Australia, held between July 2016 - June 2017

As well as annual packages, we are offering one off Amber sponsorships for specific events including Rails Girls, additions to Rails Camps (like coffee), assistance packages and diversity discounts for tickets to RubyConf and Rails Camps.

Please note: the location of RubyConf is currently under discussion, to be finalised in March.

All sponsorship packages include:
- The right to use the Ruby AU logo in company emails, printed material and on the company website in the context of sponsorship
- The opportunity to sponsor additional tickets such as RubyConf Assist and Diversity tickets
- The opportunity to sponsor additional specific events as described in the Amber packages

With the exception of Amber packages, all sponsors will:
- Be thanked at RubyConf AU during the introduction and concluding thank yous – major sponsors will have their own slide, with smaller sponsorships grouped together
- Be notified by email of upcoming events (except for meet ups) so that they have the chance to attend

Packages

Ruby - $40,000 ex-GST ($44,000 inc GST) - 1 available

The Ruby sponsorship package is designed to give the sponsor the maximum reach through the main conference and regular RORO meet ups, as well as a presence at Rails Camps and mention at Rails Girls.

Ruby AU
- Prominent (top) logo and company description on website
- Logo in all mailings

RubyConf AU
- Dedicated sponsor slide
- Opportunity to distribute handouts and swag at RubyConf AU
- 10 tickets including invite to Speaker Dinner
- Mentions in conference emails & social media
- Prominent (top) logo and company description on website
- Naming rights on your choice of 1 social event at RubyConf AU

RailsCamps
- Dedicated sponsor slide at every Rails Camp
- Logo on website
- Mention in mailings and social media as Ruby sponsor
- 5 tickets to each camp OR 5 additional conf tickets

RORO
- Inclusion on sponsor slide in RORO in all cities supported by Ruby Australia (currently Melbourne & Adelaide)

Rails Girls
- Inclusion on sponsor slide at Rails Girls events.
- Logo included on Rails Girls event website

Emerald - $25,000 ex-GST ($27,500 inc GST) – limited

The Emerald sponsorship package provides great exposure at the main conference through a sponsored event, as well as a presence at Rails Camps and the opportunity to reach developers at one of the two camps. It also includes a presence at RORO in their home city, and a mention at Rails Girls events.

Ruby AU
- Prominent logo and company description on website
- Logo in all mailings

RubyConf AU
- Dedicated sponsor slide
- 5 tickets including invite to Speaker Dinner
- Prominent logo and company description on website

- Mention in mailings and in social media
- Naming rights on 1 large social event at RubyConf AU

RailsCamps
- Dedicated Sponsor slide at every Rails Camp
- Mention in mailings and social media as Emerald sponsor
- Logo on website
- Opportunity to distribute handouts and swag at your choice of 1 RailsCamp OR sponsorship of one event of your choice at a RailsCamp
- 5 tickets to each RailsCamp OR 5 additional conf tickets

RORO
- Inclusion on major sponsor slide of every RORO in your choice of 1 city supported by Ruby Australia (currently Melbourne and Sydney)

Rails Girls
- Inclusion on sponsor slide at Rails Girls events.
- Logo included on Rails Girls event website

Sapphire - $12,500 ex-GST ($13,750 inc GST) - limited

The Sapphire sponsorship package provides good exposure at the main conference through a sponsored station, as well as a presence at Rails Camps, at RORO in their choice of city and a mention at Rails Girls events.

Ruby AU
- Logo and company description on website
- Mention as Sapphire sponsor in all mailings

RubyConf AU
- Inclusion on Sapphire sponsor slide
- Logo and company description on website
- Naming rights to either a Saturday social event or food / charging station
- 5 tickets to RubyConf AU including invite to speaker dinner

RailsCamps
- Inclusion on Sapphire sponsor slide
- Mention as Sapphire sponsor in all mailings
- Logo on Website
- Up to 5 tickets to each RailsCamp with 50% discount OR up to 5 additional conf tickets with 50% discount

RORO
- Inclusion on minor sponsors slide of every RORO in your choice of 1 city

Rails Girls
- Inclusion on sponsor slide at Rails Girls events.
- Logo included on Rails Girls event website

Opal $5,000 ex-GST ($5,500 inc GST)

The Opal sponsorship package provides good general exposure for small sponsors at the largest events - the main conference and Rails Camps, as well as discounted tickets.

Ruby AU
- Logo & company description on website
- Mention as Opal sponsor in all mailings

RubyConf AU
- Inclusion on Opal sponsor slide
- Logo and company description on website
- 2 tickets to RubyConf AU including invite to speaker dinner
- 20% discount on additional conf tickets (max 3)

RailsCamps
- Inclusion on Opal sponsor slide
- 20% discount on tickets (max 3)

Amber $1,000 - $5,000 ex-GST ($1,100 - $5,500 inc GST)

Amber sponsorship packages provide a means for smaller sponsors to be a part of the community and realise a benefit by supporting either a specific Rails Girls event, part of a Rails Camp, or diversity tickets. Ruby, Emerald, Sapphire, and Opal sponsors can also choose to add a specific sponsorship to boost their contribution to the community, and enjoy greater recognition at a single event.

Amber sponsors benefit from:
- Their logo and mention on the website for the specific event they sponsored
- Slide & mention at the specific event they sponsored

Diversity Packages

- RubyConf Assist tickets - from $5,000 ex-GST
  - Provides 5 tickets + financial assistance for under-represented people through an application process
- RailsCamp Assist tickets - $2,500 ex-GST
  - Provides 5 tickets + financial assistance for under-represented people through an application process
- RailsCamp Gender Diversity tickets - $2,000 ex-GST
  - Provides 20 discounted tickets for women to Rails Camp

Rails Girls
- Rails Girls Melbourne - $1,000 - $4,000 ex-GST
  - Max $4,000 total sponsorship per event
  - 2 events per year
- Rails Girls Adelaide - $1,000 - $2,000 ex-GST
  - Max $2,000 total sponsorship per event
  - 2 events per year

Rails Camps
- Coffee for 1 camp - $2,000
- Nonalcoholic beverages for 1 camp - $2,000
- Beer for 1 camp - $2,000
- Special meal/food truck hire for 1 camp - $2,000
- Guided Activity Course (or similar activity) for 1 camp - $1,000