



## 2018-2019 BUSINESS PARTNER PROSPECTUS

### AGED & COMMUNITY SERVICES AUSTRALIA

Aged & Community Services Australia (ACSA) is the leading peak body supporting over 700 church, charitable and community-based organisations that provide accommodation and care services to over 450,000 older Australians. ACSA is at the forefront, representing, leading and supporting members to achieve excellence in providing quality affordable housing, community and residential care services for older Australians. We are committed to being a strong and effective advocate for the aged care industry through our strong national voice and leading the national aged care agenda. ACSA delivers efficient local level services through effective internal processes and governance. ACSA has enormous strength through its numbers across Australia, and by the high regard in which it is held by communities and stakeholders.

### BUSINESS PARTNER

ACSA Business Partners are recognised as supporters of ACSA’s mission and values. We believe a partnership with ACSA will provide services and solutions that will maximise your return on investment and expose your organisation to a vast number of unrealised, potential clients.

### BENEFITS OF BECOMING AN ACSA BUSINESS PARTNER

Being a Business Partner with ACSA is an entry point for the opportunity to present your business as a credible organisation with a belief in the ethos of the not-for-profit aged care sector.

### ACSA BUSINESS PARTNERS RECEIVE THE FOLLOWING BENEFITS:

✓ <b>NEW</b> Opportunity to participate in <b>ACSA Exchange</b>
✓ Business Partner directory listing and <b>hyperlink on the ACSA</b> website.
✓ <b>Business Partner seal</b> providing brand recognition for use in marketing and promotional material.
✓ <b>Subscription to ACSA e-newsletters</b> and other communications.
✓ <b>Preferential status</b> for state-based opportunities as they arise.
✓ Opportunity to negotiate ACSA national and local <b>sponsorship packages</b> .
✓ Partner Rate for exhibitors at the annual <b>ACSA National Summit</b> .
✓ Opportunity to <b>advertise online &amp; in ACSA publications</b> – ACSA Weekly, website, social media & Job Portal.
✓ <b>Discount</b> when advertising in ACSA’s magazines and newsletters.
✓ Copies of ACSA <b>Quarterly e-Agendas</b>
✓ <b>Invitations</b> to ACSA’s divisional meetings, events and other networking opportunities.

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### EVENT SPONSORSHIP/EXHIBITOR

As a Business Partner, you will have the opportunity to present products and services to a targeted audience at a wide range of ACSA events across Australia.

ACSA Event Sponsors and Exhibitors receive the following benefits/opportunities:

✓ Increase your client base and <b>business opportunities</b> with ACSA members.
✓ Generate <b>market exposure</b> .
✓ Gain a recognised aged care <b>industry profile</b> .
✓ Develop <b>brand loyalty</b> .
✓ Broaden your industry <b>networks</b> .
✓ Secure a <b>business advantage</b> over your direct competitors.
✓ Utilise the platform to <b>launch a new product or service</b> to the aged care sector.
✓ Cost effective way to <b>reach target audiences</b> .

### ACSA BUSINESS PARTNER SELECTION CRITERIA

To become a Partner of ACSA the following criteria must be met:

1. At least 2 years' business operation
2. A record of ethical business practice, including:
  - a. Compliance with legal obligations;
  - b. No sanctions or penalties imposed for misconduct (e.g. ASIC, criminal liability);
  - c. Being of good standing with any relevant professional associations; and
  - d. Operating businesses aligned to ACSA's values and mission
3. Demonstrated financial solvency
4. Provision of 2 referees (preference for referees to be from within the Aged Care sector)

**If you would like more information on becoming a Business Partner, Industry Partner or National Partner please contact the ACSA Corporate Partnership Manager on [Jodie.Pettersen@acsa.asn.au](mailto:Jodie.Pettersen@acsa.asn.au)**

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Please **PRINT** clearly

Company:		
Contact Name:		
Position:		
Address:		
City:	State:	Postcode:
Telephone:		
Email:		
Website:		
ABN:		

### PARTNER STREAM OPTION

- Business Partner (\$1,500 +GST per annum) per state.
- I would like to be contacted for ACSA event sponsor, and advertising opportunities.
- I would like to be contacted by an ACSA representative regarding other ACSA Partner programs.

### FOCUS AREAS - (\$1,500 +GST per annum) per state

#### State / Territory

- NSW     ACT     SA     NT     VIC
- QLD     TAS     WA

### Geographical Area

- Metro                       Regional                       Remote

### Sector Target

- Residential Aged Care     Community Care Packages
- Home Care Support         Retirement Villages / Independent Living

### INDUSTRY SECTOR (Please select which industry sector you work within)

- Insurance & Superannuation
- Legal & Finance
- Hospitality (Catering, Cleaning, Transport)
- Architects, Building & Design
- Property Services & Real Estate
- Home Care & Service Providers
- Goods & Equipment Providers
- Consultants, Salary Packaging & Management Advisers
- Health Care Professionals
- HR, Nursing Agency & Recruitment
- Business Solutions, Training & Technology



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### SELECTION CRITERIA

- The business has been in operation for more than 2 years.
- The business is compliant with all legal obligations.
- The business has had no sanctions or penalties imposed for misconduct (e.g., ASIC, criminal liability).
- The business is aligned to ACSA's values and mission.
- The business can demonstrate financial solvency.

<b>REFEREE 1</b>	
Company:	
Contact Name:	
Position:	
Telephone:	Email:
Relationship with Referee:	Number of years associated with Referee:

<b>REFEREE 2</b>	
Company:	
Contact Name:	
Position:	
Telephone:	Email:
Relationship with Referee:	Number of years associated with Referee:

<b>COMPANY BIO:</b>

### APPLICATION

We, the applicant organisation, declare that:

- a. We will commit to participate in and contribute to the activities of ACSA;
- b. We will commit to manage our organisation's interactions with the aged and community services industry in a manner that supports the principles and work of ACSA and promotes integrity of the aged and community care sector;
- c. We understand that becoming an ACSA Business Partner does not give our organisation membership of Aged & Community Services Australia; and
- d. All information in this application is correct.

Signed:	
Name:	
Position:	Date:

*A Tax Invoice will be sent with a confirmation letter within 14 days of receipt of this application. Please note ACSA does not provide details of delegates to sponsors or trade.*

*Disclaimer: Every effort has been made to present all the information contained in this document as accurately as possible. ACSA, its agents, servants or sponsors will not be held responsible for any changes in content or cost for all or any general or specific information contained therein. Any cost and content are subject to alteration without notice. All rights reserved.*

**Please email the completed form to [Jodie.Pettersen@acsa.asn.au](mailto:Jodie.Pettersen@acsa.asn.au)**



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**Jodie Pettersen**

Corporate Partnership Manager

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