



**Accommodation  
Association  
of Australia**

**2017 – 2018  
Corporate Member & Sponsorship Prospectus**

## About Us

The **Accommodation Association of Australia (AAoA)** is the national industry body for accommodation operators of all sizes and standards. Member-owned and not-for-profit, it represents owners, operators and employers in the accommodation industry and has been the collective voice of the accommodation sector for over 50 years.

It is the belief of the industry membership that with ALL operators contributing to this voice via their annual fees, the industry will be better placed to guard against issues which could impact negatively or in fact take advantage of factors that could ensure a vibrant industry into the future.

The strength of membership also facilitates the wonderful services and member benefits that help businesses on the ground every day.

As well as having a voice in each state and providing accommodation-specific benefits and services (see over page) **we are a truly National Body**. One influential representative voice that articulates consistent policies when lobbying government at all levels.

Our Board of Directors (at right) is a strong representation of industry, all of whom give their time voluntarily to ensure the organisation is working to support members.

## Our Members



## Board of Directors

**President - Julian Clark**  
Lancemore Group

**Deputy President - Simon McGrath**  
Accor Hotels

**Treasurer - Bruce Copland**  
Independent

**Barry Robinson**  
Wyndham Vacation Resorts

**Col Hughes**  
Independent

**Ian Sandilands**  
Best Western Hotels & Resorts

**Rachel Argaman**  
Toga Far East Hotels

**Trent Fraser**  
Choice Hotels Asia-Pac

**Zed Sanjana**  
Quest Apartment Hotels

**Tomas Johnsson**  
Mantra Group



## Corporate Membership & Sponsorship Opportunities

Support of the accommodation industry association is an investment into the industry that could be the lifeblood of your organization.

A large portion of the funds come from our corporate partners. It is important that our corporate partners offer sage advice to our members who seek their feedback regularly, promoting a healthy two way communication. It's not just about selling the product it's about building the foundations for a mutually beneficial partnership that can challenge yet grow.

### Events

Access to member events, breakfasts, dinners, lunches, conventions and chain expos are all available.

### Media

Growing your business in this market is a demanding exercise, made easier by working with the national industry body for the accommodation sector. The Accommodation Association of Australia can deliver a number of partnership solutions to meet the needs of creating awareness and brand building.

- Website Advertising
- Website Supplier Listings
- Collateral Distribution
- Use of Association Logo
- Access to the Membership
- Business Referrals
- Key News Update Introduction & Editorial Content
- Networking Opportunities
- Participation in Events and Seminars
- Monthly New Member Notification
- National Supplier Guide Listing



*"Our two organisations have enjoyed a strong and active relationship for a number of years, based around a shared dedication to serving the accommodation sector. At HOSTPLUS we are pleased to be able to support accommodation operators and businesses through relevant information and education, along with quality products and services for the industry. We are looking forward to continuing to work with the Accommodation Association of Australia and its members."* - **David Elia, Chief Executive Officer, HOSTPLUS**

General	Alliance Partner	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Corporate Member
Certificate of Membership	✓	✓	✓	✓	✓
Referrals to members as endorsed by AAA	✓	✓	✓	✓	✓
Monthly New Member Notification	✓	✓	x	x	x
Member pack pdf and flyer (up to folded A3)	✓	✓	pdf only	pdf only	pdf only
Present to Association team	✓	✓	✓	✓	x
Present to Association Board	✓	✓	x	x	x
Use of Association sponsor level logo	✓	✓	✓	✓	✓
Use of AAA official logo	✓	✓	✓	✓	✓
<b>Key News Update E-newsletter</b>					
Sponsorship welcome or renewal editorial	✓	✓	✓	✓	✓
Editorial column (per year)	5	4	3	2	1
Logo included at bottom	✓	✓	✓	✓	x
<b>Social Media Postings</b>					
Article, video, image or website link posting on social media channels (at a minimum)	5	5	4	3	2
<b>EDMs</b>					
Dedicated EDM promoting your products* (min)	3	2	1	x	x
<b>Quarterly Industry Update</b>					
Sponsorship welcome or renewal editorial	✓	✓	x	x	x
Logo included at bottom	✓	✓	x	x	x
<b>Website</b>					
Banner ad - top of home page (rotating)	✓	✓	x	x	x
Banner ad - top of level 2 pages (rotating)	✓	✓	✓	x	x
Member / Sponsor logo – all pages	✓	✓	✓	✓	x
Member / Sponsor logo – sponsor page	✓	✓	✓	✓	✓
Member / Sponsor logo – supplier listing	✓	✓	✓	✓	✓
<b>Online Preferred Suppliers Guide</b>					
Short Description - 100 words	✓	✓	✓	✓	✓
Extensive Description - 200 words	✓	✓	✓	✓	x
Full Description - 300 words	✓	✓	x	x	x
Main contact details	✓	✓	✓	✓	✓
State based sales contacts	✓	✓	✓	✓	x
PDF Attachments (optional for other levels)	✓	✓	x	x	x
<b>Association Member Event Schedule</b>					
Invitation to all member events	✓	✓	✓	✓	✓
Access to member pricing at events	✓	✓	✓	✓	✓
Tickets to priced events **	2	1	x	x	x
First right of refusal to host & present	1st	2nd	3rd	4th	5th
<b>Consideration (ex GST) #</b>	<b>\$40000***</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,000</b>

\* EDM content is subject to approval by AAoA and must not include pejorative references to other sponsors and partners.

\*\* Unless already included in specific corporate member agreement

\*\*\* Or as negotiated

Principal Partner



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Alliance Partner



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Gold Sponsors



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Silver Sponsors



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Bronze Sponsors

Partnering with



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Corporate Members

