

# SPONSORSHIP PROPOSAL 2017-18



## Building a strong partnership

Feb 2017



### **Your Opportunity to Build a Partnership with SCA (Vic)**

**.....Help to grow the industry and your business**

Strata Community Australia (Vic) is offering leading suppliers to its industry the opportunity to purchase sponsorship packages for 2017 – 18 financial year.

There will be 2 major events segmented to differing target audiences. One is a Symposium and the other is a Principals Retreat.

**The Principals Retreat is again being held in a more exclusive location [Cairns]. The format will be facilitated discussions, and numbers will be limited. Supplier members will be excluded from attending [such that only suppliers that are sponsors may attend]. All sponsors will be limited to one attendee [except 2 from Platinum].**

**Note for new sponsors: There is a 1yr waiting period restriction preventing new sponsors from being able to attend the Principals Retreat in their 1<sup>st</sup> year. So in order to attend the 2017 Principals Retreat, sponsors must have also been sponsors in the previous 2016-17 year.**

**Council member exemption:** Council has decided that if a Council member wants to attend the Principals Retreat, and they do not satisfy the eligibility criteria, that despite this they are to be allowed to register to attend. Currently, this affects Macquarie Bank.

## The Value

This is your chance to -

- Work with the association that represents one of the fastest growing industries in the nation. The prevalence & importance of the sector is increasing.
- Reach more than **80%** of all owners corporation management firms, representing **560** owners corporation professionals who manage approximately **375,000 lots**
- Reach owners corporations that collect and **spend \$1 billion per year**, with an **asset value \$300 billion**
- Influence the decision-makers – as well as the employee owners corporation managers, the membership of SCA (Vic) includes the principals and senior managers of owners corporation firms
- Align your business with an association that is growing and changing

SCA (Vic) was formed in 1990 to provide a forum for improved standards and education in the industry.

With **88,475 owners corporations and 747,336 lots** in the State and about **1,500,000 Victorians** living in or affected by owners corporations and the Regulations, the need for owners corporation managers to be well informed is critical.

## The Offerings

SCA (Vic) is offering recognised and valued suppliers to the industry a choice of sponsorship packages for 2017-18.

The packages have been designed to improve the value you receive from your sponsorship and build long term partnerships. The sponsorships available are:

- Platinum – only one, premier, package with naming rights to the 2 major events and access to the industry's decision-makers
- Gold – limited number of packages providing improved access and ongoing exposure to the membership throughout the year
- Silver – packages that enable you to reach your target audience
- Bronze – entry level packages that enable you to begin your relationship with the industry.



# STRATA

## OWNERS CORPORATIONS

The pre-eminent Victorian professional industry association providing improved standards and education for the owners corporation industry. To provide: Representation, Promotion, Establishment of professional practice guidelines & ethical standards, and Professional development.

### MEMBERSHIP

**660** STRATA EXPERTS AS MEMBERS

### MARKET PENETRATION

**MORE THAN 80% OF ALL STRATA MANAGERS ARE MEMBERS**

### SIZE

**750,000 LOTS**  
**89,000 OCs**



### PEOPLE

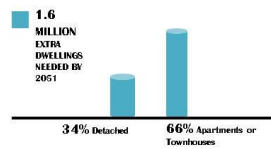
**OVER 1.5m PEOPLE**  
**1 IN 4 PEOPLE LIVE IN AN OC**



### ASSET VALUE

**\$300 billion** PROPERTY ASSET DOLLAR VALUE

### FUTURE



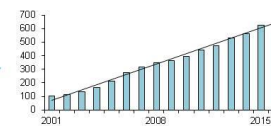
### ANNUAL SPEND

**\$1b** IS COLLECTED & SPENT ANNUALLY

### MEMBERSHIP GROWTH

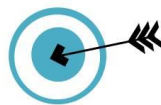
### NEW BUILDING STOCK

**1/2** 50% OF ALL NEW PLANS ARE STRATA



**2,000** ATTEND EVENTS ANNUALLY

- Seminars, Round Tables, SIGs (Special Interest Groups)
- Symposium
- Principals Retreat
- Intro Courses
- Certificate IV



**SCA (VIC) VALUE PROPOSITION**

- Protect member interests & safeguard your fees
- Build your business
- Save you \$
- Minimise your risk
- Shape the legislative framework
- Increase your knowledge

## PLATINUM SPONSOR

**INVESTMENT: \$30,650.00**

The Platinum Sponsorship is the premier package to be offered to a leading supplier seeking to forge a long term relationship with SCA (Vic) and partner with SCA (Vic) to grow the industry. Your sponsorship investment for 2017-18 will provide the following benefits -

### Major Events

- **Naming rights of premier events – the Symposium & Principals Retreat.** The 2017 Symposium [Fri 18 Aug 2017] & 2017 Principals Retreat [Thu 12 – Sun 15 Oct 2017 at Cairns].
- **Naming rights of relevant award category to be presented at the Awards Presentations.**
- **Display booth area and choice of location** provided at venue for Symposium [display booth includes a complimentary dressed trestle table & 2 chairs]. Refer enclosed pictures/plans. Banner signage only at Principals Retreat.
- **Prominent sponsor signage in main conference auditorium of both events**
- **Sponsorship of a key note speaker / session at Symposium**
- **Inclusion of promotional material** in Symposium hand out kits and prominent satchel branding at Symposium
- **Acknowledgement in Principals Retreat & Symposium programs**
- **Electronic delegate listing** including name, company, address, phone, fax & email (within privacy law requirements)

*Your Major Events sponsorship will also provide complimentary:*

#### **Symposium:**

- Attendances for 4 sponsor representatives.
- Attendances to the networking drinks function for 4 sponsor representatives.

#### **Principals Retreat:**

- Attendances for 2 sponsor representatives.
- Attendances to the 3 dinner functions for 2 sponsor representatives.
- Accommodation for the 3 evenings for 2 sponsor representatives.

### Access all year

As part of the review of its operations and the development of a growth strategy, SCA (Vic) is offering the opportunity for –

- Lectern signage at all events
- Opportunity to advertise in Strata Life consumer publication [additional but discounted costs apply]
- Opportunity to advertise in national magazine [additional but discounted costs apply]
- Acknowledgement & logo on Sponsor Banner, displayed at all events
- Profile introducing sponsor in an edition of the e-newsletter
- Attendance at 1 day professional development workshop
- Opportunity to host an SCA (Vic) Networking Night that provides social networking, or an SCA (Vic) Round Table discussion. These would benefit the Sponsor's business. At Sponsor expense. Limited number of events
- Opportunity for a direct mail out [additional but discounted costs apply]
- Acknowledgement and logo in the Education Seminar Calendar
- Inclusion of brochures/info/welcome letter in new member information kits sent to all new members
- Naming rights to the awards provided to recipients of SCA (Vic) fellowships [FSM – Fellow Strata Manager]
- Thirty minute segment at an SCA (Vic) education seminar during the year
- Complimentary Associate membership of SCA (Vic) for the year for one nominee
- Link from the SCA (Vic) website for the year & one 'web advertisement' for 3 months
- An editorial in an issue of the SCA (Vic) e-newsletter

## GOLD SPONSOR

**INVESTMENT: \$21,850.00**

Gold sponsorships are offered to leading suppliers seeking the opportunity to build a sustained presence with SCA (Vic) members. Your sponsorship investment for 2017-18 will provide the following benefits -

### Major Events

- **Gold Sponsor status of Major Events.** The 2017 Symposium [Fri 18 Aug 2017] & 2017 Principals Retreat [Thu 12 – Sun 15 Oct 2017 at Cairns].
- **Naming rights of relevant award category to be presented at the Awards Presentations.**
- **Display booth area** provided at venue for Symposium [display booth includes a complimentary dressed trestle table & 2 chairs]. Refer enclosed pictures/plans. Banner signage only at Principals Retreat.
- **Area provided for Sponsor signage** in exhibition / entry area of venue
- **Sponsorship of a key note speaker / session at Symposium**
- **Acknowledgement in Symposium & Principals Retreat programs**
- **Inclusion of promotional material** in Symposium hand out kits and satchel branding
- **Electronic delegate listing** including name, company, address, phone & fax (within privacy law requirements)

*Your Major Events sponsorship will also provide complimentary:*

#### **Symposium:**

- Attendances for 3 sponsor representatives.
- Attendances to the networking drinks function for 3 sponsor representatives.

#### **Principals Retreat:**

- Attendances for 1 sponsor representative.
- Attendances to the 3 dinner functions for 1 sponsor representative.
- Accommodation for the 3 evenings for 1 sponsor representative.

### Access all year

As part of the review of its operations and the development of a growth strategy, SCA (Vic) is offering the opportunity for –

- Opportunity to advertise in Strata Life consumer publication [additional but discounted costs apply]
- Opportunity to advertise in national magazine [additional but discounted costs apply]
- Acknowledgement & logo on Sponsor Banner, displayed at all events
- Profile introducing sponsor in an edition of the e-newsletter
- Attendance at 1 day professional development workshop
- Opportunity to host an SCA (Vic) Networking Night that provides social networking, or an SCA (Vic) Round Table discussion. These would benefit the Sponsor's business. At Sponsor expense. Limited number of events
- Opportunity for a direct mail out [additional but discounted costs apply]
- Acknowledgement and logo in the Education Seminar Calendar
- Inclusion of brochures/info/welcome letter in new member information kits sent to all new members
- Naming rights to one SCA (Vic) education seminar during the year, including a 10 minute introduction or close to that seminar
- Complimentary Associate membership of SCA (Vic) for the year for one nominee
- Link from the SCA (Vic) website for the year
- Inclusion of one 'web-advertisement' for a 3 month period during the year
- An editorial in an issue of the SCA (Vic) e-newsletter

## SILVER SPONSOR

**INVESTMENT: \$12,240.00**

Silver sponsorships are offered to suppliers seeking the opportunity to build a targeted presence with SCA (Vic) members.

Your sponsorship investment for 2017-18 will provide the following benefits -

### Major Events

- **Silver Sponsor status of Major Events.** The 2017 Symposium [Fri 18 Aug 2017] & 2017 Principals Retreat [Thu 12 – Sun 15 Oct 2017 at Cairns].
- **Display booth area** provided at venue for Symposium [display booth includes a complimentary dressed trestle table & 2 chairs]. Refer enclosed pictures/plans. Banner signage only at Principals Retreat.
- **Acknowledgement in Symposium & Principals Retreat programs**
- **Inclusion of promotional material** in Symposium hand out kits.
- **Electronic delegate listing** including name, company, address & phone (within privacy law requirements)

*Your Major Events sponsorship will also provide complimentary:*

**Symposium:**

- Attendances for 2 sponsor representatives.
- Attendances to the networking drinks function for 2 sponsor representatives.

**Principals Retreat:**

- Attendances for 1 sponsor representative.
- Attendances to the 3 dinner functions for 1 sponsor representative.
- Accommodation for the 3 evenings for 1 sponsor representative.

### Access all year

As part of the review of its operations and the development of a growth strategy, SCA (Vic) is offering the opportunity for –

- Opportunity to advertise in Strata Life consumer publication [additional but discounted costs apply]
- Opportunity to advertise in national magazine [additional but discounted costs apply]
- Acknowledgement & logo on Sponsor Banner, displayed at all events
- Profile introducing sponsor in an edition of the e-newsletter
- Opportunity to host an SCA (Vic) Networking Night that provides social networking, or an SCA (Vic) Round Table discussion. These would benefit the Sponsor's business. At Sponsor expense. Limited number of events
- Opportunity for a direct mail out [additional but discounted costs apply]
- Inclusion of one 'web-advertisement' for a 3 month period during the year
- Opportunity to make a 10 minute presentation to one seminar event during the year.
- Complimentary Associate membership of SCA (Vic) for the year for one nominee
- Link from the SCA (Vic) website for the year
- An editorial in an issue of the SCA (Vic) e-newsletter

## BRONZE SPONSOR

INVESTMENT: **\$7,645.00**

Bronze sponsorships are offered to suppliers who are most interested in networking with SCA (Vic) members at the Symposium & Principals Forum – our premier events.

Your sponsorship investment for 2017-18 will provide the following benefits -

### Major Events

- **Bronze Sponsorship recognition at Major Events.** 2016 Symposium [Fri 18 Aug 2017] & 2017 Principals Retreat [Thu 12 – Sun 15 Oct 2017 at Cairns].
- **Inclusion of promotional material** in Symposium hand out kits
- **Electronic delegate listing** including name, company & address (within privacy law requirements)

*Your Major Events sponsorship will also provide complimentary:*

**Symposium:**

- Attendances for 1 sponsor representative.
- Attendances to the networking drinks function for 1 sponsor representative.

**Principals Retreat:**

- Attendances for 1 sponsor representative.
- Attendances to the 3 dinner functions for 1 sponsor representative.
- Accommodation for the 3 evenings for 1 sponsor representative.

### Access all year

- Opportunity to advertise in Strata Life consumer publication [additional but discounted costs apply]
- Opportunity to advertise in national magazine [additional but discounted costs apply]
- Acknowledgement & logo on Sponsor Banner, displayed at all events
- Profile introducing sponsor in an edition of the e-newsletter
- Opportunity to host an SCA (Vic) Networking Night that provides social networking, or an SCA (Vic) Round Table discussion. These would benefit the Sponsor's business. At Sponsor expense. Limited number of events
- Opportunity for a direct mail out [additional but discounted costs apply]
- Complimentary Associate membership of SCA (Vic) for the year for one nominee
- Link from the SCA (Vic) website for the year

## APPENDIX 1 – 2017-18 MAJOR EVENTS

	<b>2017 SCA (Vic) PRINCIPALS RETREAT</b>	<b>2017 SCA (Vic) SYMPOSIUM</b>
When	Thursday 12 – Sunday 15 Oct 2017	Friday 18 August 2017
Target audience	Principals, GM's, CEO's, Directors	All – Principals & OCMs [employees]
Expected Number of delegates	45 [60 maximum]	345
Duration	4 days – Thurs [fly in, welcome event] Fri & Sat [conferencing, dinners] Sun [fly out]	1 day
Days of week	Friday - Saturday	Friday
Venue	Cairns, TNQ [Interstate]	Melbourne Park Function Centre [CBD location]
Dinners	3 – Thursday, Friday, Saturday nights.	No. Networking drinks at conclusion
Accommodation	Yes; 3 nights; captive “away” from Melbourne and home	No - only as required. Non-residential
Activities	Pre event welcome on Thursday	No. Awards presentation
Content	The “business” of strata management.	The “practice” of strata management.
Delegate Pricing	\$TBC [includes dinners]  Where applicable: + separate accommodation price + travel costs [eg airfares]	\$499 [Group Discount available]
Trade Booths	No – Banner signage only	Yes
Hand out kits	No	Yes
Promotional Brochures	Flyer & registration form, Electronic only, Direct emailed	Flyer & registration form, A4 full colour, Direct mailed



## FURTHER INFORMATION

Flyers have been developed and will be direct mailed out **by 1 June 2017**. The previous year's **2016 Principals Retreat & 2016 Symposium flyers and their registration forms are attached**.

Also **enclosed** are the **layout floor plans** of the major events venues.

Not attached but available if required as supporting documents providing more detailed information include:

- **2015-16 Annual Report** – providing an overview of operations [available on web site]
- **Sponsorship Impact Questionnaires** formal feedback forms at past conferences were used to determine the effectiveness for sponsors and, unquestionably this showed that suppliers' sponsorship dollar is well spent with great value resulting. Responses showed great unprompted recognition of Sponsors. Other factors influence the buying decision, but clearly at the top is the image transfer from the brand being an industry supporter and the related "trust" in the brand.

After the 2015 Symposium, one Sponsor had this to say: *"In short we want to thank you for an incredible day and applaud you for providing SCA members and sponsors the opportunity to keep in touch. We had a successful day and are overwhelmed with the response from your members. Again this was a great event and SCA (Vic) should be proud of their work."*

- **Past Conference evaluations –**

○ 2016 SCA (Vic) Symposium	[346 delegates]
○ 2016 SCA (Vic) Principals Retreat	[43 delegates]
○ 2015 SCA (Vic) Symposium	[334 delegates]
○ 2015 SCA (Vic) Principals Retreat	[44 delegates]
○ 2014 SCA (Vic) Symposium	[333 delegates]
○ 2014 SCA (Vic) Principals Retreat	[50 delegates]
○ 2013 SCA (Vic) Symposium	[275 delegates]
○ 2013 SCA (Vic) Principals Forum	[144 delegates]
○ 2012 SCA (Vic) Symposium	[226 delegates]
○ 2012 SCA (Vic) Principals Forum	[135 delegates]
○ 2011 SCA (Vic) Principals Forum & Symposium	[160 & 211 delegates]
○ 2010 OCV Principals Forum & Symposium	[154 & 182 delegates]
○ 2009 OCV Principals Forum & Symposium	[141 & 171 delegates]
○ 2008 OCV Principals Forum & Symposium	[113 & 174 delegates]
○ 2007 IBCMV Symposium	[270 delegates]

*These major events are consistently and overwhelmingly rated each year as being the best event ever held by SCA (Vic) and delegates strongly agreed that the program represented good value for money. All respondents agreed or strongly agreed that the program met learning expectations, the program material was of a high standard, and the program was current and relevant.*

- **education seminars** [each and every year more than 2,000 people attend SCA (Vic) seminar events]

## NEXT STEP

Existing sponsors – For expedience SCA (Vic) has assumed that, for renewing sponsors, you will remain at the same level of sponsorship. Thus **attached** is your customised **Sponsorship Agreement** to be signed and returned. If you want to make any changes please let us know.

New sponsors - Once you have decided what level of sponsorship you want to take, let us know and a customised **Sponsorship Agreement** will be forwarded to you for signing and return.

Please note, to maximise the benefits of your sponsorship **please finalise your Sponsorship Agreement by no later than 20<sup>th</sup> May 2017**.