

2023-2024 AHA|SA CORPORATE PARTNERSHIP

aha|sa

Australian Hotels Association (SA)



ABOUT THE AHA|SA

Established in 1871, the Australian Hotels Association – SA Branch (AHA|SA) is the peak body for the South Australian hotel industry.

The AHA|SA is a member of the National AHA Federation and in South Australia has a large membership base with in excess of 80% of the state's hotels being members.

The membership base is diverse and includes traditional hotels, small venues, large accommodation chains, independent retailers and some of the state's largest function and event venues.

The AHA|SA enjoys one of the highest profile of any professional body in South Australia, and is nationally regarded for its political

and industrial lobbying.

The AHA|SA's objectives are to protect and promote the rights and interests of licensed industry businesses, and to maintain and promote high standards of service. These objectives are achieved through the provision of a comprehensive array of services to members.

Follow @AHASA5000

 Facebook 3,700+ followers

 Instagram 1,300+ followers

 Twitter 540+ followers

aha|sa
Australian Hotels Association (SA)

 26,000 South Australians employed

ANNUAL PAYROLL EXCEEDS \$950 MILLION 

 GENERATED MORE THAN 78% OF ALL LIVE MUSIC VENUE EXPENDITURE & RECEIPTS - APRA

More than 12,000 1 to 5 star rooms 

 \$288+ million in direct State Gaming Tax in 2013/14 + \$66.5m in Gaming GST

87% remains family & SME based 

WORKPLACE RELATIONS

The Workplace Relations Team provide members with advice, assistance and general information on all workplace related matters. This ranges from giving members advice on wage rates, salaries and employment classifications through to drafting employment contracts and workplace policies and procedures. Members can also receive advice when faced with an employee issue that requires performance management, disciplinary action or termination of employment. The team can also represent members before the relevant employment related tribunals in matters such as unfair dismissal, adverse action, workers compensation, underpayment of wages and discrimination.

LIQUOR LICENSING

The AHA|SA assists members in all areas of liquor licensing. Members can, amongst other things, obtain advice on their legislative obligations and conditions of their license.

The AHA|SA can lodge applications on behalf of members with the Liquor and Gambling Commission and represent members at a conciliation or hearing before the Liquor and Gambling Commission or the Licensing Court.

BUSINESS ADVICE

The AHA|SA Business Services Manager is dedicated to ensuring we offer a range of products to members including energy, and other hotels suppliers.

PUBLIC AFFAIRS & COMMUNITY SUPPORT

It is no secret that the hotel industry is one of South Australia's most philanthropic industries. Each year, hotels donate millions of dollars to local community and sporting groups. In addition, the AHA|SA administers the Pubs with Heart funding program which, through the Independent Gaming Corporation, donates to a wide variety of charity and community groups.

INDUSTRY VOICE TO GOVERNMENT

The AHA|SA is one of the state's most prominent employer advocacy bodies, maintaining close working relationships with members of parliament, government and opposition and key government departments. The AHA|SA is a strong advocate for the industry, speaking on behalf of members on the many important and diverse issues affecting hotels. The AHA|SA's objective is to ensure a viable and enduring hotel industry in South Australia by establishing stability, certainty and quality leadership and promoting innovation and adaptability.

GAMING SERVICES

Since the introduction of gaming there has been a rapid expansion of facilities and services available in hotels. This has increased the opportunities for suppliers and the availability of career options for hotel employees. The AHA|SA provides gaming training and comprehensive advice on gaming related issues and

is proud to have established Gaming Care, the hotels early intervention and responsible gambling agency. Venues that have an agreement with Gaming Care receive ongoing assistance in identifying patrons who may be at risk of harm from gambling and guidance in developing appropriate responses and support structures.

TOURISM ACCOMMODATION AUSTRALIA (SA)

The TAA (SA) is an important division of the AHA|SA. This division is specifically for member hotels whose primary form of business is the provision of accommodation. Many of the biggest and best-known hotel chains are part of the TAA (SA). The TAA (SA) holds regular meetings and events, and is vital in promoting the role of hotels within the tourism industry.

WHY BECOME A CORPORATE PARTNER OF THE AHA|SA?

The AHA|SA partnership arrangements are very well structured to reflect the brand strength of the association in South Australia and its influence and networking capacity. The AHA|SA places great importance on recognising its Corporate Partners and is pleased to give these companies support in return. Likewise, our members are enthusiastic in their approach in giving preference to AHA|SA Corporate Partners when searching for the right supplier to suit the needs of their business. Corporate partnership of the AHA|SA provides companies with many benefits.

Corporate partnership offers regular and wide-ranging networking opportunities with key decision makers in the hotel industry. It also offers a platform to showcase products and services to the industry, enhancing business profile.

The benefits and opportunities include but are not limited to the following;

Lead generation through networking with potential customers;

Instant credibility aligned through your investment with the AHA|SA;

Fast track brand awareness through our social media and digital/print assets to members;

Improving your reach through networking with members all across the state and various business segments;

Privileged access to our hotel member listings and contacts

Exclusive access to assistance and training to help your business promote or service to hotels

The marketplace is highly competitive. To ensure your products and services are a step ahead of the rest become a Corporate Partner of the AHA|SA.



"Big Screen Video (BSV) have proudly been AHA|SA Corporate Partners for over a decade. The AHA SA team continually go above and beyond for their members and have given our business multiple opportunities to connect with publicans and the greater hospitality industry by way of extensive event offerings. The diversity of events, and event locations, has given BSV opportunities to connect with a breadth of industry professionals. Coupled with AHA|SA's excellent communication and additional opportunities, we have found our partnership to be very successful. BSV's partnership with AHA SA has been highly beneficial for our business, and we strongly encourage suppliers to the hospitality industry to utilise a Corporate Partnership with AHA|SA." - Paul Ellery, CEO of Big Screen Video



GOLD CORPORATE PARTNERSHIP

Gold Corporate Partners enjoy recognition as a premium supporter of the hotel and hospitality industry. The benefits for partners committing to this level include significant networking, marketing and promotional opportunities, as well as being kept up-to-date with industry issues via several publications and presentations.



CERTIFICATE OF RECOGNITION

Gold Corporate Partners will receive a framed partnership certificate acknowledging their generous support of the AHA|SA.

HOSPITALITY & EVENTS

HOTEL INDUSTRY AWARDS FOR EXCELLENCE

- Naming and preference rights to one award category, as well as presentation of this award by a nominated company representative
- Ticketing for one complimentary table of ten in a priority location at the event
- Recognition on the framed award presented to the category winner
- On-screen partnership recognition including a 30-second ad format opportunity on the foyer screens at the event
- Partnership acknowledgment by the Master of Ceremonies
- Logo recognition in the Hotel Industry Awards for Excellence program
- Recognition in the event public relations program across social media platforms, Hotel SA magazine and various other publications promoting the event and award winners
- Product placement and merchandise opportunities at the event where appropriate

AHA|SA EXECUTIVE PLANNER

Gold Corporate Partners will receive five complimentary AHA|SA Industry executive planners. The planner notes all key industry events and meetings. Gold Corporate Partners company logo and contact details will be listed on the planner.

OTHER EVENTS

- Three complimentary invitations to attend each regional meeting lunch
- Two complimentary invitations to the annual President's Christmas Lunch
- Three complimentary invitations to the Annual General Meeting function
- Three complimentary invitations to attend an exclusive major partner function
- Three complimentary invitations to Women In Hotels networking events
- Complimentary invitations to other key AHA|SA hotel industry events that may occur across the year

ADVERTISING

Gold Corporate Partners are entitled to:

HOTEL SA MAGAZINE

- Complimentary one-year subscription
- One complimentary full-page colour advertisement
- Two complimentary articles relating to products and services available to the hotel industry
- Company logo and information featured on the partner pages

- Exclusive partner discount rates on advertising

Corporate Partner Directories

A detailed Corporate Partner directory is accessible to AHA|SA hotel members via the website. The updated directory features all corporate information, contact details and company logo.

Corporate Partner Logo

We encourage all partners to use the provided AHA|SA Corporate Partner logo on communications, websites etc.

Digital Marketing

Gold Corporate Partners will receive support from the AHA|SA on social media platforms to share and tag posts promoting their products and services to followers.

Gold Corporate Partners will receive access to exclusive digital marketing workshops to assist in promoting goods and services.

E-News

Gold Corporate Partners are encouraged to provide content for priority placement in the monthly AHA|SA e-news, which is distributed to all AHA|SA hotel members.

WEBSITE www.ahasa.asn.au

Gold Corporate Partners will be acknowledged on the homepage of the AHA|SA website with a scrolling company logo including a link to your company's website. Partners will be issued with a password to the members-only section of the website where they can access exclusive industry information.

AHA|SA GENERAL MANAGER BRIEFING

All Gold Corporate Partners have the opportunity for company representatives to attend a comprehensive hotel industry overview presented by the AHA|SA General Manager, conducted twice a year. These sessions are very valuable in understanding the key issues affecting the hotel industry. The AHA|SA General Manager is also available to make a similar presentation to your company upon request. We also encourage the use of the AHA|SA boardroom and facilities for such presentations.

MAILING LISTS

Gold Corporate Partners can receive a database of all AHA|SA members and a hotel group listing (in accordance with the AHA|SA privacy policy). Nominated contacts will be placed on the AHA|SA distribution lists and will receive regular updates on industry related matters.

**GOLD
PARTNERSHIP**



SILVER CORPORATE PARTNERSHIP

This prestigious level partnership brings considerable benefits in promoting your business to the hotel industry.

CERTIFICATE OF RECOGNITION

Silver Corporate Partners will receive a framed partnership certificate acknowledging their generous support of the AHA|SA.

HOSPITALITY & EVENTS

- Two complimentary invitations to attend each regional meeting lunch plus one additional ticket to three regional lunches per year
- Two complimentary tickets and priority seating at the Hotel Industry Awards for Excellence and the opportunity to partner an award category where available
- One complimentary invitation to the annual President's Christmas Lunch
- Two complimentary invitations to the Annual General Meeting function
- Two complimentary invitations to attend an exclusive major partner event
- Two complimentary invitations to attend regular Women In Hotels networking events
- Invitations to other key AHA|SA hotel industry events that may occur across the year - ticketed at an exclusive rate

ADVERTISING

Silver Corporate Partners are entitled to:

Hotel SA Magazine

- Complimentary one-year subscription
- One complimentary quarter page colour advertisement

- One complimentary article relating to products and services available to the hotel industry
- Company information featured on the partner pages
- Exclusive partner discount rates on advertising

AHA|SA Executive Planner

Silver Corporate Partners will receive two complimentary AHA|SA Industry executive planners. The planner notes all key industry events and meetings. Silver Corporate Partners company contact details will be listed on the planner.

Corporate Partner Directories

Silver Corporate Partners will be offered the opportunity to display a full colour logo and company information in the Corporate Partner Directory. The directory is accessible to AHA|SA hotel members via the website.

Corporate Partner Logo

We encourage all partners to use the provided AHA|SA Corporate Partner logo on communications, websites etc.

Digital Marketing

Silver Corporate Partners will receive support where possible, from the AHA|SA on social media platforms to share and tag posts promoting their products and services to followers.

E-News

Silver Corporate Partners are encouraged to provide content for the monthly AHA|SA e-news, which is distributed to all AHA|SA hotel members.

WEBSITE www.ahasa.asn.au

Silver Corporate Partners will be acknowledged on the Corporate Partner pages of the website, including a link to your company's website. Partners will be issued with a password to the members-only section, where they can access exclusive industry information.

AHA|SA GENERAL MANAGER BRIEFING

All Silver Corporate Partners have the opportunity for one representative to attend a comprehensive hotel industry overview presented by the AHA|SA General Manager, held twice a year. These sessions are very valuable in understanding the key issues affecting the hotel industry.

MAILING LISTS

Silver Corporate Partners can receive a database of all AHA|SA members (in accordance with the AHA|SA privacy policy). Nominated contacts will be placed on the AHA|SA distribution lists and will receive regular updates on industry related matters.

SILVER
PARTNERSHIP



BRONZE CORPORATE PARTNERSHIP

This important level of partnership allows companies to network with members of the AHA|SA and to keep them briefed on your products and services.



HOSPITALITY & EVENTS

- One complimentary invitation to attend each regional meeting lunch plus one additional ticket to two regional lunches per year
- One complimentary invitation to attend Women In Hotels networking events
- Invitations to other key AHA|SA hotel industry events that may occur across the year - ticketed at an exclusive rate

ADVERTISING

Bronze Corporate Partners are entitled to:

Hotel SA Magazine

- Complimentary one-year subscription
- Company information featured on the partner pages
- Exclusive partner discount rates on advertising

AHA|SA Executive Planner

Bronze Corporate Partners will receive a

complimentary AHA|SA industry executive planner. The planner notes all key industry events and meetings. Bronze Corporate Partners company contact details will be listed on the planner.

Corporate Partner Directories

A detailed Corporate Partner directory is accessible to AHA|SA hotel members via the website. The updated directory features all corporate information, contact details and company logo.

Corporate Partner Logo

We encourage all partners to use the provided AHA|SA Corporate Partner logo on communications, websites etc.

WEBSITE www.ahasa.asn.au

Bronze Corporate Partners will be acknowledged on the Corporate Partner pages of the website, including a link to your company's website.

MAILING LISTS

Nominated contacts will be placed on the AHA|SA distribution lists and will receive regular updates on industry related matters.



**BRONZE
PARTNERSHIP**



HOSPITALITY & EVENTS

Invitation to selected AHA|SA events - available at the rate offered to AHA|SA members.

ADVERTISING

AHA|SA Executive Planner

Hotel Industry Supporters will receive one complimentary AHA|SA Industry Executive Planner. The planner notes all key AHA|SA events and meetings in order to plan your year.

Hotel Industry Supporters are entitled to:

- Complimentary one year subscription to the Hotel SA magazine
- Discounted advertising in the Hotel SA magazine.

WEBSITE www.ahasa.asn.au

Hotel Industry Supporters will be acknowledged on the AHA|SA website, including a hyperlink to your company's website.



HOTEL INDUSTRY SUPPORTER

This level of sponsorship provides an introduction to the AHA|SA for suppliers wishing to establish and enhance their relationship with the hotel industry.

HOTEL INDUSTRY SUPPORTER

ADDITIONAL PARTNERSHIP OPTION



Where the allocation of award categories to Platinum and Gold Partners is not exhausted, a limited number of categories will be available for allocation to Silver and Bronze Corporate Partners. Those interested in this benefit can be wait-listed to receive naming rights to one award category if available.

In addition to the benefit of the relevant partnership level, those who are allocated an award category will also receive;

- Naming and preference rights to one award category, as well as presentation of this award by a nominated company representative
- Six complimentary tickets and priority seating on the night
- Recognition on the framed award

presented to the category winner

- On-screen partnership recognition
- Partnership acknowledgment by the Master of Ceremonies
- Logo recognition in the Hotel Industry Awards for Excellence program
- Recognition in the event public relations program across social media platforms, the Hotel SA magazine and various other publications promoting the event and award winners.

HOTEL INDUSTRY AWARDS FOR EXCELLENCE
CATEGORY PARTNERSHIP

DIAMOND

PLATINUM

Tabcorp

AON


 Carlton & United
Breweries

Coopers


 HOSTPLUS


 LION

GOLD

Accolade
WinesARISTOCRAT
GAMING

 Bepoz


 Bidfood


 Coca-Cola
EUROPACIFIC
PARTNERS
AUSTRALIA

 Premium
BEVERAGES

DIAGEO


 FIVEaa
TALKING ADELAIDE
Galipo
food company

H&L


 Pernod Ricard


 PFD
FOODSERVICES


 THOMAS FOODS
LIVE WITH IT


 TREASURY
WINE ESTATES

SILVER

Ainsworth Game
Technology

Bluize

Foxtel

Novatech Creative Event
Technology

Ryan & Co. Solicitors

Australian Liquor Marketers

Boylen

IGT

Oatley Fine Wine
Merchants

Samuel Smith & Son

BankSA

Bunnings Group

Konami Australia Pty Ltd

Options Craft Liquor
Merchants

Stoddart Food Equipment

Big Screen Video

Campari Group

Light & Wonder

Options Craft Liquor
Merchants

Tanda

Digital Marketing AOK

Liquor Marketing Group

BRONZE

1800 ON HOLD

Cashzone

Knight Frank Valuations &
Advisory SA

Next Payments

The Banner Crew

A Cleaner World (ACW)

Class A Energy Solutions

Langfords Hotel Brokers

Perks Accountants &
Wealth Advisers

The Kingsmen

Adelaide Institute of
Hospitality

Compnov

Maxima Training Group

SCS Group

Trans Tasman Energy
Group

Banktech

Eckermann Lawyers

McGees Property Hotel
Brokers

Solstice Media

Wallmans Lawyers

Bentleys Accountants

Empire Liquor

Mighty Craft

Statewide Gaming

Winnall & Co

BK Electronics

GBay/Aruze Gaming

Migration Solutions

St John

BOC Limited

Independant Gaming
Analysis

Mister Lincoln

Studio Nine Architects

Bunzl

Supagas

HOTEL INDUSTRY SUPPORTER

Bupa

2023 - 2024 CORPORATE PARTNER APPLICATION

This form must be completed by all companies applying for 2023/2024 AHA|SA Partnership.



POSTAL Manager - Events & Partnership
AHA|SA PO Box 3092
RUNDLE MALL SA 5000

EMAIL irandall@ahasa.asn.au

We wish to apply for partnership of the AHA|SA for the period 1 July 2023 to 30 June 2024 as per the details on this form.

LEVEL OF PARTNERSHIP

GOLD SILVER BRONZE INDUSTRY SUPPORTER

Award Category Option (included for Gold Partners):

YES NO

COMPANY

NOMINATED CONTACT

BUSINESS ADDRESS
.....
.....

POSTAL ADDRESS
.....
.....

MOBILE

EMAIL

WEBSITE

COMPANY NAME

ON BEHALF OF COMPANY:

NAME **TITLE**

SIGNATURE: **DATE**

ON BEHALF OF AHA|SA:

NAME **TITLE**

SIGNATURE: **DATE**

PAYMENT DETAILS

PAYMENT METHOD:

INVOICE CREDIT CARD

TOTAL \$

CREDIT CARD NUMBER ____ / ____ / ____ / ____

CREDIT CARD EXPIRY __ / __ **CCV**

CARDHOLDERS NAME

SIGNATURE

Upon payment, this document represents your TAX INVOICE.
ABN 77 237 576 146. Amounts include GST.

To understand how the information on this form may be used by the AHA|SA please consult the AHA|SA Privacy Policy available at www.ahasa.asn.au or by emailing information@ahasa.asn.au

For AHA|SA use only:

PAID: DATE: REF: