

Affiliate Offering

About LASA

Leading Age Services Australia (LASA) is the national association for all providers of age services across residential care, home care and retirement living/seniors housing.

We represent providers of age services of all types and sizes located across Australia's metropolitan, regional and rural areas.

Consistent with the overall industry profile, 56% of our Members are not-for-profit providers, 36% are private providers and 8% are public providers.

Our purpose is to enable high performing, respected and sustainable age services that support older Australians to age well by providing care, support and accommodation with quality, safety and compassion—always.

Partner with Us

Our Affiliate program is a partnership between LASA and businesses that have an interest in the age services industry. Our Affiliates receive a wide range of benefits, tailored to meet your goals and specific business needs.

An Affiliate relationship will strengthen and expand your business position and introduce you to an increasing number of client networks, maximising exposure within the age services industry.

Our Affiliates are given many platforms to promote their business to our Members through our regular and well attended events, print and online publications, website and social media channels.

Join hundreds of Australian businesses that have already signed up to this outstanding offer, and help contribute to a better ageing future for all Australians.

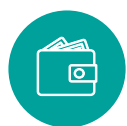
For an annual fee of \$1,750 + GST your profile and connection is enhanced through our value-adding Affiliates package, which offers the following benefits.



Access Industry News and Information:

Receive industry news and information to maximise your understanding of the age services industry and improve your reach.

- Our fortnightly LASA eNews reaches more than 4,000 recipients. With news about reforms, legislative updates, innovation, research and upcoming events, it will help you stay up-to-date.
- Our quarterly flagship publication Fusion—the voice of aged care—is distributed online and in print to more than 14,000 recipients. We welcome contributions from Members and Affiliates in our magazine.



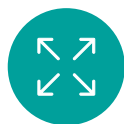
Save with Discounts:

- Affiliate discounts on LASA events, conferences and training.
- Affiliate discounts and priority purchase for exhibition opportunities across LASA events
- Affiliate discounts on sponsorship packages for LASA events.



Be Seen in LASA's Affiliate Directory:

- LASA connects your products and services direct to our Members through our online Affiliate Directory listing on our website (www.lasa.asn.au/affiliates/servicesdirectory).
- This directory provides a one-stop shop for Members to access products and services they need, while providing your business the opportunity to showcase your offerings and provide discounts and promotions.



Increase your profile and expand your reach with the following opportunities:

- Use of LASA Affiliate logo.
- Access to LASA Member-only events.
- Promotion of products and services through LASA events, newsletters, conference programs, publications and the LASA Affiliate Directory.
- LASA Affiliates are invited to speak at LASA events as an authority on relevant industry topics.



LASA Centre for Workforce Development & Innovation:

- As a valued LASA Affiliate, you are welcome to collaborate with the Centre as subject matter experts, corporate partners or sponsors.

Leading Age Services Australia

Affiliate Application Form

ORGANISATION DETAILS

| | | |
|-------------------------------|-------|----------|
| Name of Organisation | | ABN |
| Head Office Address | | |
| Suburb/Town | State | Postcode |
| Postal Address (if different) | | |
| Phone | Email | |
| Website | | |

States/Territories where Services are Provided

ACT ☐ NT ☐ SA ☐ NSW ☐ QLD ☐ VIC ☐ TAS ☐ WA ☐

KEY PERSONNEL

Principle Contact for Affiliation

| | | |
|-------|-----------|--------|
| Name | Job Title | |
| Email | Phone | Mobile |

Chief Executive Officer (or equivalent)

| | | |
|-------|-----------|--------|
| Name | Job Title | |
| Email | Phone | Mobile |

EA to CEO

| | | |
|-------|-----------|--------|
| Name | Job Title | |
| Email | Phone | Mobile |

Key people & culture representative.

| | | |
|-------|-----------|--------|
| Name | Job Title | |
| Email | Phone | Mobile |

Marketing representative for sponsorship and events

| | | |
|-------|-----------|--------|
| Name | Job Title | |
| Email | Phone | Mobile |

ADDITIONAL OFFICE DETAILS

If relevant please provide additional key office locations and contacts (other than Head Office details already provided) that LASA may have contact with: (eg State offices)

Office 1 Address

| | | |
|----------------|-----------|--|
| Contact Name | Job Title | |
| Phone | Email | |
| Postal Address | | |

Office 2 Address

| | | |
|----------------|-----------|--|
| Contact Name | Job Title | |
| Phone | Email | |
| Postal Address | | |

Leading Age Services Australia

Affiliate Application Form

AFFILIATE DIRECTORY DETAILS

Tell us about your business – short blurb (100 words) this will be used as your listing on the Affiliates Directory

☐ Opt out - I do not want to be included on the Directory

Services Provided - The following categories will help our members locate you when they are searching the directory, please select up to three.

- | | |
|--|---|
| <input type="checkbox"/> Accommodation | <input type="checkbox"/> Human Services |
| <input type="checkbox"/> Aged Care Consultants | <input type="checkbox"/> Industrial & HR Services |
| <input type="checkbox"/> Architecture & Building Services | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Banking & Financial Services | <input type="checkbox"/> IT Services & Systems |
| <input type="checkbox"/> Building & Construction | <input type="checkbox"/> Laundry Services |
| <input type="checkbox"/> Building Maintenance | <input type="checkbox"/> Legal Services |
| <input type="checkbox"/> Cleaning Equipment | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Cleaning Services | <input type="checkbox"/> Media & Communications |
| <input type="checkbox"/> Clothing & Uniforms | <input type="checkbox"/> Not For Profit Organisations |
| <input type="checkbox"/> Computer & IT Services | <input type="checkbox"/> Occupational Therapy |
| <input type="checkbox"/> Consultancy – Business Planning & Finance | <input type="checkbox"/> Physiotherapy |
| <input type="checkbox"/> Education & Training | <input type="checkbox"/> Promotional Products |
| <input type="checkbox"/> Equipment Services | <input type="checkbox"/> Property Valuation |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Food Services & Catering | <input type="checkbox"/> Real Estate Services |
| <input type="checkbox"/> Governance | <input type="checkbox"/> Recruitment |
| <input type="checkbox"/> Health & Food Services | <input type="checkbox"/> Registered Training Organisation |
| <input type="checkbox"/> Healthcare Aids & Equipment | <input type="checkbox"/> Superannuation Services |
| <input type="checkbox"/> Healthcare Services | <input type="checkbox"/> Other |

DISCOUNTS/PROMOTIONS (Please detail any proposed discounts/promotions you wish to offer to LASA Members)

Please forward a high resolution logo along with this application.

Leading Age Services Australia

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SPONSORSHIP

☐ I would like to be contacted about LASA sponsorship opportunities.

DECLARATION

I / we declare that the information provided in this Affiliate Application Form is true and correct.

I/we agree that the details provided in this form are collected by LASA Ltd. for inclusion on a list to receive regular e-newsletters and other electronic communications. In dealing with personal information LASA Ltd. complies with the National Privacy Principles as set out in the **Privacy Act 1988 (Commonwealth)** and the Privacy **Amendment (Private Sector) Act 2000 (Commonwealth)**. Further details about the LASA Privacy Policy may be found at www.lasa.asn.au

| | |
|-----------|------|
| Name | |
| Signature | Date |

CONTACT

Any questions or queries please contact the
LASA Ltd Membership Services Team
on: Tel: **1300 111 636**

FOR SUBMISSION

Please complete print sign and return
the completed form to:
E: affiliates@lasa.asn.au