

# AuSAE New Zealand Partnership Alliance Opportunities 2024

Value Added Inclusions  
Amplify Brand Power  
In-person Impact



# The Australasian Society of Association Executives

AuSAE is the leading association for current and future association leaders in New Zealand and Australia.

Why Market Your Products and Services to AuSAE Members in New Zealand? We offer you the opportunity to get in front of decision makers both virtually and at events throughout the year. AuSAE is the go-to authority for association management excellence and industry issues in New Zealand.

## Associations in NZ

### AuSAE's membership leaders are...

- 53% CEO's, ED's or General Managers
  - 23% Membership or Marketing Professionals
  - 19% Meetings or Education Professionals
- of associations across New Zealand

### AuSAE association members work for...

- 51% Professional Associations
- 30% Industry Association / Trade Body
- 14% Health and/or Related Services.

## 40 Association AuSAE member organisations

<sample>

- Addiction Practitioners Association Aotearoa NZ
- Ambulance NZ/Council of Ambulance Authorities
- Association Consulting & Engineering NZ
- Auckland District Law Society
- Building Officials Institute of New Zealand
- Building Services Contractors of NZ
- Business New Zealand
- Digital Health Association
- Electricity Engineers Association
- Employers and Manufacturers Association
- Engineering New Zealand
- Federated Farmers of New Zealand
- Financial Services Federation
- Human Resources New Zealand
- Institute of Directors in New Zealand
- Irrigation New Zealand Inc
- Library and Information Association of NZ
- Master Electricians
- Master Plumbers New Zealand
- Motor Trade Association Inc
- New Zealand Bar Association
- New Zealand Motor Caravan Association
- New Zealand School Trustees Association
- New Zealand Security Association
- Physiotherapy New Zealand
- Poultry Industry Association of NZ
- Retirement Villages Association NZ
- Roofing Association New Zealand
- Steel Construction New Zealand
- The Real Estate Institute of New Zealand
- Water New Zealand
- Insurance Council of NZ
- Master Painters New Zealand Assn
- New Zealand Aged Care Association
- NZ Construction Industry Council
- New Zealand Society of Anaesthetists
- NZ Speech Language therapists Assoc
- NZ Heavy Haulage Association
- Plastics New Zealand Inc.
- Podiatry NZ
- Research Association New Zealand
- Restaurant Association of New Zealand
- Retail NZ

## Membership Demographics



AuSAE New Zealand

# The Australasian Society of Association Executives

## AuSAE Partnership Alliance Opportunities 2024

### Value Added Inclusions

*PLUS Build your Partnership opportunities with*

**Amplify Brand Power-** *Optimise your brand's visibility*

&

**In-person Impact -** *Direct engagement opportunities*

Welcome to the **AuSAE Partnership Alliance**, where opportunities for engagement, influence, and collaboration are not just available—they're abundant and year-round. As a cornerstone in the association industry across New Zealand and Australia, AuSAE serves as a central hub for thought leadership, professional development, and meaningful connections.

Our reach extends deeply into a sector of passionate and engaged professionals who are continually seeking services, products, and expertise to enhance their organisations' impact.

**But why should you consider investing in a partnership with AuSAE in New Zealand? Here are compelling reasons:**

**Unrivaled Access:** As a partner, you're granted firsthand opportunities to engage with decision-makers who directly impact your industry, increasing the visibility of your brand.

**Year-Round Engagement:** With a diverse calendar of events and a vibrant online community, your brand is continuously spotlighted, ensuring you're always top-of-mind for our members.

**Sector Authority:** Leverage AuSAE's standing as a trusted entity in New Zealand to highlight your commitment and add value to the association sector.

**Bespoke Opportunities:** Our partnership packages are customisable, allowing you to focus on achieving your specific objectives, be it brand recognition, thought leadership, or client acquisition.

**Collaborative Growth:** Beyond just business expansion, being part of our alliance gives you a voice in an industry that drives social change, institutional improvement, and community strengthening.

**Based on your level of investment, we offer three tiers of partnership:**

**Associate Partner: For contributions exceeding \$12,500**

**Alliance Partner: For contributions exceeding \$19,500**

**Premium Alliance Partner: For a commitment of over \$27,500**

*(All prices in this document, excludes GST)*



Each tier comes with its own set of benefits, tailored to offer increased visibility and influence, thus ensuring your brand not just survives, but thrives in a competitive marketplace.

Be a valued resource and a catalyst for positive change.  
Choose today to join the AuSAE Partnership Alliance.

*Build Your Partnership Opportunities 2024*

AuSAE

## Value Added Inclusions

*Maximising Your Visibility and Engagement*

As a privileged member of our Partner Alliance, your company receives a suite of value-added inclusions designed to elevate your brand presence and deepen your engagement within the association community.

### AuSAE Partner Alliance Meetings:

Twice a year, we convene our AuSAE Partner Alliance Meetings, unique forums designed for more than just networking and decision-making. These meetings are specially curated platforms where you can actively contribute to the ongoing development and direction of the association community.

We don't just value your business; we value your insights, your ideas, and your expertise. As an integral part of the AuSAE ecosystem, your voice matters to us. These meetings offer you a seat at the table alongside key stakeholders, enabling you to directly influence policies, suggest initiatives, and help shape community-wide agendas.

Through engaging discussions, strategic brainstorming, and collaborative action plans, you'll have the opportunity to be at the forefront of change. These aren't just meetings; they're opportunities to be part of something larger—opportunities to strengthen the association community from within.

By participating in these bi-annual gatherings, you are affirming your commitment to a better, more dynamic community while benefiting from unparalleled networking prospects and firsthand updates on AuSAE's strategic plans and upcoming activities.

### Company Logo and Direct Link on AuSAE Homepage:

Feature your company logo prominently along with a direct link on our official homepage, offering immediate visibility to all site visitors.

### Exclusive AuSAE Partners Webpage Listing:

Your company will be listed with a special highlight on our Partners-only webpage, complete with your logo and a direct link to your site.

### Universal Acknowledgment at AuSAE Events:

Receive special recognition across all our events.

### Premium Upgraded Directory Listing:

Your company will appear in an enhanced listing within our 'AuSAE RECOMMENDED' directory, drawing additional attention from potential clients and partners.

### One AuSAE Industry Partner Membership:

This membership is far more than a status symbol; it's your gateway to a community of association professionals committed to excellence. It grants you insider status, putting you in the loop for any members-only communications, priority announcements, and select industry insights that are not readily available to the general public.

### Value-added inclusions \$4,000

*package value over \$10,000*





# Amplify Brand Power

*Optimise your brand's visibility with targeted marketing strategies*

## Weekly Newsletter Logo Placement

Enhance your brand recognition by featuring your logo as an alliance partner in our weekly newsletters. These communications are sent out to the entirety of the AuSAE membership in New Zealand, providing a consistent and valuable touchpoint with industry professionals. Ideal for those looking to maintain a regular presence among AuSAE members and capitalize on weekly engagement opportunities.

**\$200 per month**

## Fortnightly Newsletter Logo Placement

Expand your brand's visibility within the broader association sector by securing a logo placement in our fortnightly newsletters. This strategy offers a more spaced-out yet effective approach to reaching a wider audience in New Zealand's association community.

**\$200 per month**

## Banner Ad on Emails

Promote your brand with a banner advertisement featured in all outgoing emails from AuSAE New Zealand staff for an entire month. These emails reach both members and non-members, providing broad exposure for your business.

**\$1,750 per month – 12 available**

## Banner Ad on Homepage Carousel

Elevate your brand's visibility with a prominent banner advertisement on our homepage carousel. Your ad will be showcased in the second of three rotating slides for an entire month, ensuring continuous exposure to visitors.

**\$2,200 per month – 12 available**

## Banner Ad in Weekly newsletter

Gain targeted exposure with a banner advertisement in our weekly newsletters, which are sent directly to the inboxes of AuSAE members in New Zealand. This is an excellent opportunity for frequent touchpoints with a highly relevant audience.

**\$250 per advert – 12 available**

## Banner Ad in Fortnightly newsletter

Expand your reach in the association sector by featuring a banner advertisement in our fortnightly newsletters. These are distributed to both AuSAE members and non-members within the association industry, offering a more spaced-out yet effective touchpoint strategy.

**\$250 per advert – 12 available**

## Sponsored Email Blast

Reach a targeted audience with your customised message by leveraging AuSAE's established email marketing platform. Your supplied and formatted content will be sent out to our extensive network of over 2,200 contacts, including key decision-makers in the association sector. Ideal for organisations seeking to disseminate specific information or promotions directly to a qualified audience.

**\$1,750 per last – 12 available**

## associationX major partner

Elevate your brand's profile by becoming one of the exclusive major partners for our AssociationX event—a one-day tradeshow and learning experience. As a primary collaborator, your brand will receive heightened visibility and engagement opportunities throughout the day. Best suited for companies aiming to secure a leadership position in the industry and foster meaningful relationships with association professionals.

**\$1,500 – 3 available**



## In-Person Impact

*Direct engagement opportunities with the association sector*

### Non-exclusive AuSAE Events

#### AuSAE IF

#### Business Event workshop and 1on1 meetings - Blenheim

Welcome to AuSAE IF, a hybrid event experience that fuses targeted business workshops with intimate one-on-one meetings. Open to both partner and non-partner companies, this annual gathering offers an unmatched opportunity for association managers and suppliers to forge meaningful connections and discuss prospective association business event opportunities. Scheduled for February in the picturesque setting of Blenheim, the day is carefully structured to maximize both learning and networking. While the primary focus lies in the tailored one-on-one discussions, participants also benefit from interactive workshops that facilitate dialogue and problem-solving among both association executives and business event suppliers. This event serves as a golden opportunity for suppliers and association managers looking for a curated environment to both learn and network, with a special emphasis on face-to-face interactions.

*This event is open to non-partner companies.*

**\$2,261 attendance per company per person**

#### associationX (trade-show) Wellington

Open to both partner and non-partner companies, associationX is a flagship event in our annual calendar, combining the dynamics of a trade show with the enriching element of educational sessions. Scheduled for March in Wellington, this one-day gathering is designed to offer attendees the best of both worlds. Unique to associationX is our use of Silent Conferencing, allowing participants to fully engage in educational content without missing out on networking opportunities on the trade show floor. A must-attend for any company keen to gain industry insights while also making valuable connections, all within a state-of-the-art conferencing environment.

*This event is open to non-partner companies.*

**\$1,913 for an exhibition Booth**



## In-Person Impact

*Direct engagement opportunities with the association sector*

### Alliance Partner Events | One-Day Programs

#### **Back to Work - Member only Function Auckland**

Kick off the new year on the right foot by joining us for our exclusive “Back to Work” function, designed solely for members. This premiere networking event, held in Auckland in February, is a must-attend for association executives and leading industry stakeholders. As a supplier, this occasion presents a golden opportunity for heightened brand exposure and the cultivation of valuable relationships in a focused environment. An unparalleled occasion for suppliers seeking to make impactful connections with association executives and other key players in the industry at the start of the year.

**\$500 | 20 attendees**

#### **Back to Work - Member only Function Wellington**

Start the year off with a bang at Wellington’s highly anticipated “Back to Work” member-only networking event. Held every February, this event draws a high-caliber crowd of association executives and key figures in the industry. For suppliers, it’s an unparalleled platform for achieving heightened brand recognition and forging invaluable connections in a curated setting. This is the ideal setting for suppliers looking to establish or strengthen relationships with top-tier professionals in the industry, especially given the event’s high popularity and exclusivity in Wellington.

**\$1,250 | 50 attendees**



#### **Customisable Sector Peer Lunches**

Take networking to the next level with our customisable Sector-Focused Peer Lunches.

These intimate gatherings provide a unique opportunity to engage in meaningful dialogue with key professionals in the association sector. What sets these lunches apart is the unprecedented level of personalisation; you get to choose both the destination and the type of executives you wish to connect with. Whether your focus is CEOs and senior leaders, operational staff, or event planners, we tailor the experience to meet your specific objectives. Each lunch event is carefully curated for a maximum of 10 executives, ensuring quality interactions. To maintain exclusivity and focus, we limit participation to just two suppliers.

Description: Ideal for businesses seeking a highly targeted and personalised engagement strategy with key stakeholders in the association industry.

**\$1,100 | 5 available | 10 attendees**

*Restricted to two for each partner*

#### **Catch up’s – Event management**

Unlock an unmatched level of engagement with in-house event managers through our exclusive “Catch up’s – Event Management” series. Held five times annually in Wellington, these specialised gatherings are tailored specifically for professionals who concentrate on event management. The unique aspect of these meetings lies in their exclusivity; each session is limited to just one partner. This focused setting allows for unparalleled opportunities to connect, collaborate, and create lasting impressions with key influencers in the event management space. Perfect for companies or suppliers looking for deep, one-on-one engagement with event management professionals, in a setting where your brand has the spotlight.

**\$450 - 5 available | 10 - 15 attendees**

*Restricted to two for each partner*

## In-Person Impact

*Direct engagement opportunities with the association sector*

### Premium Programs | Partnership Alliance Events

#### **AuSAE Linc Conference - Christchurch**

The AuSAE Linc Conference is our marquee event of the year, traditionally bringing together an exclusive group of association professionals and suppliers. This year, we're taking a tailored approach by focusing exclusively on our Partnership Alliance companies. Scheduled for September in Christchurch, the conference will forgo the usual exhibit section to concentrate on meaningful business dialogues. These morning sessions are carefully designed to facilitate focused conversations between delegates and participating partners. Attendees have the liberty to choose the discussions they wish to be part of, ensuring a customised and impactful experience. This year's AuSAE Linc Conference is an elite gathering that goes beyond the standard conference format, concentrating instead on cultivating in-depth relationships between our Partnership Alliance companies and key association executives.

**\$3,800 | Business Meetings & Conference Attendance**

#### **MMC (Membership, Marketing & Communications) Symposium - Auckland**

Dive deep into the pivotal areas of Membership, Marketing, and Communications by participating in our one-day MMC Symposium in Auckland. This unique gathering offers a holistic view of these vital functions, facilitating discussions, and sharing best practices. Included in your partnership is a dedicated tabletop display, allowing your brand to stand out. Your company will be one of only five sponsored tabletop displays, guaranteeing a level of exclusivity and attention. Perfect for those interested in directly engaging with professionals focused on membership, marketing, and communications in the association sector.

Event Date: Scheduled for May

**\$1,500 | 30 attendees**

#### **MMC (Membership, Marketing & Communications) Symposium Wellington**

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Event Date: Scheduled for May

**\$1,500 | 50 attendees**

#### **Governance and Compliance Symposium Wellington**

One of the most impactful symposiums in New Zealand focused on governance and compliance. As a partner, sponsoring this exclusive event gives you unparalleled access to senior executives and CEOs who are deeply invested in these topics. Your brand will gain premium visibility and engagement in an intimate setting.

**\$1,500 | 30 attendees**





## Networking Lunches (NWL)

*NWL are only available to the 'Alliance Partnership' Category and above*

These mainstay events are the cornerstone of the AuSAE in-person events program. The Networking Lunches offer a distinctive occasion to interact with your peers in a relaxed and casual setting. This is an invaluable opportunity to catch up face-to-face with your colleagues. <one staff registration per lunch>

### Networking Lunches | Wellington | 50 pax

These mainstay events are the cornerstone of the AuSAE in-person events program. The Networking Lunches offer a distinctive occasion to interact with your peers in a relaxed and casual setting. This is an invaluable opportunity to catch up face-to-face with your colleagues.

**\$650 | 50 attendees**

### Networking Lunches | Auckland | 25 pax

These mainstay events are the cornerstone of the AuSAE in-person events program. The Networking Lunches offer a distinctive occasion to interact with your peers in a relaxed and casual setting. This is an invaluable opportunity to catch up face-to-face with your colleagues.

**\$400 | 25 attendees**

## We warmly invite you to become part of our AuSAE Partnership Alliance

We are a thriving ecosystem of professionals, leaders, and change-makers in the association sector across New Zealand and Australia. As a member of this exclusive network, you will gain unparalleled opportunities to elevate your brand, foster relationships, and contribute to the betterment of our industry.

Applying for partnership is a straightforward process, easily accessible through our website. Once you've joined, you'll quickly discover that your relationship with AuSAE is not merely transactional but a collaborative partnership aimed at mutual growth and the shared objective of excellence within our sector.

Communication is the cornerstone of effective partnership, and we are always here to listen, learn, and respond to your needs and ideas. Feel free to reach out to us at any time; our door is always open to insightful conversations and innovative suggestions.

Don't miss this chance to be part of something meaningful and impactful. Apply today and start a fruitful relationship with both current and future leaders in the association sector.

### Build Your Partnership Here

Build your partnership with AuSAE by leveraging our diverse array of in-person events and targeted marketing opportunities, designed to amplify your reach and deepen your connections within the association sector.





# Terms and Conditions

1. Parties: This agreement is with Australasian Society of Association Executives Ltd (AuSAE) NZBN 9429042008392
2. Approval. This form is an application only. Approval of Partner applications is at the sole discretion of AuSAE. Once this application is accepted AuSAE shall provide all benefits set out herein to the Partner and shall do so in a manner that is compliant with good industry standards and all applicable laws.
3. Commencement Date. No work will commence on your partnership prior to the join date.
4. Intellectual Property. AuSAE agrees to use the logos, trademarks and other corporate branding of the Partner solely in accordance with any instructions provided by the Partner. The Partner retains all Intellectual Property Rights in its logo and materials provided and grants to AuSAE a nonexclusive license to reproduce and publish the Partner's logo and any materials provided solely for the purpose of carrying out its obligations under this Agreement.
5. Fees. In consideration for the provision by AuSAE to the Partner of the benefits, the Partner will pay to AuSAE the Partner Fee. This is due and payable within 30 days from the date this agreement being signed unless otherwise mutually agreed. Barring any statutory requirements or as otherwise set out herein, this fee is non-refundable.
6. Reputation. The parties agree to use their best endeavours to preserve and protect the other party's reputation during the Term of this Agreement.
7. Confidentiality. Each party agrees to keep confidential the terms of this Agreement and information which a party should reasonably understand to be confidential to the other party. Neither party may disclose or permit the disclosure of confidential information to any third party. If either party becomes aware they are in breach of this obligation, that party will immediately notify the other party. However, either party may disclose information where it is required to do so for that party to perform its obligations under this Agreement or as required by law. This clause survives termination of this Agreement.
8. Privacy. AuSAE complies with Australian and New Zealand privacy law and does not provide contact lists or individual member contact details to annual partners or any other third parties.
9. 11. Assignment. The rights of either party under this Agreement are not transferable or assignable either in whole or in part without the prior written consent of the other party.
10. Dispute Resolution. If either party considers that the other party is in breach of this Agreement it should serve written notice to the other party specifying the nature of the breach.
11. The other party should respond in writing within fourteen (14) days of receiving the notice.
12. Termination. Each party is entitled to terminate this Agreement without notice or demand if:
  - a) The other party defaults or fails to perform any significant obligation contained in this Agreement and this fault is not rectified; or
  - b) The other party goes into liquidation, has a receiver, receiver and manager, administrator or similar person appointed, enters into a Scheme of arrangement with creditors or is unable to pay its debts when they fall due.
13. Termination due to inappropriate behaviour. Should the Partner's dealings with members be judged by the AuSAE Board to be inappropriate then AuSAE has grounds to terminate the Partnership and/or revoke the first right of refusal of the partner.
14. Termination Process. In the event this Agreement is terminated, each party will immediately remove all of the other party's logos and any other recognition from all materials and documents promoting the partnership. Where the arrangement incorporates the provision of free or discounted product to AuSAE, AuSAE will retain ownership of that product with any ongoing servicing being on commercial terms.
15. Cancellation of any Partner Benefit item. If any AuSAE Partner benefit item does not proceed, AuSAE will inform the Partner by giving notice as soon as practicable after becoming aware the Partner benefit item will not proceed and make available to the Partner a substituted Partner benefit. AuSAE reserves the right to amend the partner program or refine the offering to benefit the sponsor. Every effort will be made to maximise sponsor benefits wherever reasonably possible.
16. Force Majeure. Where one party is unable to carry out its obligations under this Agreement due to circumstances beyond its control or which it could not have reasonably prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.
17. Modification. This Agreement may not be modified, amended, added to or otherwise varied except where mutually agreed in writing.
18. Entire Agreement. This document constitutes the entire agreement between the parties as to its subject matter, and in relation to its subject matter, supersedes any prior understanding or agreement between the parties and any prior condition, warranty, indemnity or representation imposed, given or made by either party.