



CORPORATE SPONSORSHIP

Australian Hotels Association (SA) 2018/2019



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. However, the membership base does not just include traditional hotels as it extends to include small venues, large international hotels, independent retailers and some of the state's largest function/event venues.

The AHA|SA enjoys one of the highest profiles 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.

aha|sa
Australian Hotels Association (SA)

 26,000 South Australians employed

ANNUAL PAYROLL EXCEEDS \$950 MILLION 

 GENERATED MORE THAN 80% 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 

HUMAN RESOURCES & INDUSTRIAL RELATIONS

The HR/IR 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 the best rates are available to Members across banking, energy and from other hotel 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 Hotel Care Community Projects 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 States most prominent employer lobby groups, maintaining close working relationships with Members of Parliament and government departments. The AHA|SA is a strong advocate for the industry, speaking on behalf of Members on the many important issues affecting hotels. The Association's long-term objective is to ensure a viable hotel industry in South Australia by establishing stability, certainty and quality leadership.

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 the Hotels Responsible Gambling Early Intervention Agency, otherwise known as 'Gaming Care'. Venues that have an agreement with Gaming Care receive the benefit of exemptions from various requirements under the codes of practice.

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 SPONSOR OF THE AHA|SA?

The AHA|SA sponsorship 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 sponsors and is pleased to give these companies support in return. Likewise, our Members are enthusiastic in their approach in giving preference to AHA|SA sponsors when searching for the right supplier to suit the needs of their business.

Corporate sponsorship of the AHA|SA provides companies with many

A vertical wooden beam runs down the left side of the page. To its left, a textured wall is visible. At the bottom of the beam, a glass mug filled with beer and a thick head of foam sits on a wooden surface.

benefits. Sponsors can take advantage of the extensive and wide-ranging opportunities to meet and network with key decision-makers in the hotel industry. This gives rise to the potential for showcasing of products and services and increasing business profile. There are many AHA|SA events during the year of which attendance is limited to only AHA|SA Members and sponsors.

The Regional Meeting Luncheons provide a great opportunity to network with hoteliers, discuss local issues and build new supply networks. Visiting country and metropolitan areas enables AHA|SA sponsors to connect with the hoteliers in familiar surroundings. The AHA|SA encourages its Members and sponsors to attend as many events as they are able.

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

Concept Collections SA has partnered with AHA|SA as a sponsor since July 2013 and have found the partnership to be of great benefit. The professionalism demonstrated by the team at AHA|SA is very impressive in the way they connect their registered members with hospitality suppliers.

We value having the opportunity to attend AHA|SA metro and regional meetings, which allows us, as suppliers, to build necessary relationships with publicans and industry members to help understand their needs. The open flow of communication between members, the association, and sponsors consistently provides all stakeholders rewarding opportunities.

I personally, highly recommend everyone associated with the hotel industry, including suppliers, to be a Member or Corporate Sponsor of the AHA|SA.

Harold Lens,
Managing Director - Concept Collections



GOLD CORPORATE SPONSORSHIP

Gold Sponsors enjoy recognition as a major premium supporter of the hotel and hospitality industry. The benefits for sponsors 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 sponsors will receive a framed sponsorship certificate acknowledging their generous support of the AHA|SA.

HOSPITALITY & EVENTS

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 sponsorship recognition including a 30 second ad format opportunity on the foyer screens at the event
- Sponsorship 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.

OTHER EVENTS

- Three complimentary invitations to attend each Regional Meeting Lunch
- Two complimentary invitations to the Annual President's Christmas Luncheon

- Three complimentary invitations to the Annual General Meeting Function
- Three complimentary invitations to attend an exclusive Major Sponsor Function attended by Platinum, Gold and Silver Sponsors only
- 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 sponsors are entitled to:

HOTEL SA MAGAZINE

- Complimentary one year subscription (6 issues per year)
- 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 sponsor pages
- Exclusive sponsor discount rates on advertising
- One 'Sponsor Spotlight' feature in Hotel SA Magazine for an employee of your choice.

AHA|SA EXECUTIVE PLANNER

Gold sponsors will receive five complimentary AHA|SA Industry Executive Planners. The planner notes all key industry events and meetings. Gold Sponsors will be listed and have a colour logo and phone number featured on the planner.

SPONSOR DIRECTORIES

Gold sponsors will be allocated a full colour quarter page advertisement in the AHA|SA Sponsor Directory including a colour logo and detailed information. All Members will receive a hard and soft copy of the directory. A condensed Sponsor Directory will also be issued to Members in the Licensees Liquor Guide.

E-NEWS

Gold Sponsors have the opportunity to provide sponsor news with an image for each monthly issue of the AHA|SA E-Newsletter. This is distributed to the member databases at the beginning of each month.

WEBSITE www.ahasa.asn.au

Gold sponsors will be acknowledged on the homepage of the AHA|SA website with a scrolling company logo including a link to your company's website.

Sponsors will be issued with a password to the MEMBERS ONLY section of the website where they can access exclusive industry information.

PRESENTATION TO THE AHA|SA COUNCIL

All Gold Sponsors will be given the exclusive opportunity to make a brief presentation at an AHA|SA Council Meeting and attend the lunch afterwards. This is a unique opportunity to speak directly to hotel industry leaders. This is an additional benefit and is available upon request.

AHA|SA GENERAL MANAGER BRIEFING

All Gold Sponsors have the opportunity for three representatives to attend a comprehensive hotel industry overview presented by the AHA|SA General Manager 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 a presentation.

MAILING LISTS

Gold sponsors can receive upon request, a database of all AHA|SA Members and a comprehensive group owner listing (in accordance with the AHA|SA privacy policy).

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

**GOLD
SPONSORSHIP**



SILVER CORPORATE SPONSORSHIP

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

CERTIFICATE OF RECOGNITION

Silver sponsors will receive a framed sponsorship 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 Gala Dinner and priority opportunity to sponsor an award category where available
- One complimentary invitation to the Annual President's Christmas Luncheon
- Two complimentary invitations to the Annual General Meeting Function
- Two complimentary invitations to attend an exclusive Major Sponsor event attended by Platinum, Gold and Silver Sponsors only
- 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 sponsors are entitled to:

HOTEL SA MAGAZINE

- Complimentary one year subscription (6 issues per year)

- One complimentary quarter page colour advertisement
- One complimentary article relating to products and services available to the hotel industry
- Company information featured on the sponsor pages
- Exclusive sponsor discount rates on advertising.

AHA|SA EXECUTIVE PLANNER

Silver sponsors will receive two complimentary AHA|SA Industry Executive Planners. The planner notes all key industry events and meetings. Silver Sponsors company contact details will be listed on the planner.

SPONSOR DIRECTORIES

Silver sponsors will be allocated a colour logo and detailed information in the AHA|SA Sponsor Directory. All Members will receive a hard and soft copy of the directory. A condensed Sponsor Directory will also be issued to Members in the Licensees Liquor Guide.

E-NEWS

Silver Sponsors have the opportunity to provide sponsor news for each monthly issue for the AHA|SA E-Newsletter which is distributed to the member databases at the beginning of each month

WEBSITE www.ahasa.asn.au

Silver sponsors will be acknowledged on the corporate sponsor pages of

the website including a link to your company's website.

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

MAILING LISTS

Silver sponsors can receive upon request, a database of all AHA|SA Members and a comprehensive group owner listing (in accordance with the AHA|SA privacy policy).

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

SILVER
SPONSORSHIP



HOTEL INDUSTRY AWARDS FOR EXCELLENCE CATEGORY SPONSORSHIP

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

Those who are allocated an award category will also receive in addition to the benefits of the relevant sponsorship level; 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 sponsorship recognition
- Sponsorship 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.



HOTEL INDUSTRY
AWARDS FOR EXCELLENCE
CATEGORY SPONSORSHIP



BRONZE CORPORATE SPONSORSHIP

This important level of sponsorship 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 sponsors are entitled to:

HOTEL SA MAGAZINE

- Complimentary one year subscription (6 issues per year)
- Company information featured on the sponsor pages
- Exclusive sponsor discount rates on advertising.

AHA|SA EXECUTIVE PLANNER

Bronze sponsors will receive a complimentary AHA|SA Industry Executive Planner. The planner notes all key industry events and meetings. Bronze Sponsors company contact details will be listed on the planner.

SPONSOR DIRECTORIES

Bronze sponsors will be allocated a colour logo and detailed information in the AHA|SA Sponsor Directory. All Members will receive a hard and soft copy of the directory. A condensed Sponsor Directory will also be issued to Members in the Licensees Liquor Guide

WEBSITE www.ahasa.asn.au

Bronze sponsors will be acknowledged on the corporate sponsor pages of the website including a link to your company's website

Sponsors will be issued with a password

to the MEMBERS ONLY section of the website where they can access exclusive industry information.

MAILING LISTS

Bronze sponsors can receive upon request, a database of all AHA|SA Members and a comprehensive group owner listing (in accordance with the AHA|SA privacy policy).

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

BRONZE
SPONSORSHIP



HOTEL INDUSTRY SUPPORTER

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

Supporter benefits include:

AHA|SA EXECUTIVE PLANNER

Hotel Industry Supporters will receive a complimentary AHA|SA Industry Executive Planner. The planner notes all key industry events and meetings. Supporters company contact details will be listed on the planner.

HOTEL SA MAGAZINE

- Complimentary one year subscription (6 issues per year)

- Company information featured on the sponsor pages
- Exclusive sponsor discount rates on advertising.

WEBSITE www.ahasa.asn.au

Supporters will be acknowledged on the corporate sponsor pages of the website including a link to your company's website



HOTEL INDUSTRY SUPPORTER



GOLD

17/18



SILVER

17/18

- Ainsworth Game Technology
- APRA Amcos
- Aristocrat Technologies Australia
- Australian Liquor Marketers
- Big Screen Video
- Bluize
- Boylen
- Foxtel/Fox Sports
- IGT
- InDaily
- Independant Gaming Analysis
- Konami Australia Pty Ltd
- Liquor Marketing Group – (Sip'n Save)
- Novatech Creative Event Technology
- Options Wine Merchants
- Ryan & Durey Solicitors
- Samuel Smith & Son
- Sky Racing
- Stoddart Food Equipment

BRONZE

17/18

- Adelaide's 1800 ON HOLD
- Alsco
- Andale Hotel Services
- BankSA
- Bentleys Accountants
- BOC Limited
- Brown-Forman Australia
- Career Employment Group
- CatCom
- Choice Energy
- Class A Energy Solutions
- Cobalt Blue Australasia
- Commonwealth Bank
- Concept Collections
- Duncan Basheer Hannon
- Efex Group
- Empire Liquor
- Gallagher Bassett
- Global Gaming Industries
- HITsa Industry Training
- International Oyster & Seafoods
- Integrate IOT
- Jaquillard Minns
- Knight Frank
- Lancer Beverage Systems
- Macmont Gaming Supplies
- Make it Cheaper
- McGees Property Hotel Brokers
- Nexstage
- Next Payments
- Nightlife Music Video
- Silverchef
- Skillhire
- Steele & Associates Hotel Brokers
- Studio Nine Architects
- St John
- Supagas
- The Table & Chair Co
- TJ's Cleaning Services
- Trans Tasman Energy Group
- Wallmans Lawyers
- Wills and Daniel Produce Merchants
- Winnall & Co.

INDUSTRY SUPPORTERS

- Brisban Hospitality Consulting Services
- Clelands Lawyers
- Foreman Legal
- John Reuther Cabinet Makers
- Vintek