



AHA|SA Corporate Partnership 2026-27





ABOUT THE AHAISA

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 of more than 600 members or approximately 90% of the industry.

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.

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

Accommodation Australia SA (AA (SA)), a division of AHA|SA, is the premier accommodation association representing the interests of three, four and five-star hotels, motels, and serviced apartments across the state.

AHA|SA and AA (SA) members employ more than 26,000 people and spend \$20 million

annually on staff training. Both AHA|SA and AA (SA) offer effective communication channels providing your business with targeted opportunities to meet and network with the hospitality and accommodation industry.

About Corporate Partnership

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 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 profits.

Corporate partnership of the AHA|SA provides companies with many benefits including, but not limited to, the following:

- Lead generation through networking with potential customers

4,500+ Facebook Followers

1,500+ Instagram Followers

540+ X Followers

30,000k+ Reach

Follow @AHASA5000

- Instant credibility aligned through your investment with the AHA|SA
- Enhanced brand awareness through social media and digital/print assets to members
- Improving your reach through networking with members across the state and various business segments
- Privileged access to our hotel member listings and contacts
- Support in promoting your business' goods and/or services to hotels
- Dedicated assistance to help your business make connections with key industry decision makers

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.

Hotel Industry Profile

**26,250+ South
Australians**

directly employed
by SA Hotels

\$664 million spent
on capital investment
in the metropolitan area
over the last 5 years

\$4.464 billion
in Gross State Product
and 33,120 full-time
equivalent positions*

\$1.36 billion

in annual purchases of
liquor, beverages and
food, mostly from local
suppliers*

\$958+ million
in annual payroll

\$787 million
in operating overheads*

16,000
1 to 5 star rooms

\$4.026 billion
in annual retail sales*

\$161 million spent
on capital investment in
the regions over the
last 5 years

**41.6 is the
average number**
of South Australians
employed per SA hotel

**80% of all
live music**
in SA is hosted by
SA hotels

\$445 million
paid in annual taxes, levies and rates

87% of SA hotels
remain family and/or SME based

Source: Report prepared by The South Australian Centre for Economic Studies – Economic Contribution of the Hotel Industry in South Australia, January 2016. * RBA Inflation Calculator - <https://www.rba.gov.au/calculator/annualDecimal.html>

Workplace Relations

Members are provided with advice, assistance, and general information on all workplace related matters ranging from Award interpretation, wage rates and salaries, through to drafting of employment contracts and workplace policies and procedures. This assistance and advice is provided across a broad range of employment related areas including workplace investigations, performance management, disciplinary action, termination of employment, work health and safety issues, workers compensation and more. Regular information sessions are conducted for members on these topics.

The team can represent members before the employment related tribunals in matters such as unfair dismissal, adverse action, workers compensation, underpayment of wages and discrimination.

Liquor Licensing

The AHAISA provides members with advice on all aspects of liquor licensing ranging from understanding licence conditions, legislative obligations, and codes of practice, through to general compliance matters.

The AHAISA can lodge applications on behalf of members and represent members before the Liquor and

Gambling Commissioner or Licensing Court in hearings related to disciplinary action, objections, reviews of decisions and more.

Business Advice

The AHAISA is dedicated to ensuring we provide members with access to a range of products to members including energy, and other products and services from 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 AHAISA 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 AHAISA 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 AHAISA is a strong advocate for the industry, speaking

on behalf of members on the many important and diverse issues affecting hotels.

The AHAISA'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.



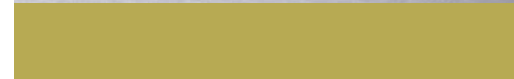


Gaming Services

Since the introduction of gaming, more than thirty years ago, 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 AHAJSA 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.

Accommodation Australia (SA)

Accommodation Australia SA (AA (SA)) is an important division of the AHAJSA. This division is specifically for member hotels whose primary form of business is the provision of accommodation. Many of the largest hotel accommodation chains are members of our accommodation division. The AA (SA) holds regular meetings and events and is vital in promoting the role of hotels within the tourism industry.





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
- Brand 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 digital marketing platforms, Hotel SA 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, covering the eight major hotel regions in SA

- Two complimentary invitations to the exclusive President's Christmas Lunch
- Two complimentary invitations to the Annual General Meeting function
- Three complimentary invitations to attend an exclusive major corporate partner function
- Invitations to Accommodation Australia SA forums and events
- Three complimentary invitations to each 'Women In Hotels' networking event
- Three complimentary invitations to each 'Emerging Leaders' networking event
- Complimentary invitations to exclusive AHA|SA hotel industry events that may occur across the year.

Advertising

Gold corporate partners are entitled to:

Hotel SA Digital Publication

- One complimentary full-page colour advertisement in digital format enabling embedded content
- Two complimentary articles about products and services available to the hotel industry in digital format enabling embedded content
- Company logo and information featured on the corporate partner pages
- Exclusive partner discount rates on advertising.

Corporate Partner Directory

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

Gold corporate partners will be provided with the AHA|SA corporate partner logo. We encourage all partners to use the AHA|SA corporate partner logo on communications, websites, company collateral etc.

AHA|SA Executive Planner

Gold corporate partners will receive five complimentary AHA|SA Industry Executive Planners. The planner notes all key industry events and dates of importance.

Gold corporate partners company logo and contact details will be listed on the planner.

Digital Marketing

Gold corporate partners will receive support from the AHA|SA on digital marketing platforms to share and tag posts promoting their products and services to followers.

Gold corporate partners will receive the opportunity for AHA|SA to share relevant content to AHA|SA social media platforms, including a video feature.

Website

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 portal where they can access exclusive industry information.

AHA|SA Hotel Industry Update

All gold corporate partners have the opportunity for company representatives to attend a comprehensive hotel industry overview presented by the AHA|SA CEO/ Deputy CEO conducted twice a year. These sessions are very valuable in understanding the key issues affecting the hotel industry. The AHA|SA CEO/ Deputy CEO are 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.

Database

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
CORPORATE
PARTNERSHIP



SILVER CORPORATE PARTNERSHIP

This prestigious level partnership brings considerable networking benefits and many marketing opportunities to promote 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 tickets to the annual Awards for Excellence Gala Dinner
- Two complimentary invitations to attend each Regional Meeting
- One complimentary invitation to the exclusive President's Christmas Lunch
- One complimentary invitation to the Annual General Meeting function
- Two complimentary invitations to attend an exclusive major corporate partner function
- Invitations to Accommodation Australia SA forums and events
- Two complimentary invitations to each 'Women In Hotels' networking event
- 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 Digital Publication

- One complimentary quarter-page colour advertisement in digital format enabling embedded content
- One complimentary article relating to products and services available to the

hotel industry in digital format enabling embedded content

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

Corporate Partner Directory

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

Silver corporate partners will be provided with the AHA|SA corporate partner logo. We encourage all partners to use the AHA|SA corporate partner logo on communications, websites, company collateral etc.

AHA|SA Executive Planner

Silver corporate partners will receive four 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.

Digital Marketing

Silver corporate partners will receive support from the AHA|SA on digital marketing platforms to share and tag posts promoting their products and services to followers.

Website

Silver corporate partners will be acknowledged on the corporate partner

pages of the AHA|SA website including a link to your company's website. Partners will be issued with a password to the members portal where they can access exclusive industry information.

AHA|SA Hotel Industry Update

All Silver corporate partners have the opportunity for a company representative to attend a comprehensive hotel industry overview presented by the AHA|SA CEO/ Deputy CEO, conducted twice a year. These sessions are very valuable in understanding the key issues affecting the hotel industry.

Database

Silver 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.

SILVER
CORPORATE
PARTNERSHIP



BRONZE CORPORATE PARTNERSHIP

This level partnership provides excellent networking benefits and marketing opportunities to promote your business to the hotel industry.



Hospitality & Events

- One complimentary invitation to attend each Regional Meeting plus one additional ticket to two Regional networks per year
- One complimentary invitation to each 'Women In Hotels' networking event
- 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 Digital Publication

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

Corporate Partner Directory

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

Bronze corporate partners will be provided with the AHA|SA corporate partner logo.

We encourage all partners to use the AHA|SA corporate partner logo on communications, websites, company collateral etc.

AHA|SA Executive Planner

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

Website

Bronze corporate partners will be acknowledged on the corporate partner pages of the AHA|SA website including a link to your company's website. Partners will be issued with a password to the members portal where they can access exclusive industry information.

Database


Bronze 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.



BRONZE
CORPORATE
PARTNERSHIP



ASSOCIATE CORPORATE PARTNERSHIP



This level partnership provides an introduction to corporate partnership and opportunities to promote your business to the hotel industry.

Advertising

Associate partners are entitled to:

Hotel SA Digital Publication

- Company information featured on the corporate 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 and contact details.

AHA|SA Executive Planner

Associate Partners will receive one complimentary AHA|SA Industry Executive Planner. The planner notes all key industry events and meetings. Associate partners' company contact details will be listed on the planner.

Website

Associate partners will be acknowledged on the corporate partner pages of the AHA|SA website including a link to your company's website. Associate partners will be issued with a password to the members portal where they can access exclusive industry information.



HOTEL AWARDS FOR EXCELLENCE

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
- Recognition on the framed award presented to the category winner
- Six complimentary tickets to the event
- On-screen partnership recognition
- Partnership acknowledgment by the Master of Ceremonies
- Logo recognition in the Hotel Industry Awards for Excellence program
- Brand 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.

DIAMOND



PLATINUM




GOLD








SILVER

Ainsworth Game
Technology
Australian Liquor
Marketers
Big Screen Video
Boylen

Bunzl
Cookers
DMAW Lawyers
Empire Liquor
Foxtel
IGT Australia

Konami Australia
Light & Wonder
Liquor Marketing
Group
Qantum Loyalty
One Music

Novatech Creative
Event Technology
Stoddart Food
Equipment
STR
Sullivan Consulting

Tanda
Thomas Foods

BRONZE

1800 ON HOLD
A Plus Agency
Adelaide Institute of
Hospitality
AED Authority
Banktech
Bentleys SA
BK Electronics
Bluize Solutions
BOC Limited
Bunnings Group
Campari Group

Cardtronics
Class A Energy Solutions
Concept Collections
Design Revival
Eckermann Lawyers
Energy Alliance
Exiis
Farm Frites
Gbay
Globe Importers
InDaily

Independant Gaming Analysis
Invicium
Knight Frank Valuations &
Advisory SA
Langford's Hotel Brokers
Macro Group
McGees Property Hotel
Brokers
MC Lewan Chartered
Accountants
Mr Wet Wall
Next Payments

Oatley Fine Wine Merchants
Options Craft Liquor
Merchants
Perks Accountants &
Wealth Advisers
Power Maintenance
Reward Hospitality
Rockfort Global
Ryan & Co Solicitors
Salute Better Solutions
Sazerac

Service FM
St John
Supagas
The Banner Crew
Trans Tasman Energy Group
Vilis
Wallmans Lawyers
Wild Zebra Promotions
Yumbah Aquaculture

ASSOCIATE

Alliance College
Art Images Gallery

Bupa
COMS Systems

Migration Solutions
RAA

Studio Nine Architects
Winnall & Co

2026 - 2027 CORPORATE PARTNER APPLICATION

This form must be completed by all companies applying for 2026/2027 AHA|SA corporate partnership.



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

EMAIL lrandall@ahasa.asn.au

We wish to apply for partnership of the AHA|SA for the period 1 July 2026 to 30 June 2027 as per the details on this form.

LEVEL OF PARTNERSHIP

GOLD SILVER BRONZE ASSOCIATE

Award Category Option (included for Gold Partners):

YES NO

COMPANY

NOMINATED CONTACT

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

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

MOBILE

EMAIL

WEBSITE

ON BEHALF OF COMPANY:

NAME

TITLE

SIGNATURE **DATE**

ON BEHALF OF AHA|SA (Authorised Representative):

NAME

TITLE

SIGNATURE **DATE**

PAYMENT DETAILS

PAYMENT METHOD: INVOICE

TOTAL \$

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 YES NO **DATE** **REF**