



Australian Hotels Association
WESTERN AUSTRALIA

Australian Hotels Association (WA) *Corporate Membership Package*

KEY CONTACTS



Australian Hotels Association
WESTERN AUSTRALIA

Australian Hotels Association (WA)

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Senior Management

Bradley Woods	CEO/Executive Director
Paul Brockschlager	Deputy CEO
Antony Vlahov	Financial Controller
Tim Badham	Corporate Partnership & Events Manager
Michael Andrew	Membership Manager
Victoria Jackson	Government Relations Manager
David De Garis	Media and Communications Manager

ABOUT THE AHA(WA)

The Australian Hotels Association (WA) is one of the most well respected and successful industry associations in Australia. Officially founded in 1892 we now represent more than 80% of the Western Australian hotel and hospitality industry. Our role is to lobby and protect the business and commercial interests of our members, provide quality professional training services, industry advice and networking and marketing opportunities.

Utilising the power of association through member involvement, the AHA(WA) vigorously represents the interests of members across all levels of government to ensure that the best outcomes are secured.

What Do We Do?

- Represent the WA hotel and hospitality sector to Parliament, Government and key stakeholders
- Lobbying and parliamentary relations
- Workplace relations and human resources advice and advocacy
- Advice, news and representation for members
- Industry training and education
- Dedicated member events and discounts
- Industry advocacy and strategic planning for future opportunities
- Encourage high standards of service and conduct in the liquor and hospitality industry
- Deliver commercial activities that benefit members

How We Do It?

- Communications
- Briefings
- Workshops
- Media advocacy
- Research
- Policy development
- Commission recommendations
- Stakeholder consultation
- Policy development
- Special projects and services
- One-on-one advice
- Meetings

Who Does The AHA Represent?

- Hotels
- Pubs
- Taverns
- Resorts
- Accommodation properties
- Special facility licences
- Function centres
- Industry suppliers
- Boutique breweries
- Licensed restaurants
- Wineries
- Small bars

7.5 billion

Spend per annum on Hospitality and Tourism

40,000

Working in the WA Hotel and Hospitality Industry

over 80%

Of all hotel venues in WA are represented by the AHA



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Corporate Sponsor MEMBERSHIP

EXCLUSIVE BENEFIT: New licences and hotel transfer listings (provided monthly)

Advertising & Marketing Opportunities

Your company will have the opportunity to utilise the following advertising benefits –

- **Industry Database Access** - Upon request, a copy of the complete AHA(WA) Industry database will be provided every six months
- **A4 Flyer** – Upon request, one (1) opportunity per year for your marketing material to be sent directly to over 700 AHA(WA) members with the mail out of WA's official and respected industry magazine - *Hospitality WA*
- **e-News** – Upon request, two (2) banner advertisements featured in the AHA(WA) e-newsletter, distributed weekly to over 700 members
- **Magazine Ad** – Upon request, one (1) annual colour quarter page advertisement in *Hospitality WA*
- **Logo Recognition** - One (1) opportunity per year for your company logo to be recognised underneath the AHA(WA) CEO's Report inside *Hospitality WA*
- **Website Exposure** – Company listing, hyperlink, logo placement and a 30 word company description in the official online AHA(WA) Industry Suppliers Guide
- **AHA(WA) Magazine** - Corporate Member recognition in the Industry Suppliers Guide in *Hospitality WA*. Upon joining, your company will be profiled in the 'New Corporate Members' section

Corporate Member Benefits

- **Events & Networking** - Invitations to attend AHA(WA) Members-only industry award nights and events
- **Hospitality WA** - Complimentary copy published every two months
- **Recognition & Promotion** - as a Corporate Sponsor Member of the AHA
- **Business referrals**
- **AHA(WA) Logo** - Opportunity to utilise the Corporate Sponsor Member logo on your stationery
- **Membership Certificate** - To display your commitment to our Association
- Mailed briefings and regular updates on issues affecting in the hotel and hospitality industry

Information & Networking

- The opportunity to attend all AHA(WA) Divisional Meetings
- The opportunity to attend corporate member industry briefings outlining the key industry issues affecting Western Australia's hospitality



Gold CORPORATE MEMBERSHIP

Advertising & Marketing Opportunities

Your company will have the opportunity to utilise the following advertising benefits –

- **Industry Database Access** - Upon request, a copy of the complete AHA(WA) Industry database will be provided every six months
- **A4 Flyer** – Upon request, one (1) opportunity per year for your marketing material to be sent directly to over 700 AHA(WA) members with the mail out of WA's official and respected industry magazine - *Hospitality WA*
- **e-News** – Upon request, one (1) banner advertisement featured in the AHA(WA) e-newsletter, distributed weekly to over 700 members
- **Magazine Ad** – Upon request, one (1) annual colour quarter page advertisement in *Hospitality WA*
- **Website Exposure** – Company listing, hyperlink, logo placement and a 30 word company description in the official online AHA(WA) Industry Suppliers Guide
- **AHA(WA) Magazine** - Corporate Member recognition in the Industry Suppliers Guide in *Hospitality WA*. Upon joining, your company will be profiled in the 'New Corporate Members' section

Corporate Member Benefits

- **Events & Networking** - Invitations to attend AHA(WA) Members-only industry award nights and events
- **Hospitality WA** - Complimentary copy published every two months
- **Recognition & Promotion** - as a Gold Corporate Member of the AHA
- **Business referrals**
- **AHA(WA) Logo** - Opportunity to utilise the Gold Corporate Member logo on your stationery
- **Membership Certificate** - To display your commitment to our Association
- Mailed briefings and regular updates on issues affecting in the hotel and hospitality industry

Information & Networking

- The opportunity to attend all AHA(WA) Divisional Meetings
- The opportunity to attend corporate member industry briefings outlining the key industry issues affecting Western Australia's hospitality



Silver CORPORATE MEMBERSHIP

Advertising & Marketing Opportunities

Your company will have the opportunity to utilise the following advertising benefits –

- **A4 Flyer** – Upon request, one (1) opportunity per year for your marketing material to be sent directly to over 700 AHA(WA) members with the mail out of WA's official and respected industry magazine - Hospitality WA
- **e-News** – Upon request, two (2) banner advertisements featured in the AHA(WA) e-newsletter, distributed weekly to over 700 members
- **Website Exposure** – Company listing, hyperlink, logo placement and a 30 word company description in the official online AHA(WA) Industry Suppliers Guide
- **AHA(WA) Magazine** - Corporate Member recognition in the Industry Suppliers Guide in Hospitality WA. Upon joining, your company will be profiled in the 'New Corporate Members' section

Corporate Member Benefits

- **Events & Networking** - Invitations to attend AHA(WA) Members-only industry award nights and events
- **Hospitality WA** - Complimentary copy published every two months
- **Recognition & Promotion** - as a Silver Corporate Member of the AHA
- **Business referrals**
- **AHA(WA) Logo** - Opportunity to utilise the Silver Corporate Member logo on your stationery
- **Membership Certificate** - To display your commitment to our Association
- Mailed briefings and regular updates on issues affecting in the hotel and hospitality industry

Information & Networking

- The opportunity to attend all AHA(WA) Divisional Meetings
- The opportunity to attend corporate member industry briefings outlining the key industry issues affecting Western Australia's hospitality



Bronze CORPORATE MEMBERSHIP

Advertising & Marketing Opportunities

Your company will have the opportunity to utilise the following advertising benefits –

- **A4 Flyer** – Upon request, one (1) opportunity per year for your marketing material to be sent directly to over 700 AHA(WA) members with the mail out of WA's official and respected industry magazine - *Hospitality WA*
- **Website Exposure** – Company listing, hyperlink, logo placement and a 30 word company description in the official online AHA(WA) Industry Suppliers Guide
- **AHA(WA) Magazine** - Corporate Member recognition in the Industry Suppliers Guide in *Hospitality WA*. Upon joining, your company will be profiled in the 'New Corporate Members' section

Corporate Member Benefits

- **Events & Networking** - Invitations to attend AHA(WA) Members-only industry award nights and events
- **Hospitality WA** - Complimentary copy published every two months
- **Recognition & Promotion** - as a Bronze Corporate Member of the AHA
- **Business referrals**
- **AHA(WA) Logo** - Opportunity to utilise the Bronze Corporate Member logo on your stationery
- **Membership Certificate** - To display your commitment to our Association
- Mailed briefings and regular updates on issues affecting in the hotel and hospitality industry

Information & Networking

- The opportunity to attend all AHA(WA) Divisional Meetings
- The opportunity to attend corporate member industry briefings outlining the key industry issues affecting Western Australia's hospitality