

## Associate Membership Application

PowerHousing Australia [PHA] is a peer network and business cooperative of growth providers for affordable housing across Australia. Our Members' organisations are diverse in the provision of affordable housing to low and moderate income Australians, to relieve homelessness, aged care, student and youth care or a combination of the above. Our Members also provide related ancillary services to support their efforts to house people in need.

PHA has achieved the status of being the only major independent voice for organisations that provide affordable housing. We are not government funded; our income stream is primarily from annual Membership fees and the income generated by aggregated business and our Annual Conference. We now offer Associate Membership to PowerHousing Australia, which can put you into a mutually beneficial relationship with our Members, either on a national, state or regional basis to expand your business opportunities and substantially increase the benefits further.

With Associate Membership you become a real and effective partner with PHA and our member organisations. PowerHousing Australia's main activities revolve around our Annual Conference held in March, as well as the CEO meetings [4 times per year], the CFO Group [meets 3 times a year], the new Operations Workgroup developed in 2011 and ongoing projects such as the Benchmarking Group, the recently completed SROI project with Net Balance, **mecu Ltd** and CHFA, the NAHA Review group.

**Associate Membership Criteria:** PowerHousing Australia associate members must:

- Be independent organisations providing business services and/or products to Powerhousing Australia members or intending to develop such business
- Have sound businesses
- Have significant impact
- Have public-private partnerships – currently facilitating these business arrangements as part of their overall strategic intent
- Have a regional or nationwide scope
- Have a collaborative culture AND
- Readiness for Peer to Peer exchange

**Costs:** Your first year of Membership will be \$6,000 [+GST], made up of a one-off Joining Fee of \$2,000 and Annual Membership of \$4,000.



**Associate Membership Benefits:**

- Advertising on the Home page of [www.powerhousingaustralia.com.au](http://www.powerhousingaustralia.com.au) [with special ad design offer from Imminent Media Design, at no extra cost]
- Preferred Sponsor at our annual PHA Conference, next held at the Menzies Hotel in Sydney, March 2012 [See Sponsorship details below]
- Opportunities to provide input as invited Guests to our Workgroups including the CFO Group, the Operations Group and others as they are developed
- Opportunities to provide resource material to the Members' Only section and News items to the News section of the PowerHousing Australia website;
- Opportunity to provide inputs into the regular PHA Newsletters sent to our Affordable Housing Members.

Please complete the **Capability Statement** below and submit your application to Larry O’Brien via email on [larryo@powerhousingaustralia.com.au](mailto:larryo@powerhousingaustralia.com.au)

|   |  |
|---|--|
| <b>Name of Organisation</b>   |  |
| <b>Address</b>  |  |
| <b>Phone</b>  |  |
| <b>Main Contact Person</b>  |  |
| <b>Contact’s Email</b>  |  |
| <b>Main Business</b>  |  |
| <b>Secondary Business areas</b>   |  |
| <b>Primary Interest for PHA Associate Membership</b>  |  |
| <b>What products/services do you currently provide to PHA Members [or to the nfp housing sector]?</b>                                     |  |
| <b>What public-private partnerships do you currently have?</b>  |  |
| <b>Is your business scope regional or national? [Please provide details]</b>  |  |
| <b>Please provide evidence of your collaborative culture over the past 12 months</b>  |  |
| <b>Demonstrate readiness for peer to peer exchange [i.e., planned or actual collaborations to build affordable housing opportunities]</b> |  |



**Associate Membership discounts are available for your business through Sponsorship of our Annual Conference “BLUEPRINTS for CHANGE: Business Transformation” to be held at The Menzies Hotel, Sydney on 14<sup>th</sup> and 15<sup>th</sup> March 2012. Please see the attached Sponsors letter.**

**Sponsorship Levels at PowerHousing Annual Conference:**

**Platinum Sponsor:** \$25,000 [+ GST] investment for:

- Prime positioning of banner and signage adjacent to the Plenary Room
- One opportunity to provide naming rights to the Plenary Room
- Opportunity to present a 50-minute seminar on Day 3 [Workgroup Day]
- 5 Delegate passes to attend all functions and sessions of the Conference
- Full page colour advertisement in the Delegate Handbook
- Prominent Logo and URL display on all Conference News Bulletins leading up to the March Conference [14 – 16 March 2012] and on the Conference Newspaper of the PHA website

**Gold Sponsor:** \$15,000 [+ GST] investment for:

- Banner and signage display adjacent to the main Breakout Room area
- One opportunity to provide naming rights to the refreshment area on Day 1 and Day 2
- 3 Delegate passes to attend all functions and sessions of the Conference
- Half-page colour advertisement in the Delegate Handbook
- Logo and URL as Gold sponsor in Conference News Bulletins leading up to the March Conference and on the Conference Newspaper of the PHA website

**Silver Sponsor:** \$7,500 [+ GST] investment for:

- 2 Delegate passes to attend all functions and sessions of the Conference
- Choice between either a stand in the Sponsor display area, OR banners/signage in the Refreshment area
- Quarter page colour advertisement in the Delegate Handbook
- Logo and URL as Silver Sponsor on the PHA website and in Conference News Bulletins

Please refer to [www.powerhousingaustralia.com.au](http://www.powerhousingaustralia.com.au) and view the location of the rotating Ad bar on the Home page.

