



**AHA**  
**NSW**

ASSOCIATE MEMBERSHIP

## LOOKING FOR RECOGNITION IN THE HOSPITALITY INDUSTRY?

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The Australian Hotels Association New South Wales was originally formed in 1873 in a time of crisis and is now the leading organisational and political body for the state's hospitality industry. AHA NSW is one of the largest tourism and hospitality associations with 1800 member hotels across New South Wales, the business profile of these range from small bush pubs right through to major group hotel operators. The AHA NSW is an effective communication channel who can provide you with targeted opportunities to meet and network with the hotel industry.

By becoming an associate member of AHA NSW this can help your business

- Gain brand recognition with our members
- Get your name out there in the industry
- Grow your customer base
- Be a recognised leader in your field

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The AHA NSW provides an invaluable service and commitment to the Hotel industry in the form of information and support. We greatly appreciate networking opportunities delivered by the AHA, which in the business of Brokerage, is invaluable. **The benefit of an association with the AHA offers suppliers, consultants and the like the ability to expose their businesses to the greater market. Accordingly Knight Frank have enjoyed a long relationship from the beginning of their Hotel Brokerage division's establishment.**

Mike Wheatley | Director, Knight Frank Australia  
Associate Member since 1996

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Nightlife looks after the music and screen management for over 250 Hotels in NSW. Our association with AHA NSW has given us direct access to their members, credibility in the market place and helps us stay relevant to our client's needs.

Tina Smith-Roberts | CEO, Nightlife Music  
Associate Member since 1999

## WANT TO BUILD BRAND AWARENESS?

Associate members of AHA NSW receive support and endorsement, a stronger brand profile, and greater awareness and recognition. Our hotel members require an array of products and services to run their venues effectively and are always looking for something new and innovative that will assist in the success of their operations. Associate membership with AHA NSW allows our members to recognise and affiliate your business with an industry endorsed company.



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I joined AHA NSW as I was looking for an industry body that could support me and my business as I navigated my way through the hospitality industries ever changing landscape.

Many businesses already established in the industry recommended and encouraged me to join the AHA NSW. Overseas Chef Placement have absolutely benefitted since joining the AHA NSW. I have attended many of the networking events which have allowed me to meet other business owners and operators who help support me and my business.

Matt Jenkins | National Business Development Manager, Overseas Chef Placement  
Associate Member since 2017

## FLEXIBLE OPPORTUNITIES TO TARGET AHA NSW MEMBERS

Becoming an Associate entitles you to exposure through the AHA NSW website and the official publication Hotel News along with many other benefits to enhance your brand. Our associate partnership provides a platform for your business to perform by way of recognition, networking trust and industry introductions. The additional add ons allow a flexibility and opportunity to tailor a package that best suits your company.



# ASSOCIATE MEMBERSHIP ANNUAL INCLUSIONS

An associate membership with AHA NSW combines networking and advertising opportunities. This annual membership starts at \$2,000, with a one off \$500 joining fee for the first year of membership.

## COMMUNICATION

- Invitations to all Sub-branch meetings and Member Events
- Electronic Industry updates
- One mail subscription to Hotel News (AHA NSW monthly magazine)
- Business enquiries referral services to members\*

## ULTIMATE NETWORKING

- Two invitations to the annual AHA NSW End of Year Function
- Opportunity to purchase tickets to Industry Events eg Hotels Have Hearts, Golf days and other Hospitality.
- Opportunity to win two tickets to the AHA NSW Awards for Excellence presentation ceremony.

## ADVERTISING AND MARKETING SERVICES

- AHA NSW Associate logo use
- AHA NSW Associate membership certificate
- Listing with contact details and description of your business in the online industry supplier directory on the AHA NSW website
- Listing with contact details in Hotel News Industry Directory including a new symbol next to your listing (60 days)
- Opportunity to provide a one page overview of your business
- Two opportunities to provide content into Member Update (AHA NSW fortnightly e-newsletter)
- Complimentary half page ad for use within Hotel News Associate Showcase Section

## FURTHER DISCOUNTS

- 10% discount on first full page advertisement booked
- 5% discount on all subsequent advertisements booked
- Book three advertisements and receive a complimentary editorial

## CONTACT NATALIE BAIN

General Manager, Events & Associate Memberships  
Australian Hotels Association NSW  
PHONE: 02 8218 1828  
EMAIL: [natalie.bain@ahansw.com.au](mailto:natalie.bain@ahansw.com.au)

For a more tailored approach to the partnership we have a range of optional benefits to allow your business to customise and build a unique package.

- ANNUAL ASSOCIATE MEMBERSHIP \$2,000 ex GST  
 JOINING FEE (new or lapsed associates only) \$500 ex GST

**ADD ONS (please select any benefits you would like included in your package)**

#### SUB-BRANCH MEETINGS

- Speaking Engagement at one meeting (non-exclusive for approx. 10 mins) \$1,000  
 Sponsor a targeted meeting including networking drinks/dinner; including opportunity to provide branded signage, address to members, flyers and other collateral. Exclusive Sub-Branch meeting sponsorship starts from \$6,000\*

#### MEMBER UPDATE

- Priority placement additional inserts \$1,500 per insert  
 Additional inserts in showcase section \$500 per insert

#### HOTEL NEWS

- Full page advertisement \$3,350  
 Double page advertisement \$6,240  
 One/double sided insert page \$2,600\*  
 Flysheet advertisement in one edition \$2,145

#### OTHER

- Direct Marketing Mail Out to Country/City/All members \$POA  
 Sponsorship of an award for the AHA NSW Awards for Excellence including branding, advertising and a table of 10 for the event \$10,000  
 Meet the Member Liaison Officers for a one-on-one to explain your business and benefits to members, with an opportunity to provide flyers for them to distribute \$1,000

Total cost of membership \$ \_\_\_\_\_

After something a little more targeted? AHA NSW has corporate partnership packages which are tailored to your business needs and requirements.

\*All costs excluding GST \*Additional costs may apply. \*Terms and conditions apply.

## PLEASE COMPLETE YOUR COMPANY CONTACT DETAILS

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Person for Enquiries from AHA NSW Members  
 (to go in the AHA NSW Industry Directory in Hotel News and AHA NSW website)

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

For new associate member applicants, please provide an AHA NSW Hotel Member reference. They are an important part of the approval process, if this cannot be supplied, please let us know.

Name: \_\_\_\_\_

Hotel: \_\_\_\_\_

*I have read and understood the terms and conditions on page 6 of this document*

Signature: \_\_\_\_\_

#### PAYMENT METHOD

- Invoice  
 Cheque  
 Credit Card

Card Number: \_\_\_\_\_ CVC: \_\_\_\_\_ Expiry: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

# TERMS AND CONDITIONS

## 1. Definitions and Interpretation

### 1.1. Definitions

- 1.1.1. Agreement: means the Agreement as set out in this document between the AHA NSW and the Associate.
  - 1.1.2. AHA NSW: means the Australian Hotels Association NSW (ABN: 64 243 628 807).
  - 1.1.3. AHA NSW Associate Member Logo: means the image provided to the Associate by the AHA NSW, containing the AHA NSW Logo and marked with text specifying "2019 AHA NSW Associate Member".
  - 1.1.4. Associate: means the entity as specified in on page 5 of this document.
- 1.2. This Agreement supersedes any previous representation, agreement or understanding between the Associate and the AHA NSW. To the extent of any inconsistency between this Agreement and any such previous representation, agreement or understanding the Agreement will govern.

## 2. Obligations and Consideration

- 2.1. During the term of the Agreement the AHA NSW must provide the communication, networking and advertising services and discounts as specified on page 4 and 5 of this document ("the Services").
- 2.2. In consideration for the Services the Associate will make payment to the AHA NSW of the amount specified and confirmed by the AHA NSW on page 5 of this document, or as otherwise agreed in writing.
- 2.3. The payment specified above at clause 2.2 will be payable within 14 days upon the AHA NSW confirming the Associate's application has been accepted.
- 2.4. If the Associate elects to make payment by credit card, the Associate acknowledges that this payment may be processed immediately.

## 3. Term and Termination

- 3.1. The term of this Agreement is for the period from 1 January 2019 to 31 December 2019, or such shorter period as specified in this document, or otherwise agreed in writing, subject to clause 3.2 and 3.3.
- 3.2. Either party may terminate this agreement immediately by giving notice in writing to the other party if the other party:
  - 3.2.1. breaches any material term of this agreement and that breach is incapable of remedy or the other party fails to remedy that breach within 14 days of receiving notice from the non-breaching party requiring the other party to remedy the breach; or
  - 3.2.2. 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 as and when they fall due.
- 3.3. The AHA NSW may terminate this Agreement immediately by giving notice:
  - 3.3.1. If the Associate engages in conduct:
    - i. that is prejudicial to the interests or good standing or commercial security of the AHA NSW; and/or
    - ii. with members of the AHA NSW that is misleading, deceptive and/or unconscionable; and/or
    - iii. that disparages, defames or otherwise damages the reputation of the AHA NSW.

## 4. Warranties

- 4.1. The Associate warrants that:
  - 4.1.1. It has the legal right and authority to enter into the Agreement; and
  - 4.1.2. Its entry into the Agreement does not place it in breach of any existing arrangement with any other person.

## 5. Limitation of Liability

- 5.1. To the maximum extent permitted by law, except as expressly set out in this Agreement the AHA NSW excludes all warranties in relation to any benefits and/or goods and/or services supplied or to be supplied by the AHA NSW under this Agreement.
- 5.2. To the maximum extent permitted by law, the AHA NSW's liability in relation to this Agreement is limited to the total GST inclusive market value of the consideration provided by the Associate in relation to this Agreement.
- 5.3. The AHA NSW shall in no circumstances be liable for any consequential loss, loss of profits, loss of revenue, loss of opportunity, reputational or other indirect loss suffered by the Associate or any of its Related Bodies Corporate in connection with this Agreement.

## 6. GST

- 6.1. Unless stated to be otherwise, all amounts payable under this Agreement are exclusive of GST.
- 6.2. Subject to clause 6.1, if GST applies to any supply by either party, under or in connection with this Agreement, the consideration provided, or to be provided, for that supply, will be increased by an amount equal to the GST liability properly incurred by the party making the supply.
- 6.3. Any invoice rendered by a party to this Agreement in connection with a supply under this Agreement, which seeks to recover an amount of GST payable by that party, must conform to the requirements for a tax invoice in the GST Act.
- 6.4. Where either party issues an invoice further to this clause, the parties acknowledge such invoices may show a composite price for some or all the supplies provided under this Agreement by a party, and that the parties are not then obliged to itemise separately in the invoice the consideration for each of the supplies it provides unless otherwise agreed.

## 7. Force Majeure

- 7.1. Neither Party shall be liable for any delay or failure to perform its obligations pursuant to this Agreement if such delay is due to "Force Majeure".
- 7.2. In this clause 8, "Force Majeure" means any circumstance beyond the reasonable control of a party that results in that party being unable to perform any obligation under this Agreement, either at all or within the time required, including: acts of God, lightning strikes, earthquakes, floods, droughts, storms, tempests, mud slides, washaways, explosions, fires and any natural disaster, acts of war, acts of public enemies, terrorism, riots, civil commotion, sabotage and revolution and industrial disputes.
- 7.3. If a party is prevented from carrying out its obligations under this Agreement as a result of Force Majeure it must use its best endeavors to mitigate the impact on the other party.

## 8. Intellectual Property

- 8.1. Except where expressly provided under this Agreement, nothing in this agreement transfers any right, title or interest in a party's intellectual property to any other party.
- 8.2. The parties shall retain all rights in relation to any intellectual property provided to the other for the purpose of fulfilling obligations under this Agreement, subject to any licenses granted by this Agreement.
- 8.3. The AHA NSW grants to the Associate a non-exclusive license to reproduce and publish the AHA NSW Associate Member Logo by the Associate during the term.
- 8.4. Subject to clause 8.3 above, the Associate must not distribute, display or otherwise use any logo, advertisement, signage, press release or other marketing material referring to the AHA NSW without obtaining the prior written approval of the AHA NSW.
- 8.5. The Associate grants to the AHA NSW a non-exclusive license to reproduce and publish its logos, advertisements, signage, press releases or other marketing materials for the purpose of fulfilling any obligations under this Agreement.
- 8.6. Upon the Termination of this Agreement pursuant to clauses 4.2 or 4.3 of this Agreement the Associate must cease to use any of the AHA NSW's Intellectual Property.

## 9. General

- 9.1. The terms of this Agreement are confidential between the parties. Each party agrees not to disclose any information the party acquires or becomes privy to by reason of the arrangements set out in this Agreement where the information is not already in the public domain, unless required by law or the rules of an applicable securities exchange.
- 9.2. The parties acknowledge that the relationship between them is not an agency, partnership, joint venture or employment relationship.
- 9.3. This agreement is the entire agreement between the parties relating to its subject matter and replaces all previous agreements on the subject.
- 9.4. The failure of a party at any time to insist on performance of any provision of this Agreement is not a waiver of its right at any later time to insist on performance of that or any other provision of this Agreement.
- 9.5. A party giving notice under this Agreement to the other which is required to be in writing must send it to the contact person for that party at the address of the party as set out in the Contract Details section of the table at the beginning of this Agreement.
- 9.6. A party may not assign or otherwise transfer any or all of its rights arising out of this Agreement without the prior written consent of the other party.
- 9.7. This agreement may not be varied except in writing signed by the parties.
- 9.8. This Agreement may be executed in counterparts, each of which will be considered an original and all of which together constitute one and the same Agreement.
- 9.9. This Agreement is governed by the laws of New South Wales and each party submits to the non-exclusive jurisdiction of the Courts of New South Wales.